

American Hop Convention 2017

*A Joint Event Featuring the Hop Research Council Winter Meeting and
The 61st Annual Convention of Hop Growers of America*

THE OREGON TR‘ALE

**January 17-20, 2017
Riverhouse on the Deschutes
Bend, Oregon**

Schedule of Events

Tuesday, January 17 – Hop Research Council Winter Meeting

- 11:00am – 5:00pm** **Convention Registration** – Convention Center Lobby
- 8:00am – 12:00noon** **Hop Research Council Members Meeting** (Cascade ABJ)
- 12:00pm – 1:30pm** **HRC Member Lunch** (HRC Members Only) (Cascade DEF)
- 1:30pm - 4:00pm** **National Clean Plant Network for Hops Tier 2 Governing Board Meeting**
(Deschutes South)
- 4:00pm – 5:30pm** **Hop Research Council Single Hopped Research Beer Tasting** (Cascade
ABJ)
- 5:30pm – 7:00pm** **Hop Research Council Members and Researcher Reception**
(HRC Members and Researchers only) (Cascade DEF)

Wednesday, January 18 – Research Reports Sessions and Hop Convention Kick-Off

- 7:00am – 5:00pm** **Convention Registration** – Convention Center Lobby
- 8:00 am – 5:00 pm** **Oral Hop History Interviews** (Sisters B)
Pre-registration required
- 8:00am – 10:00 am** **Hop Research Council Research Reports – Session 1** (Cascade ABJ)
- 8:00 - 8:30am Madhu Kappagantu, Washington State University, “Management of Hop
Diseases Caused by Viruses and Virus-Like Agents”
- 8:30 – 9:00am Piotr Kowalec/Martin Joseph, Washington State University
“Management of Diseases Associated with Hop Stunt Viroid
- 9:00 – 9:30am Doug Walsh for Rick Boydston, US Department of Agriculture
“Hop Herbicide Trials”
- 9:30 – 10:00am Tom Shellhammer, Oregon State University, “Identifying brewing qualities that
aid hop breeding: Examination of non-essential oil contributions to hop aroma in
beer”
- 10:00 -10:30 am** **Coffee and refreshments break**
- 10:30am – 12:00 pm** **Hop Research Council Research Reports – Session 1 (continued)** (Cascade
ABJ)
- 10:30 – 11:00 am James Barbour, University of Idaho, “Development of Hop Integrated Pest
Management Strategies”
- 11:00 – 11:30 am Doug Walsh, Washington State University, “Integrated Pest Management of
Arthropods on Hops”

11:30 – 12:00 pm	Mark Nelson, Washington State University “Integrated Management of Hop Powdery and Downy Mildew”
12:00noon - 1:00pm	Research Luncheon (ticket required) (Cascade DEF)
1:00 – 5:00 pm	Brewery Tours – Buses to load at the convention center entrance. Pre-registration required. Check postings for load times.
1:15pm – 2:45pm	Hop Research Council Research Reports – Session 2 (Cascade ABJ)
1:15 – 1:45pm	David Gent, USDA-ARS, “Overwintering biology of the hop powdery mildew fungus: from focal infections to landscape-level spread”
1:45 – 2:00 pm	Anne Iskra, USDA-ARS, “The Multifaceted Impact of Nitrogen Fertilization”
2:00 - 2:15 pm	Sierra Wolfenbarger, USDA-ARS, “Cascade and Powdery Mildew: Why, Where, and What’s Next”
2:15 – 2:45 pm	John Henning, U.S. Department of Agriculture “Hop Genetics”
2:45 – 3:15 pm	Doug Walsh, Washington State University “Hop Breeding for Public Variety Development”
3:15-3:45 pm	Hop Breeding Database
4:00pm – 5:30pm	Hop Research Council Budget Meeting (HRC Members Only) (Cascade C)
4:30pm – 6:00pm	Hop Growers of America Board of Directors Meeting (Deschutes S)
7:00pm- 10:00pm	61st Annual Hop Convention Welcome Reception (Cascade Ballroom) Welcome to the Oregon TR’ALE! Emcee – Blake Crosby

Thursday, January 19 – Hop Convention

7:00 am- 8:15 am	Trade Show set up
7:00am – 11:00 am	Convention Registration – Convention Center Lobby
8:00am – 9:30am	US Hop Industry Plant Protection Committee Meeting (Deschutes South)
8:30am – 5:00pm	Trade Show open
8:00 am – 5:00 pm	Oral Hop History Interviews (Sisters B) Pre-registration required
9:15am – 3:45pm	Optional Off-site Spouse Event Load buses at the Riverhouse Hotel Transportation to Bend’s Downtown Shopping District, Lunch in Deschutes Brewery’s Mountain Room, and create a hop painting with beer artist Karen Eland of Sip n’ Dip Beer Painting
10:00am – 12:00 pm	Hop Growers of America Annual Business Meeting (Cascade Ballroom)
12:00 – 12:30 pm	TR’ALE Hunt in Exhibit Hall with Vendors
12:30 – 2:00pm	Kickoff Luncheon –“Impacts of the Evolving Beer Industry on the Hop Market” (Cascade Ballroom) Emcee: Anthony Weathers, OHGA President <ul style="list-style-type: none"> • Bill Dempsey, Molson Coors Vice President, Global Procurement (CPO) • Donnell Berg, MillerCoors US Regional Director, Brewing Materials Procurement
2:00-2:30 pm	TR’ALE Hunt in Exhibit Hall with Vendors
2:00pm – 5:00pm	Brewers Association Meeting (Sisters A)

2:30pm - 5:30 pm Breakout Concurrent Sessions

2:30 - 5:30 pm Session A - Precision Agriculture (Cascade Ballroom)
Moderator: Bryan Thoet, HGA Board Member

“New Technologies in Precision Agriculture”

- **Jim Gerig, Pape Integrated Solutions Consultant**

“Soil Moisture Monitoring”

- **Verlyn Burgers, Hortau**

“Control and Field Monitoring”

- **Mike Fink, MeasureTek**

“Multi-spectral Camera Systems”

- **Bill Briskey, TacAero with Andrew Stickle, Perrault Farms, Inc.**

2:30 – 5:30 pm Session B - Hop Production for the New or Small Grower (Lower Level Room)

Moderator: Andrew Bloo, Cascade Hop Farm – Tumalo, Oregon

“Hop Cost of Production Study”

- **Rob Serrine, Michigan State University**

- **Dan Wiesen, Empire Hops**

“Niche Marketing Panel”

- **Eric March – San Diego, California**

- **Pam Bouma Miller - Greenville, Michigan**

- **Mark Maikkula - Boonesborough, Kentuc**

“Hop Cultivation & Agronomy”

- **Dan Wiesen, Empire Hops**

6:00pm – 7:00pm Load tour buses at Convention Center for transportation to The Oregon TR’ALE @ Crux Fermentation Project Production Facility
63065 NE 18th St. Bend, OR 97701

7:00pm - 9:00pm The Oregon TR’ALE Reception
Begin your adventure on the Oregon TR’ALE by picking up our commemorative taster glass and sampling the beer made by more than a dozen of Central Oregon’s finest craft breweries. Menu prepared by local favorite, Tate & Tate. Each attendee will be presented with a bottle of the commemorative, collaboration brew: The Oregon TR’ALE IPA. The event will include the announcement of the winner of the Hop Quality Group’s ‘Cascade Cup’.

Friday, January 20 – Hop Convention

7:30 am – 9:00am Best Practices Advisory Committee (Deschutes South)

8:30am – 5:00pm Trade Show open

9:00am – 12:00noon Breakout Concurrent Sessions

9:00 – 12:00 noon Concurrent Session A – Hop History (Cascade Ballroom)
Moderator: Blake Crosby

“The history of public variety development in the United States

- **Dr Al Haunold, retired USDA-ARS**

“Collecting Hop and Brewing History”

- **Tiah Edmunson-Morton, Oregon Hops and Brewing Archives**

“Hop Growing History Panel”

- **Steve Carpenter, Carpenter Ranches – Washington**

- **Mike Gooding, Gooding Farms – Idaho**

- **Patrick Leavy, Leavy Farm – Oregon**

- **Dan Wiesen, Empire Hops - Michigan**

9:00 – 12:00 noon **Concurrent Session B - Hop Production and Sustainability** (Lower Level Room)

Moderator: Kevin Riel

“Nutritional Requirements to Maintain 15 Bale Cascades”

- **John Taberna, Western Laboratories**

“Best Practices and Sustainability”

- **Ann George, Hop Growers of America**

“Hop Drying Technology”

- **Mike Fink, MeasureTek; Wes Stickney, Kollmar, Inc.**

12:00-12:30 pm

Exhibitor TR’ALE in Vendor Hall

12:30 - Completed TR’ALE Hunt Passports due to the registration desk!

12:30pm – 2:00pm

Luncheon Keynote Luncheon – “Oregon Brewery Blazing the Trail East”
(Cascade Ballroom)

- **Gary Fish, Founder
Deschutes Brewery**

Emcee: Gayle Goschie, Oregon Hop Commission

Exhibitor TR’ALE prizes drawn at the conclusion of lunch

2:00pm - 2:30 pm

Break – TR’ALE winners collect prizes

2:30pm- 5:00pm

General Session (Cascade Ballroom)

Moderator: Fred Geschwill, Oregon Hop Commission

2:30 – 3:00pm

Hop and Beer Residue Fate Studies

Doug Walsh, Washington State University

3:00 – 5:00pm

Panel on Brewing Industry Insights and Analysis

- Chris Swersey, Brewers Association
- Bart Watson, Brewers Association
- Shane Kunkle, Lupulin Exchange
- Chris Shepard, Beer Marketer’s Insight

5:00pm

Convention adjourns