

2026



Agenda

Tuesday, February 3

TRADE SHOW HOURS 9:30 AM - 6:00 PM

8:30 AM Hall E	Opening General Session* The Category & The Consumer: Trends & Opportunities
10:00 AM Hall D	Networking Break Mini Session: Know Your Rights Training w Innovation Law Lab Mini Session: Securing Your Data and Devices from ICE with DWT
11:15 AM Ballroom 256-257 Ballroom 252-253 Ballroom 254-255 Mtg Room E145-146 Ballroom 251-258	Breakout Set A Charting Your Path Forward: Planning for Stability, Succession & Smart Transitions Managing Complex Vineyard Decisions: A New Approach for Modern Challenges* Meet Your New Intern: How Real Wine Marketers Can Put AI to Work The State of Wholesale Distribution: A Candid Conversation with Distributors This Talk Contains Sulfites: New Insights into the Role and Usage of SO ₂ in Wine
12:45 PM Hall E	Lunch & Keynote Conversation* The Anti-Alcohol Movement: Why It's Happening, What the Science Says, and How We Can Take Action Oregon Winegrowers Association Update
2:15 PM Hall D	Networking Break Mini Session: Pesticides & Invasive Species: Impacts in Oregon Vineyards - Oregon Dept. of Agriculture
2:45 PM Ballroom 252-253 Ballroom 254-255 Mtg Room E145-146 Ballroom 251-258 Ballroom 256-257	Breakout Set B Assessing Your Spray Program: From Fundamentals to Field Application* The Next Chapter of Wine Clubs: Innovation, Flexibility, and Connection On the Road to Success: Strengthening Execution in Wholesale Markets Reduction Prevention Strategies: Managing Sulfurous Off-Aromas from Vineyard to Bottle Supply and Demand in Oregon's Wine and Winegrape Market: Turning Disruption Into Strategic Advantage
4:00 PM Hall D	Happy Hour on the Trade Show Floor
5:00 PM Hall E	2026 Oregon Wine Industry Awards Ceremony*
5:30 PM Hall E	Climatology Report: 2025 Review and 2026 Outlook*

Wednesday, February 4

TRADE SHOW HOURS 9:30 AM - 1:00 PM

9:00 AM Ballroom 252-253 Ballroom 251-258 Mtg Room E145-146 Ballroom 256-257 Ballroom 254-255	Breakout Set C Beyond Vinifera: Exploring Improved Wine Grape Cultivars for a Sustainable Future* Global Dynamics, Local Implications: Economic Forces Shaping Oregon Wine Business in 2026 Optimizing Spray Programs for Varying Conditions (Workshop pre-registration required) Optimizing Your Hospitality Experience for Today's Guests: An Interactive Workshop for DTC Leaders Smart Oak Strategies: Balancing Quality, Style, and Cost (with tasting - pre-registration required)
10:15 AM Hall D	Networking Break Mini Session: TTB Wine Labeling: Compliance Updates & Hot Topics
11:15 AM Ballroom 252-253 Ballroom 251-258	Breakout Set D Evolving Our Understanding of Smoke Exposure Impacts: A Look at the Latest Research* Leading with Intention: Strengthening Your Company's Culture for Resilience and Results
11:30 AM Ballroom 256-257 Ballroom 254-255 Mtg Room E145-146	The Hidden Life of the Vine: Exploring the Plant Microbiome* Unlocking Oregon's Powerful Wine Tourism Network: State, Regional, and Local Connections Working in Your Backyard: Strategies for Successful Distribution in Oregon
12:15 PM Hall D	Networking Break
1:00 PM Hall E	Lunch & Keynote Conversations* Oregon Wine Board Update Rooted and Resilient: Lessons from Oregon Craft Beverage Leaders Creative Disruption: A Conversation About The Future of Oregon Wine
3:00 PM	Event Concludes

*Se proporciona traducción al Español
Spanish translation available

