**Growing A Program ...**

**WITH NEW TALENT AND GENEROUS DONORS**

CAL POLY’S WINE AND VITICULTURE PROGRAM (WVIT) has undergone many exciting changes over the past year and is making progress toward a number of long-term goals. In recognition of these changes, and to honor the student club roots of Wine and Viticulture, starting with this edition, we have renamed the newsletter Vines To Wines.

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We also received generous leadership gifts toward the new building from the McKinley family, the Peszynski family, and the Wagner Foundation, and a gift of 14 research fermentors from E. & J. Gallo that were put into service for student senior projects last fall.

Cal Poly graduates continue to impress wine industry employers, and our alumni continue to be recognized for their Learn by Doing education and philosophy. It has been an honor and a pleasure to serve as the new director of Wine and Viticulture at Cal Poly this past six months, and I look forward to continuing to help the program’s faculty and students make progress toward our goals.

I hope you’ve had a bountiful harvest and successful crush, and I look forward to the opportunity of meeting many of you at the Cal Poly reception in January at Unified (see article, page 15.) Cheers.

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Investing in the Future
JERRY LOHR PLEDGES $1 MILLION TOWARD WVIT INNOVATION CENTER

JERRY LOHR, PROPRIETOR OF J. LOHR Vineyards & Wines, pledged $1 million to the Wine and Viticulture Program at Cal Poly to launch fundraising efforts for its $8 million Wine and Viticulture Innovation Center.

While Lohr holds degrees from both South Dakota State and Stanford universities, he has hired many graduates of Cal Poly’s hands-on programs as interns and winemakers to work at his winery, founded in 1974 in Monterey County, Calif.

“The graduates that come out of Cal Poly’s Wine and Viticulture Program have been invaluable to our company,” Lohr noted in early 2012, at the time of his pledge.

“With the dramatic growth of the industry and the high quality of Cal Poly students, I am pleased to lead the industry support of the university’s new center for education and research, which will serve as a resource for all of us in the wine industry, locally and throughout California.”

While Cal Poly planted its first grapes on campus three decades ago, not until 2004 did the College of Agriculture, Food & Environmental Sciences (CAFS) debut the first major program devoted to wine and viticulture.

Since the Central Coast’s wine industry has boomed in the past 20 years, the university has filled a need for qualified professionals with a thorough understanding of crop science, fruit science, chemistry and agribusiness, its leaders note.

“Cal Poly enjoys close professional ties with wine industry partners from all over California,” said CAFES Dean David Wehner.

“Our unique, three-pronged curriculum fosters an academic alliance of production agriculture, food science and agricultural business, providing students with the hands-on experience to grow it, make it and sell it.”

Wehner acknowledged, “The generous support of J. Lohr and other industry partners will bring the new Wine and Viticulture Innovation Center to life, strengthening our ability to teach all aspects of the business to the next generation of industry leaders.”

WVIT STUDENTS BENEFIT FROM IN-KIND DONATIONS FOR CELLAR AND VINEYARD

CALIFORNIA’S CENTRAL COAST WINEMAKERS, vineyard owners and equipment or product managers give the Wine and Viticulture Program a unique advantage with in-kind donations ranging from grapes to French oak barrels, and a John Deere tractor to yeast for fermentation.

“The major donations that the pilot winery receives are grapes,” said Dr. Gerry Ritchie, professor of enology in the Food Science and Nutrition Department.

Vineyards that donated fruit to the campus winery in 2012 include Riverbench Vineyard & Winery (pinot noir); Presqu’ile Vineyards (pinot noir), Hampton Family Vineyards (chenin blanc and chardonnay); Sculpterra (primitivo); and Gallo Vineyards (cabernet sauvignon), Ritchie noted.

The donations from Riverbench and Hampton Family vineyards were organized by Chuck Ortmann, then-winemaker at Riverbench and the proprietor with his son, Matt, of the family label, Ortmann Family Vineyards.

“We gave Chuck an award last year (a garden gnome) to say ‘thank you’ for organizing grape donations for the students every year since we started (2008),” Ritchie explained.

During fall quarter, Cal-Coast Machinery in Santa Maria donated a John Deere tractor, model 5083JN, 83 HP OOS Narrow, to the program for “educational advancement,” said Michael Walsh, lecturer and vineyard manager. The make of tractor is designed for use in vineyards.

Cellar Master Matt Braun counts among the gifts barrels from Seguin Moreau and Taransaud, provided via Julie Guffy, a Cal Poly graduate who works for Mel Knox Barrel Brokers, as well as one barrel donated from Trust Cooperage.

Yeast, malolactic bacteria and wine additives from Enartis, Lallemand and Gusmer Cellulo were supplied, with most of the fermentation supplies donated by Laffort and Gusmer.

Paragon Vineyards in the Edna Valley gave equipment specifically for students’ senior projects.

GARAGISTE FESTIVAL DONATES $20,000 TO WINE AND VITICULTURE PROGRAM

THE 2012 GARAGISTE FESTIVAL in Paso Robles, Calif., included four days of wine tastings, winemaker seminars and events, and raised $10,000 for Cal Poly’s Wine and Viticulture Program.

The previous year’s event also raised $10,000 for the program, said Wine and Viticulture Director Jim Cooper. That donation was made by Stewart McLennan and Doug Mintnick, co-founders of the nonprofit festival, on Feb. 1, 2012, at Hummerisky Vineyards in Paso Robles.

The term garagiste (gar-uh-zh-stuh) is one with roots in France’s Bordeaux region, and once was used to denigrate small-lot winemakers who worked in their garages and stubbornly refused to follow “the rules.” The moniker has grown into one used to describe producers of some of the world’s best wine.

The event supports the free spirit behind the success of the Paso Robles’ winemaking community and focuses on those who produce less than 1,200 cases per year.

The 2012 festival, a sold-out event, opened Nov. 8 with a winemaker dinner, LudoBites, prepared by Ludovic Lefebvre, master chief at Thomas Hill Organics in Paso Robles, and continued Nov. 9 with a mixer at Vines on the Marycrest, winner of the 2011 Spirit of Garagiste award.

An event highlight was the Nov. 10 main tasting, held in a working stable at Windfall Farms, east of Paso Robles. Participating in the winemaker panel seminars beforehand were Andrew Murray; Jeff Cohn and Justin Kahler (authors of “Digging Deep into Syrah: Microclimates, Terroir and Stylistic Decisions”); and Aaron Wines, Rodrigo M. Ranchero Cellars and Two Shepherds Vineyards (“A Look at Emerging Varietals”).


The event ended Nov. 11 with the “So You Want To Make Wine?” symposium at the Vintner’s Vault in Paso Robles.

Information: garagistefestival.com
LONGTIME VITICULTURE PROFESSOR Keith Patterson semi-retired from the university in July 2012, but his expertise and passion for viticulture and his devotion to students resonate both with graduates and those still in the program.

One of them fondly described Patterson as the type of instructor “who most viticulture students have probably met for a beer at one time or another,” and others praise him for always being approachable and “100 percent dedicated to answering your questions.”

Patterson left teaching to focus on his cancer battle, but remains active in Central Coast viticulture via his company, Vitus Management, which farms approximately 1,000 acres through San Luis Obispo and Monterey counties – and for one client in Bulgaria, he said.

“We go there two times a year, and the rest is all done via the Internet,” he said with a smile.

Patterson said he plans to return to campus in spring quarter 2013 to teach three classes.

During his 16 years at Cal Poly, Patterson saw the university shift focus from what had been only a wine/viticulture minor to an interdepartmental major created by faculty in the Agri-business, Food Science and Nutrition, and Horticulture and Crop Sciences departments. Wine and Viticulture complements the new combined major, Agricultural and Environmental Plant Science, with seven concentrations, among them Crop Science, Fruit Science, Plant Protection Science, and Sustainable Landscape Management and Design.

Along with the new major and its emphasis on the wine-grape growing at the Trestle Vineyard and winemaking in the campus’ pilot winery, came escalated interest in the Wine and Viticulture Program from both the Central Coast winemaking community – many of them graduates of Patterson’s – and prospective students.

Patterson and his students energized the campus vineyard, planted in stages in 2002 and 2009, with new trellising and rootstocks, relying on the research he performed while a student at California State University, Fresno. There, he studied various trellises and training systems and concluded that while the popular vertical shoot positioning (VSP) system “has its place, it’s overused and is not suitable everywhere,” he explained.

The latest theories on trellising and training reveal “that it’s better to protect fruit than to expose it” to too much sunlight, Patterson noted.

One of Patterson’s fondest memories from Cal Poly was the surge in recent years from “about seven to 200 members” in the campus’ Vines to Wines Club. The formation of the service-based club was “one of the most significant things I’ve done,” he said.

“Club members volunteered to perform community service in the industry, which got the Cal Poly name out into the community. Even students not in the major program participated.”

One of Patterson’s many graduate students is Alfredo Koch, coordinator of the Agribusiness: Enology/Viticulture program since 2007 at Allan Hancock College in Santa Maria, Calif. After working as Patterson’s teaching assistant and finishing his master’s in sustainable cover crops, Koch continued to the University of California, Davis, earning his doctorate.

Looking back, Koch calls learning with Patterson “a very important step for me, as I was most inspired by his way of teaching – the reading, the science, experiments and comments. He is excellent at communicating, which inspired me a lot, both in teaching and research. I always had something to learn from him. It was an honor for me.”

Recent graduate Nick Hillman described Patterson as “like a second father to me,” an instructor “who knows his field of expertise so well and also teaches it really well.”

Senior Jordan Crabtree agrees, marveling at Patterson’s passion for viticulture. “I consider him a friend more than an advisor,” he said.

Patterson shares as much praise for his students as they do for him. “I like the interaction with students, and I love the enthusiasm they show. They want to be here. It really makes my job easy when I walk into a room and see 100 faces, and they all really care.”

And while Lean By Doing is Cal Poly’s slogan, it’s a mantra for Patterson and those he teaches.

“We spend more time in the field here. It’s hands-on – but it’s more than that,” he said, using pruning as an example: “Students do more than just pruning by learning the philosophy behind pruning, how it affects the vines – how grapevines work, how they produce fruit.”

And he’s gratified to know there’s “a bunch” of Cal Poly alumni working in the wine industry in San Luis Obispo County and throughout the state. “We’re everywhere,” he said. “And that gives me more satisfaction than anything else.”

Keith Patterson shares his expertise, and students listen (above). COURTESY THE DEPARTMENT

Opposite: Katry Larwood (front), an enology and viticulture senior, and Ewen Hungerford, a fruit science senior, harvest the campus vineyards, which Professor Patterson and his students updated in recent years with new trellising and rootstocks.

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KEITH PATTERSON'S LOVE FOR VITICULTURE AND TEACHING INSPIRES HIS STUDENTS IN THE CLASSROOM, VINEYARD & INDUSTRY
TWO SITES INTEGRAL to students’ Learn by Doing education are the campus’ Trestle Vineyard and the pilot winery.

In the vineyard, formerly referred to as “Baker’s Acres,” students in classes are led by faculty instructors Michael Walsh, Dan Rodrigues and Michael Costello, and are supervised by student vineyard manager Sandy Matthews.

Matthews, a 23-year-old senior, has managed the 12.5-acre campus vineyard since fall quarter 2012. When he graduates in the spring, the scion of a longtime Huasna, Calif., cattle ranching family will choose one of three paths to a career in viticulture.

“I’ll either intern in the Southern Hemisphere for about two years, get a job as a vineyard manager or return to my family’s 3,000-acre cattle ranch and plant grapevines and avocados,” Matthews explained.

One Wednesday in early November, the students enrolled in the fall quarter of Winemaking 1 were busy testing acid levels, topping barreled wines and reporting the results to their instructor, Matt Brain, who also serves as the winery’s cellar master.

Students produce wine in the pilot winery to learn the craft of winemaking from grapes to bottle. Cal Poly wines, marketed for sale, are produced under bond at Orcutt Road Cellars.

The pilot winery houses all the equipment – from crusher/destemmer, pressers, tanks and barrels to bins, chemicals and a bottling line – that students need to make wine from grapes grown in the campus vineyard as well as those donated from commercial vineyards. The 2012 campus vintage included chardonnay, chenin blanc, five rosés, two pinot noirs, cabernet sauvignon, syrah, primitivo and tempranillo.

He encourages the students to taste wine every step of the way, from fermentation to barrel or tank, and share the results with the class. Tasting the chenin blanc, Brain led the class in describing the young vintage as “pithy, with grapefruit rind and fairly clean. I’d definitely say it’s in balance,” he noted.

Senior Katey Larwood said she “loves Winemaking 1 because it’s so hands-on.” As she sampled the class’ barrel-aging pinot noir, the 23-year-old from Moraga, Calif., mentioned another favorite program experience – her 2010 harvest internship at Brander Vineyard in Los Olivos, Calif. After she graduates, she plans to relocate to France and become a winemaker.
STUDENTS STUDYING WINE AND VITICULTURE at Cal Poly Learn by Doing via various internships, ranging from cellar and winemaking duties at Orcutt Road Cellars, to marketing and sales at Constellation Brands, to harvest stints in France and the Southern Hemisphere.

Nick Hillman, who graduated from the WVIT Program in December 2012, said he spent the harvest of 2011 “doing a little bit of everything” at Chateau Margaux, north of Bordeaux, France.

“I checked berry and cluster weight and brix levels in the vineyard, and I worked in the cellar and the lab,” said Hillman, a native of Ventura, Calif.

Armed with his degree and two minors, one in Plant Protection Sciences and the other in Agribusiness, Hillman, 23, said he plans “to network for a job in Australia or New Zealand, or take the GRE for a grad school program for viticulture.”

“Going to class and coming to work is OK, but finding the time to study is hard,” joked Boydstun, 21, a native of Napa, Calif. In early November, Boydstun and Crabtree worked to complete fermentation punchdowns, make additions to tank and barrel, and top off wines.

Syrah harvested the prior week from the campus vineyard was nearing the end of fermentation, and Crabtree, 24, explained that it would be pressed to barrel within days.

Crabtree, who will graduate this spring with concentrations in Viticulture and Plant Protection Science, showed a visitor his senior project, in which he studied the phenolics of four different clones of pinot noir. Boydstun’s senior project focused on yeast comparisons between several grape varietals, he explained. His concentration is Soil Science.

Both students were quick to praise the WVIT Program and its faculty members. Crabtree, who transferred to Cal Poly from Allan Hancock College in Santa Maria, said the extensive “hands-on experience and chances for greater networking” earn students recognition and praise from the local community, increasing their chances to secure jobs directly upon graduation.

“(The program) is the best … it’s the broad scope of everything, from vineyard to winemaking to selling, and it’s good to have the support of the industry,” Boydstun noted.

The WVIT Program’s student-run Vines to Wines Club promotes hands-on wine education and connections to the California wine industry. The goal of club members is to make wine education fun and accessible to everyone, and ease the stigma often associated with wine tasting. Visit wvit.calpoly.edu/vines_to_wines.html or e-mail cpvinestowines@gmail.com.

INTERNSHIPS EXPAND STUDENTS’ SKILLS, BOOST NETWORKING OPPORTUNITIES AND ULTIMATELY LEAD TO COVETED JOBS IN THE INDUSTRY

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While the Edna Valley is a long way from Bordeaux, the students interning for the harvest at Orcutt Road Cellars there have no shortage of daily chores or shared expertise. Among the brands produced at the mammoth custom crush facility are Gallo, Tangent, Balyana and our own Cal Poly wines.

Under the direction of lead winemaker Christian Roguenaut, seniors such as Clayton Boydstun and Jordan Crabtree balance a part-time internship schedule with a full-time schedule of classes. Both worked the fall quarter harvest with Roguenaut to produce all of Orcutt Road Cellars’ labels in addition to being in charge of the 2012 vintage of Cal Poly wines destined for market, said Crabtree, a Santa Maria, Calif., native. “It’s a great variety of exposure.”

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2012 WVIT grad Nick Hillman (above, right) and Italian student Davide Tomazzoli interned at the Chateau Margaux Estate in France. COURTESY NICK HILLMAN

Opening the Gate

Seniors Jordan Crabtree (left) and Clayton Boydstun were selected as the 2012 student winemakers at Orcutt Road Cellars (right).
TOASTING TO THEIR Success

THREE MEN WITH CAL POLY CONNECTIONS ARE HONORED FOR THEIR ACHIEVEMENTS IN THE CALIFORNIA WINE INDUSTRY

Sonoma County farmer Mark Sanchietti, a graduate of the Wine and Viticulture Program (WVIT), was recognized as Outstanding Young Farmer by the 2012 Sonoma County Harvest Fair in October. Sanchietti owns and operates Sanchietti Farming LLC.

WINemaker OF THE YEAR: MIKE SINOR
After working in the cellar at several San Luis Obispo County wineries to pay his way through Cal Poly as an industrial technology major, Mike Sinor became assistant winemaker at Byron Vineyard in Santa Barbara County for six years beginning in 1994. In 2000, he returned to take the winemaking reins at Domaine Alfred in Edna Valley, and remained there until 2006.

Sinor is also a founding member of the World of Pinot Noir and a current board member, and is director of winemaking for Ancient Peaks Winery, consulting winemaker for Center of Effort Winery, and winemaker and owner with his wife, Cheri, of Sinor-LaVallee Winery. He is also the current chairman of the San Luis Obispo Vintners Association.

“I am totally honored to represent San Luis Obispo County for the year. As people know, winemaking is my life,” Sinor stated. Sinor earned his Cal Poly degree before the WVIT major was created, from his perspective in the industry, “It’s really exciting to see the program grow from nothing to what it is today. And that’s a reflection of the quality of its students. Many of the region’s most prominent winemaking families send their children to Cal Poly.”

The wine and viticulture industry funnels $1.1 million annually into San Luis Obispo County’s economy. It also employs more than 8,000 people, and attracts millions of tourists who spend more than $113 million each year, noted Jennifer Porter, executive director of the Paso Robles Wine Country Alliance.

OUTSTANDING YOUNG FARMER OF 2012: MARK SANCHIETTI
A fourth-generation Sonoma County farmer, Mark Sanchietti formed his own vineyard service business five years ago after graduating from Cal Poly in 2007.

Sanchietti Farming LLC practices sustainable methods, providing services ranging from farming established vineyards to developing new vineyard sites.

The company farms more than 200 acres of vineyards, including the 70-acre Shone Farm vineyard that Santa Rosa Junior College has contracted Sanchietti to manage since 2008.

A resident of Santa Rosa with his wife, Jenny, and their son, Mason, Sanchietti calls the Outstanding Young Farmer Award a “huge honor.”

WINE INDUSTRY PERSON OF THE YEAR: BRIAN TALLEY
With his wife, Cal Poly Agribusiness graduate Johnine, and their daughters, Elizabeth and Olivia, Brian Talley lives and works on the family farm founded in the Arroyo Grande Valley in 1948 by Oliver Talley. Oliver’s son, Don – Brian’s father – planted the site’s first grapes in 1982, and Talley Vineyards produced its first vintage in 1986.

Coincidentally, it was Johnine’s senior project with Agribusiness Professor Phil Doub that set the stage for developing a wine business curriculum that is now integrated into the WVIT major.

After graduating from UC Berkeley in 1988, with degrees in history and the political economy of natural resources, Talley became general manager of Talley Vineyards in 1991. Under his leadership, the winery is renowned for its estate pinot noir and chardonnay, and for hiring innumerable Cal Poly WVIT graduates.

“I am very lucky to work with a committed and passionate group of people, and they make me look good and provide lots of support,” Talley said.

Talley helped found the World of Pinot Noir, an event that draws thousands to the region each year to celebrate the grape that thrives in the Central Coast’s cool climate.

Talley Vineyard’s sister label is Bishop’s Peak, which also includes pinot noir and chardonnay, as well as some Bordeaux grape varietals.

In 2005, Brian and Johnine Talley created the Fund for Vineyard and Farm Workers, which has raised thousands in grants to benefit farm workers. Proceeds from the sales of Talley’s Mano Tinta wine label are the source of those grants.

Talley is a member of the Cal Poly Wine and Viticulture Program’s Advisory Council and the Orfalea College of Business Executive Partners Program.
Valuable Findings

AGRIBUSINESS, WVIT PROGRAMS LEAD WAY ON CONSUMER, SOCIAL MEDIA STUDIES

DURING THE PAST 18 MONTHS, students, including WVIT senior Hanna Peszynski, authored or teamed with faculty members to research, write and present papers at wine industry conferences throughout the United States. Marianne McGarry Wolf, a professor in Cal Poly’s Agribusiness Department, specializes in exploration of consumer’s buying trends and, more recently, how social media can be used to benefit the wine industry in academic settings. As part of her senior project, Peszynski co-authored two of Wolf’s papers presented at the American Association of Wine Economists (AAWE) in June 2012 at Princeton University.

The first paper, titled “Using Social Media for Collaboration about Industry News in Higher Education,” was authored by McGarry Wolf, Mitch Wolf, Leanne Brady, Peszynski, Lindsey Higgins and Shane Wolf (wine-economics.org.working-paper/). The second, “Who are the Wine Techies?” was authored by McGarry Wolf, Wolf, Brady and Peszynski (Wolf et al.). It explored the characteristics of a “wine techie,” a consumer who is interested in talking about wine via social media.

Among McGarry Wolf's presentations was one titled “Test Drive Your New Product – Simulated Test Marketings” at the Agri-Marketing Conference & Trade Show. Her research found that since 80 to 90 percent of all new products fail during their first year, simulated testing can be a useful tool by which to forecast a new product’s sales.


McGarry Wolf earned her Bachelor of Arts, Master of Arts and doctorate in economics at the Johns Hopkins University in Baltimore, Md. Her research focuses on consumer attitudes and behavior. She joined Cal Poly’s Agribusiness Department in 1994, and teaches agribusiness marketing research, agribusiness marketing strategy and branded wine marketing courses.

The professor has studied food and wine consumers in the United States, Australia, Italy, Spain, Ireland, Colombia, Finland and Japan. Her research has been published in peer review journals and books, and presented at conferences around the world.

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WIT Wants to Hear from You

AS A RELATIVELY NEW but quickly growing program, Wine and Viticulture (WVIT) wants to hear from you, our alumni and friends, and the great things you are doing in the world. You can stay connected to WVIT faculty, staff, alumni, students and friends by “Liking” us at facebook.com/ CalPolyWineAndViticulture.

To continue getting the Vines to Wines newsletter – an annual printed issue and an annual e-issue – be sure to update your contact information with Cal Poly’s Alumni Relations. Scan this QR Code or visit wvit.calpoly.edu/content/connect/update_contact_info. We look forward to hearing from you!

Unified Wine & Grape Symposium

JOIN WVIT AT UWGS EVENT IN JANUARY

THE ANNUAL UNIFIED WINE & GRAPE SYMPOSIUM (UWGS) remains a top-notch way for Cal Poly students and professionals alike to view products and technology new to winemaking and viticulture and network within the national wine industry. Scheduled Jan. 29-31 at the Sacramento Convention Center in Sacramento, Calif., the UWGS will showcase more than 650 suppliers to the wine and grape industry. With more than 12,000 participants in 2012, it remains one of the largest industry conferences and trade shows in North America.

The trade show takes place over two full days, Jan. 30-31. Cal Poly’s Wine & Viticulture Program (WVIT) will have an evening reception on Wednesday, Jan. 30, for current students and alumni, and an academic booth at the trade show, said Director Jim Cooper.

He encourages students to join the American Society for Enology and Viticulture (asev.org) and attend the event, which will offer them the opportunity to meet marketing executives, vineyard managers and owners, winemakers and others in the national wine industry. Registration closes Jan. 22.

The latest in winemaking and viticulture equipment is a big attraction for attendees, who can meet with suppliers of barrels, bottles, corks, chemicals, grapevines, software, irrigation, trucks and tasting room supplies, UWGS organizers note. Information: unifiedsymposium.org/

WVIT student Rachel Goffinet kept Cal Poly wine flowing at a booth in Ariva Beach, Calif., during the SLO Vintners’ 2012 Harvest Festival.

PHOTO BY CARIE KOUDIS

2013 CALIFORNIA EVENTS

MARK YOUR CALENDAR

WVIT students volunteer at many wine events, among them:

JAN. 29-31 UWGS, Sacramento (see article above)

FEB. 16 Santa Barbara Garagiste Festival

MARCH 1-2 World of Pinot Noir

MARCH 15-17 Paso Robles Zinfandel Festival

MARCH 19-20 UWGS Central Coast

MAY 7-19 Paso Robles Wine Festival

JUNE 20-23 SLO Vintners’ Roll Out The Barrels

JULY 11-14 Central Coast Wine Classic

OCT. 18-20 SLO Vintners’ Harvest Festival

NOV. (TBD) Paso Robles Garagiste Event

Need volunteers for an event? Contact us at wvit@calpoly.edu.
Three Vines to Wines board members (from left) Ali Nelson, Devon King and Gianna Gallo enjoy promoting the Cal Poly club at the Cal Poly Club Showcase, an event held during Week of Welcome (WOW) for freshmen.

Viticulture Professor Keith Patterson helped form the club as an outlet for students to perform community service in the wine industry, but also to get the Cal Poly name out in the community and promote the Wine and Viticulture Program. (See more about Professor Patterson on page 6.)

PHOTO BY CARRIE SOUTH