

Wine-Grower-News #109

December 18, 2009
(Next Newsletter in two Weeks!)

Midwest Grape & Wine Industry Institute: <http://www.extension.iastate.edu/Wine>

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ISU Researcher Investigates the Waiting-in-Line Experience

I happen to be a member of a group that just hates to wait in line (MEN). I always appreciate visiting wineries that have long tasting room bars that allow many to belly-up and taste and those with more than one checkout station so that I can quickly pay. I am also appreciative of attractive sales displays in the tasting room and/or gift shop. I am always a little surprised at wineries who fail to incorporate these money making details into their tasting rooms. (mlw)



The Waiting Line Experience

[Dr. Deanne Brocato](#), is an assistant professor of marketing at Iowa State University (ISU) who studies waiting time and its emotional effect on consumers. How that experience goes may determine whether a customer comes back. She recently worked with researchers at Michigan State University, Texas Christian University, Auburn University and Florida State University to study the waiting experiences of 1,305 customers at either, a bank, a hair cutting establishment, sit-down restaurant or oil-change center from two medium-sized metropolitan areas in the southeastern U.S. Their paper, titled “*It Depends: Moderating the Relationships Among Perceived Waiting Time, Anger and Regret,*” was published in this November 2009 issue of the [Journal of Service Research](#). The full

paper requires subscription to the Journal of Service Research or a fee of \$32 to access. The abstract of this article is available free here: <http://jsr.sagepub.com/cgi/reprint/12/2/138>

The researchers found that the effects of waiting time on consumers' anger and regret toward their service experience can be significantly reduced or prevented with shorter perceived waits. This perception could be managed by:

- a. The *perceived justice of the wait* or fairness. An explanation of the waiting line rules and their enforcement to ensure fairness lessened the negative effects of waiting.
- b. *Loyal repeat customers* were also less likely to show regret in waiting but had a much less effect on waiting line anger. Hiring service oriented friendly employees was suggested to increase the loyalty affect.
- c. The *physical surroundings* showed the greatest effect in moderating the perceived waiting time. A pleasant, comfortable atmosphere with attractive sales and/or informational displays would be example ways to moderate the perceived waiting time.

You can contact Professor Deanne Brocato for further information about this study here: ph: (515) 294-9634 or brocato@iastate.edu

References and further resources on this topic:

1. *Waiting in Line Experience*, 11-23-09 - ISU News Service, <http://www.news.iastate.edu/news/2009/nov/biztips>
2. *Impact of Waiting Time Guarantees Customers Experiences on Waiting Time*, Fall 1997, Marketing Science: <http://mktsci.journal.informs.org/cgi/content/abstract/16/4/295>
3. *Making Time Fly: ISU Professor studies how to moderate waiting time for customers*, 1-25-08 - PhysOrg.com: <http://www.physorg.com/news120492260.html>
4. [*Elbert: Waiting warps customers sense of time, raises dander*](#), 12-6-09 - Des Moines Register

Jan. 15 Deadline to Sign Up For Spring VESTA Classes

VESTA's Spring 2010 class schedule is now available online. Visit www.vesta-usa.org for a list of classes. Deadline for registration is January 15, 2010.

Grape Root Stock Grafting Workshop

What: Hands-on workshop on grafting techniques for grape propagation.

When: 10 a.m. – 3 p.m. Saturday, January 16, 2010. Registration at the door starts at 9:30 a.m.
A noon break will allow lunch-on-your-own.

Where: [Pittsfield Community Center](#), 224 West Washington St., Pittsfield, IL (217) 285-2410

Who: Dr. [Mosbah Kushad](#), University of Illinois Extension Specialist.

Sponsored by: Western Illinois Grape Producers Association (WIGPAC)
South Central Illinois Grape Growers and Vintners Association
[Illinois Department of Agriculture](#)
[University of Illinois Extension](#)

Cost: \$10 each.

Pre-registration is requested by contacting Gene Meyer at 217-285-4141 / gkmeyer1@verizon.net
Or Sharla Nickell at 217-248-9307 or nickeladams.net

For details on disability accommodations, contact: Elizabeth Wahle, (618)-692-9434 or wahle@uiuc.edu

Eastern Iowa Wine Club looking for 2010 grapes

12-16-09 Iowa WineGrowers: We are sourcing grapes for the 2010 harvest season. In 2009, the [Eastern Iowa Wine Club](#) (EIWC) sourced more than 9,000lbs of local grapes. This next year we are interested in: RED: Marquette, Marechal Foch, Frontenac, Norton; and WHITE: Frontenac Gris, La Crosse, La Crescent, Seyval, Brianna. We will consider other varietals. Contact Brad Johnson (email: purplesilo@yahoo.com) soon!

Eastern Iowa Wine Club Annual Meeting



When: 5 p.m. Saturday, January, 16, 2010

What to Bring? : A bottle of wine and a dish to pass

Where: Historic “[Ray House](#)”, 912 First Avenue, Vinton, Iowa

Tentative Schedule:

- Welcome new members
- Overview of 2009
- Preview of 2010 (grape order, competition, Wine Camp)
- New Officer – election
- 6pm - FOOD (pot-luck - bring a dish to pass)
- Educational Activities
- Fun Stuff - test your wine identification skills. Can you tell the difference between a Foch, Frontenac and Marquette?

Brad & Jill Johnson will be hosting this event. Please let Brad know if you plan to attend at purplesilo@yahoo.com

Eastern Iowa Wine Club: <http://www.iowawineclub.org/>

Northwest Iowa Grape Growers Association – 2010 Annual Meeting



When: 10 a.m. Saturday, February 6, 2010

Where: [Sac County ISU Extension Office](#), 620 Park Avenue, Sac City, IA

Further info: Contact Richard Black, president at 515-467-5574 or rblacka.g@wccta.net

Northwest Iowa Grape Growers Association:
<http://nwiowagrapegrowers.com/>

IPTV – The Iowa Journal Show Highlights the Iowa Wine Industry

Paul Yeager, host of [The Iowa Journal](#) TV show on Iowa Public Television showed a video of [Brush Creek Winery](#) - Bellevue, IA; [Tabor Home Winery](#) – Baldwin, IA and [Fireside Winery](#) - Marengo, IA and then spent the rest of his 30 minute show discussing the Iowa wine industry with Ron Mark of

[Summerset Winery](#) – Indianola, IA; Barb Rasko, publisher of [MakeMineWine](#) Magazine and Mike White of the ISU [Midwest Grape & Wine Industry Institute](#). The program will be aired 6:30 p.m. Friday (Dec. 18) and 8:30 a.m. Saturday (Dec. 19). The video and program will also be archived for future viewing here: http://www.iptv.org/video/detail.cfm/6134/tij_20091217

OSU – Midwest Grape Production Guide currently out of print, more coming

The Ohio State University Extension bulletin 919 titled “*Midwest Grape Production Guide*” is sold out! The publisher printed 3,000 copies in 2005 and promised that they will print it again early next year. So, right now if you wish to order the bulletin, it is not available in a hard copy format. You can still view it or download it at the following website: <http://ohioline.osu.edu/b919/pdf/b919.pdf>.

... Courtesy of 12-7-09 [Ohio Grape & Wine Electronic Newsletter](#)



The [American Society of Enology and Viticulture \(ASEV\) annual meeting](#) will now be referred to as the ASEV National Conference for 2010 onward. The 61st ASEV National Conference is set for June 20-25 at the Washington State Convention & Trade Center in Seattle, Washington.

In conjunction with the 61st ASEV National Conference, the ASEV Northwest Chapter is organizing the [7th International Symposium on Cool Climate Viticulture and Enology](#). This conference week will unfold with a complete content-driven program integrating research reports, themed workshops, seminars and symposia. Tours and dinners are also being planned with focus on the famed Pacific Northwest wine and grape industry. A printed technical abstracts book will be provided during the symposium and a technical proceedings on CD will be available after the symposium.

Kirkwood is offering vine/wine appreciation classes during winter term

[Kirkwood Community College Continuing Education](#) is offering the following the viticulture and wine appreciation classes during this Winter term:

Wine Making and Winery Facility Management Certification Explore all aspects of winery facility planning and management: from grapes on the vine through crushing, fermentation through bottling and from bottle to the consumer in this six-part series. Attend each course meeting on Tuesdays and Wednesdays four times a month with a mix of classroom instruction and in-the-winery practical experience. Much of your time will be spent working in the winery under close instructor guidance. Section#: CBEM-290-XSL01. Tuition: \$235. Begins Feb 2. 12 Wks. Each course can be taken individually.

Wine Making 101 Fermentation Management
Post Fermentation Management 1 & 2
Winery Facility, Marketing and Regulation
Wine: Pre-Bottle to Consumer



Vineyard Management Certification Get hands-on training and instruction with this eight-part series on viticulture. Learn all aspects of planning, planting, maintenance and harvesting of your vineyard. Each course offers two evenings of classroom instruction and two evenings of in-the-vineyard practical experience. More than half of your time will be spent working in the vineyard under close instructor guidance. Section #: CBEM-600-XSL03. Tuition: \$295. Begins Feb 9. 16 Wks. Each course can be taken individually:

Vineyard Establishment Winter into Spring
Vineyard Management Spring
Harvest Vineyard Management 1 & 2

Vineyard Management 1 & 2
Summer Vineyard Management 1 & 2

A Night of Wine Have you always wanted to learn a little more about wine but don't want to spend hours and hours reading books with terms you've never heard of? Are you looking for a basic understanding of this intimidating beast? Join Lauren Chalupsky-Cannon, owner of The Secret Cellar Wine & Gift Boutique, for this beginner's course in understanding and tasting wines. We discuss how wine is made, the difference between white and red wine, how to read a wine bottle label, and finally, how to correctly taste your wine and appreciate its different characteristics. Materials fee \$15. Bring five clear wine glasses to each class. Section#: CFFO-W056-SLI01. Tuition: \$49. Thursday, February 18. 7:30-9:30pm. Kirkwood Center for Continuing Education, 7725 Kirkwood Blvd. SW, Cedar Rapids.

Sensory Evaluation of Wines Assess wines' color, aroma, flavor, body, finish and overall quality. Discern/differentiate between alcohol, sweetness and tannin in wine. Learn to tell apart leading types of wine in a blind taste test and more. We will sample four wines each night. Please bring four wine glasses to class each night. Must be 21 to attend. Materials fee \$25-\$50. Section#: CFFO-W210-SLI01. Tuition: \$49. Begins Feb 15. 7-9pm. 3 Wks. Benz Beverage Depot 501 7th Ave. SE, Cedar Rapids.

Wines of France Learn about the various wines of France and why France continues to produce such a wide range of wine types and styles. You will taste five to six wines each week. Materials fee \$60-\$70. Bring wine glasses to class. Section#: CFFO-W700-SKI04. Tuition: \$69. Begins Jan 27, 7:30-9pm. 6 Wks. Kirkwood Center for Continuing Education, 7725 Kirkwood Blvd. SW, Cedar Rapids.

For complete course details, please contact Janet Slimak at 319-398-1284 or jslimak@kirkwood.edu
All course offerings are available online at www.kirkwood.edu/ce

NY Viticulture 2010 and the 39th Wine Industry Workshop

What: Unique educational, commercial and networking opportunity for grape growers, juice producers, wineries, researchers and others in New York, the Northeast, Midwest and U.S.

When: Wednesday – Friday, February 17-19, 2010

Where: [Rochester Riverside Convention Center](#), Rochester, NY

Key dates: 11-30-09 Early bird Trade Show exhibitor registration deadline.

1-22-10 last date to get reserved hotel room rates.
Cost: Wed. – Fri. = \$250 each, Wed. or Thurs. only = \$135, Fri. only = \$100
Registration & General Questions, contact: Jennifer Cooper (585) 394-3620 or
info@viticulture2010.org
Homepage, program and online registration: <http://www.viticulture2010.org/>

Comments from Readers

12-6-09 - “Unsubscribe

Thank you for the information these past three years. We have discovered that growing grapes, even only the 15+ vines, is too much work, for the quality of the product we were able to produce. In the future we will continue to purchase juice and wine kits to be able to enjoy fine wine.”

--- Disgruntled grape growers in Johnson County, Iowa

12-17-09 - We are working on a follow-up survey to the Iowa Travel Guide. Here is one of the comments about the Iowa Wine & Beer Directory:

From a person in Wisconsin: “*used the winery tour brochure which was good, had an excellent time, spent lots o' cash on lots o' wine! All the wineries we visited (east side of Iowa) were nice and accommodating. My friend and I plan to do it again next year - in fact, she went back with her husband and did the western wineries.*”

It works!

--- LuAnn Reinders, Research and Welcome Center Manager, Tourism Office
Iowa Wine & Beer Promotion Board : <http://www.iowawineandbeer.com/>

Quotes of the Week

“What contemptible scoundrel stole the cork from my lunch?”

--- W. C. Fields

“I cook with wine. Sometimes I even add it to the food.”

--- W.C. Fields

“Wine is the thinking person's health drink.”

--- Phillip Norrie

Videos of Interest

1. Hardi E20 adjustable vine spray boom: <http://www.hardi-international.com/en/Products/INT%20Mistblowers%20Vine/INT%20E20%20vineboom.aspx>

2. A series of videos from Decanter Magazine:

How to Taste Wine: <http://www.decanter.com/specials/285934.html>

How to Analyse Wine Color: <http://www.decanter.com/specials/291796.html>

How to Store Wine: <http://www.decanter.com/specials/288008.html>

How to Serve Wine: <http://www.decanter.com/specials/289985.html>

Articles of Interest

1. *Minnesota Vineyard Grows in Former Cornfield*, 12-6-09, MPR News (article about Woodland Hill Winery – Delano, MN):

<http://minnesota.publicradio.org/display/web/2009/12/04/cornfield-vineyard/?refid=0>

2. *Local Wine and Beer, Culinary Cocktails and Artisan Liquor Among Hottest Menu Trends in 2010*, National Restaurant Association Research Finds, 12-1-09 National Restaurant Association news release. (Locally produced wine and beer is the fifth hottest trend on restaurant menus in 2010.)

<http://www.restaurant.org/pressroom/pressrelease.cfm?ID=1867>

3. *Top 100 Wines of 2009*, 12-9-09 - Wine Spectator:

<http://top100.winespectator.com/2009.html>

4. *Economy Forces Land-Grant Universities to Reshape Extension Work*, 12-13-09 – The Chronicle of Higher Education: <http://chronicle.com/article/Economy-Forces-Land-Grant/49456/?key=TT4iJVtoaxdPZHBifCFCeHFXbHI7KB8uZHIBMXIaYVtS>

5. *New Winegrape Named in Minnesota*, 12-11-09 – Wines and Vines Magazine:

<http://www.winesandvines.com/template.cfm?section=news&content=69816&htitle=New%20Winegrape%20Named%20in%20Minnesota>

6. *Economics Professor Named Associate Dean for Extension in College of Agriculture and Life Sciences*, 12-16-09 – ISU Extension Communications. (Dr. Gerald Miller has decided to retire and Dr. John Lawrence has replace him on 2-1-09. Dr. Gerald Miller has been an enthusiastic supporter and advocate of our vine/wine program at ISU.)

<http://www.extension.iastate.edu/news/2009/dec/061602.htm>

7. *Wine tastes better in blue and red lit rooms*, 12-4-09 – Telegraph.co.uk.com:

<http://www.telegraph.co.uk/science/science-news/6810671/Wine-tastes-better-in-blue-or-red-lit-rooms.html>

Neeto-Keeno WWW Stuff

1. Ardon Creek Vineyard & Winery LLC, Letts, IA – One of Iowa's newest wineries. Tasting room opened December 16, 2009: <http://www.ardoncreek.com/id3.html>

2. Brixr's 1.7 oz. bottle wine tasting gift pack. (Good idea!):

http://www.brixr.com/holiday?utm_source=brixr%2Bholiday%20newsletter&utm_medium=email&utm_campaign=brixr%2Bholiday

Post & View Classified Ads here: <http://iowawinegrowers.org>

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<http://www.president.iastate.edu/holiday/>

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