



MICHIGAN Wine Collaborative

2017 Newsletter

Sustainability:

Announcement for committee conference call scheduled for **Thursday, April 6th at 1:30 pm.** For further information, please contact committee chair Matt Moersch at matt.Moersch@drinkmichigan.com

Tom Smith to lead **Turkish wine tasting** at MSU's University Club on **Friday, April 21st at 5:30 pm.** For more information, please contact at (517) 202-3019

Membership

MWC membership has reached a 70 member count, thanks to presence at the MI Grape & Wine Conference in February. Newcomers are welcomed to like/follow our Facebook, Instagram, and LinkedIn provided

Lee Lutes: What's in education?

As the head winemaker at one of Michigan's top wineries, MWC's Lee Lutes knows what the industry needs. Therefore it comes as no surprise that he sits on the search board for Michigan State University's new extension agent in Northwest Michigan, someone who can act as a research and support link between MSU and the industry community.

"Up north we have all these businesses trying to make their own way in the industry, and MSU has always been our go-to for agricultural support," Lutes notes. "The due diligence of the University in pursuit of the right person impresses me."

Lutes himself graduated from MSU in '87, majoring in Finance through the Eli Broad College. Today, he is still in constant partnership with his alma mater.



Black Star Farm

Research & Education:

Committee to partner with VESTA and Dr. Calzi of Purpan University, Toulouse to exchange enology interns to and from Europe. MWC to form structure in introducing visiting students interning in the Michigan wine industry

May 11th: MWC to represent the Michigan wine industry at the Detroit Association of Business Economist's final stakeholder meeting at the **Federal Reserve Bank of Chicago**, Detroit branch. Program to focus on industry growth and state-wide economic impact, to be followed by a Michigan wine tasting

Reminder that **board meetings take place bi-monthly**. All members (voting and non-voting) are welcomed to attend. In addition, time is allotted for public comments or questions. The next board meeting is scheduled for 10 am on **Wednesday, April 12th**. Please contact us at info@michiganwinecollaborative.com or message us on Facebook for further information

Tom Smith hosts Michigan State University's Food Science Club tasting

Another successful wine tasting was held at MSU's University Club for the Food and Science Club. This is one of many tastings held by Tom Smith, advisor to the MWC, who regularly hosts amateur tastings to introduce and connect individuals from all backgrounds to the Michigan wine industry.



The headcount for the tasting rounded out at approximately fifty students and faculty members. "Mr. Smith's ability to lead the group of so many people uneducated about wine tasting is very impressive," says Maria Cotter, President of the Food Science Club. "And the wines were delicious. It was wonderful to see the expressions on everyone's face when tasting the red compared to white Michigan wines." Michigan's industry continues to lean on new minds making an entrance into the world of wine, and a good first experience can jumpstart that effect.

For more news and information, please visit us at www.michiganwinecollaborative.com. As always, please like us on Facebook, follow us on Instagram @michiganwinecollaborative, and now follow us on LinkedIn. We look forward to seeing you online!

Cheers,

Dave Miller, President