

Independent Grape Growers Paso Robles Area Newsletter

Volume 5, Issue 2

President-Richard Sauret Editor-Allene F. Elder

March/April 2007

Creston Hills Vineyard

Sharon Michelucci Prouse and Mike Prouse own Creston Hills Vineyard. They are located in Creston Hills, which is a gated community in the Village of Creston. Sharon and Mike also own a bagel business, called "House of Bagels". They have two sons. One is graduated from college, married and works in the manufacturing business. The other son goes to Pepperdine College.

Mike's father served in the Air Force and moved the family all over the United States including the Far East. Mike was born in Canada and he went to high school in Grand Forks, North Dakota. Mike followed in his father's footsteps, serving in the U. S. Air Force retiring after twenty years of service. When you hear the sound of jet engines flying from our US Military Bases, you hear the "Sound of Freedom". So true.

Sharon is a 4th generation San Franciscan. Both Mike and Sharon have been closely tied to San Francisco Italian Wine and Italian people.

Life after retirement! Sound familiar to anyone? Of course it does, we all had that dream and we planted or bought vineyards to fulfill it, didn't we. The Prouses did too, and looking to the future when they would retire from Sun Microsystems in San Francisco they started looking around to find the perfect place.

As they were enjoying an evening at the Commonwealth Club Los Osos, friends invited them to go wine tasting in Paso Robles. While in Paso, they found an ad for some real estate and decided to buy a weekend home. Their first home was located right behind the Arciero Winery and Vineyards, and their front yard had 150 petite syrah vines. You might say they had their first tiny vineyard.

In the first six months they owned the home, they fixed it up, and sold it. Mike and Sharon made an offer on property that a Dr. Myers owned. The doctor liked their offer, and they became the proud owners of Creston Hills Vineyard. The first two and a half years Mike had someone manage the vineyard because he was still working and living in San Francisco. Mike and Sharon commuted on the weekends during that time to work on the house and vineyard. The vineyard is planted in zinfandel with 95 to 98% consisting of Dusi vines on 9.2 acres with 11 x 7 spacing and they are head pruned. The vines were originally on the ground, but Mike has staked them to 4' high and he prunes to six spurs with 3 shoots per spur. He is looking for 3 tons per acre and high quality. Their first contract to sell their grapes turned out badly. They now are working with Moonstone Cellars and their winemaker is Todd Cliff.

If this endeavor wasn't enough to get themselves involved in, they wondered what they would "do" to keep busy after they retired. They both love going to pubs and eating out. This of course, lead to another idea, "Why not open a bagel shop"? They approached the owner of the "House of Bagels in San Francisco" for the right to buy the option to develop a "House of Bagels". They and their partner decided to open the House of Bagels in Paso Robles.

Sharon and their partner worked on getting the Paso location up and running. You can't miss the

“House of Bagels” which is located just off 101 Hwy., and 1st Street. Just recently, Mike and Sharon opened a House of Bagels in San Luis Obispo. This location is the hub. All the baking (except for the Paso store. They bake in Paso too) will be done here and the early morning fresh bagels will be taken to satellite locations ready to be served with coffee etc.

Mike considers himself a true vineyard owner, he sold his new blue corvette so he could buy his new blue tractor. They both retired from Sun Microsystems and live in their Creston Hills home, but one questions if they are really retired?

2007 IGGPRA CALENDAR

All dates/seminars are subject to change. We welcome suggestions for seminars you would like to have presented. Contact ANY board member to offer your suggestions!

Thr April 5	Dow Agro Sciences & Ultra Gro Paso Robles Library FREE LUNCH	10:00 am
Sat April 21	Labor Laws -Kinnman/Curry Paso Robles Library	10.00 am
Sat April 28	Spring Social - Date changed American Legion Hall—Templeton	6:00 pm
Sat May 12	Crop & Farm Insurance Ted Hamm & Tax Related Issues – Steve Hovey Paso Robles Library	10:00 am
Sat June 9	Farm Safety Equipment Silver Horse Vineyard/Winery	8:30 am
Sat June 23	Social Luv A Duk Vineyard	6:00 pm
Sat Aug 11	Social Kokopelli Vineyard September NO ACTIVITIES	6:00 pm
Sat Oct 27	Social—October/Harvest Robert Hall Winery	5:00 pm

November NO ACTIVITIES
Sat Dec 15 Christmas Party 6:00 pm
American Legion Hall

IGGPRA SOCIAL
ITALIAN NIGHT!
Saturday, April 28, 2007
at 6:00 pm to 10:00 pm
AMERICAN LEGION HALL
805 Main Street, Templeton

MENU

**HOR-D'OEUVES, SALAD, FRENCH BREAD
& DESSERT PROVIDED BY IGGPRA**

**Members Please Bring THE MAIN DISHES!
& YOU BRING YOUR OWN TABLE
SET-UPS, WINE GLASSES, WINE OR
BEVERAGE OF YOUR CHOICE**

***PLEASE* RSVP no later than April 25, 2007**

Call Aprille Wright 239-9551

PRESIDENT'S MESSAGE

As a grape grower of the Paso Robles appellation and a member of the Independent Grape Growers, with the eleven new proposed AVA Districts there may be some things happening around you that the AVA board doesn't want you to know about, they want to keep this information behind closed doors.

The first proposed AVA map we put on the IGGPRA web site for our members information (after all you paid your fee to be an AVA member and you have a right to know) however, a short time after the posting I received a phone call from a spokesman of the AVA board of directors telling me to remove that map from our site as it was not for public knowledge, now that map is not valid, now there is a new one proposed and that one also is not for public knowledge.

When the AVA Committee was first formed in early 2006, (that was because of the Paso Robles Westside filing for a sub-appellation) one of the first comments I heard was the reason for the committee was to get this division done properly, this is a winery driven movement with in some cases disregard to

the professional people they hired and paid a lot of money for \$150,000 dollars for the first go around now they are asking for another \$100,000.

A professional from Davis University has given her opinion of geology, topography, soil types, climate, etc and has set boundary lines for each proposed sub-appellation, wineries are moving them around to fit their need. My personal opinion is the newly proposed Geneseo boundary overlaps into the Paso Robles Estrella District and the Adelaida District overlaps into the San Miguel District and this is against the judgment of the professional. I will always believe there should have been a Pleasant Valley District.

I, from the get go was opposed to the Paso Robles Appellation being divided. I see no benefit to any grape grower unless it is a winery vineyard combination. Because of this political fiasco, I believe the unity of the Paso Robles appellation has been somewhat disrupted but I hope not beyond repair. At this time, I will recognize only the Paso Robles appellation and no sub-appellations.

Respectfully, Richard Sauret

ELECTION RESULTS NEW BOARD OF DIRECTORS 2007

As most of you are aware we vote for new board of directors on a rotating basis every year. Each director serves for two years, unless for some reason they cannot (health, or moving etc.). **The new and returning board members for 2007 are:**

Re-elected:

Milt Laird will continue to serve as our very able Treasurer. He keeps our books and our organization in excellent shape.

Clarence Elder brings you the seminars that are informative and are aimed at giving as much information as possible not only to the already established growers, but to our newest growers that need the experience of what we have learned.

Allene Elder gets the information to you in the newsletter and through other media.

New Board Members:

DON HOFER – KILER CANYON VINEYARD

Don was born in the Midwest of 5th generation farmer parents. He grew up in Bridgewater, South Dakota, on a corn and soybean farm. Don has a BA degree in Chemistry & Mathematics and a PhD in Chemistry. Don and wife, Barbara bought their property (25 acres) in 1999 and planted their vineyard in 2000. This is the same year Don retired from his second career at IBM his first career was Assistant Professor of Chemistry at the University of Arizona.

Their property is located on Kiler Canyon Road in Paso Robles. They manage and farm their own vineyard with the assistance of a viticulture consultant and farm labor. They grow Rhone varietal winegrapes and they are all under contract to local wineries.

We welcome and look forward to Don's contribution to our group as he is of the opinion that at this time in the history of winegrape growing in Paso Robles a single grower-winery organization can not meet the needs of the grower community and hence a strong grower organization such as the IGGPRA is important.

CRAIG SWETLAND -Craig has called San Luis Obispo North County home for 25 years. Craig and his wife live in the city of Paso Robles.

He has been employed by Ultra Gro Plant Food Company, Inc. of Madera as a Certified Crop Advisor and Salesman for six years. He currently works with 50 wine grape growers that have vineyards ranging in size from 1 to 5,000 acres.

He has been actively involved with the Paso Robles wine scene since 1990. In 1993, Craig planted Swetland Vineyard a small commercially successful vineyard and continued to farm it until it was sold in 2004. Before he went to work for Ultra Gro, he was employed (2 years) as the daily foreman of the 50 acre Owl Ridge Vineyard located in Hog Canyon. Craig has served as president and cellar master of Wines and Steins and has been a long time member and accomplished amateur wine maker, as well as a Mid State Fair wine judge. He has been an IGGPRA Associate Member for two years, and was a PRVGA member ten years. We welcome Craig "on board" and look forward to his valuable contributions to our organization.

Thank you to the other members that "threw their hats into the ring" and put their names on the ballot. And remember, there is always another year to run again!

Members, we, the returning board members appreciate your continuing support. Our newest members appreciate your vote too.

WANT ADS

FOR SALE:

Triple Wide Trailer with 3 HV/AC units is available, and will go to the best offer. The unit is suitable for a vineyard office, storage, etc.

85 ± bird netting spools available for sale, and they will go to the best offer. They are in very good condition, and have wooden ends.

1000 + 36" cross arms for sale, and they will go to the best offer.

Double wide trailer with HV/AC unit is available, and will go to the best offer. The trailer would be suitable

for a vineyard office, storage, etc.

CALL Bill Hinricks 467-9448

WINE BOTTLE CORKS!

Ameron Corks

Call Chris Johnson

423-6461

JOHN VINEYARD

APPLICATIONS!

Licensed & Insured Qualified

Applicator

#AA03773 & QL31754

Call for a Free Vineyard

Evaluation

References Available.

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Will John

Cell 459-0970—Fax 237-2758
will@johnvineyardsapplications.com

FARM SUPPLY CO!

SHOP AT FARM SUPPLY FOR ALL
YOUR FARMING NEEDS!

CONTACT DUSTIN HAUGE OR DALE
EVENSON IN THE PASO ROBLES STORE

238-1177

J-SAW

Enterprises, Inc.

Joy Levanduski
Mobile Notary Public
505 Creekside Ct.

Paso Robles
Office 226-0229
Cell 712-5608
Joy.Levanduski@charter.net

FOR RENT!

Pneumatic tire forklift
with bin dumper for rent.

\$250.00 per day plus pickup & delivery.

An operator available at an additional
expense.

Contact Bob Mannon at 235-6146

Dear Members, this column is for you
to advertise in for free! If you are not a
member it will cost you \$25 to put your
ad even in here. If you want to have a
flyer inserted in the newsletter it will
cost you \$25 whether you are a member
or not. It is a good deal you will not find

a better price anywhere else to advertise
your stuff! So, give me a call at
237-1894 or e-mail chiefelder@tcsn.net
or

fax 237-9125 and get those ads in
today!

Your ads will run for two(2) newsletter
publishing's (4mos) before removed
unless otherwise informed.

Thanks — Your Editor

E-MAIL SENT TO THE TTB

Members, this e-mail was posted on the web site and
is being re-printed here. Whether you agree or not,
we should express our opinions and let this board
know how we feel. How they decide affects our
future as growers.

To: nprm@ttb.gov

Sent: Friday, February 09, 2007 2:09 PM

Subject: Paso Robles Westside

TTB:

The Paso Robles appellation has proposed
eleven American Viticulture Areas. Davis
professor Deborah

Elliot Fisk has given a defined definition as to
soils, geology, topography and climate for each
area. Her professional opinion indicates an
obvious overlapping of the boundary
line between the Adelaide district and the San
Miguel district. All but one of the twenty one
proposed Paso Robles Westside wineries are in
the Adelaide district. Until this boundary line
can be brought to its proper location I am
opposed to any sub-appellation called Paso
Robles Westside.

Respectfully, Richard Sauret

FEBRUARY SOCIAL

MIKE COLLINS BOARD SECRETARY-A big
thank you goes to Mike for providing a bottle of
wine at each table at our February Annual
Meeting & Social. What a nice gesture to our
members from him and his wife Lou.

Here is another item of interest that they do:
they always send out a welcome letter to
potential new growers that might become
members. This is a BIG undertaking on their
part, Mike and Lou go the extra mile to promote
the IGGPRA.

Note: A picture will be taken of Lou for the next
newsletter!

BARTENDER DON CARLSON-Don, as far as
this writer can remember, has not missed
tending bar for IGGPRA socials and we thank
him for it. Not only is he a great kibitzer, he can
enjoy a few of the varieties of wine as he serves
them to our members. As I understand it he
makes great vinegar too. Thanks Don we
appreciate all of your help.

THANK YOU'S need to be extended for all the
people that just get in there and help.

Our new Social Chair-Aprille Wright did a
super job. Her committee members were right
there helping too.

Next social in April we will keep our dishes

warm by getting the ovens heated up in the kitchen so you can put your dishes in to keep 'em warm.

The set-up crews and clean-up crews. - R. Sauret, P. Janes, M & L Collins, J & J Crother, J & C Preston, C & A Elder, A. Wright, S. Wilson, G & K Tucker plus many more folks of which I did not get their names.

SEMINARS

Members the IGGPRA seminars are set up for your benefit and we have had a pretty good turn out at most of them. Take the time to mark the event on your calendar. You will always get your information by newsletter, web site, post card (bingo card), and sometimes e-mail. We have found that a lot of our members prefer the weekend as they have day jobs and we try to accommodate them. However, sometimes we do schedule a seminar during the week because the vendor is not available any other time.

FEB 23 RULES & REGS with Chris Browning is always popular. Everyone wants to get their points for their certificates to spray and Chris gives a thorough and knowledgeable presentation. We want to thank Chris for his seminar, his contribution in the education to our growers is what the IGGPRA stands for, "Growers Helping Growers".

MAR 9 SOLAR POWER held at the Luft Vineyard and talks given by PG&E and Sun Technics. Karl and Sue Luft were our host vineyard and solar example for this seminar. All who attended received an education on what solar can do for a home, vineyard and winery. The savings in energy and the good things that happen to our environment can payoff for all of us.

One of our members called and told us about her extremely high electric bill. We asked her to bring it to the seminar so she could show it to the PG&E representative, Jeremy Howard. She did, he went out to her vineyard and home. He saw what he needed to do and corrected the problem. Our member, Roberta Weiderman, is totally pleased with the outcome she is saving close to \$3,000 per year in electricity. Jeremy can be reached by his cell phone at (805) 748-6283. The Sun Technics phone numbers are: Michael DeSousa (818) 636-4518 or Robert Dally (888) 786-8321.

MAR 23 WEB SITE SEMINAR was really a good one. Rich Ellis, Stan Levanduski and Alex Badasci gave a really informative "how to" seminar. This seminar is scheduled for next year for any and all updates that have been done on the web site. Our members were very glad that they came as many items were shown to them that they did not know about and also some of the things that are done for our members that the IGGPRA provides as selling tools for your winegrapes. We hope that the next time this seminar is presented that more of our members attend, because you missed some great information. If you use our web site, there are tools for YOU to use to help you market and sell your winegrapes. There are many avenues to investigate and it is right there on the IGGPRA web site. Remember only YOU as a grower or grower/ winemaker can sell your product. The IGGPRA is here to help!

CAVEAT:

Articles presented in this newsletter should not be construed as a recommendation by the author or the IGGPRA, but rather a source of information

CALIFORNIA WINE HAS \$51.8 BILLION ECONOMIC IMPACT ON STATE

AND \$103 BILLION ON THE U.S. ECONOMY

SAN FRANCISCO – The California wine industry has an annual impact of \$51.8 billion on the state's economy, and an economic impact of \$103 billion on the U.S. economy, according to a 25-page report released today by the Wine Institute and California Association of Winegrape Growers (CAWG) at the Fort Mason Conference Center in San Francisco. The two organizations commissioned the wine business consulting firm, MKF Research LLC, to prepare the study entitled, "Economic Impact of California Wine." The report is an update of two previously released studies based on 1998 and 2002 data. "California wine is a signature industry for the state, creating 759,000 jobs in the U.S. and billions in economic activity, while generating significant tourism, trade, taxes and revenue. The industry contributes to California's international appeal, preserves family farms, protects the environment and provides enjoyment to many through its lifestyle, cuisine and culture," said Wine Institute President and CEO Robert P. (Bobby) Koch.

"Despite trade barriers, agricultural pests and the threat of increased taxes and regulations, the state's wine industry is clearly an asset to the economic vitality of California and the U.S."

"Wine, sourced from nearly 500,000 acres of vineyards, is California's number one finished agricultural product," said CAWG President Karen Ross. "From San Diego County to the Oregon border, California's great weather and many unique regions allow innovative growers and vintners to produce a diversity of high quality wines in all price ranges. The people in this industry have great passion for their work and a commitment to environmentally-friendly, socially-responsible practices that add value to California wines in ways that cannot be measured in dollars and cents, but they are key to our continued success."

California Economic Data

MKF Research LLC indicates that the California wine industry and its affiliated businesses created 309,000 full-time equivalent jobs in California, with a total of \$10.1 billion in gross wages. California's wine industry

related employment has increased 37 percent since 2002. California received \$2.9 billion in wine industry taxes and other business licenses and fees in 2005, compared to \$1.9 billion in 2002. Wine and wine-related businesses and services paid an additional \$1.8 billion in federal taxes in 2005, for a total of nearly \$4.8 billion generated for California. The report shows that wine generates higher taxes than many industries because, as a regulated industry, it pays excise taxes to state and federal governments. Visitors increasingly chose the wine regions of California as their tourist destination. Visitors to California wineries grew from 14.8 million in 2002 to 19.7 million in 2005, with tourism expenditures of \$2 billion, up 54 percent from \$1.3 billion in the last report. "Wineries are remarkably effective magnets for tourism. America's new 'experiential consumer' is particularly attracted to the personal connection, artisan atmosphere, rural environment and beauty of California's wineries and vineyards," said Barbara Insel of MKF Research LLC. California is the fourth largest

wine producer in the world after France, Italy and Spain, producing 2.7 billion 750 ml. bottles (225 million cases) in 2005. The 185 million cases sold in the U.S. had an estimated retail value of \$16.5 billion. U.S. wine exports, 95 percent from California, generated \$672 million in revenues to wineries in 2005.

California Wine's National Impact

Nearly three-fourths or 74 percent of California's wine is sold in the other 49 states, creating revenue and employment for restaurants, retailers, shippers and distributors, among others. Therefore, the national economic impact of California wine is an estimated \$103 billion, of which \$51.5 billion is generated beyond California's borders. California wine creates 759,000 jobs in California and the U.S., with a total \$20.9 billion payroll. The largest components of this national impact were the jobs supported by the sale of California wine in restaurants, followed by retail sales, distribution and production of wine closures. California wine also generates a total of more than \$10 billion in tax revenues nationwide of which \$5.3

billion in local, state and federal taxes is paid in the other 49 states. The MKF Research LLC report points out that the accomplishments of California's wine industry are particularly impressive because growth occurred during an increasingly competitive environment, stemming from foreign wine producers targeting the U.S. market with aggressive pricing, consolidation of wholesaler/retailer channels, among other reasons.

Wine Institute and the California Association of Winegrape Growers commissioned the economic impact report to provide solid data on the state's industry to use in public policy discussions with state and federal legislators and other key officials. U.S. Congressman Mike Thompson (D-St. Helena) and fellow California lawmaker, Congressman George Radanovich (R-Mariposa), who are co-chairmen of the Congressional Wine Caucus, can use the study in discussing the Farm Bill and other wine policy issues with colleagues. "As one of the top industries in California, wine is an economic engine that helps drive the state and national economies," said Congressman Thompson. "This report demonstrates

our wine industry's national economic significance and agriculture's future in value-added farm products." Congressman Radanovich said, "California is internationally recognized for its fine wine, beautiful wine country, culture and cuisine, attracting visitors from across the U.S. and worldwide. The industry's impact is not only a major contributor to the California and U.S. economy, but is helping to expand our exports abroad."

Also released at the Fort Mason press event was the "California Sustainable Winegrowing Program Progress Report 2006," documenting the industry's adoption of sustainable practices, including pest management data. The California Association of Winegrape Growers was founded in 1974 with the mission to provide industry leadership to advocate public policies, research and education programs and trade positions that enhance the business of growing California winegrapes. CAWG's membership represents the growers of approximately 60 percent of the total annual grape crush. The Wine Institute is the association of more than 1000 California wineries and affiliated businesses

dedicated to initiating and advocating state, federal and international public policy to enhance the environment for the responsible consumption and enjoyment of wine. Wine

Institute's membership accounts for about 95 percent of California's wine production and 85 percent of U.S. wine.

Stressed Spelled Backwards
is
Desserts