



*J. Cortell Consulting*  
*"Don't just grow a vine, grow wine"*



## Seminar with Dr. Richard Smart & Dr. Jessica Cortell Improving Wine Quality in the Vineyard Tuesday June 15th, 2010

### Contact information

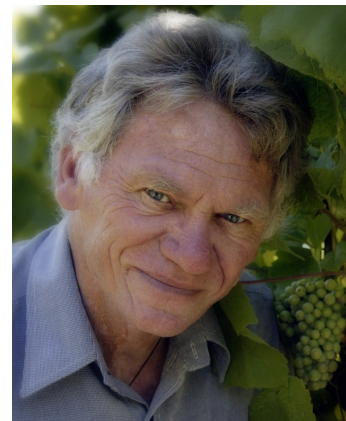
Jessica Cortell

(541) 829-1194

[drj@jcortellconsulting.com](mailto:drj@jcortellconsulting.com)

**Please join us for an education and fun day exploring the relationship between canopy management and fruit and wine quality.**

- 9:00 am Registration and coffee
- 9:30 am Welcome by Dr. Jessica Cortell
- 9:40 am Vineyard Factors Affecting Wine Quality, Dr. Richard Smart
- 10:20 am Managing vineyards to Improve Wine Quality by Canopy Management and Irrigation, Dr. Richard Smart
- 11:00 am Influence of Vine Vigor on Wine Quality, Dr. Jessica Cortell
- 11:40 am Discussion
- 12:00 am Box lunch
- 1:00 pm Managing Vineyards to Improve Wine Quality Using Modern and Old Technology, Dr. Richard Smart
- 2:00 pm Vineyard Visit to Discuss Vineyard Attributes and Wine Quality
- 4:00 pm Close and Wine Tasting of Local Wines



Dr. Richard Smart



Dr. Jessica Cortell

Dr. Richard Smart is the Managing Director of Smart Viticulture, an international vineyard consulting business founded in 1991. He consults in 28 countries, with a specialty of vineyard manipulation of wine quality. He is considered an authority on canopy management.

Richard Smart has four degrees including a Ph.D in Viticulture from Cornell. He began research in 1966 studying irrigation and sunlight interception in vineyards. From 1982 to 1990 he was the Government Research Viticulturist for New Zealand. Presently, Tamar Ridge Estates of Tasmania is his principal client, and he is also a partner in the new firm RuralSmart which provides monitoring services to agriculture.

Dr Jessica Cortell is the Owner/Manager of J. Cortell Consulting and Vitis Terra Vineyard Services based out of Amity, Oregon. Jessica also teaches Vineyard Practices and Science of Winemaking at Chemeketa Community College's Northwest Viticulture Center.

Jessica Cortell has B. S. and M.S. degrees in Horticulture and a Ph.D in Food Science and Technology from Oregon State University. The focus of her Ph.D was on the influence of vine vigor on fruit and wine phenolic chemistry. She has peer reviewed papers in several journals and has presented her research at numerous meetings.



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Tel: 541-829-1194

Come for an exciting canopy management workshop where you will learn about the importance of canopy management practices, types of canopy management, important compounds in the fruit, and timing of specific canopy management practices on important compounds in fruit and wine. You will have a chance to do canopy measurements in the vineyard and participate in dynamic discussions. Please bring local wines to share!

Richard Smart's book  
 "Sunlight into Wine"  
 is recognized world  
 wide



**LOCATION:** Eden Valley Orchards and Winery (Voorhies Mansion). For more detailed directions, please visit their website.

<http://www.edenvalleyorchards.com/Index.asp>



**COST: \$ 75.00/person**

**Registration at your earliest opportunity is highly recommended. Pre-registration deadline is June 10th. Registration will also be available at the door subject to availability. Lunch is provided with registration.**

**Please make out check to  
 J. Cortell Consulting  
 Send registration to:**

J. Cortell Consulting  
 PO Box 469  
 Amity, Oregon 97101

Phone: 541-829-1194  
 www.jcortellconsulting.com  
 E-mail: drj@jcortellconsulting.com

### Registration Form

\_\_\_\_\_  
 Name

\_\_\_\_\_  
 Address

\_\_\_\_\_  
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\_\_\_\_\_  
 Email

\_\_\_\_\_  
 Daytime Phone

\_\_\_\_\_  
 Cell Phone

Check Enclosed

Please remember to  
 bring your local wine to  
 share with the group!  
 Must be 21 years of age.