

## 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	<b>Welcome</b>   James Nederend, IWC Board Chair and Ashlee Struble, Industry Relations Manager - ROOM 420	
9:15 AM - 10:45 AM	<b>Rebuilding the Fire: Returning Purpose, Profit, and Pride to the Tasting Room</b> <b>  Chris Puppione - Director of U.S. Winery Sales for Coravin   ROOM 410 C</b>	<b>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</b>
11:00 AM - 12:00 PM	<b>Panel: Not Just a Pour</b> <b>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</b>	<b>WHOLE FARM PROFITABILITY   STEPHANIE L. BOLTON, PhD</b> <b>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</b>
12:05 PM - 12:20 PM	<b>Trade Show Introductions   ROOM 420</b>	
12:20 PM - 1:15 PM	<b>Lunch   Thank you to our lunch sponsor: Scott Laboratories   Trade Show</b>	
1:20 PM - 2:15 PM	<b>Alignment: Connections and Challenges   Eliseo "Che" Lanuza   Lead Instructor for PACE   ROOM 420</b>	
2:20 PM - 2:50 PM	<b>Idaho Wine Commission Update with Moya Dolsby + Fahlgren Mortine Update   ROOM 420</b>	
2:50 PM - 3:00 PM	<b>Award Presentation   Industry Impact Award &amp; Lifetime Achievement Award   ROOM 420</b>	
3:00 PM - 3:15 PM	<b>Tasting Seminar Prep   Trade Show   Networking</b>	
3:15 PM - 5:00 PM	<b>Fast, Fun, and Fresh: Making Wine for Cashflow   Tim Donahue</b> 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. <b>ROOM 420</b>	
5:15 PM - 6:00 PM	<b>Industry Reception and Trade Show</b>	