

Upcoming Events

August 20-21, 2026:

Dirt to Glass

Traverse City, MI

December 8-10, 2026:

Great Lakes EXPO

Grand Rapids, MI

TBD:

**Northwest Michigan Orchard
and Vineyard Show**

Traverse City, MI

TBD 2027:

MSU Grape School

Benton Harbor, MI

July 28-29, 2027:

Michigan Viticulture Field Day

Michigan Enology Experience

Benton Harbor, MI

**Thank you to everyone who helped
make today possible!**

Lake Michigan College

Tim Godfrey

Jasmine Hein

Karl Selzer

Kiya Simpson

Student Volunteers

Michigan Grape Society

Amy Birk

Jerardo Bocanegra

Mike de Schaaf

Maxwell Eichberg

CJ Hunt

Cathy Kruggel

Chris Lattak

Tim Seppala

Kyle Totzke

Michigan State University

Max Davis

Michael Reinke

Jamie Styburski

Renee Tinkey

3rd Annual Michigan Enology Experience

**Lake Michigan College
Welch Center**

July 30, 2026



**LAKE MICHIGAN
COLLEGE**

WINE & VITICULTURE
TECHNOLOGY



MICHIGAN
GRAPE
SOCIETY

**MICHIGAN STATE
UNIVERSITY**

Extension

Morning

8:30 am - 9:00 am — Registration

9:00 am - 12:00 pm — Morning Sessions

- **Tim Godfrey**

Welcome and opening remarks

An overview of the day's programming and a look at collaborative education, research, and workforce initiatives supporting Michigan's wine industry

- **Marco Bertaccini**

Maximizing Red Wine Quality

Practical approaches to color extraction and retention, tannin management, mouthfeel development, and fermentation strategies for producing higher-quality cool-climate red wines

- **Tony Jacobson**

Sparkling Wine Production: Beyond the Basics

Advanced considerations for sparkling base wine production, acid and phenolic management, process optimization, stylistic decision-making, and quality benchmarking, complemented by a guided tasting

THANK YOU TO OUR SPONSORS!



Afternoon

12:00 pm - 1:30 pm — Lunch

1:30 pm - 4:00 pm — Afternoon Sessions

Curated Educational Lunch Experience (Sponsored by AEB Biochemical USA)

A seasonal lunch prepared by Dad's Farm and paired with three award-winning wines from Lake Michigan Vintners

- **Maxwell Eichberg**

Michigan vs. the World: Sensory Benchmarking (Sponsored by P & E Bottle Shop)

A Guided comparative tasting featuring Michigan wines alongside internationally recognized benchmarking examples. Discussion will focus on stylistic identity, balance, structural components, sensory evaluation, and practical winemaking decisions that define quality across regions

- **LMC Lab Services**

An introduction to Lake Michigan College's developing analytical laboratory services and collaborative research initiatives, including winery trials, production benchmarking, analytical interpretation, and opportunities for statewide technical collaboration