

2026 Annual Meeting - Tuesday February 24th, 2026 Boise Centre East		
8:00 AM - 8:45 AM	Registration, Breakfast, Tradeshow	
8:45 AM - 9:00 AM	Welcome James Nederend, IWC Board Chair and Ashlee Struble, Industry Relations Manager - ROOM 420	
9:15 AM - 10:45 AM	Rebuilding the Fire: Returning Purpose, Profit, and Pride to the Tasting Room Chris Puppione - Director of U.S. Winery Sales for Coravin ROOM 410 C	Heat Stress Mitigation and Strategies Christopher C. L. Chen, Ph.D. University of California ANR Integrated Vineyard Systems Advisor Sonoma, Mendocino, and Lake Counties ROOM 410 B
11:00 AM - 12:00 PM	Panel: Not Just a Pour When the product becomes part of something bigger Panel: Deseree Garcia, Idaho Candle Company; Melissa Cleland, Southwest Idaho Travel Association; Megan Stoll, Treefort Music Fest with Moderator Tawsha Box, Reynolds+Myers ROOM 410 C	WHOLE FARM PROFITABILITY STEPHANIE L. BOLTON, PhD How can we reinvigorate the family farm, so it is fun, thriving, exciting, and profitable for the long run? Gain new ideas for creating whole farm income from real-world examples ROOM 410 B
12:05 PM - 12:20 PM	Trade Show Introductions ROOM 420	
12:20 PM - 1:15 PM	Lunch Thank you to our lunch sponsor: Scott Laboratories Trade Show	
1:20 PM - 2:15 PM	Alignment: Connections and Challenges Eliseo "Che" Lanuza Lead Instructor for PACE ROOM 420	
2:20 PM - 2:50 PM	Idaho Wine Commission Update with Moya Dolsby + Fahlgren Mortine Update ROOM 420	
2:50 PM - 3:00 PM	Award Presentation Industry Impact Award & Lifetime Achievement Award ROOM 420	
3:00 PM - 3:15 PM	Tasting Seminar Prep Trade Show Networking	
3:15 PM - 5:00 PM	Fast, Fun, and Fresh: Making Wine for Cashflow Tim Donahue Younger drinkers aren't looking for trophies — they want wines that are fresh, fun, and ready to drink now. This session digs into how to make that work in the cellar and on the balance sheet. Using data from three real wines, we'll connect chemistry, timing, and packaging to culture and cashflow. It's a look at where the market's headed — and how to make wines that move, both emotionally and financially. ROOM 420	
5:15 PM - 6:00 PM	Industry Reception and Trade Show	