

2026



# Agenda

## Tuesday, February 3

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

<b>8:30 AM</b> Hall E	<b>Opening General Session*</b> The Category & The Consumer: Trends & Opportunities
<b>10:00 AM</b> Hall D	<b>Networking Break</b> Mini Session: Know Your Rights Training w Innovation Law Lab Mini Session: Securing Your Data and Devices from ICE with DWT
<b>11:15 AM</b> Ballroom 256-257 Ballroom 252-253 Ballroom 254-255 Mtg Room E145-146 Ballroom 251-258	<b>Breakout Set A</b> 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 <sub>2</sub> in Wine
<b>12:45 PM</b> Hall E	<b>Lunch &amp; Keynote Conversation*</b> The Anti-Alcohol Movement: Why It's Happening, What the Science Says, and How We Can Take Action Oregon Winegrowers Association Update
<b>2:15 PM</b> Hall D	<b>Networking Break</b> Mini Session: Pesticides & Invasive Species: Impacts in Oregon Vineyards - Oregon Dept. of Agriculture
<b>2:45 PM</b> Ballroom 252-253 Ballroom 254-255 Mtg Room E145-146 Ballroom 251-258 Ballroom 256-257	<b>Breakout Set B</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
<b>4:00 PM</b> Hall D	<b>Happy Hour on the Trade Show Floor</b>
<b>5:00 PM</b> Hall E	<b>2026 Oregon Wine Industry Awards Ceremony*</b>
<b>5:30 PM</b> Hall E	<b>Climatology Report: 2025 Review and 2026 Outlook*</b>

## Wednesday, February 4

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

<b>9:00 AM</b> Ballroom 252-253 Ballroom 251-258 Mtg Room E145-146 Ballroom 256-257 Ballroom 254-255	<b>Breakout Set C</b> 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)
<b>10:15 AM</b> Hall D	<b>Networking Break</b> Mini Session: TTB Wine Labeling: Compliance Updates & Hot Topics
<b>11:15 AM</b> Ballroom 252-253 Ballroom 251-258	<b>Breakout Set D</b> 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
<b>11:30 AM</b> Ballroom 256-257 Ballroom 254-255 Mtg Room E145-146	<b>The Hidden Life of the Vine: Exploring the Plant Microbiome*</b> Unlocking Oregon's Powerful Wine Tourism Network: State, Regional, and Local Connections Working in Your Backyard: Strategies for Successful Distribution in Oregon
<b>12:15 PM</b> Hall D	<b>Networking Break</b>
<b>1:00 PM</b> Hall E	<b>Lunch &amp; Keynote Conversations*</b> Oregon Wine Board Update Rooted and Resilient: Lessons from Oregon Craft Beverage Leaders Creative Disruption: A Conversation About The Future of Oregon Wine
<b>3:00 PM</b>	<b>Event Concludes</b>

\*Se proporciona traducción al Español  
Spanish translation available

