

# Viticulture & Enology

**WorkforceServices**

THE HIRE EDUCATION CENTER @ PVCC



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**PVCC**

PIEDMONT VIRGINIA  
COMMUNITY COLLEGE

Opportunity. Access. Excellence.

## PVCC Workforce Services...

The only one of its kind in Virginia, PVCC offers certificate programs in viticulture (grape-growing), enology (wine making), tasting room management and winery cellar worker. Classes are noncredit and most classes are held on Saturdays. Led by Virginia wine industry professionals, these programs combine in-class instruction with hands-on learning in local vineyards and wineries. Students range from current owners and operators looking to sharpen their skills to novices looking to get involved in Virginia's growing wine industry.

## Virginia Wine...

Over 60 different grape varieties are cultivated in Virginia for wine production. In addition to popular grape varieties like Chardonnay, Cabernet Sauvignon, Cabernet Franc, Viognier, and Merlot, many lesser known varieties like Verdejo, Nebbiolo, and Vermentino are thriving in Virginia.

- Virginia has seven American viticultural areas
- Virginia has 27 wine trails
- Approximately 1.6 million tourists visited Virginia's wineries in 2014
- Virginia is the fifth largest wine grape producer in the U.S.

## VITICULTURE CERTIFICATE COURSE REQUIREMENTS

- Introduction to Viticulture
- Vineyard Site Selection
- Soil Preparation & Planting
- Dormant Pruning
- Pest Control
- Canopy Management
- Harvesting & Basic Analysis of the Must
- Vine Grafting & Propagation
- Vineyard Management: Part I (Field Experience)
- Vineyard Management: Part II (Field Experience)
- Vineyard Spraying
- Tractor Safety
- Basic Tractor Repair
- Pesticide Applicator's License
- Harvest Internship

## Introduction to Viticulture

Establishing a vineyard requires sound management decisions from the initial planning stage through the harvesting of grapes. This class provides you with practical information on the elements needed to start a working vineyard—everything from grape selection to harvesting! Class starts at PVCC and includes visits to several vineyards.

## Vineyard Site Selection

Find the ideal location for your vineyard—the most important and fundamental decision in the process of wine grape growing! This class includes the fundamentals of vineyard design and layout.

## Soil Preparation & Planting

Join vineyard consultant Jake Busching and learn how to prepare soils for growing and planting wine grapes in Virginia. You will plant vines in a local vineyard.





### **Dormant Pruning**

Bring your pruning shears and join Virginia's most notable vigneron, Gabriele Rausse. Learn why and how to prune grapevines through lecture and hands-on experience.

### **Pest Control**

How can you control pests and weeds without compromising the quality of the fruit? Learn about various types of pests and the damage they can cause. This course is required for the certificate in viticulture. Lunch is included.

### **Canopy Management**

Identify various types of canopy styles with the objective of managing the vineyard and keeping your business objectives in mind: quantity vs. quality. Topics include hedging, leaf pulling and dropping fruit.

### **Harvesting & Basic Analysis of the Must**

Harvesting is peak season in the wine industry. You will begin with the critical process leading up to the decision to harvest. Follow Gabriele Rausse, famed father of modern Virginia wine, on a journey with the grapes from the vineyard to the winery. This hands-on class includes field observation, tasting in the vineyard, laboratory testing (actual testing will be conducted), harvesting methods and equipment, sorting, pressing, crushing, stemming, steel tanks and winery equipment.

### **Vine Grafting & Propagation**

Vitis vinifera must be grafted on to native rootstock in order to survive in Virginia. After Master Grafter Gabriele Rausse shows you how to bench graft, proper root stock selection and forcing and storing of grafted vines, you will graft vines.

### **Vineyard Management: Part I**

Adopt a row of vines this spring! Be responsible for managing and maintaining an assigned section of a working vineyard during the growing season. Learn the techniques for caring for healthy vines and the crucial decisions in vineyard management to meet your business objectives.

### **Vineyard Management: Part II**

Adopt a row of vines this summer! Be responsible for managing and maintaining an assigned section of a working vineyard during the growing season. Learn the techniques for caring for healthy vines and how to make crucial vineyard management decisions to meet your business objectives. Prerequisite: Vineyard Management: Part I.

### **Vineyard Spraying**

To grow healthy ripe fruit, free of disease, a working knowledge of chemical spraying is essential. We will discuss fungicides, pesticides and herbicides and how their applications can both benefit and in many cases cause damage to a vineyard if not applied properly. In this class we will cover the basics of why a rotational spray program is so critical and how to practically and safely apply them. Additional topics that will be covered include herbicide ground sprays, tank mixing, calibration of tractor and spray unit and foliar nutrient applications.

See the class schedule and register for class at [www.pvcc.edu/workforce](http://www.pvcc.edu/workforce)



# ENOLOGY CERTIFICATE PROGRAM

## Pesticide Applicator's License

The Virginia Certified Private Applicator's License certifies you in the use of any pesticide classified as restricted use for the purpose of producing any agricultural commodity on property owned or leased by you or your employer. This is a self-study program. You may purchase the text entitled Core Manual – Applying Pesticides Correctly for \$28, available online at <https://apps.cals.vt.edu/flex/PATManualOrdering/PATManualOrdering.html>. Certification exams are taken at your local Virginia Department of Motor Vehicles (DMV) Customer Service Center.

For more information, please contact Workforce Services at 434.961.5354.

## Tractor Safety

The purpose of this class is to make you familiar with tractors and how they can be used safely. Topics include major components of tractors, built-in safety features on the tractor, and safe practices during tractor use.

## Basic Tractor Repair

Correctly maintaining a tractor will add years to its useful life and save you time and money. This class teaches you basic troubleshooting, maintenance and repair of your tractor.

## Harvest Internship

Learn different aspects of vineyard and cellar work as you gain valuable first-hand experience working the harvest at a local winery or vineyard.

## ENOLOGY CERTIFICATE COURSE REQUIREMENTS

- Introduction to Enology
- Wine Analysis & Tasting
- Winery Design & Equipment
- Legal Issues in the Wine Industry
- Marketing Wine
- Fermentation & Racking
- Harvesting & Basic Analysis of the Must
- Wine Bottling
- Sparkling Winemaking

For winery locations, go to:  
[virginiawine.org/wineries](http://virginiawine.org/wineries)

## Introduction to Enology

Interested in winemaking? This class gives you an overview of the winemaking process for both red and white wines. Specific problems facing the Virginia winemaker will be discussed including reduction, oxidation and the problems associated with unripe grapes.

## Wine Tasting & Analysis

Do you know "farming the grapes" affects their taste and aroma? Can you recognize your personal capabilities in wine tasting? Become a competent wine taster by learning the essentials of professional tasting.

## Winery Design and Equipment

The design, layout and equipment needed for an efficient operation are critical components for success in the wine industry. Learn winery design from the ground up from local winery owner Jeff Sanders of Glass House Winery.





## Legal Issues in the Wine Industry

Virginia's wine lawyer, Marybeth Williams, walks students through the legal intricacies and important regulations that the serious wine grower needs to know to survive in the wine business. Discover the hot issues facing Virginia wineries while Marybeth makes this class fun with tons of materials and resource information supplied.

## Wine Marketing

People in the wine business say that anyone can make wine, but can they sell it? Learn cutting-edge strategies for marketing wine from Neil Williamson of the Trellis Group. Everything from labels to romancing the wine is covered in this required enology class. Enhanced by talks from area wine professionals, you will learn how to design a marketing strategy.

## Fermentation & Racking

From juice the wine is made. Matthieu Finot, winemaker and consultant, will teach the intricate processes of wine fermentation and racking from the point at which the juice enters the tanks. Topics include primary fermentation, malolactic fermentation, yeasts, carbonic maceration, temperature control, fining, steel tanks, oak barrels and more.

## Harvesting & Basic Analysis of the Must

Harvesting is peak season in the wine industry. You will begin with the critical process leading up to the decision to harvest. Follow Gabriele Rausse, famed father of modern Virginia wine, on a journey with the grapes from the vineyard to the winery. This hands-on class includes field observation, tasting in the vineyard, laboratory testing (actual testing will be conducted), harvesting methods and equipment, sorting, pressing, crushing, stemming, steel tanks and winery equipment.

## Wine Bottling

Covers the final stages of fermentation in preparation for bottling, including equipment used, selection of bottles and labeling. Includes hands-on experience. Lunch is included.

## Sparkling Wine Making

Andrew Hodson, Wine & Spirit Education Trust (WSET) Diploma, CSW, owner of Veritas and producer of Veritas Scintilla and Veritas Mousseux teaches the magic and art of sparkling winemaking *à la méthode traditionnelle*. Learn the detailed techniques of making sparkling wine from the first fermentation and second fermentation, disgorging and finishing.



**VIRGINIA VINEYARDS ASSOCIATION**

Members of the VVA include commercial growers, those who grow grapes as a hobby, and others who just want to learn more about viticulture. Many of Virginia's farm wineries are also members, as are several companies which provide goods and services to grape growers throughout the state. Membership is not limited to Virginia residents, we welcome all who share our interests.

Virginia Vineyards Association  
P.O. Box 168  
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571.236.8074  
[vvineyardassoc@gmail.com](mailto:vvineyardassoc@gmail.com)  
[www.virginiavineyardassociation.com](http://www.virginiavineyardassociation.com)



# TASTING ROOM MANAGEMENT CERTIFICATE PROGRAM

A properly functioning tasting room is a key component to a winery's success. The Tasting Room Management Certificate helps prepare you for the responsibility of managing the tasting room of any farm winery.

The certificate requires the completion of six core courses and three electives for a total of nine classes.

## CORE COURSES

### Introduction to Tasting Room Management

Learn ways to make your tasting room more memorable and profitable. This course will discuss tasting room staffing and training, events management and tips, wine tasting strategies, tours, social media and other ideas to help increase business.

### Managing Customer Service

As someone who participates in delivering high levels of customer service, you're an important ambassador for your organization. But do you truly feel empowered and capable of delivering top-notch customer service? In this six-week online course, you'll discover a number of dynamite methods to bring out your best and also do the same for the people you work with. You'll learn how to measure customer service—from your company's point of view and from the customers—and discover how to anticipate the needs of your customers. As an added bonus, you'll unlock the power of leading by example and setting new trends for customer service in your business.

Find out more about the Managing Customer Service class at [www.ed2go/piedmont.com](http://www.ed2go/piedmont.com)

### Wine Marketing

People in the wine business say that anyone can make wine, but can they sell it? Learn cutting-edge strategies for marketing wine from Neil Williamson of the Trellis Group. Everything from labels to romancing the wine is covered in this required enology class. Enhanced by talks from area wine professionals, you will learn how to design a marketing strategy.

### TIPS® Training

TIPS® (Training for Intervention ProcedureS) is the global leader in education and training for the responsible service, sale and consumption of alcohol. Proven effective by third-party studies, TIPS is a skills-based training program that is designed to prevent intoxication, underage drinking and drunk driving. Find out more about the TIPS® online class at [www.gettips.com](http://www.gettips.com)

### Legal Issues for the Tasting Room

The tasting room is one of the riskiest places for winery licensees. Educating your tasting room staff on legal and regulatory issues and pitfalls is one of the most important things a winery can do to protect itself from ABC violations. You will learn the basic regulations that govern the service and sale of alcohol in Virginia including rules on underage service, service to intoxicated people, consumption of outside alcohol, consumption of alcohol while on duty and what to expect during an ABC inspection.

### Wine Analysis & Tasting

Do you know how "farming the grapes" affects their taste and aroma? Can you recognize your personal capabilities in wine tasting? Become a competent wine taster by learning the essentials of professional tasting.



## ELECTIVES

### Pairing Food with Wine

Taught on three consecutive evenings at Charlottesville's highly acclaimed C&O Restaurant. Enjoy gourmet food and wine as Richard Hewitt, former sommelier at Keswick Hall, covers how to properly taste wine, menu preparation, selection of wines and food for the occasion, wine faults, serving wines, and a few do's and don'ts about wine.

NOTE: A separate food and wine charge of \$40/night all-inclusive payable to the C&O will apply. How to properly taste wine, menu preparation, selection of wines and food for the occasion, wine faults, serving wine, wine lingo and a few dos and don'ts about wine. A separate food and wine charge of \$25/night payable to the C&O Restaurant will apply.

### Introduction to Enology

Interested in winemaking? This class gives you an overview of the winemaking process for both red and white wines. Specific problems facing the Virginia winemaker are discussed including reduction, oxidation and the problems associated with unripe grapes.

### Successful Wine Club Management

Wine clubs can be a strong profit center for your winery. In this class we'll discuss strategies on how to attract and retain wine club members, ways to promote and sell wine club memberships, how to add value to your wine club and how to differentiate yourself from other wine clubs among other related topics.

### Sparkling Wine Making

Andrew Hodson, Wine & Spirit Education Trust (WSET) Diploma, CSW, owner of Veritas and producer of Veritas Scintilla and Veritas Mousseux teaches the magic and art of sparkling winemaking *à la méthode traditionnelle*. Learn the detailed techniques of making sparkling wine from the first fermentation and second fermentation, disgorging and finishing.

### ED2GO ONLINE CLASSES

#### Wow, What a Great Event!

In this online class, you'll learn how to create and coordinate successful special events. Develop skills, find resources and gain confidence to plan and produce any size or type of event. This course reveals proven tips, tools, techniques and procedures used by experts and master event planners to help you avoid embarrassing and costly planning errors or production mistakes.

### Using Social Media in Business

Whether you consider yourself a social media novice or a seasoned veteran, this online course will give you a solid foundation and thorough understanding of what social media is and how you can use it to grow your business. As you progress through the course, you'll master a simple process for making social media work for you. You'll learn about the five most popular social media platforms, Facebook, Twitter, LinkedIn, Pinterest and Google+, and study secrets for using them to promote your business.

### Successful Wine Club Management

Wine clubs can be a strong profit center for your winery. In this class we'll discuss strategies on how to attract and retain wine club members, ways to promote and sell wine club memberships, how to add value to your wine club and how to differentiate yourself from other wine clubs among other related topics.

See the class schedule and register for class at [www.pvcc.edu/workforce](http://www.pvcc.edu/workforce)



# CELLAR WORKER CERTIFICATE PROGRAM

## CELLAR WORKER CERTIFICATE PROGRAM

The only one of its kind in Virginia, this certificate program trains you for an entry-level cellar worker position in a winery or cidery. Taught by industry professionals, most of these classes are held on Saturdays, scheduled during the harvest season. Classes in this 13-week program include:

- Course Overview & Introduction to Winemaking
- Winery Safety, Cleaning & Sanitation
- Winery Equipment & Maintenance
- Lab Basics & Pre-Harvest Analysis
- Crush: White Processing
- Fermentation Management (Yeast, Bacteria)
- Crush: Red Processing
- Cap Management
- Racking & Barrel Management
- Fining & Filtration
- Bottling
- Overview of Cider Making
- Forklift Operator Training



# NON-CERTIFICATE CLASSES

Please note: Any of our classes are available to take individually apart from a certificate program. The following classes are not included in a certificate program.

## Advanced Pruning

This class will review the pruning work done in the prior year, looking at the effects on bud count, renewal spurs, crop load, winter hardiness and related factors. Then we will prune the same vines again for the coming year.

Prerequisite: Vineyard Management classes I & II.

## Ampelography

Ampelography is grapevine botany or how to identify grape varieties by their leaves. Taught by Lucie Morton, one of only four certified Ampelographers in the world, this class is essential for anyone working in a vineyard. You will see how to look at grapevines and identify the most important wine grapes planted in Virginia: Chardonnay, Viognier, Sauvignon Blanc, Merlot, Cabernet Franc, Petit Verdot and Cabernet Sauvignon. You can start your own herbarium with leaves you have selected after correctly identifying them in the field.

## Custom Crush

Great for novices or experienced winemakers, this class will teach you how to the art of winemaking from start to finish. The class start in August with assessing grapes in the vineyard and ends in May/June with bottling of the finished product. Cost includes all materials including grapes. Class times are flexible. At the end of class, each student receives four cases of wine.

## The Seven Best (and Worst) Ways to Start a Vineyard: What every grape grower needs to know to achieve success (and avoid failure)

In this class, we will look at the essential components that go into vineyard planning and management. These include economic considerations, site evaluation, varietal selection, rootstock choices, vineyard design, labor requirements, and mechanization. Lucie Morton has followed the evolution of wine growing in her home state of Virginia since the 1970s and can clearly show and explain what are the keys to successful vineyards. As a general viticulturist, she will outline the challenges of grape growing here in a holistic way whereby she shows how each decision affects the entirety of the operation and its chances for success.

## Wine Blending

Wine blending tests the true skills of the winemaker. In this class, renowned Virginia winemaker Matthieu Finot will share his secrets on the art of blending wines. Learn how to mix varietals to make a variety of premium wines.



# REGISTRATION INFORMATION

## Online

1. Go to [www.pvcc.edu/workforce](http://www.pvcc.edu/workforce)
2. Browse our complete list of courses, including newly added courses.
3. Add courses to cart.
4. Create a student profile for each student.
5. Proceed to checkout.
6. Enter payment information.

You will receive a confirmation email and reminders before the class.

## In Person, Mail, Fax, Email

- **FAX or EMAIL:** Fax 434.961.5270 or email [workforce@pvcc.edu](mailto:workforce@pvcc.edu). Do not include credit card information. Call 434.961.5354 to make a payment. Visa/MC/Amex.
- **MAIL:** Complete registration form and mail with your check, money order payable to PVCC or credit card information to: Piedmont Virginia Community College, Workforce Services, 501 College Drive, Charlottesville, VA 22902.
- **In Person:** Bring all completed forms and payment to The Stultz Center at PVCC, 501 College Drive, Charlottesville, VA.

This brochure was made possible through funding from the Virginia Wine Board.

