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CCOVI THIRD ANNUAL LECTURE SERIES

Featuring talks by CCOVI Researchers, Fellows and Professional Affiliates

EVERYONE is WELCOME - Admission is FREE!
for lectures held at Brock see campus map on Page 3 or visit brocku.ca/ccovi "CCOVI Events" for up to date listing as well as videos from past presentations.

We're pleased to announce the following line-up of speakers for 2010!

Karl Kaiser

Co-Founder, Inniskillin Wines

Monday, Feb. 1 / Time: 3:00-4:30 p.m. / Location: H313

Topic: *Controlling reductive wine aromas*

Janet Dorozynski

Foreign Affairs and International Trade, Trade Commissioner, Canadian Wine, Beer and Spirits, Global Business Opportunities Bureau, Foreign Affairs and International Trade Canada

Monday, Feb. 22 / Time: 3:00-4:30 p.m. /

Location: Southbrook Vineyards Winery (581 Niagara Stone Road, Niagara-on-the-Lake)

Topic: *You make wine in Canada?*

Canadian wine in the global marketplace: success and challenges to date

Associate Professor Jeffrey Stuart

Biological Sciences, Brock University

Monday March 1 / Time: 3:00-4:30 p.m. / Location: H313

Topic: *Activities of the red wine polyphenol resveratrol*

Daryl J. Somers,

Vineland Research and Innovation Centre,

Monday, March 8 / Time: 3:00-4:30 p.m. / Location: H313

Topic: *Accelerated Grape Breeding*

Professor Andy Reynolds

Biological Sciences, Brock University

Monday, March 15 / Time: 3:00-4:30 p.m. / Location: H313

Topic: *Applied geomatics.*

Connecting the dots between grapevine physiology, terroir and remote sensing

Assistant Professor Antonia Mantonakis

Marketing, International Business and Strategy, Business, Brock University

Monday, March 22 / Time: 3:00-4:30 p.m. / Location: H313

Topic: *Little things that make a difference, but shouldn't: Insights into consumer behaviour*

Adjunct Professor Wendy McFadden-Smith
Biological Sciences, Brock University/ Ministry of Agriculture, Food and Rural Affairs
Monday, April 12 / Time: 3:00-4:30 p.m. / Location: H313
Topic: *New initiatives in the management of grape sour rot*

Professor Vincenzo DeLuca
Biological Sciences, Brock University
Monday, April 19 / Time: 3:00-4:30 p.m. / Location: Sankey Chambers, Brock University
Topic: *Sustainability in grape production and commerce*

Associate Professor Don Cyr
Finance, Brock University
Professor Martin Kusy
Faculty of Business, Brock University
Professor Tony Shaw
Geography, Brock University
Monday, April 26 / Time: 3:00-4:30 p.m. / Location: Sankey Chambers, Brock University
Topic: *"Weathering the Storm" vs. your financial bottom line*
Hedging weather-related risks in the viticulture industry with weather contracts

Associate Professor Dirk De Clercq
Organizational Behaviour, Human Resources, Entrepreneurship and Ethics (OBHREE)
Assistant Professor Maxim Voronov
Marketing, International and Business and Strategy, Brock University
Monday, May 3 / Time: 3:00-4:30 p.m. / Location: H313
Topic: *Creating an identity for the Ontario wine industry*

Professor Ralph Brown
College of Physical and Engineering Science, University of Guelph
Monday, May 10 / Time: 3:00-4:30 p.m. / Location: H313
Topic: *Precision viticulture - Unlocking unseen mysteries of the vineyard*

Associate Professor George Van der Merwe
Molecular and Cellular Biology, University of Guelph
Monday, May 17 / Time: 3:00-4:30 p.m. / Location: H313
Topic: *Understanding the impact of fermentation stresses on yeast during wine production*

Dr. Kevin Ker
CCOVI Professional Affiliate, Brock University
Monday, May 31 / Time: 3:00-4:30 p.m. / Location: H313
Topic: *Penglai China - The rapidly developing wine region in China*

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Erin Norton

Postgraduate student, Cool Climate
Oenology & Viticulture Institute at Brock.
Goals: Analyze the chemical structure of grapes.
Enjoy the fruits of her labour.



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