




Viticulture & Enology Program at Fresno State


James A. Kennedy






November 10, 2010
Central Valley Grape and Wine Expo
Fresno, CA




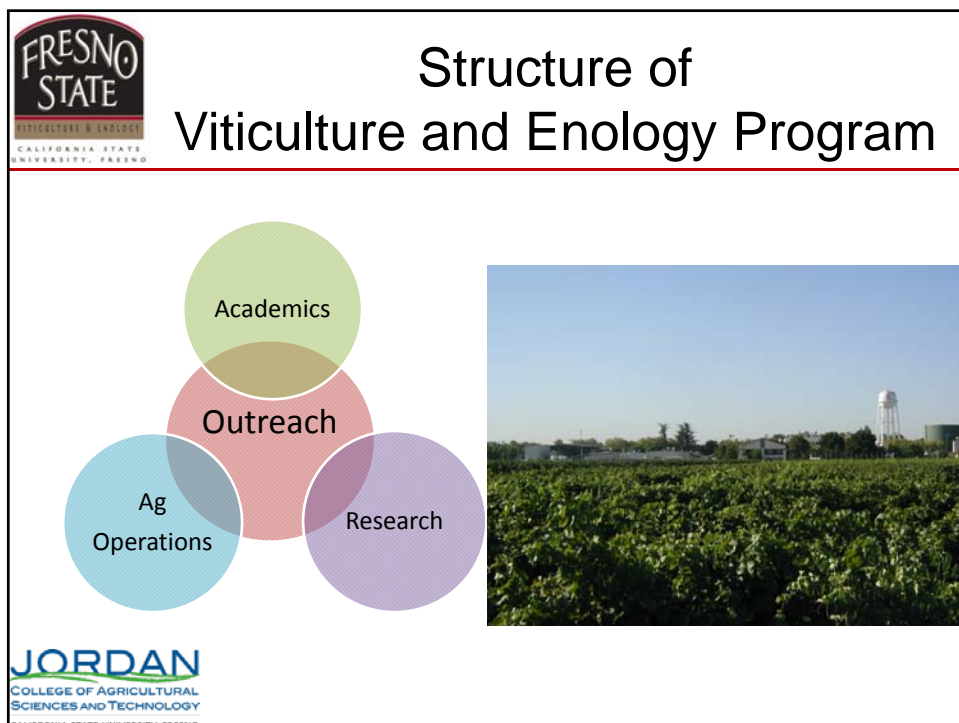


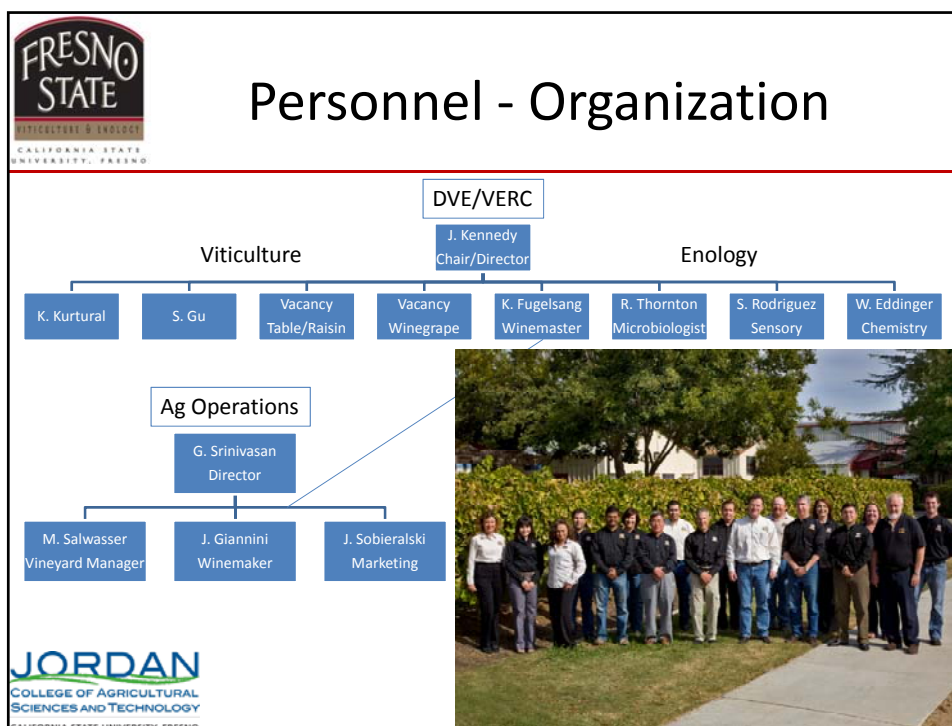
History of Program



- 1948: Viticulture curriculum established
 - Vincent E. Petrucci hired
- 1956: Enology curriculum established
- 1978: Viticulture Research Center completed
 - 87 donors, Vincent Petrucci leadership
- 1984: Industry Advisory Board established
- 1985: Viticulture and Enology Research Center established
 - Vincent Petrucci inaugural director
- 1997: First crush at bonded winery
 - Dr. Carlos Muller instrumental
- 1997: Dr. Keith Striegler director of VERC
- 2000: Department of Viticulture and Enology created
- 2000: Dr. Robert Wample director of VERC/Chair of DVE
- 2003: Masters and certificate programs approved
- 2010: Dr. Jim Kennedy director of VERC/Chair of DVE







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Personnel – Open Positions

**Assistant/Associate Professor of Viticulture
Table/Raisin Grape Production (Tenure Track)**

Department of Viticulture and Enology, California State University, Fresno
Vacancy #11576, AY 2011/2012

Rank/salary dependent upon academic preparation and professional experiences. 50% teaching (undergraduate and graduate) and 50% research, depending upon departmental needs. The position emphasizes table and raisin grape production and vineyard management in the San Joaquin Valley of California. PhD in Plant Science, Plant Physiology, Horticulture, Pomology or related discipline is required. Experience with plant growth regulators, canopy management, and application of sustainable practices is preferred in addition to having the ability to communicate in Spanish.

The successful candidate is expected to teach coursework in general viticulture, table and raisin grape production, and grape enterprise management; advise undergraduate students and supervise graduate student research; and engage in rigorous scientific research involving collaboration with other research scientists and the grape industry.

Apply online at <http://jobs.csufresno.edu> by submitting your curriculum vitae, cover letter, three current letters of reference (dated within the last 12 months), and three names of additional references.

For more information, contact Dr. Sanliang Gu, Department of Viticulture and Enology, California State University, Fresno, 2360 E. Barstow Avenue, M/S VR 89, Fresno, CA 93740-8003. Phone: (559) 278-4786, Fax: (559) 278-4795, E-mail: sanliang@csufresno.edu. To ensure full consideration, applicants should submit all application materials by 1/15/2011. Searches automatically close on 4/30/2011 if not filled. California State University, Fresno is an affirmative action/equal opportunity institution.

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Industry Advisory Board

- Barry Bedwell, President, CA Grape and Tree Fruit League
- Jim Coleman, Co-President, E&J Gallo
- Nat DiBuduo, President and CEO, Allied Grape Growers
- Fred Franzia, CEO, Bronco Wine Company
- Glen Goto, CEO, Raisin Bargaining Association
- Hal Huffsmith, Senior Vice President Vineyard Ops., Sutter Home





Industry Advisory Board

- Ron Metzler, President/Owner, Metzler Family Farms
- Dianne Nury, President, Vie-Del Winery
- Micael Othites, Senior Vice-President, Constellation Wines US
- Michael Snow, Director North Coast Grower Relations, Fosters
- Rick Stark, Grower Relations Manager, Sun Maid Raisin Company
- Brian Vos, CEO, The Wine Group
- Ryan Zaninovich, Field Operations Manager, VB Zaninovich and Sons



Academic Program

- Undergraduate degrees in viticulture and enology
 - Current number: 80 Enology, 48 Viticulture, 9 BS Double Major Viticulture and Enology, 5 Second BS in Enology, 1 Second BS in Viticulture
- Graduate degree in viticulture and enology
 - Current number: 5
- Certificate program in enology
 - Current number: 13
- Coming up: internship programs!








Research Program

- Six current research faculty, with two open positions
- Examples:
 - Dr Sanliang Gu: Forced cropping, ABA application to increase fruit color
 - Drs. Susan Rodriguez and Roy Thornton: Quantifying rot in fruit











Ag Operations

- Vineyard
 - Table grapes, raisin grapes, wine grapes
- Winery
- Marketing
- Provides immediate relevance to instruction





Ag Operations





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Outreach: Keeping it Relevant!







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Outreach: Keeping it Relevant!







My Vision Statement


From an industry perspective:
Fresno State Viticulture and Enology will be
the model institution for effective production and dissemination
of grape and wine knowledge in the United States



Is the Vision Achievable?

- Think about this:
 - Industry
 - Fresno State is located within the most productive grape and wine region in the US
 - The raisin industry is local
 - The table grape industry is local
 - Industry is supportive
 - Fresno State
 - Program with a tradition and with many successful graduates
 - University is very supportive
 - Unique program dedicated to practical training
 - Bonded winery
 - Talented faculty and growing
 - Industry and faculty already well regarded
 - Significant potential for financial support beyond current levels
 - Very supportive state







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Elements of a Fully Functioning Program

- Looks outward
 - Locally, nationally, internationally
- Looks inward
 - How can program be more effective?
- Integrates various elements of industry
 - Industry itself, regional education and outreach
- Has developed focus groups





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To Do Develop Resources

- Funding
 - Work nationally and internationally to increase funding
- Staffing
 - Once industry needs are articulated, develop staffing
- Intellect
 - Be aware of intellectual advances that will increase stability and competitiveness of industry
- Infrastructure






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A Few Specific Ideas

- Develop a regular visitation schedule for faculty road shows
 - Develop a list of topics that could be discussed
 - Create content that is consistent and effective
 - Provide plenty of opportunity for general questions
 - Tastings
- Develop a smart, regular news bulletin
 - Monitors reader interest
 - Use statistics to develop content
- Develop a central website that is content rich and current
 - Access limited to levy payers and donors





Experience to Accomplish Objectives

- Dedicated to grape and wine research
 - Education
 - University of California, Davis
 - Completed V&E coursework 1984-1985
 - Completed PhD 1999
 - Experience at various grape and wine research centers
 - University of California, Davis
 - University of Adelaide, Dept HVO
 - Oregon State University
 - University of Bordeaux
 - Australian Wine Research Institute
 - Passionate about industry
 - Industry experience




Vineyard Production:
 40 tons from 34 acres
 Selection: 100%

84 Monte Bello, bottled May 96
 The '84 vintage followed the pattern of the last three years: spring rains and a late start to the growing season. Though the set was not heavy, we thinned vigorously to help ensure full maturity by harvest. Again, cool nights held acid high as the grapes ripened. Vitis ripens from October 18 to 22—late, but fairly typical of our cool region. A light egg white fining and seven-month maturation in cool, acidified oak have softened the tannins beautifully. The result has enhanced richness, the palate's structure and spine. Both together, with the fine, acid complexity. Though approachable as a young wine, this lovely vintage will be at its best with five to fifteen years of bottle age. 1994 1996

RIDGE 1994
CALIFORNIA
MONTE BELLO®


73% CABERNET, 15% MERLOT, 9% PETH VERDOT, 3% FRANC
 SANTA CRUZ MOUNTAINS ALCOHOL 12.7% BY VOLUME
 CREAMY, PRODUCE AND BOTTLED BY REXZ UNIVERSITY, 100 4000
 17100 MONTE BELLO RD, BOX 1010, CLIPPING, CALIFORNIA 90011




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Experience to Accomplish Objectives

- Management experience
 - Have managed a group of highly competent scientists
 - Have experience managing multiple levels of competency
- Funding
 - Built a successful research program at OSU
 - Knowledge of funding sources
- Employment history
 - Have academic and industry experience







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In the Vineyard





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Acknowledgements

- Cynthia Wood
- Dan Malcolm
- Program Supporters

