Viticulture & Enology Program at Fresno State

James A. Kennedy

History of Program

- 1948: Viticulture curriculum established
  - Vincent E. Petrucci hired
- 1956: Enology curriculum established
- 1978: Viticulture Research Center completed
  - 87 donors, Vincent Petrucci leadership
- 1984: Industry Advisory Board established
- 1985: Viticulture and Enology Research Center established
  - Vincent Petrucci inaugural director
- 1997: First crush at bonded winery
  - Dr. Carlos Muller instrumental
- 1997: Dr. Keith Striegler director of VERC
- 2000: Department of Viticulture and Enology created
- 2000: Dr. Robert Wample director of VERC/Chair of DVE
- 2003: Masters and certificate programs approved
- 2010: Dr. Jim Kennedy director of VERC/Chair of DVE
The Shoulders

Structure of Viticulture and Enology Program

Academics

Outreach

Ag Operations

Research

FRESNO STATE
CALIFORNIA STATE UNIVERSITY, FRESNO

JORDAN COLLEGE OF AGRICULTURAL SCIENCES AND TECHNOLOGY

12/2/2010
Personnel - Organization

Personnel – Open Positions

Assistant/Associate Professor of Viticulture Table/Raisin Grape Production (Tenure Track)

Department of Viticulture and Enology, California State University, Fresno
Vacancy #111576, FY 2011/2012

Rank/salary dependent upon academic preparation and professional experiences. 30% teaching (undergraduate and graduate) and 50% research, depending upon departmental needs. The position emphasizes table and raisin grape production and vineyard management in the San Joaquin Valley of California. PhD in Plant Science, Plant Physiology, Horticulture, Pomology or related discipline is required. Experience with plant growth regulators, canopy management, and application of sustainable practices is preferred in addition to having the ability to communicate in Spanish.

The successful candidate is expected to teach coursework in general viticulture, table and raisin grape production, and grape enterprise management; advise undergraduate students and supervise graduate student research; and engage in rigorous scientific research involving collaboration with other research scientists and the grape industry.

Apply online at http://jifs.casau.edu by submitting your curriculum vitae, cover letter, three current letters of reference (dated within the last 12 months), and three names of additional references.

For more information, contact Dr. Sanxun Gu, Department of Viticulture and Enology, California State University, Fresno, 2300 E. Barstow Avenue, M/SVBR 94, Fresno, CA 93740-8003. Phone: (559) 278-4768 Fax: (559) 278-4756. E-mail: olxianggu@fresnostate.edu. To ensure full consideration, applicants should submit all application materials by 1/15/2011. Searches automatically close on 4/30/2011 if not filled. California State University, Fresno is an affirmative action/equal opportunity institution.
Personnel – Open Positions

Assistant/Associate Professor of Viticulture
Winegrape Production (Tenure Track)

Department of Viticulture and Enology, California State University, Fresno.
Vacancy #11578, AY 2011/2012

Rank/salary dependent upon academic preparation and professional experiences. 50% teaching (undergraduate and graduate) and 50% research depending upon departmental needs. The position emphasizes winegrape production and vineyard management in the San Joaquin Valley of California. A PhD in Plant Science, Plant Physiology, Viticulture, Pomology, or related disciplines is required. Experience in winegrape production, plant physiology, enology, and taxonomy is preferred in addition to having the ability to communicate in Spanish.

The successful candidate is expected to teach coursework in general viticulture, grapevine cultivation, rootstocks, taxonomy and enology; advise undergraduate students and supervise graduate student research; and engage in rigorous scientific research involving collaboration with other research scientists and the grape industry.

Apply online at http://jobs.fresnostate.edu by submitting your curriculum vitae, cover letter, three current letters of reference (dated within the last 12 months), and three names of additional references.

For more information, contact Dr. Shihko Kuo, Department of Viticulture and Enology, California State University, Fresno, 2360 E. Barstow Avenue, M/S VR89, Fresno, CA 93740-8003. Phone: (559) 278-4786, Fax: (559) 278-4795, E-mail: shiuko@csufresno.edu. To ensure full consideration, applicants should submit all application materials by 1/13/2011. Search closes automatically on 4/30/2011 if not filled. California State University, Fresno is an affirmative action/equal opportunity institution.

Industry Advisory Board

- Barry Bedwell, President, CA Grape and Tree Fruit League
- Jim Coleman, Co-President, E&J Gallo
- Nat DiBuduo, President and CEO, Allied Grape Growers
- Fred Franzia, CEO, Bronco Wine Company
- Glen Goto, CEO, Raisin Bargaining Association
- Hal Huffsmith, Senior Vice President Vineyard Ops., Sutter Home
Industry Advisory Board

- Ron Metzler, President/Owner, Metzler Family Farms
- Dianne Nury, President, Vie-Del Winery
- Micael Othites, Senior Vice-President, Constellation Wines US
- Michael Snow, Director North Coast Grower Relations, Fosters
- Rick Stark, Grower Relations Manager, Sun Maid Raisin Company
- Brian Vos, CEO, The Wine Group
- Ryan Zanimovich, Field Operations Manager, VB Zanimovich and Sons

Academic Program

- Undergraduate degrees in viticulture and enology
  - Current number: 80 Enology, 48 Viticulture, 9 BS Double Major Viticulture and Enology, 5 Second BS in Enology, 1 Second BS in Viticulture
- Graduate degree in viticulture and enology
  - Current number: 5
- Certificate program in enology
  - Current number: 13
- Coming up: internship programs!
Research Program

- Six current research faculty, with two open positions
- Examples:
  - Dr Sanliang Gu: Forced cropping, ABA application to increase fruit color
  - Drs. Susan Rodriguez and Roy Thornton: Quantifying rot in fruit
Ag Operations

- Vineyard
  - Table grapes, raisin grapes, wine grapes
- Winery
- Marketing
- Provides immediate relevance to instruction
Outreach: Keeping it Relevant!
**My Vision Statement**

From an industry perspective:
Fresno State Viticulture and Enology will be the model institution for effective production and dissemination of grape and wine knowledge in the United States

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**Is the Vision Achievable?**

- Think about this:
  - Industry
    - Fresno State is located within the most productive grape and wine region in the US
    - The raisin industry is local
    - The table grape industry is local
    - Industry is supportive
  - Fresno State
    - Program with a tradition and with many successful graduates
    - University is very supportive
    - Unique program dedicated to practical training
    - Bonded winery
    - Talented faculty and growing
    - Industry and faculty already well regarded
  - Significant potential for financial support beyond current levels
  - Very supportive state
Elements of a Fully Functioning Program

• Looks outward
  – Locally, nationally, internationally
• Looks inward
  – How can program be more effective?
• Integrates various elements of industry
  – Industry itself, regional education and outreach
• Has developed focus groups

To Do  Develop Resources

• Funding
  – Work nationally and internationally to increase funding
• Staffing
  – Once industry needs are articulated, develop staffing
• Intellect
  – Be aware of intellectual advances that will increase stability and competitiveness of industry
• Infrastructure
A Few Specific Ideas

• Develop a regular visitation schedule for faculty road shows
  – Develop a list of topics that could be discussed
  – Create content that is consistent and effective
  – Provide plenty of opportunity for general questions
  – Tastings
• Develop a smart, regular news bulletin
  – Monitors reader interest
  – Use statistics to develop content
• Develop a central website that is content rich and current
  – Access limited to levy payers and donors

Experience to Accomplish Objectives

• Dedicated to grape and wine research
  – Education
    • University of California, Davis
      – Completed V&E coursework 1984-1985
      – Completed PhD 1999
  – Experience at various grape and wine research centers
    • University of California, Davis
    • University of Adelaide, Dept HVO
    • Oregon State University
    • University of Bordeaux
    • Australian Wine Research Institute
  – Passionate about industry
  – Industry experience
Experience to Accomplish Objectives

- **Management experience**
  - Have managed a group of highly competent scientists
  - Have experience managing multiple levels of competency

- **Funding**
  - Built a successful research program at OSU
  - Knowledge of funding sources

- **Employment history**
  - Have academic and industry experience

In the Vineyard
Acknowledgements

- Cynthia Wood
- Dan Malcolm
- Program Supporters