



## **LIVE Newsletter for Spring of 2008**

### **2007 Certifications:**

We are wrapping up our 2007 certifications and moving on to preparing for 2008. It was a big year for LIVE, increasing our membership by 38%!!! By the time you read this newsletter, your certification and/or annual endorsement will have gone out in the mail. You may be staring proudly up at it from your computer as we speak. Be proud, you've earned it!

### **2008 Wine Industry Symposium:**

LIVE had a booth at this year's symposium in Eugene, and it was an unqualified success. Members were friendly and excited, and those who had not heard of our program before were thrilled at the prospect of a sustainable viticulture program in the northwest. I was happy to meet everyone and get to answer any of your questions or concerns. I also was happy to have some great food at some of Eugene's finest establishments!

### **Annual Meeting:**

Our annual meeting will be held on April 3<sup>rd</sup>, 2008 at Willamette Valley Vineyards in Turner (see invitation attached). Please RSVP to Chris Serra, [chris@liveinc.org](mailto:chris@liveinc.org), by Friday, March 21<sup>st</sup>. Lunch is \$30 per person, but please feel free to donate above and beyond. We will be covering a wide range of topics, electing new board members, and voting on some important issues.

### **Grant Awards:**

LIVE was generously awarded three grants for 2008. The first was a \$15,000 award by Salmon-Safe to continue recruitment efforts in the Willamette Valley. The second was a \$10,000 award by the Oregon Wine Board to assist in the development of the LIVE winery certification program. The third and most recent was a \$12,500 award from Jim Bernau through TOWER to cover administrative and operational costs in 2008. LIVE would like to thank those who continue to support our program through grants, donations, and volunteering. This program would not exist if not for their generosity and vision.

We will also be applying for the next round of funds from the EPA's PESP department. We hope to procure funds to further develop our electronic reporting and analytic tool, which is currently being integrated into OVID. It is our hope that this tool will help vineyard managers to actually see the positive impact they are having in their regions through comparative statistical analysis of pesticide risk reduction. Speaking of which...

### **LIVE and OVID...**

...just as good as chocolate and peanut butter, but much better for you. LIVE will unveil a new electronic scorecard in 2008. This scorecard will be available as a Microsoft Excel file, or as a web-based interface through OVID. This will be a much more efficient tool for entering your data, and will allow us to begin analyzing in aggregate, the great things you are doing in the vineyard. As always, your data will be kept strictly confidential.

### **Brochure and Trade Show Design**



New brochures and a beautiful trade show display was designed by the wonderful Portland design firm Study Partner ([www.sdypart.com](http://www.sdypart.com)). Study Partner donated over \$2000 in services to LIVE and the results were incredible – professional, powerful, and striking. They are turning their focus to the wine industry, so I highly recommend supporting them with any labeling, marketing, or signage needs you may have. They can be reached at 503.821.7298. Please ask for Jen and tell her Chris sent you.

Photography for these designs was generously provided by Janis Miglavs, the renowned Oregon vineyard photographer. His work can be seen at [www.jmiglavs.com](http://www.jmiglavs.com).

#### **A call for involvement:**

LIVE is currently working on a number of projects aimed at addressing both administrative and membership needs. If you would like to be involved, we welcome volunteers and in-kind support. Listed below are some opportunities to help LIVE:

*Growers:* Currently, our Vine Protection Guidelines (Passport) is aimed at growers in the Willamette Valley. We would love for eastern and southern Oregon, and Walla Walla growers to help develop guidelines for their region in conjunction with our technical committee.

*Donations:* Pressed for time, but want to help out? LIVE is happy to accept your tax deductible donations, which will go towards worthy projects for 2008.

*To participate in these projects or to donate, please e-mail [chris@liveinc.org](mailto:chris@liveinc.org).*

#### **Get to know a LIVE member:**

*LIVE member Chad Vargas of Adelsheim Vineyard*

I got my start in agriculture working on my father's research farm in Jerome, Idaho. There, I learned the importance of good experimental design and detailed record keeping while helping to set up randomized block design experiments on various row crops. I chose Crop Science for my B.S. which I received from the University of Idaho. During the summers, to help fund my education, I worked as a research assistant for Zeneca Agricultural Products (now Syngenta). In 1997, I was accepted for admission at Texas A&M University to work on a M.S. in Plant Pathology. While working on my research involving *Pseudomonas syringae* bacteria on dry beans, I became interested in the vineyards just outside of College Station. This prompted me to look into diseases affecting vines that I could base a thesis on. Pierce's Disease (PD), a vascular tissue disease affecting water uptake of vines, was becoming increasingly costly to wine grape growers in Temecula and other parts of California. I was able to set up a joint project between Texas A&M and the Pierce's Disease Task Force from the University of California in Davis. After completing my thesis, I took a job conducting efficacy research with UC Davis, testing potential treatments for PD. I quickly discovered that I loved working with vineyards. In 2001, I accepted a Pest Control Advisor position with Crop Care Associates in Yountville, California. I gave pest recommendations to 15 different growers on 3,000 acres of vineyards located in Monterey, Sonoma, and Napa Counties.

In 2003, Kendall Jackson Estates offered me a chance to work with them as a viticultural consultant on 1,500 acres between Sonoma and Napa, and I quickly accepted. In 2006, my wife Taneal, and I decided to move to Oregon to be closer to family before the birth of their first child. I began talking with David



Adelsheim of Adelsheim Vineyard about his need for a viticulturist. Presently, I am operating as both Viticulturist and Vineyard Manager at Adelsheim.

One of the projects I was immediately assigned to was taking Adelsheim Vineyard LIVE. I had previous experience in California with programs supporting sustainable agriculture, so I was able to visualize how the LIVE vineyard practices would positively affect our vineyards. The paperwork was very straight forward and took less than a day to get through. Most of the practices awarding points made sense to me from a sustainability standpoint. The evaluation process was educational and enjoyable, and I look forward to walking the vineyards with Jude again next year. We were certified Salmon-Safe in December, and look forward to receiving official LIVE certification in 2008.

*Thank you Chad! If you would like to be included in a future newsletter, please e-mail a short bio to [chris@liveinc.org](mailto:chris@liveinc.org). Please include some info about yourself and why you became a LIVE member.*



**Some helpful links:**

*University Research Programs:*

Oregon State University - <http://wine.oregonstate.edu>

University of Washington - <http://winegrapes.wsu.edu>

Cornell University - <http://www.nysaes.cornell.edu/fst/faculty/henick/>

UC Davis - <http://wineserver.ucdavis.edu>

Fresno State - <http://cati.csufresno.edu/verc/>

*Sustainable Viticulture in Washington:*

Vinea - <http://www.vineatrust.com>

Vinewise - <http://www.vinewise.org>

*And of Course:*

LIVE – <http://www.liveinc.org>

*If you have any helpful links to research or industry happenings, please e-mail [chris@liveinc.org](mailto:chris@liveinc.org) (are you seeing a pattern?) for inclusion in the spring 2008 newsletter.*

For any questions, comments, complaints, praise, Nutella recipes:

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LIVE Program Manager  
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Salem, OR 97304  
503-584-7274  
[chris@liveinc.org](mailto:chris@liveinc.org)

Until next time...



March 3<sup>rd</sup>, 2008

Dear LIVE Member,

LIVE cordially invites you to attend our 2008 annual meeting and luncheon held on Thursday, April 3<sup>rd</sup>, 2008 at Willamette Valley Vineyards - 8800 Enchanted Way, Turner, Oregon. LIVE membership and program leaders will review LIVE's accomplishments in 2007 and the *Oregon Certified Sustainable* concept currently being promoted by the Oregon Wine Board. Lunch will be served at 12:00 pm.

#### **Lunch Menu**

Grilled Chicken Penne Alfredo  
Wild greens with poached pears & hazelnuts  
Three cheese tortellini  
Home baked rolls  
Assorted desserts

The cost of the luncheon is \$30.00 per person and requires a reservation and prepayment. Please register by emailing [chris@liveinc.org](mailto:chris@liveinc.org) or send payment to:

LIVE, Inc.  
PO Box 5185  
Salem, OR 97304

All registrations for the luncheon must be received by March 27<sup>th</sup>. We invite you to bring a bottle of wine to share!

#### **Annual Meeting Agenda**

11:30-12:00	Guests arrive
12:00-1:15	Lunch is served
12:15-1:15	Oregon Certified Sustainable Presentation {Hannelore Buckenmeyer, OWB}
1:15-2:00	Scorecard/new member training {LIVE Program Manager, Chris Serra}
2:00-2:05	Call to Order {LIVE President, Al MacDonald}
2:05-2:10	Adoption of 2007 membership meeting minutes {Al MacDonald}
2:10-2:20	Financial report {LIVE Treasurer, Allen Holstein}
2:20-2:30	2009 Dues and inspection fee increase {Allen, Holstein}
2:30-2:50	Amend bylaws {LIVE Secretary, Betty O'Brien}
2:50-3:00	Nomination and election of board of directors {LIVE Board}
3:00-3:15	Coffee break
3:15-3:30	Membership report {Chris Serra}
3:30-4:00	5 year plan (Including winery certification) {LIVE Director, Jason Tosch}
4:00-4:15	Salmon-Safe update {Salmon-Safe Managing Director, Dan Kent}
4:15-5:00	Additional topics/guest speaker(s)/Open Forum

We look forward to seeing you there!

Sincerely,  
Chris Serra  
LIVE Program Manager