

Original goals and objectives

The funding from the MGWIC grant would allow P45 to:

1. Continue providing the following P45 activities in 2018
 - a. Grand Traverse Orchard and Vineyard Show, grape sessions
 - b. Spring kick-off event at Northwest Michigan Horticulture Research Station
 - c. First Friday afternoon Educational Events at participating wineries, vineyards
 - d. NWMHRS Open house
 - e. Special speaker events
2. Increase the education efforts to include up to four additional workshops/meetings per year, featuring nationally recognized industry specialists on topics of urgent or relevant interest to Michigan's growers and winemakers.
3. Pay for speaker fees, transportation and housing costs, printing materials, video recordings of speaker presentations to be posted online and participant meals at meetings/workshops.

Activities and work accomplished

The P45 board of directors meets about once per month to discuss the regional activities, issues that may arise, and plan for the next event(s). It is through these monthly meetings that a consensus is reached on actions the board deems valuable. Often these actions are carried out by individuals on their own time, or through shared emails, phone calls, etc. P45 has also taken advantage of a new resource to our region and enlisted the help of Thomas Todaro of MSU Extension. Thomas has taken the reigns on being a contact point for the ideas that P45 has to offer up for the improvement of regional practices and general education in both enology and viticulture.

After learning of the grant being awarded to P45, the board began earnest discussions on how to best utilize the funds to get the maximum amount of education for the widest group of area, and regional, industry members. The board concluded the way to reach the widest array and greatest number of people was to obtain high-impact speakers, new or infrequent to the area.

Our planning discussions began in January and February, and with the help of Thomas Todaro we had lined up Clark Smith of WineSmith Wines and Consulting to come and speak at the P45 Spring Kickoff meeting on April 13, 2018. Smith is a world-renowned winemaker, consultant and respected innovator for his pioneering contribution to the winemaking world. He provided four and a half hours of winemaking education to grape and wine producers from around the state. With a heavy focus on winemaking for much of the Kickoff, and a large portion of the budget utilized for Smith, the board enlisted Todaro on a search for a viticulturist that could present new info via ZOOM or another digital conference format. It was settled that Monica Cooper, of University of California Extension, could share her research on some new grapevine viruses and

their vectors. Cooper works extensively with growers in Napa county, and was able to share her virus management techniques with our region.

It was decided that another excellent way to reach a wide array of Michigan growers was to bring in a new or unique speaker to share at the Northwest Orchard and Vineyard Show, held annually at the Grand Traverse Resort in Acme. The P45 board called on Todaro to utilize his contacts in academia to find a speaker specializing in a topic that would benefit large and small producers, and one that is perhaps difficult to source from regional experts. Thus, Dr. Stephan Sommer from California State University will be sharing knowledge on controlling microbial issues in the winery and spontaneous fermentation in wines at the 2019 Northwest Orchard and Vineyard Show.

Budget Narrative

With a working budget of \$3000, it was determined by the board that two or three speakers would be able to be furnished within this range. Considering that much of the US wine industry is found either on the East or, primarily, West coasts, the board assumed a working estimate of about \$1000 for roundtrip travel and lodging expenses. The travel expenses for Clark Smith came in at \$919.23. Since Clark is a private consultant and not in academic extension, he had a speaker fee of \$1000. This left us with \$1080.77 for what would amount to one more paid trip from a major growing region. Stephan Sommer, working with California State University, would not have a speaker fee, and his travel expenses totaled \$979.34. This leaves a balance on the grant of \$101.43. The board believes we were diligent in trying to utilize the entire grant sum to achieve our goals, and to add one more speaker would have put us well over budget.

Conclusions

The P45 board of directors, in collaboration with MSU Extension, feels like the original goals outlined in the grant proposal were met. By bringing in new and revered speakers we were able to double our outreach at the Spring Kickoff from what has been an average attendance of around 45 people annually to a new high of 89 attendees, largely due to the presence of Clark Smith and the material he was presenting. There was also a similarly large and excited turnout for the 2019 Northwest Orchard and Vineyard show. Dr. Stephan Sommer presented very interesting information on spontaneous fermentation, which was a new topic for the show. It is through higher profile events such as these that, with the help of the grant dollars working to get new speakers that excite a wider audience range, P45 is able to provide greater outreach to the industry and make a name for itself as the organization for industry to look for to increase their knowledge and networking base. P45 is very grateful for the grant dollars to make these interesting and new connections and experiences happen for the region and state. Going forward, we will continue to strive for an increasingly wider net to cast around the state, and to be a model organization for pushing our industry forward.