



napa valley vintners

*proudly present*

# *A Napa Get-Away*

*Society of Wine Educators One Day Wine Symposium*

*in conjunction with the Napa Valley Vintners*

**Monday October 11th, 2010**

*held at*

**The Hilton Houston Post Oak**

2001 Post Oak Boulevard

Houston, TX 77056

Tel: 713-961-9300 | Fax: 713-623-6685

**To sign up please return your registration form to:**

**Gregory Dolan**

**Society of Wine Educators**

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# A Napa Get-Away

*The first of what we hope is many one day symposiums!*

*Don't miss our first this October in Houston, Texas!*

Join the Society of Wine Educators and the Napa Valley Vintners for a day of education and wine tasting about the Napa Valley appellation. The first One Day Symposium held by the SWE!

The day includes an educational presentation, "Napa Valley Rocks," which profiles the unique combination of soils, climate, geology, and leadership that make the Napa Valley a premier winegrowing region; a tasting of the stylistic differences of Napa Valley chardonnay; lunch, featuring alternative wine varieties from the Napa Valley (not chardonnay or cabernet sauvignon); a tasting of hillside vs. valley floor Napa Valley cabernet sauvignon; and a quiz and blind tasting challenge. All attendees will receive a certificate of completion for attending the course.

## Registration Information

<b>Pricing</b>	
<b>SWE Member Rate</b>	<b>Non Member Rate</b>
\$95.00	\$125.00

To sign up please return a completed registration form to the SWE (see front page for contact information). You can find the registration form attached to this email.

The Napa Valley Vintners is not accepting registrations.

## Program of Events

9:00am	Welcome & Introduction	1:00pm	Hillside vs. Valley Floor AVAs & How They Affect Napa Valley Cabernet Sauvignon
9:10am	Napa Valley Rocks	2:15pm	Break
10:30am	Break	2:30pm	Battle of the Palates Quiz & Blind Tasting Challenge
10:45am	Stylistic Differences of Napa Valley Chardonnay	3:45pm	Wrap Up & Closing Remarks
11:45am	Luncheon	4:00pm	Conclusion of the Program

## The Sessions

### Napa Valley Rocks

Napa Valley Rocks is an engaging presentation digging into what makes the Napa Valley America's premier winegrowing region. This session will explore the unique geological formation of the valley, why it is the ideal climate to grow grapes, historical milestones, and the tradition of leadership that is continued today. This presentation will further your understanding of Napa Valley, and its place within the world of wine.

### Stylistic Differences of Napa Valley Chardonnay

If you think you know Napa Valley Chardonnay, you might be surprised by this session, which will offer a tasting of four wines and discussion about different approaches to the production of Napa Valley's number one white wine grape.

### Luncheon

Napa Valley may be renowned for its Cabernet Sauvignon and Chardonnay, but area vintners actually produce everything from Albarino to Zinfandel! Taste three "alternative" varieties during lunch.

### Hillside vs. Valley Floor AVAs & How They Affect Napa Valley Cabernet Sauvignon

There are 15 "nested" appellations inside of the Napa Valley appellation – each with its own distinctive soils, climate, and influence on grape growing and wine production. In this session, we will taste and explore six different Napa Valley Cabernets from a single vintage, but grown in different areas of the Napa Valley. Taste the differences in wines produced from fruit grown on the hillside, valley floor, and various locations throughout the Napa Valley.

### Battle of the Palates Quiz & Blind Tasting Challenge

Test your skills and retention of the information you gained today with a written quiz based on Napa Valley Rocks and a blind tasting of six Napa Valley appellation wines. Each attendee will receive a certificate of completion for their participation in the Napa Valley Get-Away.

## The Speakers

**Barry Wiss**, Vice President  
of Communications and  
Trade Relations  
Trincherio Family Estates,  
Napa Cellars, and Folie à  
Deux



Barry Wiss is a veteran of the food and wine industry. A New Orleans native, Barry believes great hospitality means lagniappe- a little something extra. Barry is responsible for establishing one of the industry's most innovative wine and culinary education programs, Vine to Dine®. Vine to Dine has received international accolades and described as the most innovative approach to wine education. Barry is also the author of the World Wine Challenge®. He is a Certified Wine Educator and Certified Sommelier, he has also been awarded Advanced Level Certification with the Wine and Spirits Education Trust and serves on the Board of Directors and Examiners for the Society of Wine Educators. Barry is also presently pursuing a Master Sommelier diploma with the Court of Master Sommeliers.

**Dawnine S. Dyer**, Partner  
Dyer Vineyards



Dawnine Dyer, a California native with a degree in Biology from UC Santa Cruz began her career in the Wine Industry in 1974 at the Robert Mondavi Winery. In 1976 she was hired by the start up Domaine Chandon where she worked closely with the French winemaking team from Moët & Chandon to develop the styles and winemaking techniques that have led to unprecedented respect for the category of California Sparkling Wines. As VP, Winemaker, Dyer was responsible for all winemaking at the winery. During her 24 years at Domaine Chandon, Dyer spent considerable time in France, was involved in the 1986 founding of a sister winery, Domaine Chandon in Australia's Yarra Valley and traveled frequently to Chandon's facility in Argentina to oversee export products.

In 1993 Dawnine and her husband Bill planted a small Cabernet vineyard in the prestigious Diamond Mountain district of the Napa Valley and began making wine from the estate vineyard in 1996. In 2000 after 24 years with Chandon, Dyer left to devote more time to Dyer Vineyard. They now produce and market wine from their vineyard under the Dyer label. In 2005, they joined forces with Barry and Tracy Schuler, whose Meteor Vineyard in the Coombsville region of Napa has been on the radar with winemakers since its first crop in 2002, and began making wine together under the Meteor Vineyard brand. The first release was in 2008.

During her career Dawnine Dyer has served as president of the Napa Valley Vintners, president of Napa Valley Wine Technical Group, and was a member of the founding board of Women for WineSense. Through her work with the NVV, Dawnine has become a recognized voice for the importance of Geographic Indications and Appellations of Origin to the Napa Valley and has been invited to speak on the issue in Geneva, Switzerland, Beijing, China, Lima, Peru, and Bordeaux, France. She has lectured for the annual Wine Industry Executive program at the UC Davis Graduate School of Business, and is on the board of Frogs Leap Winery.

**Curtis Strohl**, Director  
Ancien Wines



Curtis began his life in wine about twelve years ago managing a small restaurant with an extremely large wine list. This restaurant, Pizza Man, located in Milwaukee, Wisconsin, featured one of the most extensive selections of Napa Valley wines in the entire world (500 wines, exclusively from Washington, Oregon, and California, with about half of those from Napa; all were available by the glass or the bottle).

A few years ago, Ken and Teresa Bernards invited Curtis to join their wine-making team at Ancien. Since then, Curtis has enjoyed living and working in Napa with one of California's well-respected wine-making families.