IDAHO WINE COMMISSION · 2027 ANNUAL MEETING

Growing Together

Rooted in Idaho.

Idaho Wine Commission

WHEN	WHERE	FORMAT
Monday, Feb. 22, 2027 8:00 AM – 5:30 PM	**The Center at the Canyon County Fair** 110 County Fair Avenue, Caldwell, ID 83605	**Two morning tracks. One industry.**

From vineyard practices and winemaking to marketing and hospitality, this year's meeting is built on one idea: **when Idaho wineries share knowledge and collaborate, the whole industry grows stronger.** Start the day together, dig into the track that fits your work, then come back together for an afternoon of learning, awards and a celebration of Idaho wine. **Choose the Vineyard Track or the Winery Track when you register.**

MORNING — Everyone together

8:00 – 9:00 AM — **Carbs & Collaboration**
Sponsored by Destination Caldwell
Pastries and networking to kick off the day.

9:00 – 9:30 AM — **Welcome & State of the Idaho Wine Industry**
Jay Hawkins, IWC Board Chair, Lanae Ridge Vineyard
Moya Dolsby, Executive Director, Idaho Wine Commission

9:30 – 9:45 AM — **Break**
Use the restroom, grab some fresh water, then head to your track.

BREAKOUT TRACKS · 9:45 – 11:45 AM

TRACK A · VITICULTURE

Vineyard Experience

Vineyard Nutrition
Dr. Markus Keller, Professor of Viticulture, Washington State University

GREAT FOR
Growers · Vineyard Managers · Winemakers · Owners

TRACK B · MARKETING

Winery & Hospitality

Social Media & Utilizing Influencers
Caitlin Montoya, Owner, Get Social with Cait / Boise Socialite

GREAT FOR
Owners · Tasting Room Managers · Marketing · Wine Club · Hospitality Staff

Midday & Afternoon

Idaho Wine Commission

MIDDAY

Everyone together

11:45 AM – 1:00 PM — **Lunch & Networking**

Sponsored by Idaho Beer and Wine Distributors Association

Reconnect with growers, winemakers and partners from both tracks.

AFTERNOON

Everyone together

1:00 – 2:15 PM — **When More Acid Isn't the Answer**

Presented by Tim Donahue, Horse Thief Wine Solutions

Free-run, light-press and hard-press fractions from Lescombes Family Vineyards were analyzed by ETS Laboratories for organic acids, potassium, calcium and magnesium. See how rising mineral extraction, especially potassium, can raise pH despite plenty of natural acidity, and how conductivity-based press cuts may help manage acid additions, improve stability and recover more usable juice.

2:15 – 2:30 PM — **Break**

2:30 – 4:00 PM — **Using AI in the Winery and the Vineyard**

Presented by Ally Ross, Saig Advice

Practical ways to put AI to work, from the cellar to the rows.

4:00 – 4:15 PM — **Wine Awards**

Industry Impact Award | Lifetime Achievement Award

4:15 – 5:30 PM — **Celebrate Idaho Wine Reception**

Sponsored by Scott Premium Closures and ETS Laboratories

Wine, food and networking to close out the day.

WHY REGISTER

One day. Real takeaways for your vineyard and winery.

Learn from experts. Dig into vineyard nutrition with Dr. Markus Keller of Washington State University and new press-fraction research with Tim Donahue.

Know where we stand. Get the State of the Idaho Wine Industry and an update from the Commission, straight from the source.

Pick the track that fits. Growers and winemakers head to the Vineyard Track. Owners, marketing and tasting room teams head to the Winery Track.

Connect and celebrate. Network over breakfast, lunch and an evening reception, and cheer on the Wine Awards.

Choose the Vineyard Track or the Winery Track when you register.