



MICHIGAN Wine Collaborative

2017 Newsletter

Notice of Annual Meeting: The Annual Meeting of the Michigan Wine Collaborative will be held on **Thursday, February 23, 2017** at 5:30 PM, at the Grand Traverse Resort in Acme, Michigan. The purpose of the meeting is for the election of directors and the transaction of such other business as may be properly brought before the meeting, **including proposed bylaws changes**. All are welcome to attend

New and improved website to launch in **February** via Secretary Brian Lesperance of Fenn Valley Vineyards

Membership: MWC to host booth at **2017 Michigan Grape & Wine Conference** on February 22nd-24th at the Grand Traverse Resort in Acme, MI. Please visit michiganwines.com to register



President Dave Miller at Benton Harbor

The MWC is happy to announce that membership has increased over ten percent since November. Dr. Dave Miller will be hosting a brief presentation on membership benefits at the Southwest Michigan Horticulture Days set for February 1st-2nd in Benton Harbor, MI. More event information is available on our Facebook page.

Visit us at www.michiganwinecollaborative.com. Like us on Facebook, or follow us on LinkedIn and Instagram [@michiganwinecollaborative](https://www.instagram.com/michiganwinecollaborative).

Research & Education:

Lee Lutes and Jenn Bramer to participate in the MSU/ Extension task of selecting **new Viticulture educator** in the Grand Traverse region. The committee has reviewed valuable research proposals to be organized into 2017's work agenda

2017 Cold Climate Conference in Bloomington, MN to be attended by Jessica Youngblood of Youngblood Vineyards, as well as VESTA students Ainsley Gabriel and Jessica Maxson. Expenses sponsored by VESTA. Visit mngrapes.org for more info

Board meetings take place bi-weekly. All members are welcomed to attend and encouraged to get involved with one or more committees ranging from Research & Education, to Finance, to Sustainability. In addition, time is allotted for public comments or questions. The next board meeting is scheduled for 10 am on **Wednesday, February 8th**. Please contact us at info@michiganwinecollaborative.com or message us on Facebook for further information

Tom Petzold on Collaborative Goals

Mr. Tom Petzold of Ten Hands Vineyards spoke at the Northwestern Orchard and Vineyard Show this month on the MWC's progress since its foundation in February of 2016. "With commitment and focus we've progressed from core values to becoming a real entity within six months in 2016," says Petzold. "Now we have the legal paperwork filed, established a board of directors, and key working committees. However, we rely on membership itself to fill these committees. This way, the real progress is coming from within the industry itself." The vision of the MWC, therefore, is to bring together all aspects of the Michigan wine industry to maximize quality and success in all areas. Rounding out its first year, the Collaborative has grown from its foundation on a sturdy mission statement:

to enhance the sustainability and profitability of the Michigan wine industry by promoting successful collaboration of wineries, growers, research centers and other businesses and individuals connected to the industry – today and for future generations.

The MWC Board currently has three member slots open in the following positions: Northeast Winery, Southwest Grape Grower, and Tourism.

Any inquiries on board member positions may be directed to info@michiganwinecollaborative.com.

Cheers,



Dave Miller, President