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2008**

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**Total  
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continued support**

**Department of  
Viticulture and Enology**

College of Agricultural  
Sciences and Technology

2360 E. Barstow Ave. M/S  
VR89  
Fresno, CA 93740-8003

559.278.2089  
Fax 559.278.4795  
cast.csufresno.edu/ve

December 5, 2008

Dear Friends,

Greetings from the faculty, staff and students in the Department of Viticulture and Enology and the Viticulture and Enology Research Center as we begin the 2009 *Viticulture and Enology Associates Campaign*. As we are all aware, the developing economic crisis is affecting us all. The state budget crisis is looming very large and as many of you already know, the university must reduce its budget by \$1.7 million. This translates to approximately a 3% reduction in our operations in our program. Although this is manageable, it will clearly impact our ability to meet unexpected needs associated with our instruction, research and outreach activities.

This *Associates Campaign* is normally our annual fundraising activity to support the activities in the department and research center that fall outside of university funding. This year, these funds will be important in helping us to maintain some of the activities that are typically state funded. We plan to continue funding scholarships for winners of the vine pruning and vine judging contests, while being prepared to help cover repair costs for teaching and research equipment. Funds from last year made it possible to purchase some new equipment for the viticulture program by providing matching dollars to the college.

Our current enrollment figures indicate an increasing enrollment in our viticulture program, something we have been working on for several years. Overall we have 68 BSc Enology students, 26 BSc Viticulture students, 5 BSc Double Major Viticulture and Enology students, 12 Certificate of Special Studies in Enology students, 6 Second BSc in Enology students and 4 MSc Graduate students for a total of 121 students. However, there is some concern regarding the potential severity of the economic crisis and what the long-term effect will be on our programs.

In 2008 we were finally successful in filling the viticulture position funded by the Bronco Wine Company. Dr. S. Kaan Kurtural arrived in August and is rapidly becoming involved in our research and teaching activities. This position is a significant addition to our viticulture faculty. We are continuing to seek funding for a position to assume primary responsibility for table grapes and raisins in the near future. However, with the budget crisis, hiring of new faculty and staff has been suspended until further notice. Our long-term goals still include a third position focused on grape and wine chemistry.

Our Industry Advisory Board is being expanded to include two new members, Brian Vos of the Wine Group, and Mike Snow of Foster's Wine Estates of America. In addition, Rick Stark of Sun Maid is replacing Barry Kriebel and Michael Othites is replacing David Hayman of Constellation Wines US. These and the continuing members (Jim Coleman, Chair; Diane Nury, Vice Chair; Nat DiBuduo; Barry Bedwell; Hal Huffsmith; Fred Franzia; Glenn Goto; Ron Metzler; Ryan Zaninovich) continue to provide input in the development of the Department of Viticulture and Enology and growth of the Viticulture and Enology Research Center.

THE CALIFORNIA STATE UNIVERSITY, FRESNO

Dr. Sanliang Gu, Dr. Roy Thornton, Dr. Sayed Badr and Professor Ken Fugelsang, along with several part time instructors, teach the majority of the classes for our students, while taking on significant research projects that are solving problems for the grape and wine industries. Dr. Gu's recent research on the effects of the plant growth regulator, Abscisic Acid, continues to show promise on color (anthocyanin) development in wine grapes. Dr. Thornton and Dr. Susan Rodriguez are looking at alternative yeast strains to improve color extraction from red grapes. They are also managing a project to develop rapid screening methods for rot organisms in mechanically harvested grapes. Research on the use of near-infrared-spectroscopy combined with global positioning equipment to map quality in wine grapes prior to harvest is in its fourth year and is now being combined with yield monitoring capabilities. Professor Ken Fugelsang continues to do work on closures and the effects of fruit treatments on wine sensory and quality. He also provides winemaking support for research projects.

Our student-made wines continue to collect awards at national and international competitions. Watch for more exciting products from these talented students as they work with Professor Fugelsang and winemaker John Gianinni to capture more awards in the future. Table grapes continue to be a popular product each summer. Strong interest continues in the specialty raisins being produced by Fresno State. They are selling fast, so you should hurry to get your orders for the Holidays. These products are available at the Fresno State Farm Market on the corner of Barstow and Chestnut Avenues.

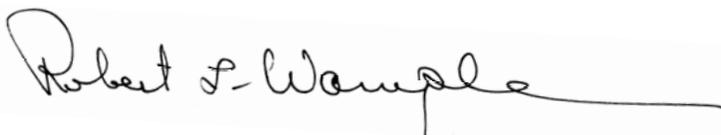
The viticulture and enology students continue to form a more cohesive student body. They are interacting and developing joint projects and fundraising activities. Both the enology and viticulture clubs are providing funds for scholarships or projects in the department. We continue to enroll students from across the United States and around the world. This is creating an exciting environment for all of our students.

We are proud that throughout the world our alumni are making major contributions to the industry. Some of the alumni who have recently made headlines include: Landmark Vineyard wine created by Fresno State graduates Eric Stern and Greg Stach was selected and served at the G-20 Summit State Dinner hosted by President George W. Bush at The White House on November 14, 2008. Chris Brockway opened his winery, Broc Cellars in Berkeley this June and was featured in the San Francisco Chronicle in August 2008. Bob Steinhauer was recognized for his contributions to the grape and wine industry in June 2008 at the American Society for Enology and Viticulture's annual meeting in Portland. He was a 2008 Merit Award recipient. And these are just a few examples.

We hope that you appreciate getting an update on our progress. If you would like to support the Viticulture and Enology Associates Campaign for 2009 please fill out the attached form and return it in the enclosed stamped, self-addressed return envelope along with your contribution. Please remember that your contribution is tax deductible to the extent provided by Federal, State and Local Law.

We appreciate your continued support, as well as support from many other areas within and outside of the university, to accomplish our goal of being a world-class viticulture and enology teaching and research program. Thank you again for your support, financial or otherwise, and we wish you the best for the coming year.

Sincerely,

A handwritten signature in black ink that reads "Robert L. Wample". The signature is written in a cursive style with a long horizontal line extending to the right.

Dr. Robert L. Wample,  
Chair/Director  
Viticulture and Enology Research Center  
Department of Viticulture and Enology

Attachment: 2009 Pledge Form



**California State University, Fresno  
Viticulture and Enology Research Center  
Department of Viticulture and Enology**

*Viticulture and Enology Associates Pledge Form – 2009*

In support of the Viticulture and Enology Associates, I/we pledge an annual contribution of:

\_\_\_ \$2,000    \_\_\_ \$1,000    \_\_\_ (other) \$ \_\_\_

This donation will be paid to the California State University, Fresno Foundation, which is a 501 (C) (3) organization and is tax deductible to the extent provided by Federal, State and Local Law. Tax ID # 946003272

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Please include my name on the 2009 Associates Donor recognition list: Yes     No

(5% of your donation will go to support the operations and development of the California State University Fresno's Comprehensive Campaign.)

Please return your check and pledge form to:

California State University, Fresno  
Viticulture and Enology  
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**Make check payable to: "CSUF Foundation"**

**The Viticulture and Enology Associate Program is on a calendar year.  
The Faculty, Staff & Students appreciate your support.**