

**LETTER OF UNDERSTANDING  
REGARDING OPERATIONAL PARTNERSHIP  
BETWEEN  
YADKIN VALLEY WINEGROWERS ASSOCIATION, INC.  
AND  
SURRY COMMUNITY COLLEGE FOUNDATION, INC.**

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This letter of understanding confirms the decision of Yadkin Valley Winegrowers Association, Inc. and Surry Community College Foundation, Inc. to develop a mutually beneficial partnership and outlines the relationship between the two organizations.

The general purpose of the Yadkin Valley Winegrowers Association, Inc. is to promote the wine industry for its membership. Eligible members of the Yadkin Valley Winegrowers Association, Inc. shall consist of any bonded winery located in the Yadkin Valley AVA as approved by the United States Alcohol and Tobacco Tax and Trade Bureau.

The general purpose of Surry Community College Foundation, Inc. is to raise, collect, and receive funds for the benefit of Surry Community College. A significant part of the college's mission focuses on economic development, which includes creating jobs and preparing students for those jobs. Therefore, the college's role in the emerging growth of the wine industry is paramount to the college mission; and, as such, depends on support from the Surry Community College Foundation, Inc.

Both associations are entitled "Non-Profit Corporations" and contain the provisions provided by both Federal and State laws for such corporations. Both associations are governed by a Board of Directors. This agreement does not construe any restrictions or changes to the governance by either Board of Directors for their respective organizations.

Both organizations have a distinct interest in the Yadkin Valley wine industry. Surry Community College is the educational leader in the state of North Carolina and on the East Coast for the wine industry. Surry Community College has a bonded winery located in the Yadkin Valley AVA and is a member of the Yadkin Valley Winegrowers Association, Inc.

This partnership is an agreement for the Surry Community College Foundation, Inc. to provide space to serve as the principal office, as well as the registered office for the Yadkin Valley Winegrowers Association, Inc. In addition, Surry Community College Foundation, Inc. will provide administrative services through the office of its Executive Director.

Administrative duties shall include, but are not limited to, the following:

- Facilitating logistical arrangements for meetings;
- Administering a separate budget for the Winegrowers Association that accounts for all revenues and expenditures separate and apart from other College Foundation funds;
- Managing an inventory of promotional materials owned by the Winegrowers Association;
- Recording and maintaining minutes of Winegrowers Association meetings;
- Maintaining files of Winegrowers Association records;
- Coordinating efforts for procuring grants and other sources of funding;
- Providing clerical support as needed;
- Providing other duties as jointly agreed upon by the Yadkin Valley Winegrowers Association Board of Directors and the President of Surry Community College.
- Assisting the Winegrowers Association with public relations and advertising.
- Assist with administrative and oversight duties for the wine shop located at the Charlotte airport.

The annual budget developed by the Yadkin Valley Winegrowers Association, Inc. Board of Directors will reflect budget line items to Surry Community College as agreed upon by the President of the College for expenditures in carrying out the administrative services provided including, but not limited to, the following:

- Staff hours as needed;
- Utilities and telephone;
- Supplies and materials.

This partnership will allow each organization to use the name, logo, and goodwill of the other in promotional materials, presentations, public announcements, and in other ways that will benefit the mission of each partner. The partners agree to allow each other to use their organization's name and descriptive information in public announcements, informational articles and presentations, and marketing literature. Each partner agrees to provide the other file copies of such information. The partners also agree to obtain specific approval prior to use of the other's logo or mailing list. This partnership does not give either partner unlimited use of the other's name, logo, or mailing list.

Both organizations understand that this partnership is formed for the sole purpose of providing a mutually beneficial relationship and that it may be dissolved at any time at the request of either partner. Each partner agrees to immediately cease any activity relevant to the partnership that the other partner perceives to be detrimental to its mission. Each partner accepts responsibility for any action it may take while this partnership exists and, in the case that such action results in claims or suits from a third party, agrees to indemnify and hold harmless the other partner from any such claims or suits.

\_\_\_\_\_  
, President  
Yadkin Valley Winegrowers Association, Inc.

\_\_\_\_\_  
G. Frank Sells, President of Surry  
Community College and Secretary to the  
Surry Community College Foundation, Inc.

Date \_\_\_\_\_

Date \_\_\_\_\_

June 16, 2003

Mr. Charles Shelton  
The Shelton Companies  
4201 Congress Street, Suite 476  
Charlotte, NC 28209-4640

Dear Charlie:

Marion Venable gave me this article from "Vineyard and Vintage View" which I thought supported your idea for Surry Community College to be the educational consultant for the North Carolina Grape Council. We may have done a better job with our letter had we seen this article first.

Feel free to make any suggestion for modification to our letter. It appears that Southwest Missouri State University is doing just what we proposed. Incidentally, on the enclosed list of our upcoming events you can see that we will be using Dr. Keith Striegler from Southwest Missouri State University to conduct one of our workshops.

Sincerely,

G. Frank Sells, Ed.D.  
President

ssj

Enclosures

# North Carolina Winegrowing History

The culture of grapes has a fascinating history in North Carolina. Sir Walter Raleigh is credited with giving birth to commercial grape production when his men discovered a bronze muscadine vine growing wild in Tyrell County in 1585. Legend says this "mother vine" was transplanted to Roanoke Island and became the basis of the Mother Vineyard Winery which operated in Manteo until 1954. At first, simply called the "big white grape," this bronze-skinned muscadine was eventually termed "scuppernong," after the Scuppernong River in Tyrell County where the grape had reached local fame for its wine-making qualities.

Commercial wine-making in North Carolina owes its origin to the German-Swiss, who settled in New Bern in the early 1700's, and the Waldensians from northern Italy who settled in the mountains of western North Carolina in the 1800's. North Carolina became the leading wine-producing state in America by 1840, with an industry based on native muscadines and American bunch grapes. By the turn of the century, there were over 25 wineries operating in the state. This effort came to an end in 1909 when North Carolina, followed by the nation, embarked on prohibition. A rebirth of North Carolina's wine heritage began in 1970, as a result of favorable legislation and improved viticultural practices.

Today, bunch grapes, including *V. vinifera*, French-American hybrids and *Labrusca*-type grapes, are grown throughout the piedmont and mountain regions of North Carolina. Muscadines are grown in the coastal plain where moderate winter temperatures prevail.

## *Vitis Vinifera...*

Known as European bunch grapes due to their origin, the *Vitis vinifera* species contains over 5,000 grape varieties grown commercially for winemaking. They have been successfully cultivated on the West Coast since 1900 and thanks to improvements in viticulture, now grow successfully in the Piedmont, northern and western portions of our state. Popular North Carolina varieties include Chardonnay, Sauvignon Blanc, Viognier, Riesling, Merlot, Cabernet Sauvignon, Cabernet Franc, Syrah and Pinot Noir.

## *French-American Hybrids...*

This is a broad category of grapes which are a cross between various *vinifera* and native American species. Developed through traditional breeding in France in the late 1800's and continued today in the U.S., these grapes combine the disease resistance and winter hardiness of American species with the classic flavors of the *Vinifera*, or European, species. Popular varieties grown in NC include Seyval Blanc, Vidal Blanc and Chambourcin.

## *Muscadines...*

The true native grapes of North Carolina, muscadine vines have flourished over the years in many Eastern North Carolina back yards. The distinctively fruity-flavored muscadine grapes grow in small, loose clusters, and have thick skins and seeds. Known scientifically as *Vitis rotundifolia*, these grapes are sold fresh or made into a rich and often slightly sweet wine. There are both bronze and black varieties of muscadines. Scuppernong is the best-known bronze variety, although no longer the most widely planted. Carlos, Magnolia, Scuppernong, Noble and Nesbitt are popular varieties today.

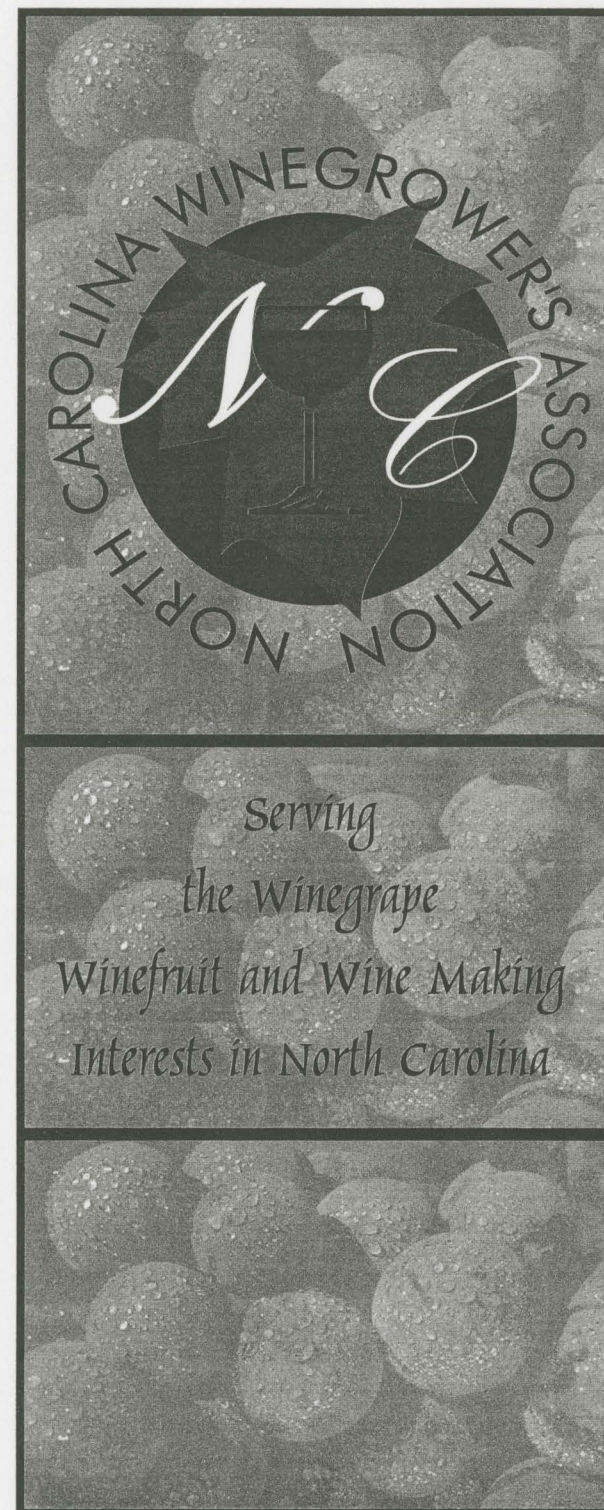
## *American Bunch Grapes...*

A second category of grapes native to America is the species *Vitis labrusca*. They are known as American bunch grapes because unlike muscadines, they grow in distinguishable bunches. Wines produced from this species offer intense fruity flavors, which display the true taste of the grape. Popular varieties, which grow well in the cooler regions of the state, are Niagara, Cayuga, Catawba and Concord.



North Carolina Department of Agriculture & Consumer Services  
Meg Scott Phipps, Commissioner

3,000 copies of the brochure were printed at a cost of .09 per copy.



# Membership Application

New Primary Membership   
 Renewal Secondary/Student Membership

Primary dues are \$20 per year. Secondary dues (additional names **under a primary holder's address**) are \$10. Student members enrolled in **12 or more credit hours/semester** pay \$10. Enclose checks payable to NC Winegrower's Association.

Amount Enclosed:

Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: (W) \_\_\_\_\_

(H) \_\_\_\_\_

E-Mail: \_\_\_\_\_

Vineyard Name and Location: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you will have grapes to sell this year, please list the varieties and approximate tonnage you expect to have uncommitted:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please return completed form and check to:

NC Winegrower's Association

P.O. Box 27647

Raleigh, NC 27611

## Purpose

We are incorporated in the state of North Carolina as a non-profit organization.

Our purpose is to form a cohesive group to better understand the best methods of growing grapes and other fruits, to learn the market demands for wine and other fruit products, and to know the best ways to produce these products.

We have one organizational (business) meeting each year, with a speaker or program, and several workshops or field days throughout the remainder of the year. The workshops, held throughout the state, will focus primarily on areas of interest to the membership.

Dues are \$20.00 per year for a primary membership and \$10.00 per year for students and secondary members.

## Objectives

- A. Viticultural interests of the State.
- B. The growth of grape and fruit production for wine as a major component of the North Carolina agricultural sector.
- C. The cultivation of all species of grapes and fruits appropriate for wine production.
- D. Public recognition and consumption of the products made from North Carolina grapes and fruits.
- E. The establishment and maintenance of mutually beneficial relationships with local, State and Federal governmental agencies and regional and national wine associations/organizations.
- F. Free interchange of information and ideas with professional and amateur enthusiasts.
- G. Support for viticultural research, education, enology and marketing.

## Resource List

Dr. Daniel E. Carroll  
Enologist, Department of Food Science  
Box 7624, NCSU  
Raleigh, NC 27695-7624  
(919) 513.2095  
dec@unity.ncsu.edu

Dr. Robert McRitchie  
Surry Community College  
Viticulture & Enology Program Director  
178 West Poplar St.  
Mt. Airy, NC 27037  
(336) 386.8121, ext. 3408  
rmcrichtie@surry.net

Tania Dautlick, Executive Director  
Chanel McIntyre, Marketing & Programs  
Coordinator  
North Carolina Grape Council  
PO Box 27647  
Raleigh, NC 27611  
(919) 733.7136  
www.ncwine.org  
Tania.Dautlick@ncmail.net  
Chanel.McIntyre@ncmail.net

Andy Allen  
Viticulture Extension Associate  
NCSU Box 7609  
Raleigh, NC 27695-7609  
(919) 515.3705  
andy\_allen@ncsu.edu

[www.ncwine.org/ncwa.htm](http://www.ncwine.org/ncwa.htm)

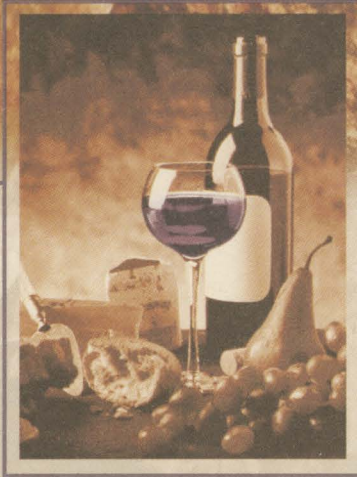
The Viticulture and Enology program brings an interesting mix of students including recently graduated high school students, tobacco farmers, entrepreneurs, second and third generation farm owners searching for alternative crops that might save the family farm, and land owners looking toward retirement. Students are not only from the service area of Surry and Yadkin but also from the surrounding counties of Wilkes, Stokes, Forsyth, and from as far away as Alamance, Mecklenburg, and Wake. Viticulture classes were first offered fall semester 1999 through the Continuing Education Division. Classes were offered exclusively through this division until approval was given by the NC Community College System for a curriculum program which began in the fall of 2001. Classes/seminars continue to be offered through the Continuing Education Division to provide opportunities for those not interested in a degree program. Since the establishment of the Viticulture and Enology program over two hundred and fifty students have taken some type of wine grape class.

The impact of the Viticulture and Enology program has been immediate exhibited through the increased acreage of wine grapes planted throughout North Carolina. The latest statistics of the North Grape Council note that there are currently 384 acres of red vinifera grapes, 273 acres of white vinifera grapes, 59 acres of French hybrid grapes, and 16 acres of American bunch grapes planted in North Carolina.

Student interest in planting vineyards continues with the current viticulture class planning on either establishing a vineyard or expanding their current vineyards in the spring of 2003. Enology continues to grow with twenty-two wineries already established in North Carolina. Eight of these wineries are within a thirty-minute drive of Surry Community College and there are currently two more under construction in the college service area. The college has been instrumental in the establishment of the Old North State Winery Cooperative. The Cooperative ensures that small farmers can market their grapes and participate collectively in the production of wine. The success of the viticulture and enology program has exceeded the expectations of Surry Community College and has provided many other opportunities for economic development as well as providing new challenges to meet the needs of students.

Marion Venable - 386-3269

To: Mike Royster  
From: Susan Johnson



In celebration of the new  
**Surry Community College**  
Viticulture Program  
and  
the burgeoning grape and wine industry in this area  
you are cordially invited to a  
**Reception**  
honoring  
**Senior and Graduate Design Students**  
from the  
**College of Architecture**  
at the  
**University of North Carolina at Charlotte**  
showcasing  
**Architectural drawings**  
and  
**Scale models**  
of  
**Ten different winery proposals**  
for Frank and Lenna Hobson's  
**RagApple Lassie Winery**

**Sunday, the sixth of May**  
**2:00 – 4:00 p.m.**  
**Surry Community College**  
**Administrative Wing of "H" Building**

The exhibit will be open for viewing daily through Friday, the tenth of May  
9:00 a.m. – 4:00 p.m.



**SURRY COMMUNITY COLLEGE**

**VITICULTURE AND ENOLOGY  
ADVISORY COMMITTEE**

**March 30, 2001 - 11:00 a.m.  
Cross Creek Country Club, Mount Airy, North Carolina**

**Dr. Frank Sells, SCC President, Presiding**

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**A G E N D A**

- I. Welcome and Introductions ..... Dr. Sells**
- II. Evolution of Program ..... Dr. Sells**
- III. Proposed Curriculum Changes ..... Mr. John Collins  
SCC Vice President for Instruction**
- IV. Golden LEAF Foundation Grant .... Dr. Steve Atkins  
SCC Dean of Arts and Sciences  
  
Mr. Charles Boles  
Chair, SCC Science Division**
- V. Instructor's Perspective ..... Dr. Robert McRitchie  
SCC Viticulture Instructor**
- VI. Open Discussion**
- VII. Wrap-up ..... Dr. Sells**

VITICULTURE ADVISORY  
COMMITTEE

MR SEAN MCRITCHIE  
SHELTON VINEYARD INC  
286 CABERNET LANE  
DOBSON NC 27017

MR KENNETH JUHASZ  
SHELTON VINEYARD INC  
286 CABERNET LANE  
DOBSON NC 27017

MS TANIA DAUTLICK  
NC GRAPE COUNCIL  
PO BOX 27647  
RALEIGH NC 27611

MS MARTIE YORK  
THE BILTMORE COMPANY  
ONE BILTMORE PLAZA  
ASHEVILLE NC 28803

MR FRANK HOBSON  
1586 LARRY ROAD  
BOONVILLE NC 27011

MR STEVE LYONS  
1586 LARRY RD  
BOONVILLE NC 27011

MR TERRY GARWOOD  
NC COOPERATIVE EXT SERVICE  
PO BOX 324  
DOBSON NC 27017

MR MIKE PITTMAN  
NC COMMUNITY COLLEGE  
SYSTEM  
5020 MAIL SERVICE CENTER  
RALEIGH NC 27699-5020

MR KEN FARMER  
NC COMMUNITY COLLEGE  
SYSTEM  
5020 MAIL SERVICE CENTER  
RALEIGH NC 27699-5020

MR ANDY ALLEN  
VITICULTURE EXTENSION ASSOC  
NC STATE UNIVERSITY  
CAMPUS BOX 7609  
RALEIGH NC 27695-7609

MR STEVE RIGBY  
WESTBEND VINEYARDS  
5394 WILLIAMS ROAD  
LEWISVILLE NC 27023

DR TONY WOLF  
VIRGINIA TECH  
595 LAUREL GROVE RD  
WINCHESTER VA 22602

DR BRUCE W ZOECKLEIN  
VIRGINIA TECH  
2424 MT TABOR RD  
BLACKSBURG VA 24060

MR VAN COE  
339 STONY KNOLL RD  
DOBSON NC 27017

# SURRY COMMUNITY COLLEGE

Post Office Box 304, Dobson, NC 27017-0304  
Telephone 336-386-8121, Extension 213 ~ Facsimile 336-386-4723

~ Office of the President ~

March 16, 2001

Mr. Sean McRitchie  
Shelton Vineyard, Inc.  
286 Cabernet Lane  
Dobson, NC 27017

Dear Sean:

The Surry Community College Viticulture and Enology Program Advisory Committee will meet on Friday, March 30, 2001, at 11:00 a.m. at Cross Creek Country Club in Mount Airy. Many exciting things have taken place since our first meeting at Cross Creek back on August 12, 1999. I believe that one of the reasons our program has been so successful is because we started with a knowledgeable, interested, and most supportive advisory council. Thank you for your invaluable assistance.

Our main purpose for this meeting is to update you on our current program and related activities and seek your advice and suggestions for the future. We also want you, if you have not yet done so, to meet our viticulture and enology instructor, Dr. Bob McRitchie. The meeting should conclude by around 12:30, and we invite you to be our guest for lunch following the meeting.

Please RSVP by Wednesday, March 28, to Susan Johnson, Administrative Assistant, at 336-386-8121, extension 258. If you need directions to Cross Creek Country Club, please let us know.

Thanks again for serving on our advisory committee. I look forward to seeing you on March 30.

Sincerely,

G. Frank Sells, Ed.D.  
President

ssj

# STATE

**B**

ance / B9-B11  
s / B4  
ather / B12

## SURPRISES: After 'no' on loan, friends step forward

**F**ive years ago, Terry King was just a country fellow with an eighth-grade education and a dream. He had the crazy idea of getting a loan from the city to buy part of a run-down shopping center in a struggling neighborhood on the city's Southside.

The city lent King \$50,000 to buy half of Parkview Shopping Center. Over the next few years, he took out five mortgages on his house, tapped out his savings and came close to ruining his health in an effort to make the shopping center work.



Mary Giunca

In the process, King astounded his critics. Crime fell, the center thrived and King became a sort of folk hero to the community. His faith in himself was rewarded when officials from the U.S. Justice Department toured the center and praised King's efforts.

Last week, King appeared before the board of aldermen to ask for \$100,000 from the city's small-business loan program. He wanted the money to add equipment and inventory for his 1st Choice Custom Wheels, which is in the shopping center.

King's record looked good. He had paid back the original loan within two months. He had Mayor Jack Canavanagh and Alderman Bob Northington, the chairman of the finance committee, on his side.

But the aldermen turned him down. The loan committee said that King was carrying too much debt.

"I felt let down by the city," King said. For a while it looked as if the decision would turn into that all-too-familiar soup of hurt feelings, anger and the search for the hidden agenda.

### City's no-win situation

King wondered whether he was a victim of an attempt to get tough urban

## Mysterious disease killing birds

Avian vacuolar myelinopathy has been killing bald eagles, coots, duck and Canada geese in these man-made lakes in the Southeast, including Woodlake in Moore County. The cause of the disease, which affects the birds' brains, remains a mystery.



Source: U.S. Army Corps of Engineers

JOURNAL GRAPHIC BY JIM STANLEY

## PUZZLER

*Researchers wonder what is affecting birds*

By Frank Tursi  
JOURNAL REPORTER

GIVHANS, S.C.

The eagles are dying, and Tom Murphy is uneasy.

"We're doing something lousy out there," said Murphy, a waterfowl biologist with the S.C. Department of Natural Resources. "I don't know what it is."

He stood on the banks of the Edisto River, just west of Charleston, talking to journalists who were traveling around the Southeast studying the region's environmental prob-

lems. Murphy told them about the bald eagles and the coots, the mallards and the Canada geese that were dying of brain lesions in five Southern states, including North Carolina and South Carolina. Scientists suspect a toxic chemical of some kind, he said, but no one knows what it is or where it's coming from.

"The thing that bothers me is this stuff has shown up in reservoirs where we didn't have it before," Murphy said. "If it starts showing up in

See EAGLES, Page B6

*"Hopefully we're going to promote the Yadkin Valley Wine Tour."*

Steve Shepard, the general manager of RayLen Vineyards



JOURNAL PHOTOS BY DAVID ROLFE

A sign designating a plot of vines is posted along the main road into RayLen Vineyards. The winery can be seen from I-40.

## Nurturing 'a Jungle'

*Yadkin Valley vineyard looks forward to summer thick with vines*

By Danielle Deaver  
JOURNAL REPORTER

MOCKSVILLE

The vines that will eventually bear up to eight pounds of grapes each at RayLen Vineyards in Davie County don't look quite up to the task right now.

They are about three feet high, more twigs spread against, but



## WSSU gets the word to alumni

*Aim is to reach out with new magazine*

By Michelle Johnson  
JOURNAL REPORTER

After a nearly five-year hiatus, Winston-Salem State University has begun publishing an alumni magazine.

A few weeks ago, a glossy magazine called *Archway* began showing up in the mailboxes of about 10,000 alumni and friends of the school. The magazine features interviews, news and an appeal to alumni to support their alma mater. It is a result of the school's campaign to court alumni and polish its image.

Since he took the helm at the school

cision would turn into that all-too-familiar soup of hurt feelings, anger and the search for the hidden agenda.

### City's no-win situation

King wondered whether he was a victim of an attempt to get tough when considering small-business loans. The city has come under fire in the past few months because many of these businesses have defaulted.

The end result is that the city has put itself in a no-win situation. It will lend money only to people who have been turned down by the banks. But the voters don't want to hear about anyone defaulting on a loan.

In King's case, he paid his bills, but was still turned down. It was hard not to see him as a scapegoat.

At that point, King could have gotten swept under the rug or abandoned to stew in his own paranoia. But this time something unusual happened. In the days after the loan request, a couple of people have come forward to help King reorganize his proposal.

One of those people is Bill Dowe, the retired director of the Northern Piedmont Region office of the N.C. Small Business and Technology Development Center. Dowe works as a consultant to small businesses and sits on the loan committee that voted unanimously against King's proposal.

### Would like to help

Still, Dowe would like to help King qualify for a bank loan. Cavanagh said he has also enlisted help from Vic Flow, the owner of several car dealerships in Winston-Salem. Flow is on the Mayor's Business Advisory Committee.

Since Monday, King has moved from anger to hurt to hope. "What I do good is obvious. I'm determined. I'm an extremely hard worker. I don't mind getting my hands dirty. I can talk to everyone from the president of the United States down to a 10-year-old kid in the parking lot," he said. "What I'm not good at is book work."

No matter how this turns out for King, we should ask ourselves how this might play out differently next time.

King is doing exactly what we say we want small-business people to do: work hard, dream big and pay the bills on time. But he's not someone who can put on a tie and toss around business buzzwords. Nor does he belong to an organized group that can be his advocate. He sometimes needs a little help.

King's shopping center isn't some swanky project out on Hanes Mall Boulevard. But it's an example of how a business can help bring jobs and stability to a community.

We shouldn't underestimate people such as King. A thriving city needs its MBAs, and it needs its country boys with strong backs.

■ *Have an idea for a column? Call Mary at 727-4089 or e-mail her at [mglunca@w-s-journal.com](mailto:mglunca@w-s-journal.com)*

They are about three feet high, mere twigs spread against taut guidewires.

But to General Manager Steve Shepard, they look just about perfect — and they'll look even better after their growth takes off in the middle of April.

"When vineyards are growing and up on the vines, it's a beautiful site," Shepard said. "This place will be a jungle — hopefully — in the middle of the summer."

RayLen Vineyards is the first vineyard and winery in Davie County. Joyce and Joe Neely bought the property, the site of an old dairy farm, two years ago and hired Shepard, a former winemaker at Westbend Vineyards in Forsyth County, to be the general manager.

People have been stopping in to check out the vineyard nearly every day since the small wooden sign was first tacked to the fence along U.S. 158, Shepard said.

Many people are drawn in after seeing the 30 acres of vines from Interstate 40 or after seeing the tall green-and-orange towers that stand over the fields.

The towers are windmills that will be used whenever there is a chance of frost destroying grapes, Shepard said. The wind keeps the dew from settling on the grapes.

RayLen's first crop will not be harvested until the fall, but they will



A worker sprays mineral oil on young vines, which protects the new tips from cold.

begin selling wine this summer. RayLen bought grapes from North Carolina growers and used some of their own to bottle 2,500 cases of wine at a winery in Virginia.

Shepard will begin making wines at RayLen with RayLen grapes this fall. He said he hopes to increase production by about 1,000 cases of wine each year.

The winery will grow eight varieties of grapes, a mix of red and white. The wine will sell for about \$10 to \$15 a bottle and will be mostly sold at the winery.

The only hurdle the winery will have to overcome is getting the licenses to sell wine in Davie County.

"It is a dry county, but the way the ABC laws are written in this state, if you have a bonded winery, you are able to bottle and sell your own wine," Shepard said.

RayLen joins several others in the Yadkin Valley — an area about five or six miles wide on either side of the

Yadkin River, where the soil and other conditions are good for grapes.

Building a winery in an area that already has several is a good way to increase business, Shepard said.

"People don't want to travel great distances to visit one vineyard," Shepard said. "Hopefully we're going to promote the Yadkin Valley Wine Tour. They can come to this region, start at the southern or northern end, and visit four or five wineries on one day," Shepard said.

RayLen will be the fifth winery in the area, according to the North Carolina Winegrowers Association.

Like the other wineries in the area, RayLen will be a relaxing place to visit, Shepard said. The tasting area will be informal, with a small bar and tables and chairs scattered around, Shepard said.

"We're not going to make it too pretentious. We want people to be relaxed when they come in, and to feel comfortable," he said.



STEVE SHEPARD

## TOP CATS: Unruffled felines compete without fuss

By Michelle Johnson  
JOURNAL REPORTER

When Vonda, a 5-month-old Russian Black kitten, scrambled out of her cage and into the exhibition hall at the First In Flight cat show yesterday at the Benton Convention Center, everything screeched to a halt.

"Cat out!" someone called.

Someone else rushed to close the doors.

Several minutes later, onlookers clapped when a woman captured Vonda and handed her back to Ruth Nesenkar, the cat's owner.

It was one of the most spontaneous moments in what is a surprisingly sedate affair, given that hundreds of cats are hanging together in the same room. There's no meowing or hissing at the show, just immaculate, calm felines and their doting owners.

"The cats behave amazingly well here," said Madeline Lovelace of High Point. "This is

not easy, to bring a cat into this environment," she said.

Lovelace should know. She and her husband, Hewitt, own an 8-year-old Korat named Gideon who won international top honors in 1995.

Gideon doesn't compete anymore, but he still gets a lot of attention from adoring cat fanciers.

"He's a North Carolina celebrity," Lovelace said. "He's a once-in-a-lifetime animal."

The Lovelaces were among 150 people, most of them from the Southeast, who have come to Winston-Salem to show their cats.

The show is sanctioned by The International Cat Association, or TICA, and is one of the last stops on the circuit this year. All 280 cats entered in the show, from Abyssinians to



JOURNAL PHOTO BY CHRIS ENGLISH

See CATS, Page B6

Michelle Patterson of High Point carries Alexy's Alchemy to a judging.

zine features interviews, news and an appeal to alumni to support their alma mater. It is a result of the school's campaign to court alumni and polish its image.

Since he took the helm at the school last year, Chancellor Harold L. Martin has visited alumni groups in North Carolina and elsewhere. *Archway* is a small piece of his strategy to rebuild support for the school, he said.

"One of the worst things you can do is not recognize alums when they are being recognized elsewhere," Martin said. "The *Archway* is a significant publication for us that helps us keep our alumni engaged."

Budget cuts and fragmented leadership at the school led to the decision to stop publishing an alumni magazine, Martin said. One issue of *Archway* was published in 1997. Before that, a magazine called *The Battering Ram* was published twice a year until 1996.

As part of an initiative to strengthen so-called "focused growth institutions," the University of North Carolina system gave WSSU \$100,000 to strengthen its development and fund-raising efforts. Part of that money — \$10,500 — paid the cost of publishing the magazine. The WSSU Alumni Association has pledged to raise the money to publish the magazine twice a year.

"You have to do it," said Arthur Affleck, the vice chancellor for university advancement. "It's just standard these days in higher education."

Affleck said that alumni contributions to the school have doubled in the past year, and he attributed the rise to their campaign to bring alumni back to the school. An alumni publication also helps the school manage its public

See WSSU, Page B6

**SURRY COMMUNITY COLLEGE  
VITICULTURE PROGRAM ADVISORY COMMITTEE**

Mr. Erick Bish NC State University 256 Kilgore Hall Campus Box 7609 Raleigh, NC 27695	919-515-3705 Fax 919-515-2505	NCSU
Mr. Rob Crook North Carolina Grape Council PO Box 27647 Raleigh, NC 27611	919-733-7136	NC Grape Council
Ms. Tania Dautlick North Carolina Grape Council PO Box 27647 Raleigh, NC 27611	919-733-7136	NC Grape Council
Mr. Terry Garwood NC Cooperative Extension Service PO Box 324 Dobson, NC 27017	336-401-8025	NC Cooperative Ext. Service
Mr. Phil Hammond 1305 Clover Street Winston-Salem, NC 27101	366-722-3523	Grower
Mrs. Molly H. Johnson 871 Zephyr Road Dobson, NC 27017	336-386-8474	Surry County Farmer
Mr. Steve Lyons 231 East Park Drive Tryon, NC 28782	828-859-2002	Consultant
Mr. Shawn McRichie Shelton Winery Route 3 Dobson, NC 27017	336-366-4726	Shelton Vineyard/Winery
Mr. Steve Williams Westbend Vineyards 5394 Williams Road Lewisville, NC 27023		
Ms. Martie York The Biltmore Company One Biltmore Plaza Asheville, NC 28803	828-665-1559 Fax 828-665-2724	Chairman, NC Wine Growers
Mr. Mike Pittman NC Community College System 5020 Mail Service Center Raleigh, NC 27699-5020	919-733-7051	NC Community College System
Mr. Ken Farmer NC Community College System 5020 Mail Service Center Raleigh, NC 27699-5020	919-733-7051	NC Community College System

Mr. Sean Mc Ritchie  
Shelton Vineyard, Inc.  
286 Cabernet Lane  
Dobson

---

Mr. Jerry Garwood  
NC Coop. Ext.  
PO Box 324  
Dobson

---

Ms. Brenda Rose  
NC Coop. Ext.  
PO Box 324  
Dobson

---

Mr. Van Coe  
339 Stony Knoll Rd.  
Dobson

---

Ms. Tania Baultlick  
NC Grape Council  
PO Box 27647  
Raleigh NC 27611

Mailed invitations

- SCC Bd. Trustees
- SCC Foundation Bd.
- Surry Co. Commissioners  
D. Thompson
- Martin Lancaster NCC&S
- Charles Shelton ✓
- Ed Shelton

Grape Co-op Steering Comm.

- Wade Nichols  
965 Cadle Ford Rd.  
Mt. Airy, NC 27030
- Gray and Pam Draughn  
510 Rock Hill Ch. Rd.  
Ararat, NC 27007
- Greg Stillings  
212 Buckeye Trail

VITICULTURE ADVISORY COMMITTEE

Cross Creek 789-5193  
Judy - Meghan

20  
Jaye

MR SEAN MCRITCHIE ✓  
SHELTON VINEYARD INC  
286 CABERNET LANE  
DOBSON NC 27017

MR KENNETH JUHASZ ✓  
SHELTON VINEYARD INC  
286 CABERNET LANE  
DOBSON NC 27017

★ MS TANIA DAUTLICK X  
NC GRAPE COUNCIL Reg  
PO BOX 27647  
RALEIGH NC 27611

MS MARTIE YORK ✓  
THE BILTMORE COMPANY  
ONE BILTMORE PLAZA  
ASHEVILLE NC 28803

MR FRANK HOBSON ✓  
~~1586 LARRY ROAD~~ 3820 Rockford Rd.  
BOONVILLE NC 27011  
Lenna Fax 526-8364

MR STEVE LYONS ✓  
~~1586 LARRY RD~~ 3808 Rockford Rd.  
BOONVILLE NC 27011  
Consultant -  
not with RagApple Lassie

Fax 828-665-2724

MR TERRY GARWOOD ✓  
NC COOPERATIVE EXT SERVICE  
PO BOX 324  
DOBSON NC 27017

MR MIKE PITTMAN regrets  
NC COMMUNITY COLLEGE ✓  
SYSTEM in schedule  
5020 MAIL SERVICE CENTER  
RALEIGH NC 27699-5020

MR KEN FARMER  
NC COMMUNITY COLLEGE  
SYSTEM  
5020 MAIL SERVICE CENTER  
RALEIGH NC 27699-5020

MR ANDY ALLEN ✓  
VITICULTURE EXTENSION ASSOC  
NC STATE UNIVERSITY  
CAMPUS BOX 7609  
RALEIGH NC 27695-7609  
andy-allen@ncsu.edu

MR STEVE RIGBY (depends on  
WESTBEND VINEYARDS bottling  
5394 WILLIAMS ROAD ✓ schedule)  
LEWISVILLE NC 27023  
WORK 945-5032

DR TONY WOLF Regrets  
VIRGINIA TECH vineyard  
595 LAUREL GROVE RD planting  
WINCHESTER VA 22602

DR BRUCE W ZOECKLEIN ✓  
VIRGINIA TECH  
2424 MT TABOR RD  
BLACKSBURG VA 24060

★ MR VAN COE ✓  
339 STONY KNOLL RD  
DOBSON NC 27017

Phone 540-231-5325

SCC PERSONNEL

John Collins ✓  
Steve Atkins ✓  
George Snyder ✓  
Charles Boles ✓  
Sue Jarvis ✓  
Judy Riggs ✓

Marion Venable ✓  
Sherry Shaw ✓  
Bob McRitchie ✓  
Frank Sells ✓

11:00 Friday 3/30/01  
Cross Creek

17 definite  
2 question



# SURRY COMMUNITY COLLEGE

Post Office Box 304, Dobson, NC 27017-0304  
Telephone 336-386-8121, Extension 213 ~ Facsimile 336-386-4723

~ Office of the President ~

March 16, 2001

Mr. Steve Lyons  
Rag Apple Lassie Vineyard  
~~1586 Larry Road~~ 3808 Rockford Rd.  
Boonville, NC 27011

Dear Steve:

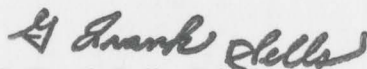
The Surry Community College Viticulture and Enology Program Advisory Committee will meet on Friday, March 30, 2001, at 11:00 a.m. at Cross Creek Country Club in Mount Airy. Many exciting things have taken place since our first meeting at Cross Creek back on August 12, 1999. I believe that one of the reasons our program has been so successful is because we started with a knowledgeable, interested, and most supportive advisory council. Thank you for your invaluable assistance.

Our main purpose for this meeting is to update you on our current program and related activities and seek your advice and suggestions for the future. We also want you, if you have not yet done so, to meet our viticulture and enology instructor, Dr. Bob McRitchie. The meeting should conclude by around 12:30, and we invite you to be our guest for lunch following the meeting.

Please RSVP by Wednesday, March 28, to Susan Johnson, Administrative Assistant, at 336-386-8121, extension 258. If you need directions to Cross Creek Country Club, please let us know.

Thanks again for serving on our advisory committee. I look forward to seeing you on March 30.

Sincerely,



G. Frank Sells, Ed.D.  
President

ssj

# SURRY COMMUNITY COLLEGE

Post Office Box 304, Dobson, NC 27017-0304  
Telephone 336-386-8121, Extension 213 ~ Facsimile 336-386-4723

~ Office of the President ~

March 16, 2001

Mr. Frank Hobson  
Rag Apple Lassie Vineyard  
~~1586 Larry Road~~ 3820 Rockford Rd.  
Boonville, NC 27011

Dear Frank:

The Surry Community College Viticulture and Enology Program Advisory Committee will meet on Friday, March 30, 2001, at 11:00 a.m. at Cross Creek Country Club in Mount Airy. Many exciting things have taken place since our first meeting at Cross Creek back on August 12, 1999. I believe that one of the reasons our program has been so successful is because we started with a knowledgeable, interested, and most supportive advisory council. Thank you for your invaluable assistance.

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Please RSVP by Wednesday, March 28, to Susan Johnson, Administrative Assistant, at 336-386-8121, extension 258. If you need directions to Cross Creek Country Club, please let us know.

Thanks again for serving on our advisory committee. I look forward to seeing you on March 30.

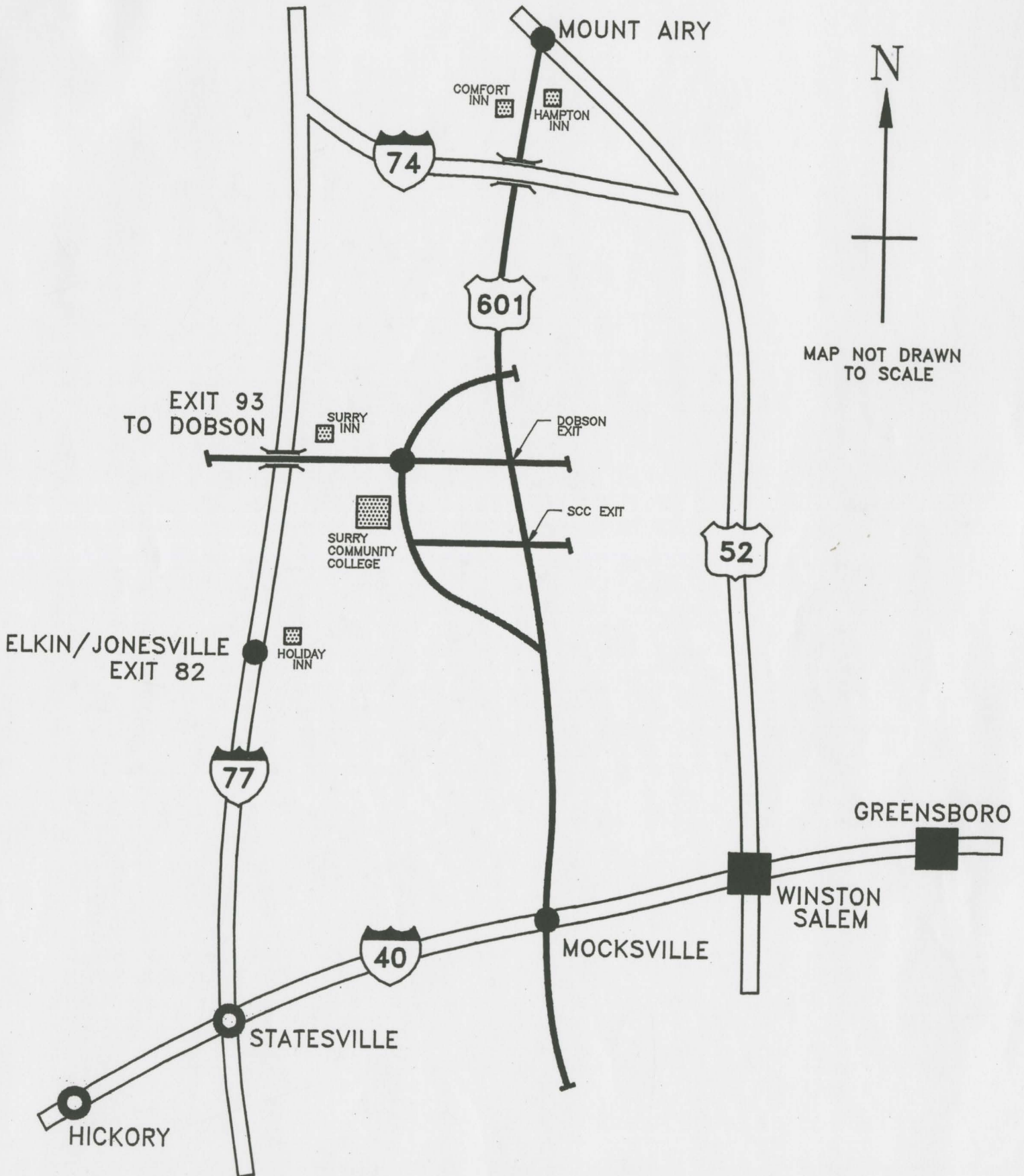
Sincerely,



G. Frank Sells, Ed.D.  
President

ssj

# SURRY COMMUNITY COLLEGE LOCATOR MAP



**Surry Community College**  
**Memorandum**

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**To:** Steve Atkins  
Charles Boles  
John Collins  
Sue Jarvis  
Bob McRitchie  
Judy Riggs  
Sherry Shaw  
George Snyder  
Marion Venable

**From:** Frank Sells, President *Frank Sells*

**Re:** Viticulture and Enology Advisory Committee

**Date:** March 16, 2001

The Viticulture and Enology Advisory Committee will meet on Friday morning, March 30, 2001, at 11:00 at Cross Creek Country Club. Attached is a list of the outside participants and a copy of the letter sent to them.

Please RSVP to Susan Johnson, ext. 258, by Wednesday, March 28. I hope we see you there.

Attachment

VITICULTURE ADVISORY  
COMMITTEE

MR SEAN MCRITCHIE  
SHELTON VINEYARD INC  
286 CABERNET LANE  
DOBSON NC 27017

MR KENNETH JUHASZ  
SHELTON VINEYARD INC  
286 CABERNET LANE  
DOBSON NC 27017

MS TANIA DAUTLICK  
NC GRAPE COUNCIL  
PO BOX 27647  
RALEIGH NC 27611

MS MARTIE YORK  
THE BILTMORE COMPANY  
ONE BILTMORE PLAZA  
ASHEVILLE NC 28803

MR FRANK HOBSON  
1586 LARRY ROAD  
BOONVILLE NC 27011

MR STEVE LYONS  
1586 LARRY RD  
BOONVILLE NC 27011

MR TERRY GARWOOD  
NC COOPERATIVE EXT SERVICE  
PO BOX 324  
DOBSON NC 27017

MR MIKE PITTMAN  
NC COMMUNITY COLLEGE  
SYSTEM  
5020 MAIL SERVICE CENTER  
RALEIGH NC 27699-5020

MR KEN FARMER  
NC COMMUNITY COLLEGE  
SYSTEM  
5020 MAIL SERVICE CENTER  
RALEIGH NC 27699-5020

MR ANDY ALLEN  
VITICULTURE EXTENSION ASSOC  
NC STATE UNIVERSITY  
CAMPUS BOX 7609  
RALEIGH NC 27695-7609

MR STEVE RIGBY  
WESTBEND VINEYARDS  
5394 WILLIAMS ROAD  
LEWISVILLE NC 27023

DR TONY WOLF  
VIRGINIA TECH  
595 LAUREL GROVE RD  
WINCHESTER VA 22602

DR BRUCE W ZOECKLEIN  
VIRGINIA TECH  
2424 MT TABOR RD  
BLACKSBURG VA 24060

MR VAN COE  
339 STONY KNOLL RD  
DOBSON NC 27017

SCC PERSONNEL

John Collins  
Steve Atkins  
George Snyder  
Charles Boles  
Sue Jarvis  
Judy Riggs

Marion Venable  
Sherry Shaw  
Bob McRitchie

Frank Sells

# SURRY COMMUNITY COLLEGE

Post Office Box 304, Dobson, NC 27017-0304  
Telephone 336-386-8121, Extension 213 ~ Facsimile 336-386-4723

~ Office of the President ~

March 16, 2001

Mr. Sean McRitchie  
Shelton Vineyard, Inc.  
286 Cabernet Lane  
Dobson, NC 27017

Dear Sean:

The Surry Community College Viticulture and Enology Program Advisory Committee will meet on Friday, March 30, 2001, at 11:00 a.m. at Cross Creek Country Club in Mount Airy. Many exciting things have taken place since our first meeting at Cross Creek back on August 12, 1999. I believe that one of the reasons our program has been so successful is because we started with a knowledgeable, interested, and most supportive advisory council. Thank you for your invaluable assistance.

Our main purpose for this meeting is to update you on our current program and related activities and seek your advice and suggestions for the future. We also want you, if you have not yet done so, to meet our viticulture and enology instructor, Dr. Bob McRitchie. The meeting should conclude by around 12:30, and we invite you to be our guest for lunch following the meeting.

Please RSVP by Wednesday, March 28, to Susan Johnson, Administrative Assistant, at 336-386-8121, extension 258. If you need directions to Cross Creek Country Club, please let us know.

Thanks again for serving on our advisory committee. I look forward to seeing you on March 30.

Sincerely,

G. Frank Sells, Ed.D.  
President

ssj

## ***SURRY COMMUNITY COLLEGE***

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### **MEMORANDUM**

**TO:** John Collins  
Steve Atkins  
George Snyder  
Charles Boles  
Susan Wilmoth  
Garrett Hinshaw

**FROM:** Frank Sells

**RE:** Viticulture Advisory Committee

**DATE:** August 5, 1999

This note is a reminder of the Viticulture Advisory Committee luncheon meeting on Thursday, August 12 at 11:30 a.m. at Cross Creek Country Club. Attached is a copy of the letter sent to each outside participant. I hope you are looking forward to this meeting as much as I am.

ssj

Attachment

## SURRY COMMUNITY COLLEGE

Post Office Box 304  
Dobson, North Carolina 27017-0304

Telephone 336-386-8121, extension 213  
Facsimile 336-386-4723

*~ Office of the President ~*

August 19, 1999

Ms. Tania Dautlick  
North Carolina Grape Council  
PO Box 27647  
Raleigh, NC 27611

Dear Tania:

Thank you for taking your valuable time to meet with us for our Viticulture Program Advisory Committee meeting last week. I was particularly impressed by your enthusiasm and willingness to stick with us in this effort.

Since our meeting, I have had the opportunity to personally drive through the Shelton vineyard with the Vice-Chairman of the State Board of Community Colleges. After seeing the vineyard and hearing about our interest in establishing a viticulture program, this State Board member was very encouraging. He indicated to me that he felt the State Board would approve a program if we did our homework.

Our college group is meeting tomorrow to discuss the next steps in our process. In the meantime, we will be looking for ways to start some continuing education programs for the local interest. However, I am more committed than ever to move forward in beginning a two-year degree program in viticulture, and possibly enology, at Surry Community College.

I'll be back in touch with you soon in regard to our programs. Thank you again for your assistance.

Sincerely,

G. Frank Sells  
President

ssj



# WESTBEND VINEYARDS



December 16, 1999

Surry Community College  
P.O. Box 304  
Dobson, N.C. 27017-0304

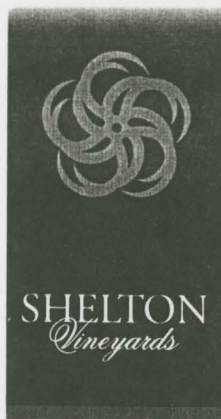
Attn. President G. Frank Sells, Ed.D.

Dear Frank,

I was extremely thrilled to hear about the possibility of a Viticulture program at your college. I came to North Carolina in 1989 to head up the establishment of Westbend Vineyards. Before hand I was living and working in Pennsylvania as the winemaker at Shuster Cellars. After working in North Carolina I was very impressed with the soils, climate and interest in North Carolina wines. Westbend Vineyards has won numerous awards for their wines all over the country. This has stirred up even more interest amongst the people in the state in growing winegrapes for wine production. I am a member of the NC Grape Counsel. We are funded by the collection of Excise tax from wines bottled in North Carolina. Our budget has grown from \$75,000 in 1990 to around \$200,000 due to the increased production and sales of North Carolina wine. Westbend receives at least 5 phone calls a month from people interested in learning how to grow grapes. Tobacco is also an issue in this state where many growers are looking for alternative crops. Public awareness of the health benefits of wine is on the rise and should be considered a positive attribute. Another problem we face is a skilled labor force. When hiring new employees we often need to recruit from other states, such as Virginia, New York, California, and in my case as mentioned before, Pcnnsylvania where the educational support is greater. I think your program could provide a source of knowledgeable people to make our industry grow. I also think it would attract students from other states who are interested in pursuing a career in Viticulture or Enology. With that said I firmly believe you are headed in the right direction. I would be available to help develop a complete program that could satisfy the needs for many. Please do not hesitate to contact me if I can be of immediate assistance. Best of luck with all your future endeavors.

Most Sincerely,

Steve Shepard  
GM/Winemaker



December 23, 1999

Frank Sells  
Surry Community College  
S. Main Street  
Dobson, NC 27017

Dear Frank:

I offer the following thoughts in response to our discussions concerning the new viticulture program at Surry Community College.

North Carolina has great wine potential and I am excited as a wine producer about this area as a premium grape growing region.

I have noticed a significant interest from individuals in this area, as well as from those throughout the state, in crop diversity. Specifically, in growing grapes. I feel strongly that there is room for a viticulture program to help with understanding the challenges of grape growing and to put future grape growers on the right track in producing high quality grapes.

Surry Community College will provide a great service to the local community as well as the state of North Carolina in providing education and resources to ensure success in grape growing at a personal or commercial level.

With best regards,

A handwritten signature in black ink, appearing to read "S.M. 2", is written below the closing.

Sean McRitchie  
General Manager  
Shelton Vineyards, Inc.

*Dobson, NC 27017*

*Phone (336) 366-4724*

*Fax (336) 366-4758*

## SURRY COMMUNITY COLLEGE

Post Office Box 304  
Dobson, North Carolina 27017-0304  
Telephone 336-386-8121, extension 213  
Facsimile 336-386-4723

*~ Office of the President ~*

### **MEMORANDUM**

TO: John Collins  
Steve Atkins  
George Snyder  
Garrett Hinshaw  
Charles Boles  
Susan Wilmoth  
Rick Kemrey

FROM: G. Frank Sells *G Frank Sells*

RE: Viticulture Committee Meeting

DATE: September 13, 1999

The next meeting for the Viticulture Advisory Committee will be on Tuesday, September 21, at 12:00 noon, in the Presidents' Dining Room. The meeting should adjourn by 2:00 p.m. In order for us to know a number for lunch, please let Susan Johnson or me know if you plan to attend.

ssj

**SURRY COMMUNITY COLLEGE**

Post Office Box 304  
Dobson, North Carolina 27017-0304

Telephone 336-386-8121, extension 213  
Facsimile 336-386-4723

*~ Office of the President ~*

August 19, 1999

Mr. Mike Pittman  
NC Community College System  
5020 Mail Service Center  
Raleigh NC 27699-5020

Dear Mike:

Thank you for taking your valuable time to meet with us for our Viticulture Program Advisory Committee last week. I was particularly impressed by the enthusiasm and willingness of the group to stick with us in this effort.

I do believe there is enough interest to substantiate the establishing of a viticulture program at Surry Community College. Your assistance in assisting us prepare our proposal for the State Board will be a big asset to us. In the meantime, we will proceed to begin some programs in continuing education as interest dictates.

Again, thanks for your help. Please feel free to call me if you have questions.

Sincerely,

G. Frank Sells  
President

ssj

Saved as: c:\viticulture\thnx-ncc.wpd

December 10, 1999

Dr. G. Frank Sells  
Surry Community College  
PO Box 304  
Dobson, NC 27017-0304

Surry County Center  
North Carolina Cooperative Extension  
College of Agriculture and Life Sciences  
Post Office Box 324  
Dobson, NC 27017  
(336) 401-8025

Dr. Sells:

The emergence of viticulture and enology in Surry County, and the interest being shown by many people in surrounding counties has been phenomenal in the last two years. Much of the credit for this emergence can be attributed to the Shelton Brothers; owners of the Shelton Vineyard near Dobson, NC.

The Shelton vineyard will be the largest vineyard in North Carolina by the year 2000 with approximately 150 acres planted. This will be almost double the size of the Biltmore Estate vineyard near Asheville.

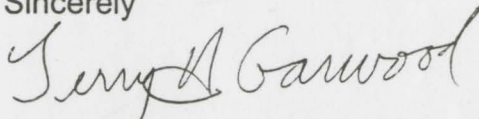
Requests for information about how to grow Old World Grapes, Vitus vinifera, at the Surry Center of the NC Cooperative Extension office, have been unbelievable. With the installation of the Shelton Vineyard in progress and with the winery scheduled for completion in the summer of 2000, I am optimistic that production of V. vinifera grapes will become a major source of farm income in the future.

Vineyard establishment and construction of wineries take a tremendous capital investment and a long-term commitment. Because of the high investment cost, many requests for information have come from people such as doctors and lawyers. I believe these owners will need to find potential employees who have vineyard and enology skills. These are skills that are not easily found in the Southeast United States.

A training program at Surry Community College has the potential to serve as a valuable tool to provide these trained employees. I fully support the efforts of Surry Community College to establish a degree program. I look forward to actively participating in this program as an instructor, and as a supporter and promoter of the training program.

If you have any questions, please contact me at (336) 401-8025 or E-mail [terry\\_garwood@ncsu.edu](mailto:terry_garwood@ncsu.edu).

Sincerely



Terry A. Garwood  
Extension Agent, Agriculture & Natural Resources

TAG:db

**Stephen G. Lyons**  
**Vineyard Design Installation Management**

231 East Park Drive  
Tryon, NC 28782

---

Phone 864-457-7444  
Fax 828-859-2047  
Home Phone 828-859-2002  
Email slyons@teleplex.net  
December 4, 1999

Mr. G. Frank Sells, Ed.D.  
Surry Community College  
P.O. Box 304  
Dobson, North Carolina 27017-0304

Dear Frank,

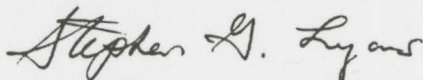
There is a great need for a two-year program in viticulture in North Carolina. As a vineyard consultant working in North Carolina for the last four years my greatest frustration is finding viticultural workers. At this time there is no educational program in the state for viticulture. Yet viticulture is a rapidly expanding business in North Carolina and the demand is great. Many tobacco farmers, among others, are eager to learn about replacing their crops with grapes. New wineries are going in all over the state and those wineries will need grapes and people who know their way around grapes.

Viticulture has a very solid future, not only in planting but also in maintenance and expanded installations. The demand right now is more than I can handle. Viticulture is a rapidly growing business and the rate of growth and its success depends upon a trained, skilled workforce. I am not at all surprised that your "introduction to Grape Growing" Continuing Education course was filled, with many eager to continue.

I heartily endorse Surry Community College's two-year Viticulture Program and look forward to working with those enrolled. And I thank you for the work you are doing to secure a Viticulture Program at Surry Community College. I am also pleased to be an advisor to your program.

Do not hesitate to call on me for help with any aspect of this program. Your program and its success is high on the list of my priorities.

Sincerely,



Stephen G. Lyons  
Vineyard Consultation-Design-Management

**SURRY COMMUNITY COLLEGE**

Post Office Box 304  
Dobson, North Carolina 27017-0304

Telephone 336-386-8121, extension 213  
Facsimile 336-386-4723

*~ Office of the President ~*

November 30, 1999

*To all  
Advisory Committee  
Members*

Ms. Martie York  
The Biltmore Company  
One Biltmore Plaza  
Asheville, NC 28803

Dear Martie:

I wanted to update you on our plans for a Viticulture Program at Surry Community College. Currently we are in the application process with the North Carolina Community College System for a two-year degree program. In order to get something started and create some interest in such a program, we began a Continuing Education course in October on "Introduction to Grape Growing." The response has been great, as we immediately filled the class and have some folks waiting for us to begin another. Interestingly enough, many of those taking the class are tobacco farmers looking for a diversity to tobacco.

Suffice it to say, we remain excited about getting involved in viticulture. We think it will be an advantage if our application to the System office could be accompanied by a letter from you endorsing our program and stating a few reasons why you think there is a need for a two-year degree program.

I would greatly appreciate your sending me a letter endorsing our program and listing some reasons why, from your perspective, such a program is needed. I want to thank you in advance for helping in this way and for your willingness to be a part of our Viticulture Program Advisory Committee.

Happy holidays to you!

Sincerely,

G. Frank Sells, Ed.D.  
President

ssj

**SURRY COMMUNITY COLLEGE  
VITICULTURE PROGRAM ADVISORY COMMITTEE**

Mr. Erick Bish NC State University 256 Kilgore Hall Campus Box 7609 Raleigh, NC 27695	919-515-3705 Fax 919-515-2505	NCSU
Mr. Rob Crook North Carolina Grape Council PO Box 27647 Raleigh, NC 27611	919-733-7136	NC Grape Council
Ms. Tania Dautlick North Carolina Grape Council PO Box 27647 Raleigh, NC 27611	919-733-7136	NC Grape Council
Mr. Terry Garwood NC Cooperative Extension Service PO Box 324 Dobson, NC 27017	336-401-8025	NC Cooperative Ext. Service
Mr. Phil Hammond 1305 Clover Street Winston-Salem, NC 27101	366-722-3523	Grower
Mrs. Molly H. Johnson 871 Zephyr Road Dobson, NC 27017	336-386-8474	Surry County Farmer
Mr. Steve Lyons 231 East Park Drive Tryon, NC 28782	828-859-2002	Consultant
Mr. Shawn McRichie Shelton Winery Route 3 Dobson, NC 27017	336-366-4726	Shelton Vineyard/Winery
Mr. Steve Williams Westbend Vineyards 5394 Williams Road Lewisville, NC 27023		
Ms. Martie York The Biltmore Company One Biltmore Plaza Asheville, NC 28803	828-665-1559 Fax 828-665-2724	Chairman, NC Wine Growers
Mr. Mike Pittman NC Community College System 5020 Mail Service Center Raleigh, NC 27699-5020	919-733-7051	NC Community College System
Mr. Ken Farmer NC Community College System 5020 Mail Service Center Raleigh, NC 27699-5020	919-733-7051	NC Community College System



## New winery sprouts in Surry County

In June, Shelton Vineyards broke ground on a 25,000-square-foot winery in Surry County. The winery, located on 330 acres outside of Dobson will be complete by the fall of 2000. When completed, the vineyards will cover 250 acres, the largest in the state.

The Shelton family planted the first grapevine April 1. The vine will produce wine by the fall of 2001. Before then, Charles and Ed Shelton will purchase a variety of grapes from North Carolina, Virginia and New York to allow for the first Shelton wine to be produced by the fall of 2000. A variety of wines will be produced, including Chardonnay, Cabernet, Pinot Noir, Sirah and Merlot. When in full production, the winery, located in the Surry-Yadkin EMC service area, is expected to sell 50,000 cases of wine annually.

The Sheltons also expect the winery to draw more than 1,000 visitors a day. Visitors will be able to take guided tours of the grounds, and sample and purchase wines. "This is a business that has great potential for the Yadkin Valley region," says Ed Shelton. "We believe these vineyards—and others in the area—will have a big impact on the agricultural economy for years to come... This is a great way to diversify the farming industry in the area. And people love to tour vineyards... we believe we will soon have a great story to tell."

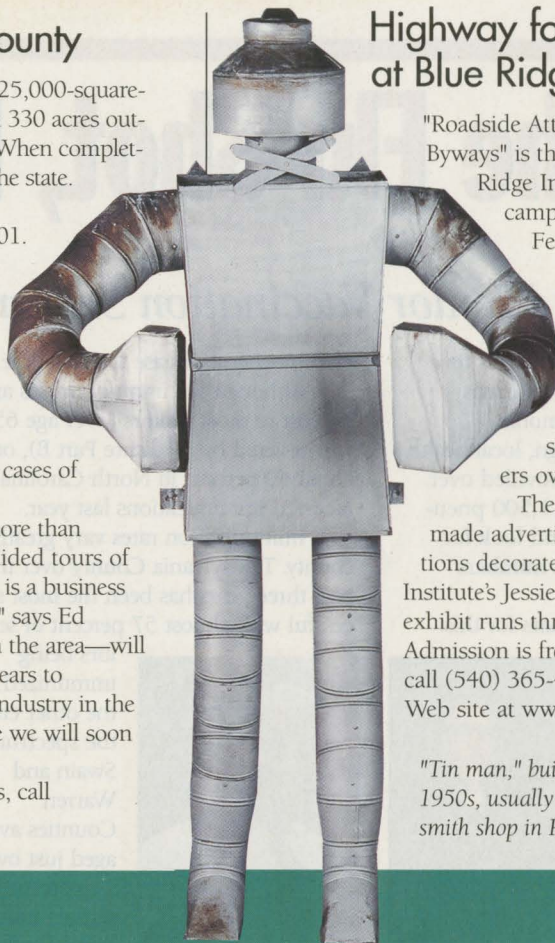
For more information on the Shelton Vineyards, call (336) 366-4724.

## Highway folk art showcased at Blue Ridge museum

"Roadside Attractions: Folk Art Along the Byways" is the featured exhibit at the Blue Ridge Institute and Museum, on the campus of Ferrum College in Ferrum, Va. About 45 miles north of the N.C. stateline (north of Martinsville, Va.), the museum features a smorgasbord of traditional art forms that have informed and sometimes amused travelers over the years.

The exhibit features hand-made advertising signs to yard decorations decorated mailboxes. Housed in the Institute's Jessie Ball duPont Gallery, the exhibit runs through March 2000. Admission is free. For more information, call (540) 365-4416, or visit the Institute's Web site at [www.blueridgeinstitute.org](http://www.blueridgeinstitute.org).

"Tin man," built by Robert J. Kirkner in the 1950s, usually hangs outside the family tinsmith shop in Pulaski, Va.



## North Carolina Art



### "Fall Fishing"

Looking west from Cape Lookout National Seashore. Photography by Gerald Yokely, "Moments in Carolina," 7599 Hollyberry Ln., Tobaccoville, NC 27050

**SURRY COMMUNITY COLLEGE**

**VITICULTURE PROGRAM ADVISORY COMMITTEE MEETING**

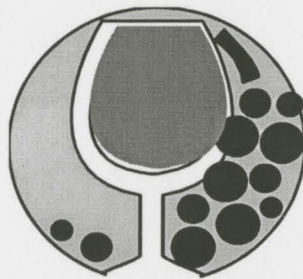
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**September 21, 1999 ~ 12:00 noon  
Presidents' Dining Room**

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**AGENDA**

- I. Welcome and Introductions**
- II. Continuing Education Course**
- III. Update on Degree Program**
- IV. Curriculum Proposal**
- V. Other**
- VI. Adjournment**



# The Shelton Companies

PC  
Bd of Trustees  
Cabine +  
Dr Steve Atkins  
Charles Bales  
George Synder  
7/9/99

July 8, 1999

Dr. Frank Sells  
President  
Surry Community College  
Post Office Box 304  
Dobson, NC 27017

Dear Frank:

In response to your proposal, which is attached, we want to confirm our agreement to you in regard to the Viticulture and Enology program that you plan to initiate at Surry Community College. It is our understanding you will seek state approval to implement this new field of study, and later this year you will hire an instructor for the new program. The curriculum for students will be operational in the fall of 2000.

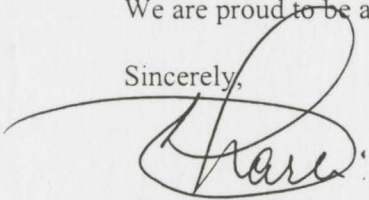
We understand this will be a two-year program and the students will earn an Associate of Applied Science Degree in Viticulture and Enology.

Our commitment to Surry Community College is to contribute \$25,000.00 per year for the first two years the program is operational. Thereafter, the State will fund the entire cost of the program.

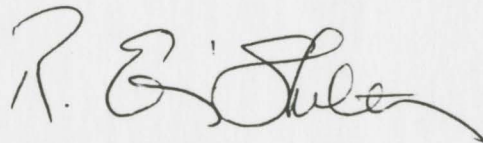
We hope that this effort will be the beginning of a new era in educational programs that will lead to professional employment in the fast growing vineyard and wine making industries. With this program, Surry Community College and the State of North Carolina will step to the forefront in the education of young people who desire to improve their opportunities in grape harvesting and wine production.

We are proud to be a part of this effort.

Sincerely,



Charles M. Shelton



R. Edwin Shelton

## Viticulture and Enology Proposal

**Purpose:** Surry Community College plans to seek state approval this summer to develop an Associate of Applied Science Degree program in Viticulture and Enology. These are the sciences of grape-growing and winemaking, and these specialized fields of study are offered at very few colleges. The two-year program will enable students to qualify for employment in many areas within the grape industry. Viticulture and Enology students study the fundamental sciences underlying these fields, including chemistry, math and biology. All Viticulture and Enology students also take a full range of specialized courses covering grapevine biology, grape production, wine microbiology, wine production and wine analysis.

To initiate the program, Surry Community College will seek an experienced viticulturist with appropriate teaching credentials to develop and administer the program. Current plans are to hire an instructor by fall 1999, with the anticipation that the program be operational by fall 2000.

It is anticipated that the new program will provide the region with a professional pool of viticulturists. Surry Community College's Viticulture program will be one of the few grape-growing and winemaking programs in the country, and the first of its kind in a North Carolina community college. SCC's timely offering of the program corresponds with the growing popularity of vineyard and winery operations in the southeastern United States.

**Employment Opportunities:** Colleges and universities across the country which offer viticulture and enology training have been unable to keep up with industry growth. Students are in such high demand that winery and vineyard jobs often go unfilled for long periods of time. Dr. Thomas Henick-Kling, of the Enology Department at Cornell University, states that "In the eastern United States there is a shortage of skilled vineyard and winery workers; there is a shortage now and there will be one for several years until more people are trained."

A particular issue that the program will address is the need for crop diversification and the reliance on tobacco as a major source of revenue for the Northern Piedmont of the state. In Stokes County, for example, tobacco sales accounted for 81 % of total farm revenue in 1996, the highest percentage in the state. Tobacco farmers face threats from legislation and technological advances by cigarette companies that have led to reduced demand for high-quality leaf. Diversification can help prepare farmers for life after tobacco. The more diverse North Carolina farmers become, the better off the state will be if demand for tobacco dissipates. Based on crop studies, the grape industry has the potential to offer local farmers a lucrative alternative to tobacco.

The future of the viticulture and enology program at Surry Community College will be measured by the quality of its graduates and their success on the job. Using the foundation laid by strong and committed faculty and staff, the program at Surry Community College will be exemplary. The college looks forward with enthusiasm to a mutually supportive relationship with Shelton Vineyards as we bring the wine industry to our county.

# SURRY COMMUNITY COLLEGE

Post Office Box 304, Dobson, NC 27017-0304  
Telephone 336-386-8121, Extension 213 ~ Facsimile 336-386-4723

~ Office of the President ~

March 16, 2001

Mr. Sean McRitchie  
Shelton Vineyard, Inc.  
286 Cabernet Lane  
Dobson, NC 27017

Dear Sean:

The Surry Community College Viticulture and Enology Program Advisory Committee will meet on Friday, March 30, 2001, at 11:00 a.m. at Cross Creek Country Club in Mount Airy. Many exciting things have taken place since our first meeting at Cross Creek back on August 12, 1999. I believe that one of the reasons our program has been so successful is because we started with a knowledgeable, interested, and most supportive advisory council. Thank you for your invaluable assistance.

Our main purpose for this meeting is to update you on our current program and related activities and seek your advice and suggestions for the future. We also want you, if you have not yet done so, to meet our viticulture and enology instructor, Dr. Bob McRitchie. The meeting should conclude by around 12:30, and we invite you to be our guest for lunch following the meeting.

Please RSVP by Wednesday, March 28, to Susan Johnson, Administrative Assistant, at 336-386-8121, extension 258. If you need directions to Cross Creek Country Club, please let us know.

Thanks again for serving on our advisory committee. I look forward to seeing you on March 30.

Sincerely,

G. Frank Sells, Ed.D.  
President

ssj

VITICULTURE ADVISORY  
COMMITTEE

MR SEAN MCRITCHIE  
SHELTON VINEYARD INC  
286 CABERNET LANE  
DOBSON NC 27017

MR KENNETH JUHASZ  
SHELTON VINEYARD INC  
286 CABERNET LANE  
DOBSON NC 27017

MS TANIA DAUTLICK  
NC GRAPE COUNCIL  
PO BOX 27647  
RALEIGH NC 27611

MS MARTIE YORK  
THE BILTMORE COMPANY  
ONE BILTMORE PLAZA  
ASHEVILLE NC 28803

MR FRANK HOBSON  
1586 LARRY ROAD  
BOONVILLE NC 27011

MR STEVE LYONS  
1586 LARRY RD  
BOONVILLE NC 27011

MR TERRY GARWOOD  
NC COOPERATIVE EXT SERVICE  
PO BOX 324  
DOBSON NC 27017

MR MIKE PITTMAN  
NC COMMUNITY COLLEGE  
SYSTEM  
5020 MAIL SERVICE CENTER  
RALEIGH NC 27699-5020

MR KEN FARMER  
NC COMMUNITY COLLEGE  
SYSTEM  
5020 MAIL SERVICE CENTER  
RALEIGH NC 27699-5020

MR ANDY ALLEN  
VITICULTURE EXTENSION ASSOC  
NC STATE UNIVERSITY  
CAMPUS BOX 7609  
RALEIGH NC 27695-7609

MR STEVE RIGBY  
WESTBEND VINEYARDS  
5394 WILLIAMS ROAD  
LEWISVILLE NC 27023

DR TONY WOLF  
VIRGINIA TECH  
595 LAUREL GROVE RD  
WINCHESTER VA 22602

DR BRUCE W ZOECKLEIN  
VIRGINIA TECH  
2424 MT TABOR RD  
BLACKSBURG VA 24060

MR VAN COE  
339 STONY KNOLL RD  
DOBSON NC 27017

SURRY COMMUNITY COLLEGE

VITICULTURE PROGRAM ADVISORY COMMITTEE

August 1999

Mr. Shawn McRichie  
Shelton ~~Winery~~ Vineyard, Inc.  
~~Route 3~~ 286 Cabernet Lane  
Dobson, NC 27017

336-366-4726

~~Steve Shepard~~  
Kenneth Juhasz  
Shelton Vineyard, Inc.

Frank Hobson

Steve Shepard Need address  
e-mail (barbsteve@juno.com)

Mr. Mike Pittman  
NC Community College System  
5020 Mail Service Center  
Raleigh, NC 27699-5020

Mr. Ken Farmer  
NC Community College System  
5020 Mail Service Center  
Raleigh, NC 27699-5020

Ms. Tania Dautlick  
North Carolina Grape Council  
PO Box 27647  
Raleigh, NC 27611

919-733-7136

NC Grape Council

Ms. Martie York  
The Biltmore Company  
One Biltmore Plaza  
Asheville, NC 28803

828-665-1559

Chairman, NC Wine Growers

Mr. Steven Lyons  
231 East Park Drive  
Tryon, NC 28782

828-859-2002

Consultant

e-mail <sl Lyons@teleplex.net

use same address as Frank Hobson

Andy Allen  
Viticulture Extension  
Assoc.

Mr. Erick Bish  
NC State University  
256 Kilgore Hall  
Campus Box 7609  
Raleigh, NC 27695

919-515-3705

Fax 919-515-2505

Dr Tony Wolf, Virginia Tech

NCSU Box 7609  
Raleigh, NC 27695-7609

Mr. Terry Garwood  
NC Cooperative Extension Service  
PO Box 324  
Dobson, NC 27017

336-401-8025

Bruce Zoecklin, Virginia Tech

~~Steve Rigby~~  
Steve ~~Rigby~~, West bend Vineyards

5394 Williams Road  
Lewisville, North Carolina 27023

**From:** Charles Boles  
**To:** Sells, Frank  
**Date:** 3/14/01 3:30PM  
**Subject:** address

Tony Wolf  
Virginia Tech  
595 Laurel Grove Rd.  
Winchester, VA 22602

Bruce W. Zoecklein  
Virginia Tech  
2424 Mt. Tabor Road  
Blacksburg, VA 24060

Frank Hobson  
1586 Larry Road  
Booneville, NC

*(Steve Lyons  
at same address)*

Steven Rigby  
Westbend Winery Vineyard

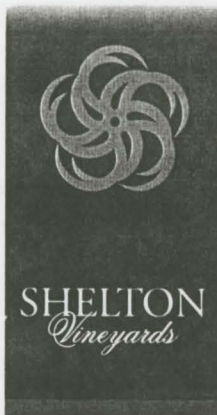
Andy Allen  
~~Horticulture Dept~~ *Viticulture Extension Association*  
NC State University *Box 7609*  
Raleigh, NC, USA 27695-*7609*

Van Coe  
339 Stony Knoll Rd  
Dobson, NC

If there is something else I need to do let me know.

Thanks  
Charles





November 29, 1999

Dr. G. Frank Sells, Ed.D.  
President  
Surry Community College  
Post Office Box 304  
Dobson, NC 27017-0304

Dear Frank:

We are pleased to learn that Surry Community College has started an "Introduction to Grape Growing" Continuing Education course. This should lead to additional interest in the Viticulture program that we have previously discussed with you.

The advisory committee you formed seems to be on track and we are pleased to hear that Sean McRitchie, our General Manager, has been a valuable participant in this effort.

With the social and health issues facing us today, we believe that the harvesting of grapes will eventually go a long way toward replacing the income farmers have previously earned from their tobacco crops.

It is imperative that institutions such as Surry Community College provide the educational opportunities for people who need the proper training in alternative farming opportunities that will exist in the future. For this reason and because of our major commitment to harvesting grapes and production of wine we support a full time Viticulture Program in Surry County.

After our winery is complete and we are in full operation we anticipate an employment base of 35 to 40 people at the Shelton Vineyard.

We reconfirm our financial commitment to you, and we are ready to fund this commitment as soon as you receive approval for the program from the Community College System.

Please let either of us know what else we can do to help you get this viticulture program underway.

Sincerely,

Charles M. Shelton

R. Edwin Shelton

*Dobson, NC 27017*

*Phone (336) 366-4724*

*Fax (336) 366-4758*

# SURRY COMMUNITY COLLEGE

Post Office Box 304  
Dobson, North Carolina 27017-0304

Telephone 336-386-8121, extension 213  
Facsimile 336-386-4723

*~ Office of the President ~*

November 23, 1999

Mr. Charles Shelton  
Mr. Ed Shelton  
The Shelton Companies  
2550 First Union Center  
301 S. College Street  
Charlotte, NC 28202

Dear Charlie and Ed:

Greetings to both of you!

I wanted to update you on where we are with our plans for a viticulture program here at Surry Community College. Currently we are in the application process with the North Carolina Community College System for a two-year degree program. We have had two official meetings with our advisory committee which was formed back in the summer. Shawn McRichie has been an extremely valuable member of this group. Also included in the group are Steve Lyons, representatives from other local vineyards, consultants from the state, and local representatives from the Cooperative Extension Service. All members have been eager to serve and have been contributors.

In order to get something started and create interest in our college program we decided to begin a Continuing Education course in October on "Introduction to Grape Growing." The response has been great, as we immediately filled the class and have some folks waiting for us to start another. Interesting enough, many of those taking the class are tobacco farmers looking for a diversity to tobacco.

In summary, we are still very excited about our college being involved in viticulture and appreciate your support of our involvement. As an addendum to our application to the state for a two-year degree program I would like to include a letter from you to me showing endorsement for the program at Surry Community College. I think those who act on our request are interested in the educational

Mr. Charles Shelton  
Mr. Ed Shelton  
November 23, 1999  
Page 2

training need for such a program. They also want to know that potential employment will be available for graduates. I also think the need for a diverse agriculture crop is important. Any ideas that you can express which endorse the need for a viticulture program in our area that could serve the state will be of interest to those acting on our request.

I will appreciate your getting such a letter to me as soon as you can, and I will forward it, along with others, to accompany our application. If you have any questions, please feel free to call me at 336-386-8121, extension 213.

Happy holidays to both of you and your families!

Sincerely,

G. Frank Sells, Ed.D.  
President

ssj

## SURRY COMMUNITY COLLEGE

Post Office Box 304  
Dobson, North Carolina 27017-0304  
Telephone 336-386-8121, extension 213  
Facsimile 336-386-4723

~ *Office of the President* ~

September 15, 1999

Mr. Steve Williams  
Westbend Vineyards  
5394 Williams Road  
Lewisville, NC 27023

Dear Steve:

It was good to talk with you this morning. We look forward to your joining our Viticulture Advisory Committee at Surry Community College.

The next meeting will be on **Tuesday, September 21** (not Wednesday the 22nd as I had told you today), at 12:00 noon. The meeting will be in the Presidents' Dining Room, which is on the basement level of the Reeves Student Service/Business Office Building. Lunch will be provided. The meeting should adjourn by 2:00 p.m.

A draft proposal for curriculum programs leading to an associate degree or diploma will be presented.

Enclosed is a temporary parking permit which should be displayed on the dash of your vehicle. A campus map is also enclosed with the location of our meeting place highlighted.

I look forward to meeting you on the 21st.

Sincerely,

G. Frank Sells  
President

ssj

Enclosures

*ltr. to all mbros.*

**SURRY COMMUNITY COLLEGE**

Post Office Box 304  
Dobson, North Carolina 27017-0304  
Telephone 336-386-8121, extension 213  
Facsimile 336-386-4723

*~ Office of the President ~*

September 13, 1999

Mr. Phil Hammond  
1305 Clover Street  
Winston-Salem, NC 27101

Dear Phil:

The next meeting for the Surry Community College Viticulture Advisory Committee will be on Tuesday, September 21, at 12:00 noon. The meeting will be in the Presidents' Dining Room, which is on the basement level of the Reeves Student Service/Business Office Building. Lunch will be provided. The meeting should adjourn by 2:00 p.m.

A draft proposal for curriculum programs leading to an associate degree or diploma will be presented. We will value your expertise in helping critique this draft. In order for us to know a number for lunch, please call Susan Johnson at 336-386-8121, extension 258 or you may e-mail me at [sellsf@surry.cc.nc.us](mailto:sellsf@surry.cc.nc.us).

Enclosed is a temporary parking permit which should be displayed on the dash of your vehicle. A campus map is also enclosed with the location of our meeting place highlighted.

I look forward to meeting you on the 21st.

Sincerely,

G. Frank Sells  
President

ssj

Enclosures

## SURRY COMMUNITY COLLEGE

Post Office Box 304  
Dobson, North Carolina 27017-0304  
Telephone 336-386-8121, extension 213  
Facsimile 336-386-4723

~ Office of the President ~

### MEMORANDUM

TO: John Collins  
Steve Atkins  
George Snyder  
Garrett Hinshaw  
Charles Boles  
Susan Wilmoth  
Rick Kemrey

FROM: G. Frank Sells *G. Frank Sells*

RE: Viticulture Committee Meeting

DATE: September 13, 1999

The next meeting for the Viticulture Advisory Committee will be on Tuesday, September 21, at 12:00 noon, in the Presidents' Dining Room. The meeting should adjourn by 2:00 p.m. In order for us to know a number for lunch, please let Susan Johnson or me know if you plan to attend.

# SURRY COMMUNITY COLLEGE

## VITICULTURE PROGRAM ADVISORY COMMITTEE MEETING

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August 12, 1999

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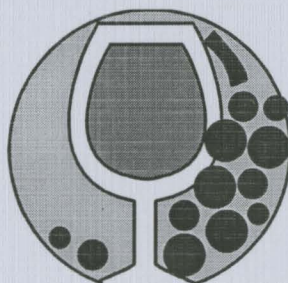
### PARTICIPANTS

#### Surry Community College

Dr. G. Frank Sells . . . . . President  
John K. Collins . . . . . Vice President for  
Instruction  
Dr. Steve Atkins Dean of Arts and Sciences  
George Snyder . . . . . Dean of Technologies  
Garrett Hinshaw . . . . . Dean of Continuing  
Education  
Charles Boles . . . . . Instructor and Sciences  
Division Chair  
Susan Wilmoth . . Assistant to the President  
for Public Relations

#### Invited Guests

Shawn McRichie . . . . . Shelton Winery  
Mike Pittman . . . . . NC Community College  
System  
Ken Farmer . . . . . NC Community College  
System  
Tania Dautlick . . . . . NC Grape Council  
Martie York . . . . . The Biltmore Company  
Steve Lyons . . . . . Consultant  
Erick Bish . . . . . NC State University  
Terry Garwood . . . . . NC Cooperative  
Extension Service



# SURRY COMMUNITY COLLEGE

---

Post Office Box 304, 630 South Main Street  
Dobson, North Carolina 27017-0304

~~~~~  
Telephone 336-386-8121, extension 213 ~ Facsimile 336-386-4723

*~ Office of the President ~*

August 5, 1999

Mr. Shawn McRichie  
Shelton Vineyard  
Route 3  
Dobson, NC 27017

Dear Shawn:

Thank you for agreeing to serve on the advisory committee for planning a viticulture program at Surry Community College. Your expertise in this field will be extremely valuable in the initial planning process for this new program. With the Shelton Vineyards Winery under construction in Surry County, our area is projected to have the largest winery in the state. We are seeking approval to offer a viticulture program beginning in the fall of 2000.

Surry Community College already offers degree programs in related areas--Agribusiness Technology and Horticulture. The addition of a viticulture program will provide another opportunity for students interested in agriculture. We recognize the importance of agriculture to this area and will continue to seek opportunities to respond to the ever-changing needs of this vital industry.

Our first meeting for the Viticulture Advisory Committee is scheduled for Thursday, August 12, 1999, at Cross Creek Country Club in Mount Airy, North Carolina. A map to Cross Creek is enclosed. The meeting will begin at 11:30 a.m. and should conclude by 1:30 p.m. You will be a guest of the college for lunch.

I am excited about the potential for a viticulture program, and I am delighted to have you assist us plan this new and exciting adventure. If you have any questions, please feel free to call me at (336) 386-8121, extension 213. I look forward to seeing you on August 12.

Sincerely,

G. Frank Sells  
President

ssj

Enclosure



*File*

***SURRY COMMUNITY COLLEGE***

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**MEMORANDUM**

**TO:** John Collins  
Steve Atkins  
George Snyder  
Charles Boles  
Susan Wilmoth  
Garrett Hinshaw

**FROM:** Frank Sells

**RE:** Viticulture Advisory Committee

**DATE:** August 5, 1999

This note is a reminder of the Viticulture Advisory Committee luncheon meeting on Thursday, August 12 at 11:30 a.m. at Cross Creek Country Club. Attached is a copy of the letter sent to each outside participant. I hope you are looking forward to this meeting as much as I am.

ssj

Attachment

# SURRY COMMUNITY COLLEGE

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Post Office Box 304, 630 South Main Street  
Dobson, North Carolina 27017-0304

~~~~~  
Telephone 336-386-8121, extension 213 ~ Facsimile 336-386-4723

*~ Office of the President ~*

August 5, 1999

Mr. Shawn McRichie  
Shelton Vineyard  
Route 3  
Dobson, NC 27017

Dear Shawn:

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Sincerely,

G. Frank Sells  
President

ssj

Enclosure

**SURRY COMMUNITY COLLEGE**

**VITICULTURE PROGRAM ADVISORY COMMITTEE**

August 1999

Mr. Shawn McRichie                      336-366-4726  
Shelton Winery  
Route 3  
Dobson, NC 27017

Mr. Mike Pittman  
NC Community College System  
5020 Mail Service Center  
Raleigh, NC 27699-5020

Mr. Ken Farmer  
NC Community College System  
5020 Mail Service Center  
Raleigh, NC 27699-5020

Ms. Tania Dautlick                      919-733-7136                      NC Grape Council  
North Carolina Grape Council  
PO Box 27647  
Raleigh, NC 27611

Ms. Martie York                      828-665-1559                      Chairman, NC Wine Growers  
The Biltmore Company  
One Biltmore Plaza  
Asheville, NC 28803

Mr. Steven Lyons                      828-859-2002                      Consultant  
231 East Park Drive  
Tryon, NC 28782

Mr. Erick Bish                      919-515-3705  
NC State University                      Fax 919-515-2505  
256 Kilgore Hall  
Campus Box 7609  
Raleigh, NC 27695

Mr. Terry Garwood                      336-401-8025  
NC Cooperative Extension Service  
PO Box 324  
Dobson, NC 27017

**SURRY COMMUNITY COLLEGE**

Post Office Box 304  
Dobson, North Carolina 27017-0304

Telephone 336-386-8121, extension 213  
Facsimile 336-386-4723

*~ Office of the President ~*

August 19, 1999

*Same letter to  
Ken Farmer*

Mr. Mike Pittman  
NC Community College System  
5020 Mail Service Center  
Raleigh NC 27699-5020

Dear Mike:

Thank you for taking your valuable time to meet with us for our Viticulture Program Advisory Committee last week. I was particularly impressed by the enthusiasm and willingness of the group to stick with us in this effort.

I do believe there is enough interest to substantiate the establishing of a viticulture program at Surry Community College. Your assistance in assisting us prepare our proposal for the State Board will be a big asset to us. In the meantime, we will proceed to begin some programs in continuing education as interest dictates.

Again, thanks for your help. Please feel free to call me if you have questions.

Sincerely,

G. Frank Sells  
President

ssj

*C:\thnx-*

**SURRY COMMUNITY COLLEGE**

Post Office Box 304  
Dobson, North Carolina 27017-0304

Telephone 336-386-8121, extension 213  
Facsimile 336-386-4723

~ Office of the President ~

August 19, 1999

Ms, Martie York  
The Biltmore Company  
One Biltmore Plaza  
Asheville, NC 28803

Dear Martie:

Thank you for taking your valuable time to meet with us for our Viticulture Program Advisory Committee meeting last week. I was particularly impressed by your enthusiasm and willingness to stick with us in this effort.

Since our meeting, I have had the opportunity to personally drive through the Shelton vineyard with the Vice-Chairman of the State Board of Community Colleges. After seeing the vineyard and hearing about our interest in establishing a viticulture program, this State Board member was very encouraging. He indicated to me that he felt the State Board would approve a program if we did our homework.

Our college group is meeting tomorrow to discuss the next steps in our process. In the meantime, we will be looking for ways to start some continuing education programs for the local interest. However, I am more committed than ever to move forward in beginning a two-year degree program in viticulture, and possibly enology, at Surry Community College.

I'll be back in touch with you soon in regard to our programs. Thank you again for your assistance.

Sincerely,

G. Frank Sells  
President

*File copy*

*Same letter to  
Janis Dautlick  
Rob Cook  
Terry Garwood  
Erick Bishop  
Shawn McRechie*

**FAX TRANSMISSION**  
**SURRY COMMUNITY COLLEGE**

FAX: 336-386-4723

**To:** Martie York  
The Biltmore Company

**Date:** August 10, 1999

**Fax #:** 828-665-2724

**Pages:** 1, including this cover sheet.

**From:** Susan Johnson  
Telephone 336-386-8121, ext. 258

**Subject:** Driving Directions to Mount Airy

**Driving Directions from Asheville to Cross Creek Country Club in Mount Airy, NC**

From Asheville, travel I-40 East for approximately 100 miles to Statesville. Take exit 152B, which will take you to I-77 North.

Travel approximately 58 miles on I-77 North to exit 100 at Highway 89, Mount Airy/Galax exit.

Travel east to Mount Airy on Hwy. 89 (two-lane road) for approximately 8 miles to Highway 52.

Travel north on Highway 52 (four-lane road) for approximately 3 ½ miles to the flashing traffic signal.

Turn right on Greenhill Road (winding two-lane) and travel a short distance to the stop sign (you will see the Cross Creek golf course on the right). Turn right at the stop sign.

Cross Creek Country Club is on the right. Enter the club from either the front or side entrance.

**SURRY COMMUNITY COLLEGE**

**VITICULTURE PROGRAM ADVISORY COMMITTEE**

August 1999

Mr. Shawn McRichie  
Shelton Winery  
Route 3  
Dobson, NC 27017

336-366-4726

Mr. Mike Pittman  
NC Community College System  
5020 Mail Service Center  
Raleigh, NC 27699-5020

Mr. Ken Farmer  
NC Community College System  
5020 Mail Service Center  
Raleigh, NC 27699-5020

Ms. Tania Dautlick  
North Carolina Grape Council  
PO Box 27647  
Raleigh, NC 27611

919-733-7136

NC Grape Council

Ms. Martie York  
The Biltmore Company  
One Biltmore Plaza  
Asheville, NC 28803

828-665-1559

Chairman, NC Wine Growers

Mr. Steven Lyons  
231 East Park Drive  
Tryon, NC 28782

828-859-2002

Consultant

Mr. Erick Bish  
NC State University  
256 Kilgore Hall  
Campus Box 7609  
Raleigh, NC 27695

919-515-3705  
Fax 919-515-2505

Mr. Terry Garwood  
NC Cooperative Extension Service  
PO Box 324  
Dobson, NC 27017

336-401-8025

## SURRY COMMUNITY COLLEGE

Post Office Box 304  
Dobson, NC 27017-0304

Telephone 336-386-8121, extension 213

*~ Office of the President ~*

July 13, 1999

Mr. Charles M. Shelton  
Mr. R. Edwin Shelton  
The Shelton Companies  
2550 One First Union Center  
301 S. College Street  
Charlotte, NC 28202

Dear Charlie and Ed:

Thank you for your positive response to our proposal to develop a degree program in viticulture and enology at Surry Community College. We are currently proceeding to establish an advisory committee and petitioning the State Community College System for endorsement of a curriculum.

Your commitment to contribute \$25,000 per year for the first two years will be a major catalyst for getting the program started. We are extremely excited about the opportunity to be a part of this new adventure. Because of your willingness to partner with us, I believe Surry Community College will successfully implement a program to enhance the vineyard and wine making industries and boost the economic development and quality of life in Surry County.

Thanks again for allowing us to be a part of your plans.

Sincerely,

G. Frank Sells  
President

ssj



## Viticulture and Enology Proposal

**Purpose:** Surry Community College plans to seek state approval this summer to develop an Associate of Applied Science Degree program in Viticulture and Enology. These are the sciences of grape-growing and winemaking, and these specialized fields of study are offered at very few colleges. The two-year program will enable students to qualify for employment in many areas within the grape industry. Viticulture and Enology students study the fundamental sciences underlying these fields, including chemistry, math and biology. All Viticulture and Enology students also take a full range of specialized courses covering grapevine biology, grape production, wine microbiology, wine production and wine analysis.

To initiate the program, Surry Community College will seek an experienced viticulturist with appropriate teaching credentials to develop and administer the program. Current plans are to hire an instructor by fall 1999, with the anticipation that the program be operational by fall 2000.

It is anticipated that the new program will provide the region with a professional pool of viticulturists. Surry Community College's Viticulture program will be one of the few grape-growing and winemaking programs in the country, and the first of its kind in a North Carolina community college. SCC's timely offering of the program corresponds with the growing popularity of vineyard and winery operations in the southeastern United States.

**Employment Opportunities:** Colleges and universities across the country which offer viticulture and enology training have been unable to keep up with industry growth. Students are in such high demand that winery and vineyard jobs often go unfilled for long periods of time. Dr. Thomas Henick-Kling, of the Enology Department at Cornell University, states that "In the eastern United States there is a shortage of skilled vineyard and winery workers; there is a shortage now and there will be one for several years until more people are trained."

A particular issue that the program will address is the need for crop diversification and the reliance on tobacco as a major source of revenue for the Northern Piedmont of the state. In Stokes County, for example, tobacco sales accounted for 81 % of total farm revenue in 1996, the highest percentage in the state. Tobacco farmers face threats from legislation and technological advances by cigarette companies that have led to reduced demand for high-quality leaf. Diversification can help prepare farmers for life after tobacco. The more diverse North Carolina farmers become, the better off the state will be if demand for tobacco dissipates. Based on crop studies, the grape industry has the potential to offer local farmers a lucrative alternative to tobacco.

The future of the viticulture and enology program at Surry Community College will be measured by the quality of its graduates and their success on the job. Using the foundation laid by strong and committed faculty and staff, the program at Surry Community College will be exemplary. The college looks forward with enthusiasm to a mutually supportive relationship with Shelton Vineyards as we bring the wine industry to our county.

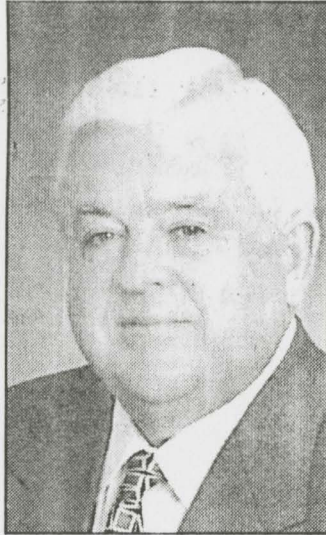
# Shelton Vineyards To Break Ground

## From Staff Reports

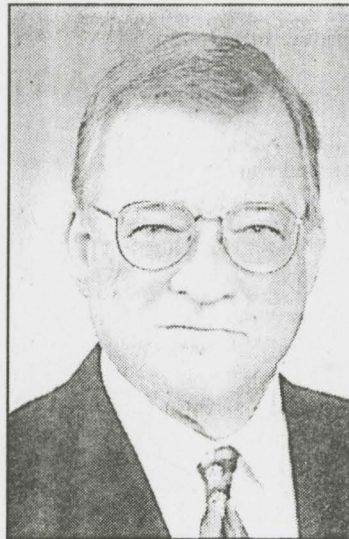
**DOBSON** — Shelton Vineyards will break ground on a 25,000 square-foot winery Wednesday.

The winery, located on 330 acres at Twin Oaks Road in Surry County and three miles from exit 93 off Interstate 77 North, will be complete by the fall of 2000. The winery is part of Shelton Vineyards, a new vineyard planned by Charles and Ed Shelton of The Shelton Companies, a Charlotte investment company. When completed, the vineyard, which will cover 250 acres, will be the largest in North Carolina.

"The Shelton Vineyards and Winery is something we've been interested in for a long time," said Charlie Sifelton. "The Shelton family has a long history in Surry County, so to return to this area and start a completely new



**Charles Shelton**



**Ed Shelton**

venture is very exciting. The Yadkin Valley region's climate is ideal for wine making. We plan to produce fine quality wines that people from all over the

country will enjoy."

The Shelton family planted the first grapevine April 1, which will produce wine by the fall of 2001. In the meantime, the Sheltons will purchase a variety of grapes from North Carolina, Virginia and New York state to allow for their first Shelton wine to be produced by the fall of 2000.

The vineyards will produce a variety of wines, including Chardonnay, Cabernet, Pinot Noir, Sirah and Merlot. Wines will be priced between \$15 to \$30. Most will be sold at the Shelton Winery, with some also available through retailers. When in full production, the Sheltons anticipate selling 50,000 cases of wine annually.

The Sheltons expect the winery to draw more than 1,000 visitors a day. According to demographic research, there are more than 1 million people within a 50-mile radius of Shelton Vineyards, 5.5 million within 100 miles and an estimated 10 million within 150 miles. A tobacco barn — restored to resemble the barns of the mid 1930s — will also be on site. Visitors to the vineyards will be able to take guided tours of the grounds, and sample and purchase wines.

**See VINEYARDS, page 2A**

*The Mt. Airy News  
Tuesday, June 23, 1999*



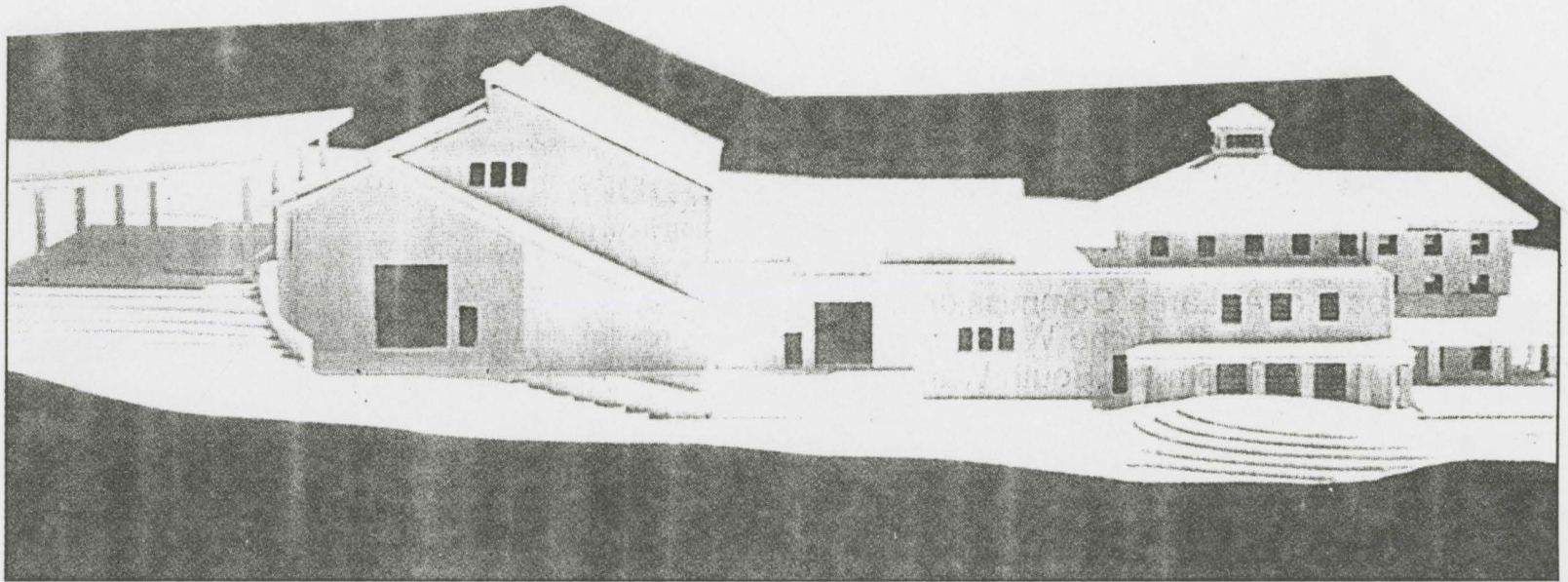
**McRitchie**

Shelton Vineyards has hired Sean McRitchie as vice president and general manager. McRitchie, formerly of Eugene, Oregon, has extensive experience in the wine industry, working in wineries in Oregon, California's Napa Valley, France, Germany and Australia. A winemaker is expected to be named within a month.

To date, 60 acres of grapevines have been planted at Shelton Vineyards. On April 1, 2000, an additional 100 acres of grapevines will be planted, with additional acreage planted in April 2001. The total acreage for the vineyards will cover 250 acres.

"This is a business that has great potential for the Yadkin Valley region," Ed Shelton said.

"We believe these vineyards — and others in the area — will have a big impact on the agricultural economy for years to come. With tobacco farming on the decline, this is a great way to diversify the farming industry in the area. With the development of wineries in the region, the tourism industry will ultimately follow. People love to tour vineyards, taste the wine and hear the story of winemaking. And at Shelton Vineyards, we believe we will soon have a great story to tell."



**VINEYARDS:** Groundbreaking will be held Wednesday morning on a 25,000-square-foot winery in Surry County. Shelton Vineyards is located on a 330-acre site at Twin Oaks Road, three miles from Exit 92 off Interstate 77. Construction should be complete by the fall of 2000.

# The Shelton Companies

PC  
Bd of Trustees  
Cabine &  
Dr Steve Atkins  
Charles Bales  
George Synder  
7/9/99

July 8, 1999

Dr. Frank Sells  
President  
Surry Community College  
Post Office Box 304  
Dobson, NC 27017

Dear Frank:

In response to your proposal, which is attached, we want to confirm our agreement to you in regard to the Viticulture and Enology program that you plan to initiate at Surry Community College. It is our understanding you will seek state approval to implement this new field of study, and later this year you will hire an instructor for the new program. The curriculum for students will be operational in the fall of 2000.

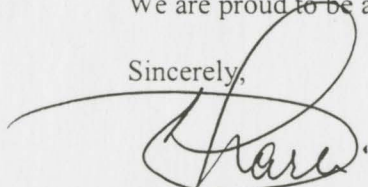
We understand this will be a two-year program and the students will earn an Associate of Applied Science Degree in Viticulture and Enology.

Our commitment to Surry Community College is to contribute \$25,000.00 per year for the first two years the program is operational. Thereafter, the State will fund the entire cost of the program.


We hope that this effort will be the beginning of a new era in educational programs that will lead to professional employment in the fast growing vineyard and wine making industries. With this program, Surry Community College and the State of North Carolina will step to the forefront in the education of young people who desire to improve their opportunities in grape harvesting and wine production.

We are proud to be a part of this effort.

Sincerely,



Charles M. Shelton



R. Edwin Shelton

## Viticulture and Enology Proposal

**Purpose:** Surry Community College plans to seek state approval this summer to develop an Associate of Applied Science Degree program in Viticulture and Enology. These are the sciences of grape-growing and winemaking, and these specialized fields of study are offered at very few colleges. The two-year program will enable students to qualify for employment in many areas within the grape industry. Viticulture and Enology students study the fundamental sciences underlying these fields, including chemistry, math and biology. All Viticulture and Enology students also take a full range of specialized courses covering grapevine biology, grape production, wine microbiology, wine production and wine analysis.

To initiate the program, Surry Community College will seek an experienced viticulturist with appropriate teaching credentials to develop and administer the program. Current plans are to hire an instructor by fall 1999, with the anticipation that the program be operational by fall 2000.

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**Employment Opportunities:** Colleges and universities across the country which offer viticulture and enology training have been unable to keep up with industry growth. Students are in such high demand that winery and vineyard jobs often go unfilled for long periods of time. Dr. Thomas Henick-Kling, of the Enology Department at Cornell University, states that "In the eastern United States there is a shortage of skilled vineyard and winery workers; there is a shortage now and there will be one for several years until more people are trained."

A particular issue that the program will address is the need for crop diversification and the reliance on tobacco as a major source of revenue for the Northern Piedmont of the state. In Stokes County, for example, tobacco sales accounted for 81 % of total farm revenue in 1996, the highest percentage in the state. Tobacco farmers face threats from legislation and technological advances by cigarette companies that have led to reduced demand for high-quality leaf. Diversification can help prepare farmers for life after tobacco. The more diverse North Carolina farmers become, the better off the state will be if demand for tobacco dissipates. Based on crop studies, the grape industry has the potential to offer local farmers a lucrative alternative to tobacco.

The future of the viticulture and enology program at Surry Community College will be measured by the quality of its graduates and their success on the job. Using the foundation laid by strong and committed faculty and staff, the program at Surry Community College will be exemplary. The college looks forward with enthusiasm to a mutually supportive relationship with Shelton Vineyards as we bring the wine industry to our county.

**SURRY COMMUNITY COLLEGE**  
**VITICULTURE PROGRAM ADVISORY COMMITTEE MEETING**

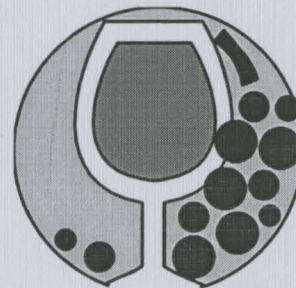
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August 12, 1999 ~ 11:30 a.m.  
Cross Creek Country Club, Mount Airy, North Carolina

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**AGENDA**

- I. **Welcome and Introductions** ..... Dr. Frank Sells  
Surry Community College President
- II. **Information About Surry Community College** ..... John Collins  
Surry Community College Vice-President for Instruction
- III. **Background and Overview of Current Status of  
Viticulture Program** ..... Dr. Steve Atkins  
Surry Community College Dean of Arts and Sciences
- IV. **Curriculum Development and Approval Process** .. Mike Pittman and Ken Farmer  
North Carolina Community College System Representatives
- V. **Funding/Facility and Equipment Needs**
- VI. **Job Market Outlook**
- VII. **Marketing Program**
- VIII. **Advisory Committee Role**
- IX. **Procuring Instructors and Consultants**
- X. **Where Do We Go From Here?**
- XI. **Other Concerns**
- XII. **Adjournment**



# SURRY COMMUNITY COLLEGE

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Post Office Box 304, 630 South Main Street  
Dobson, North Carolina 27017-0304

~~~~~  
Telephone 336-386-8121, extension 213 ~ Facsimile 336-386-4723

*~ Office of the President ~*

August 5, 1999

Ms. Tania Dautlick  
North Carolina Grape Council  
Post Office Box 27647  
Raleigh, NC 27611

Dear Tania:

Thank you for agreeing to serve on the advisory committee for planning a viticulture program at Surry Community College. Your expertise in this field will be extremely valuable in the initial planning process for this new program. With the Shelton Vineyards Winery under construction in Surry County, our area is projected to have the largest winery in the state. We are seeking approval to offer a viticulture program beginning in the fall of 2000.

Surry Community College already offers degree programs in related areas--Agribusiness Technology and Horticulture. The addition of a viticulture program will provide another opportunity for students interested in agriculture. We recognize the importance of agriculture to this area and will continue to seek opportunities to respond to the ever-changing needs of this vital industry.

Our first meeting for the Viticulture Advisory Committee is scheduled for Thursday, August 12, 1999, at Cross Creek Country Club in Mount Airy, North Carolina. A map to Cross Creek is enclosed. The meeting will begin at 11:30 a.m. and should conclude by 1:30 p.m. You will be a guest of the college for lunch.

I am excited about the potential for a viticulture program, and I am delighted to have you assist us plan this new and exciting adventure. If you have any questions, please feel free to call me at (336) 386-8121, extension 213. I look forward to seeing you on August 12.

Sincerely,

G. Frank Sells  
President

ssj

Enclosure

To: The North Carolina Grape Council

From: Dr. G. Frank Sells

Date: May 15, 2003

RE: Proposal for Surry Community College to provide educational and/or consulting services for the North Carolina Grape Council

Surry Community College is proposing that the North Carolina Grape Council consider utilizing the well-established educational/consulting services at the college to support the efforts of the Council and its members. Surry Community College has been an integral part of the developing wine industry since its expansion into the Yadkin Valley region in 1999. The college immediately began offering courses of study through the Continuing Education Division to educate potential growers about the new agricultural opportunity for the traditionally tobacco oriented region. Based on the overwhelming interest in grape growing, the college was approved for a two-year degree program in viticulture (grape growing) and enology (wine making) by the fall of 2000.

Current educational offerings include three options in Viticulture and Enology (certificate, diploma, and degree) through the Curriculum Division. The Continuing Education Division continues to offer short-term seminars and classes for persons who may not wish to pursue a certification program. In November of 2002, the college received its second grant from the Golden LEAF Foundation for support of the curriculum programs and funding for a series of seminars/training sessions related to viticulture and enology, wine marketing, business development, tourism and long range planning. The college maintains a database of person/entities (currently 132) involved in the industry and notifies them regularly regarding educational opportunities. Attendance at college sponsored seminars has averaged 100 persons from across North Carolina and neighboring states. The college has served as a clearing house for viticulture related events and activities across the region working with local governments and chambers of commerce to promote the wine industry.

Surry Community College's program is unique in the southeastern U.S. as it offers accredited academic study and "hands-on" training in the classroom, campus 4-acre demonstration vineyard and winery/laboratory. Student learning has gone beyond the campus experience with students engaging in independent projects ranging from field trips to vineyards, wineries, and professional meetings to site evaluation and market surveys. A number of students are currently employed in various facets of the North Carolina wine industry.

Mr. Gill Giese heads the Viticulture program coming to Surry Community College from the University of Arkansas where he received an MS in Horticulture. Mr. Giese worked with the University in both the Food Science and Entomology Departments. Dr. Bob McRitchie received his PhD in Biology from Rice University and taught in that field for Wake Forest College, New York University Medical Center, and the University of Wisconsin at Green Bay before he entered the wine world in 1972. Dr. McRitchie's 30 years as a commercial winemaker in California and Oregon ensure excellence for the Enology program and campus winery facility at Surry Community College.



Surry Community College has demonstrated its ability to meet the continuing educational needs of the Viticulture and Enology community and is committed to the future expansion of the industry. The faculty and staff have provided expertise and educational support to the wine industry as well as local governments throughout the region. It has become apparent that the rapid expansion of the grape and wine industry in North Carolina has generated need for additional technical and informational services. Surry Community College has filled this role to date. Development of services and provision of qualified consulting expertise to meet issues of vineyard and winery quality control are central to the successful growth of this new and promising industry.

We hope not only to establish a well-equipped quality control laboratory to provide analytical services to the industry, but also to develop a sensory panel to evaluate North Carolina wines, and to develop a voluntary program of "certification", with a seal of excellence, similar to the Canadian VQA system. Findings and recommendations will be forwarded to those who request the services. We can provide site visits and evaluations to interested individuals.

We invite your consideration and will be available to discuss details with the Council at your convenience.

## **NORTH CAROLINA WINE INDUSTRY**

- **The number of bonded wineries in North Carolina has grown from less than a dozen at the turn of the century to the mid 50's today.**
- **The state currently has a winery opening on the average of one per month with the expectation of ten more opening in 2006 and 20 more opening in 2007.**
- **North Carolina wineries produced and sold 600,000 gallons of wine in 2004 valued at \$34 million.**
- **North Carolina ranks 12<sup>th</sup> in the nation in wine production and 10<sup>th</sup> in grape production.**
- **The North Carolina wine industry support an estimated 855 jobs and had an economic impact of \$79 million in 2004.**
- **In 2004, vineyards in North Carolina produced an average of 3.8 tons of grapes per acre, producing a gross income of \$3,059 per acre.**
- **The North Carolina wine industry has the potential to be a \$1 billion dollar industry.**

**(Statistics from Margo Knight, Executive Director of the North Carolina Wine and Grape Council)**

- According to Renee Wright in the April 2006 issue of North Carolina magazine: "Several of North Carolina's 1,600 "Century Farms" have become wineries." This list includes Flint Hill Vineyards and Stony Knoll Vineyards, both of which are located in the Yadkin Valley Region.
- High volume wineries such as Biltmore need more grapes. They bought 300,000 tons of grapes in 2005 and will spend \$2.5 million in California in 2006 – money they claim they would rather spend on North Carolina grapes.

(Jerry Douglas, Senior Vice President of Marketing and Sales for Biltmore Company)

- Across the state, wineries are bonding together to form "wine trails" for tourists to follow. One of the recently formed groups is the Haw River Wine Trail.
- Other locations are pursuing AVA designation. A petition has been presented to the US Bureau of Alcohol, Tobacco and Taxes (ATT) for our AVA to include the counties of Alamance, Caswell, Chatham, Guilford, Orange, Person and Rockingham.

## **COLLABORATION WITH SURRY COMMUNITY COLLEGE**

- **North Carolina State University**
- **Appalachian State University**
- **Collaborative course agreements and 1+1 programs with other community colleges**

## **STATE LEGISLATION**

**The 2005 session of the North Carolina General Assembly was especially good for the wine industry, with a series of bills ratified that will make doing business easier for winemakers. Wine-related legislation passed last year:**

- **Allows winery employees to conduct wine tastings at other retail locations, festivals and events.**
- **Permits a college with a viticulture/enology program to hold wine tastings and sell the wine it makes.**
- **Clarified a law allowing wineries to act as their own wholesalers.**
- **Increases the amount of wine that can be commercially transported without a permit to conform with the amount of wine that can be purchased without a permit.**
- **Eliminates the application fee for a wine shipper's license for both in-state and out-of-state shippers, putting North Carolina wineries on an equal footing with those in other states.**
- **Transfers the N.C. Grape Growers Council from the Department of Agriculture to the Department of Commerce.**
- **Increases the cap on the quarterly distribution of excise taxes to the N.C. Grape Growers Council from \$350,000 to \$500,000. The Council is funded by excise taxes collected on wine sales.**

- **Placing the North Carolina Wine and Grape Council under the North Carolina Department of Commerce provides for much broader tourism initiatives in our state, in our country and in foreign countries.**
- **Although the potential for economic impact from the wine industry product sales is large, the real economic impact comes from tourism.**
- **According to the North Carolina Winegrowers Association, an estimated \$4.35 in economic activity is generated from every dollar spent at state wineries.**
- **The new North Carolina Department of Transportation signs on interstates and other major roads have called attention to wineries, making them more easily located by tourists.**

**“In our state, recognition – or the lack thereof – is the biggest obstacle faced by North Carolina wines. Our challenge is the misconception that East Coast wines are inferior to West Coast wines.”**

**- George Denka, President, Shelton Vineyards**

**The North Carolina Center for Viticulture and Enology will be the stimulus needed to move this growing economic sector to center stage in the state’s economic revitalization; and will serve the state with the support system needed to assure that North Carolina is “recognized” as a major player in the world market for the wine industry.**

## **THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY**

- **The Center will be located on the main campus of Surry Community College in the Town of Dobson – the geographic center of the Yadkin Valley Appellation.**
- **The Center will house a bonded winery with state-of-the-art equipment for high quality wine-making.**
- **The Center will serve as a teaching and demonstration winery and will be a vital component of the viticulture and enology certificate and degree programs at Surry Community College.**
- **The Center will operate with a wholesale license.**
- **As part of their education and training, students will grow, harvest and process grapes into wine. The wine will be bottled, labeled and made ready for market by students.**
- **The college's five-acre vineyard is the laboratory for teaching skills for vineyard management.**
- **The Center will serve as a demonstration winery and will consist of classrooms, a resource library, a wine cellar with temperature control, instructors' offices, and an auditorium which can host conventions, large seminars, trade shows and meetings for the wine industry for North Carolina, the nation and the international industry.**

## LOCATION

- Located in what is currently the first and only AVA in North Carolina and in the area of the state that has the highest number of established wineries and attractions for tourists and others who want to learn about North Carolina wines and the wine industry.
- Accessible from Interstate 77 and Interstate 74, major pathways for north and south travel on the East Coast.
- The natural beauty of the area – the Blue Ridge Mountains, the Blue Ridge Parkway, Pilot Mountain and Hanging Rock State Parks, the Yadkin and New Rivers – makes this one of the nation's most scenic regions and a natural destination for tourists.
- The nearby city of Mount Airy, Andy Griffith's home town and the location of "Mayberry," enjoys a nation-wide recognition as a tourist destination.
- The Town of Elkin's Wine Festival is considered one of the best in the South, attracting both in- and out-of-state wine enthusiasts.
- Vineyards and wineries, economic engines in their own right, are magnets for tourists, which in turn leads to new commercial and retail development such as restaurants, hotels, bed and breakfasts and retail shops.
- The wineries in and around the location for the North Carolina Center for Viticulture and Enology have already led directly to the development of the The Village of Shelton Vineyards, a \$45 million complex of hotels, restaurants and shops responding directly to the needs of tourists.



**Although the North Carolina Wine Industry is still in its infancy, it is ready for significant growth and recognition worldwide.**

**The proposed North Carolina Center for Viticulture and Enology is about contributing to that growth – it's about Economic Development in North Carolina.**



# *SURRY COMMUNITY COLLEGE*

---

*PLEASE HOLD THE DATE!*



*Thursday, May 18, 2006*

*11:30 a.m. - 1:00 p.m.*

*An invitation to lunch*

*at*

*Harvest Grill at Shelton Vineyards*


*~ ~ ~*

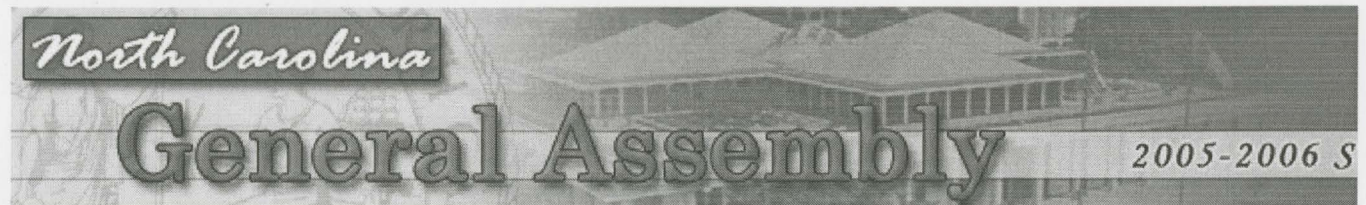
*You will receive a follow-up letter  
regarding this important event.*

*G. Frank Sells*

---

*G. Frank Sells, Ed.D.  
President*





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PRINTABLE V

## Senate Bill 1287

2005-2006 Ses:

### Surry CC Viticulture and Enology Ctr Funds.

Text	Fiscal Note
Filed [PDF]	-
Edition 1 [PDF]	-

**Status:** [S] Ref To Com On Appropriations/Base Bu on 05/11/2006

**Sponsors**  
**Primary:** Don East;  
**Co:** Walter H. Dalton; Kay R. Hagan;

**Attributes:** Public; Affects Appropriations;

History	
Date	Action
05/10/2006	[S] Filed
05/11/2006	[S] Ref To Com On Appropriations/Base Budget

**Note:** a bill listed on this website is not law until passed by the House and the Senate, ratified, if required, signed by the Governor.

**ABBREVIATIONS KEY**

● H = House Action	● HF = Failed in the House
● S = Senate Action	● SF = Failed in the Senate
● R = Ratified	● HA = Adopted in the House
	● SA = Adopted in the Senate

Look Up another Bill:   Bill No:

North Carolina General Assembly \* Legislative Building \* 16 West Jones Street \* Raleigh, NC 27601 \* 919-733-7

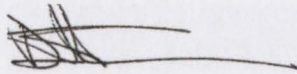
*Postponed TBA*

**SURRY COMMUNITY COLLEGE**  
630 SOUTH MAIN STREET, DOBSON, NORTH CAROLINA 27017  
TELEPHONE 336-386-3213

*~ Office of the President ~  
Deborah Friedman, Ed.D.*

**MEMORANDUM**

**TO:** Steering Committee  
North Carolina Center for Viticulture and Enology  
Tim Dockery  
Gene Rees (also member of SCC Board Facilities Committee)  
Jeanette Reid  
Dr. Frank Sells  
Dr. Hal Stuart  
Dr. Gary Tilley  
Marion Venable  
Curtis Workman  
Board of Trustees Facilities Committee  
Joe Hennings, Committee Chair  
Robert Comer  
Bill Hamlin  
LaDonna McCarther, Board Chair

**FROM:** Deborah Friedman, President 

**RE:** Steering Committee Meeting with Little Diversified

**DATE:** February 28, 2008

A meeting of the Viticulture and Enology Center Steering Committee the Board of Trustees Facilities Committee is scheduled for

**Wednesday, March 5, 2008, at 1:30 p.m. in the Richards Building Board Room.**

Representatives from Little Diversified Architectural consulting will meet with us to review the latest design development plans.

I look forward to seeing you on Wednesday, March 5.

ssj

pc: Gill Giese  
Molly Kelly

# SURRY COMMUNITY COLLEGE

630 South Main Street, Dobson, North Carolina 27017

Telephone 336-386-3213

~ Office of the President ~

**G. Frank Sells, Ed.D.**

---



May 19, 2006

Mr. Jim Fain, Secretary  
North Carolina Department of Commerce  
4301 Mail Service Service Center  
Raleigh, NC 27699-4301

Dear Mr. Fain:

Planning is underway to establish the North Carolina Center for Viticulture and Enology at Surry Community College in Dobson, North Carolina. Dobson is at the geographic center of the Yadkin Valley Appellation, the only designated American Viticultural Area in North Carolina, and is a good location to serve the wine industry needs for the state.

I am writing to acquaint you with the project and to ask for your help in securing funds so that the Center – so vital to North Carolina's changing economy – can come to fruition at the earliest possible date.

As North Carolina's traditional economic sectors such as tobacco, textile manufacturing, and furniture manufacturing decline, it is essential that we build new economic engines and employers. An emerging economic sector is the growing of wine grapes and the production of fine wines. I am proud that Surry Community College has been assigned a leading role in building this new economic sector, an essential component of which is the proposed North Carolina Center for Viticulture and Enology.

Please take a few minutes to review the enclosed information. I believe that you will share my enthusiasm for this vital project. Please let me know if the Department of Commerce might become a funding partner. I welcome any opportunity that you can offer to meet with you or to provide additional information.

Mr. Jim Fain

Page 2

May 19, 2006

I believe that the wine industry will become a valuable component of the "new economy" of North Carolina, creating new economic opportunities within agriculture, tourism, and the businesses that both support and benefit from these economic sectors. The North Carolina Center for Viticulture and Enology will play an essential part in moving our state forward in its economic revitalization.

I look forward to hearing from you.

Sincerely,

G. Frank Sells, Ed.D.  
President

Enclosures

cc: Dr. Gary Carson Tilley, Executive Vice President & CFO

*file*

The Duke Endowment

Eugene W. Cochrane, Jr.  
President

*PC  
Dr. Tilley  
Marion Venable  
6/16/06*

June 8, 2006

Mr. G. Frank Sells, Ed.D.  
President  
Surry Community College  
630 South Main Street  
Dobson, NC 27017

Dear Mr. Sells:

In response to your letter inquiring about the possibility of Duke Endowment assistance, I regret that we will be unable to consider your request for funding. Mr. Duke was very specific about the organizations that we are able to support.

Enclosed is a brochure that explains The Endowment in some detail: history, guidelines, eligibility, financial information, and program interests. I hope this will help to explain why we cannot be of assistance to you.

We hope you will be successful in securing adequate funding for the work of your organization.

Sincerely,

*Eugene W. Cochrane*

Eugene W. Cochrane, Jr.

:db

Enclosure: Q&A

# SURRY COMMUNITY COLLEGE

630 South Main Street, Dobson, North Carolina 27017  
Telephone 336-386-3213

*~ Office of the President ~*  
**G. Frank Sells, Ed.D.**

---



May 19, 2006

Ewing Marion Kauffman Foundation  
4801 Rockhill Road  
Kansas City, Missouri 64110

Ladies and Gentlemen:

Planning is underway to establish the North Carolina Center for Viticulture and Enology at Surry Community College in Dobson, North Carolina. Dobson is at the geographic center of the Yadkin Valley Appellation, the only designated American Viticultural Area in North Carolina, and is a good location to serve the wine industry needs for the state.

I am writing to acquaint you with the project and to ask for your help in securing funds so that the Center – so vital to North Carolina's changing economy – can come to fruition at the earliest possible date.

As North Carolina's traditional economic sectors such as tobacco, textile manufacturing, and furniture manufacturing decline, it is essential that we build new economic engines and employers. An emerging economic sector is the growing of wine grapes and the production of fine wines. I am proud that Surry Community College has been assigned a leading role in building this new economic sector, an essential component of which is the proposed North Carolina Center for Viticulture and Enology.

Please take a few minutes to review the enclosed information. I believe that you will share my enthusiasm for this vital project. Please let me know if the Ewing Marion Kauffman Foundation might become a funding partner. I welcome any opportunity that you can offer to meet with you or to provide additional information.



Ewing Marion Kauffman Foundation  
Page 2  
May 19, 2006

I believe that the wine industry will become a valuable component of the "new economy" of North Carolina, creating new economic opportunities within agriculture, tourism, and the businesses that both support and benefit from these economic sectors. The North Carolina Center for Viticulture and Enology will play an essential part in moving our state forward in its economic revitalization.

I look forward to hearing from you.

Sincerely,

G. Frank Sells, Ed.D.  
President

Enclosures

cc: Dr. Gary Carson Tilley, Executive Vice President & CFO

# **Economic Development Proposal**

**North Carolina Center for Viticulture and Enology**

**Yadkin Valley American Viticultural Area (AVA)**

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**Prepared for**

**NORTH CAROLINA  
DEPARTMENT OF COMMERCE**

**by**

**G. Frank Sells, Ed.D.  
President  
Surry Community College**

**May 19, 2006**

## **ECONOMIC DEVELOPMENT PROPOSAL**

### **NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY TO BE LOCATED ON THE CAMPUS OF SURRY COMMUNITY COLLEGE IN THE YADKIN VALLEY AMERICAN VITICULTURAL AREA (AVA)**

#### **THE PROJECT**

The North Carolina Center for Viticulture and Enology will be located on the campus of Surry Community College in the Town of Dobson – the geographic center of the Yadkin Valley Appellation, the only designated American Viticultural Area in North Carolina.

The Center will house a commercially bonded winery with state-of-the-art equipment. The winery will serve as a teaching and demonstration winery, and will be a vital component of the viticulture and enology certificate, diploma, and degree programs at Surry Community College. The winery will operate with a wholesale license and will produce wines that represent the best efforts of the students in the viticulture and enology programs. As part of their education and training, students will grow, harvest, and process grapes into wine. The wine will be bottled, labeled, and made ready for market by the students. A five-acre vineyard near the Center, with fourteen varieties of vinifera grapes, is the laboratory for teaching vineyard management skills.

The North Carolina Center for Viticulture and Enology will house classrooms, a resource library, a temperature controlled wine cellar, instructors' offices, and an auditorium which can host conventions, seminars, trade shows and meetings for the wine industry for North Carolina and the nation. The Center will provide North Carolina with the support system needed to develop the state's emerging economy related to the grape and wine industry. The industry is now ready for significant growth and recognition worldwide. The North Carolina Center for Viticulture and Enology will be the stimulus needed to move this growing economic sector to center stage in the state's economic revitalization.

#### **THE LOCATION**

As noted, the Center will be at Surry Community College in the Town of Dobson. The community is served by Interstates 77 and 74, making it readily accessible to students who will come from North Carolina and other states to study viticulture and enology at Surry Community College. The natural beauty of this area – the Blue Ridge Mountains, the Blue Ridge Parkway, Pilot Mountain State Park, the Yadkin River and the New River – make this one of the nation's most scenic regions, and a desirable destination for tourists. The nearby City of Mount Airy, Andy Griffith's hometown and the inspiration for Mayberry, enjoys nationwide recognition as a tourist destination.

## **SURRY COMMUNITY COLLEGE**

The Board of Trustees and the staff of Surry Community College are fully committed to the viticulture and enology training programs. The College provides a support system for farmers and entrepreneurs who are building a new agricultural economy through grape and wine production. The College provides applied research, demonstration, evaluation, technical support, and workforce development for vineyard and winery owners. Winemakers and grape growers look to Surry Community College to provide the hands-on training essential for success in North Carolina's newest industry. The College offers certificate, diploma, and associate degrees in viticulture and enology, as well as workshops, seminars, and demonstrations. The Surry Community College Viticulture and Enology Program is one of only two degree programs on the East Coast of the United States, the other located at Cornell University.

The Board of Trustees is fully supportive of the North Carolina Center for Viticulture and Enology. They have designated \$3 million of the College's 2000 State Higher Education Facilities Bond allotment for this project.

## **THE ECONOMIC POTENTIAL**

The potential of North Carolina's viticulture and enology economy has no boundaries. Recent statistics of the North Carolina Grape Council show that there are currently more than 350 vineyards with a total of at least 1,350 vineyard acres in the state. More than fifty (50) bonded wineries are in operation. Seventeen (17) of these wineries are within a thirty-minute drive of Surry Community College. The state currently has a winery opening on the average of one per month with the expectation of ten more opening in 2006 and 20 more opening in 2007.

The North Carolina Grape Council has estimated that the present annual economic impact of vineyards and wineries in North Carolina is \$79 million, with 855 jobs created at present. North Carolina ranks 12<sup>th</sup> for wine production and 10<sup>th</sup> for grape production among the states. In 2004, vineyards in North Carolina produced an average of 3.8 tons of grapes per acre, producing a gross income of \$3,059 per acre.

Vineyards and wineries, economic engines in their own right, are magnets for tourists, which in turn leads to new commercial and retail development. For example, the wineries near Dobson have led directly to the development of the Village of Shelton Vineyards, a planned \$40 million complex of hotels, restaurants and shops responding directly to the needs of tourists. Winery-based tourism is an international phenomenon, of which we should take full economic advantage in our state's economic revitalization.

## **OUR FUNDING PARTNERS**

The North Carolina Center for Viticulture and Enology will require an investment of approximately \$15 million. As noted, the Surry Community College Board of Trustees has pledged \$3 million. During the 2005-06 session of the North Carolina General Assembly, the College was awarded funds in the amount of \$325,000 for design development. Additional

funds will be sought from the General Assembly, government at all levels, non-profit foundations, and private donors. We want funding partners who recognize the importance of this project to North Carolina's economy and who endorse the entrepreneurial energy associated with the grape and wine industry. We are actively soliciting partners, so that the Center can enter the construction phase by 2007.

We need, and ask, for your support. We appreciate your consideration of the project and will look forward to your response.

### **CONTACTS**

Dr. G. Frank Sells, President  
Surry Community College  
630 South Main Street  
Dobson, North Carolina 27017

Telephone 336-386-3213  
Fax (336) 386-3693

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Dr. Gary Carson Tilley, Executive Vice President and CFO  
Surry Community College  
630 South Main Street  
Dobson, North Carolina 27017

Telephone (336) 386-3274  
Fax (336) 386-8951

**SENATE DELEGATION VISITING SURRY COMMUNITY COLLEGE  
ON MAY 3, 2006**

**Senator Marc Basnight  
Speaker Pro Tempore  
2007 Legislative Building  
Raleigh, NC 27601-2808**

**Senator Charles Albertson  
525 Legislative Office Building  
Raleigh, NC 27603-5925**

**Senator Walter H. Dalton  
523 Legislative Office Building  
Raleigh, NC 27603-5925**

**Senator Don East  
1120 Legislative Building  
Raleigh, NC 27601-2808**

**Senator Linda Garrou  
627 Legislative Office Building  
Raleigh, NC 27603-5925**

**Senator Kay R. Hagen  
411 Legislative Office Building  
Raleigh, NC 27603-5925**



## For Further Information

### About Viticulture:

*Mr. Gill Giese*  
gieseg@surry.edu  
(336) 386-3461

### About Enology:

*Dr. Bob McRitchie*  
mcritchier@surry.edu  
(336) 386-3408

Visit our website  
<http://www.surry.edu/grapes/>



## The Vineyard

The Surry Community College Vineyard is located adjacent to the main campus and serves as a working laboratory. It occupies four acres and contains over 15 different varieties of grapes (traditional European winegrapes, hybrids, and natives). Students maintain several ongoing demonstrations: trellis and training, floor management schemes and fertilizer and nutrition studies. Students learn ampelography (identification of varieties by leaf configuration), canopy management, grape maturity/harvest management and pest/disease management.

Students will continue to design and plant the vineyard. This provides students with "hands-on" experience in establishment, maintenance and management. Eventually, the vineyard will occupy approximately 5 acres and produce 20 tons of grapes. The vineyard is open to the public for informal and formal tours.



## The Winery

Unique in the Eastern United States, Surry Community College operates a bonded commercial winery. All activities of wine production: maturity assessment of the grapes, grape processing, winemaking and finishing, bottling, marketing and sales, are performed by students in the program. Wine production is about 1250 cases annually. The winery is equipped with modern, state of the art tools and equipment: stainless steel tanks, a high quality press and crusher, and all necessary pumps, filtration equipment and bottling line. Students who complete the program become familiar with all of the tools found in today's commercial wineries.

# Viticulture & Enology



**Surry Community College**  
630 South Main St.  
Dobson, NC 27017

# Welcome

Thank you for your interest in the Viticulture and Enology program at Surry Community College. In recent years, plantings of the European wine grape species, *Vitis vinifera*, have increased markedly, as has the number of wineries in the state. Wines grown and produced in North Carolina are receiving favorable notice from the media and from knowledgeable consumers.

Our program, with its "state of the art" vineyard and producing winery, is unique in the Eastern United States. Our students represent a diversity of age, education and experience, but have a strong common interest: grapes and wine, and the variety of opportunities within this growing industry in North Carolina.

## Programs

### Viticulture & Enology Technology Degree

- Associate in Applied Science Degree
- Prepares students for immediate employment or as owner-managers of their own business
- May allow students to transfer to a four year school

### Viticulture & Enology Technology Diploma

- Prepares students for initial employment in the vineyard and winery industry
- Diploma programs normally require one full year of full-time participation

### Viticulture & Enology Technology Certificate

- Students should qualify for employment in the vineyard and winery industry

## Viticulture & Enology Technology Degree

Fall Semester	Lecture/Lab/Credit	
ACA 111	College Student Success	1/0/1
ENG 111	Expository Writing	3/0/3
CIS 110	Introduction to Computers	2/2/3
VEN 135	Introduction to Viticulture	3/2/4
VEN 132	Wines of the World	1/2/2
VEN 139	Grape and Wine Science	4/2/5
<b>Semester Hours</b>		<b>14/8/18</b>

Spring Semester	Lecture/Lab/Credit	
MAT 115	Mathematical Models	2/2/3
ENG 114	Prof. Research/Reporting	3/0/3
VEN 133	Introduction to Winemaking	3/0/3
PSY 118	Interpersonal Psychology	3/0/3
VEN 138	Vineyard Establishment & Dev	3/0/3
SPA 120	Spanish for the Workplace	3/0/3
<b>Semester Hours</b>		<b>17/2/18</b>

Summer Semester	Lecture/Lab/Credit	
AGR	AGR Elective	3/0/3
COE 112	Co-op Work Experience <i>or</i>	0/20/2
VEN 285	Winery Operations <i>or</i>	3/2/4
VEN 287	Vineyard Operations	3/2/4
<b>Semester Hours</b>		<b>3or6/2or20/5or7</b>

Fall Semester	Lecture/Lab/Credit	
BUS 110	Introduction to Business	3/0/3
VEN 280	Wine Production	3/2/4
VEN 283	Wine Analysis	3/2/4
AGR 110	Agricultural Economics	3/0/3
	Social Science Elective	3/0/3
<b>Semester Hours</b>		<b>15/2or4/16or17</b>

Spring Semester	Lecture/Lab/Credit	
BUS 135	Principles of Supervision	3/0/3
VEN 284	Winery Design, Econ & Mgmt <i>or</i>	
VEN 238	Grape Pests, Diseases, Disorders	3/0/3
BUS 230	Small Business Management	3/0/3
VEN 286	Wine Marketing <i>or</i>	
AGR	AGR Elective	3/0/3
	Humanities Elective	3/0/3
<b>Semester Hours</b>		<b>15/0/15</b>

**Total Credit Hours** 72-75

## Viticulture & Enology Technology Diploma

Fall Semester	Lecture/Lab/Credit	
ACA 111	College Student Success	1/0/1
AGR 110	Agricultural Economics	3/0/3
CIS 110	Introduction to Computers	2/2/3
VEN 135	Introduction to Viticulture	3/2/4
VEN 132	Wines of the World	1/2/2
VEN 139	Grape and Wine Science	4/2/5
<b>Semester Hours</b>		<b>14/8/18</b>

Spring Semester	Lecture/Lab/Credit	
MAT 115 (or MAT 101)		2/2/3
BNG 102	Applied Communications II	3/0/3
VEN 133	Introduction to Winemaking	3/0/3
PSY 118	Interpersonal Psychology	3/0/3
VEN 138	Vineyard Estab & Development	3/0/3
SPA 120	Spanish for the Workplace	3/0/3
<b>Semester Hours</b>		<b>17/2/18</b>

Summer Semester	Lecture/Lab/Credit	
VEN 285	Winery Operations <i>or</i>	3/2/4
VEN 287	Vineyard Operations	
COE 112	Co-op Work Experience <i>or</i>	0/20/2
AGR Elective		3/0/3
<b>Semester Hours</b>		<b>3or6/2or20/6or7</b>
<b>Total Credit Hours</b>		<b>42/43</b>

## Viticulture & Enology Technology Certificate

Fall Semester	Lecture/Lab/Credit	
VEN 135	Introduction to Viticulture	3/2/4
VEN 132	Wines of the World	1/2/2
<b>Semester Hours</b>		<b>4/4/6</b>

Spring Semester	Lecture/Lab/Credit	
CIS 110	Introduction to Computers	2/2/3
VEN 138	V'yard Est & Development <i>or</i>	3/0/3
VEN 133	Intro to Winemaking	3/0/3
<b>Semester Hours</b>		<b>5/2/6</b>

Summer Semester	Lecture/Lab/Credit	
VEN 285	Winery Operations <i>or</i>	3/2/4
VEN 287	Vineyard Operations	
	Elective (or COE)	2/0/2
<b>Semester Hours</b>		<b>5/2/6</b>

**Total Credit Hours** 18



THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

## **Economic Development Proposal**

**North Carolina Center for Viticulture and Enology**

**Surry Community College Campus  
Dobson, North Carolina**

**Presented to**

**Marc Basnight  
President Pro Tempore  
North Carolina Senate**

**By**

**Dr. G. Frank Sells, President  
Surry Community College  
May 3, 2006**

NC Viticulture and Enology Center

**North Carolina... the next Napa  
Valley?**



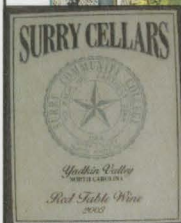
## NORTH CAROLINA WINE INDUSTRY

- The number of bonded wineries in North Carolina has grown from less than a dozen at the turn of the century to the mid 50's today.
- The state currently has a winery opening on the average of one per month with the expectation of ten more opening in 2006 and 20 more opening in 2007.
- North Carolina wineries produced and sold 600,000 gallons of wine in 2004 valued at \$34 million.
- North Carolina ranks 12th in the nation in wine production and 10th in grape production.
- The North Carolina wine industry support an estimated 855 jobs and had an economic impact of \$79 million in 2004.
- In 2004, vineyards in North Carolina produced an average of 3.8 tons of grapes per acre, producing a gross income of \$3,059 per acre.
- The North Carolina wine industry has the potential to be a \$1 billion dollar industry.

*(Statistics from Margo Knight, Executive Director of the North Carolina Wine and Grape Council)*

## Surry Community College... Grape and Wine Education in North Carolina

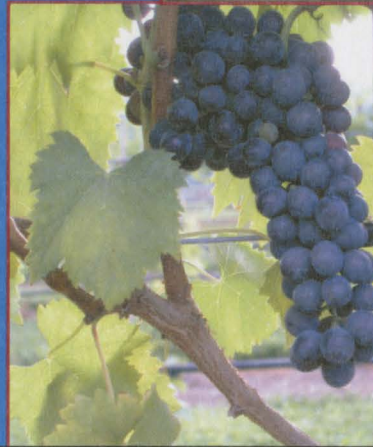
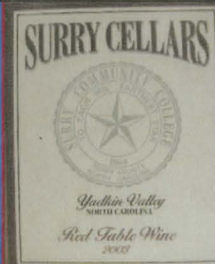
....Opportunity



Challenges...

## SCC Viticulture and Enology

- Curriculum
  - Degree, diploma, certificate
  - Viticulture courses
    - 4 acre vineyard
  - Enology courses
    - 2,500 gallon, bonded winery
  - Internet classes
  - Continuing Education



## “Bungee cord” plant positioning device...

planting Viognier vines at a student's vineyard (2005)







Mechanical Harvest

## Viticulture... a "hands-on" curriculum



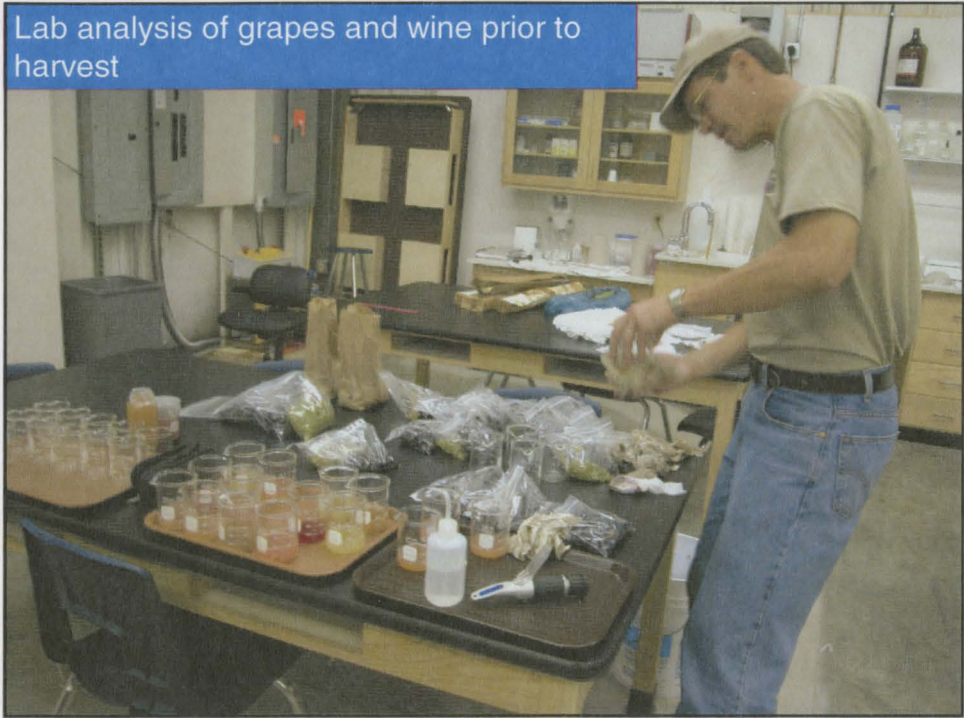
Tying high tensile wire



Assessing the canopy for sunlight penetration

NC Viticulture and Enology Center

Lab analysis of grapes and wine prior to harvest



The "other way" of unloading the grapes into the crusher de-stemmer...students learn both ways

## THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

Pumping the freshly crushed and de-stemmed grapes into a fermentation bin. Red grapes are pressed after they have fermented on the skins (to extract color and tannins). White grapes are crushed, de-stemmed and pressed then fermented off the skins



## SCC Viticulture and Enology

### ■ Continuing Education

- Speakers, Seminars
- Short Courses
- Events
- Entrepreneurship
- Applied research and "outreach" to the industry



Pest management with Dr. Andrew Landers of Cornell University



**THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY**

- According to Renee Wright in the April 2006 issue of *North Carolina* magazine: "Several of North Carolina's 1,600 "Century Farms" have become wineries." This list includes Flint Hill Vineyards and Stony Knoll Vineyards, both of which are located in the Yadkin Valley Region.
- High volume wineries such as Biltmore need more grapes. They bought 300,000 tons of grapes in 2005 and will spend \$2.5 million in California in 2006 – money they claim they would rather spend on North Carolina grapes.  
*(Jerry Douglas, Senior Vice President of Marketing and Sales for Biltmore Company)*
- Across the state, wineries are bonding together to form "wine trails" for tourists to follow. One of the recently formed groups is the Haw River Wine Trail.
- Other locations are pursuing AVA designation. A petition has been presented to the US Bureau of Alcohol, Tobacco and Taxes (ATT) for an AVA to include the counties of Alamance, Caswell, Chatham, Guilford, Orange, Person and Rockingham.

NC Viticulture and Enology Center



## THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

### COLLABORATION WITH SURRY COMMUNITY COLLEGE

- North Carolina State University
- Appalachian State University
- Collaborative course agreements and 1+1 programs with other community colleges

### STATE LEGISLATION

- The 2005 session of the North Carolina General Assembly was especially good for the wine industry, with a series of bills ratified that will make doing business easier for winemakers. Wine-related legislation passed last year:
- Allows winery employees to conduct wine tastings at other retail locations, festivals and events.
- Permits a college with a viticulture/enology program to hold wine tastings and sell the wine it makes.
- Clarified a law allowing wineries to act as their own wholesalers.
- Increases the amount of wine that can be commercially transported without a permit to conform with the amount of wine that can be purchased without a permit.
- Eliminates the application fee for a wine shipper's license for both in-state and out-of-state shippers, putting North Carolina wineries on an equal footing with those in other states.
- Transfers the N.C. Grape Growers Council from the Department of Agriculture to the Department of Commerce.
- Increases the cap on the quarterly distribution of excise taxes to the N.C. Grape Growers Council from \$350,000 to \$500,000. The Council is funded by excise taxes collected on wine sales.

NC Viticulture and Enology Center

## THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

- **Placing the North Carolina Wine and Grape Council under the North Carolina Department of Commerce provides for much broader tourism initiatives in our state, in our country and in foreign countries.**
- **Although the potential for economic impact from the wine industry product sales is large, the real economic impact comes from tourism.**
- **According to the North Carolina Winegrowers Association, an estimated \$4.35 in economic activity is generated from every dollar spent at state wineries.**
- **The new North Carolina Department of Transportation signs on interstates and other major roads have called attention to wineries, making them more easily located by tourists.**

NC Viticulture and Enology Center

THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

- **“In our state, recognition – or the lack thereof – is the biggest obstacle faced by North Carolina wines. Our challenge is the misconception that East Coast wines are inferior to West Coast wines.”**  
*- George Denka, President, Shelton Vineyards*
- **The North Carolina Center for Viticulture and Enology will be the stimulus needed to move this growing economic sector to center stage in the state’s economic revitalization; and will serve the state with the support system needed to assure that North Carolina is “recognized” as a major player in the world market for the wine industry.**

NC Viticulture and Enology Center

THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

## THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

- The Center will be located on the main campus of Surry Community College in the Town of Dobson – the geographic center of the Yadkin Valley Appellation.
- The Center will house a bonded winery with state-of-the-art equipment for high quality wine-making.
- The Center will serve as a teaching and demonstration winery and will be a vital component of the viticulture and enology certificate and degree programs at Surry Community College.
- The Center will operate with a wholesale license.
- As part of their education and training, students will grow, harvest and process grapes into wine. The wine will be bottled, labeled and made ready for market by students.
- The college’s five-acre vineyard is the laboratory for teaching skills for vineyard management.
- The Center will serve as a demonstration winery and will consist of classrooms, a resource library, a wine cellar with temperature control, instructors’ offices, and an auditorium which can host conventions, large seminars, trade shows and meetings for the wine industry for North Carolina, the nation and the international industry.

NC Viticulture and Enology Center

## LOCATION

- Located in what is currently the first and only AVA in North Carolina and in the area of the state that has the highest number of established wineries and attractions for tourists and others who want to learn about North Carolina wines and the wine industry.
- Accessible from Interstate 77 and Interstate 74, major pathways for north and south travel on the East Coast.
- The natural beauty of the area – the Blue Ridge Mountains, the Blue Ridge Parkway, Pilot Mountain and Hanging Rock State Parks, the Yadkin and New Rivers – makes this one of the nation's most scenic regions and a natural destination for tourists.
- The nearby city of Mount Airy, Andy Griffith's home town and the location of "Mayberry," enjoys a nation-wide recognition as a tourist destination.
- The Town of Elkin's Wine Festival is considered one of the best in the South, attracting both in- and out-of-state wine enthusiasts.
- Vineyards and wineries, economic engines in their own right, are magnets for tourists, which in turn leads to new commercial and retail development such as restaurants, hotels, bed and breakfasts and retail shops.
- The wineries in and around the location for the North Carolina Center for Viticulture and Enology have already led directly to the development of the The Village of Shelton Vineyards, a \$45 million complex of hotels, restaurants and shops responding directly to the needs of tourists.

# THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

## CAMPUS PLAN



### GOALS FOR THE PROJECT

- **New Main Entrance and Boulevard**
- **Building Oriented to Relate to Existing Campus**
- **Open Views of Building, Main Entrances and View of Campus from South Main**
- **Secondary Entrance Drive for Service and Drop-off Area**
- **Courtyard for Outdoor Events**
- **Central Lobby / Exhibit Space linking Theater and Teaching Winery**
- **Additional Parking and Pedestrian Access to Campus**

### OUR SITE



# THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

## SITE PLAN



# THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

## BUILDING SUMMARY

Cellar	3,600 SF
Lobby Level	42,100 SF
Balcony Level	19,300 SF
<b>Total</b>	<b>65,000 SF</b>

## TEACHING WINERY

### Support Spaces

Lobby / Meeting / Common	6,800
Conference	300
Barrel Storage	3,600
<b>Subtotal</b>	<b>10,700</b>

### Academic Spaces

Classrooms	4,800
Staff Offices	600
Library	1,000
Lab	600
Processing Area	3,000
<b>Subtotal</b>	<b>10,000</b>

## CONVENTION AND EXHIBITION CENTER

### Public Spaces

Lobby / Exhibit	7,200
Seminar	5,000
Support	7,450
<b>Subtotal</b>	<b>19,650</b>

### Auditorium

Meeting	10,000
Support	5,930
<b>Subtotal</b>	<b>15,930</b>

### Convention Support

Loading	2,690
Support	2,990
Service	3,040
<b>Subtotal</b>	<b>8,720</b>

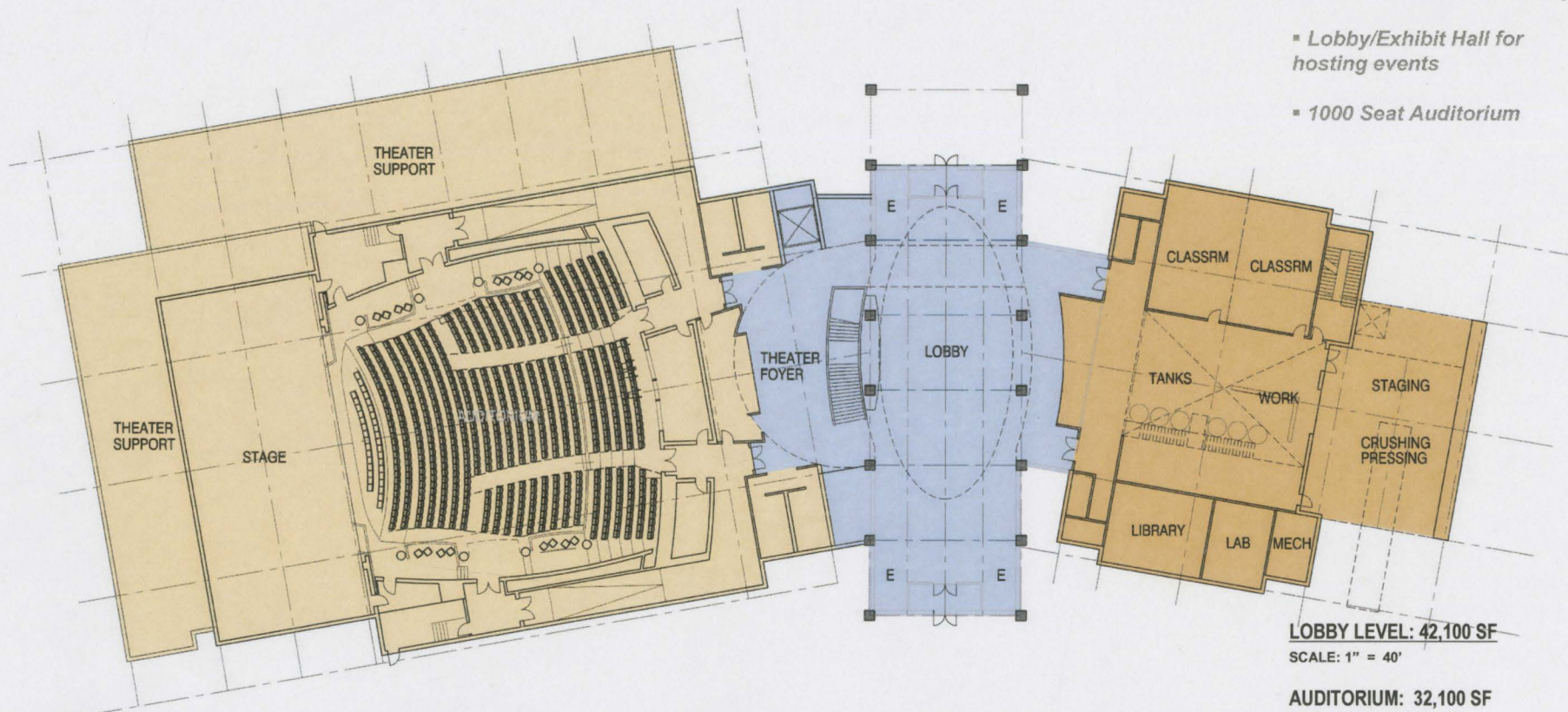


# THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

## FLOOR PLAN: LOBBY LEVEL



- 1st Level Teaching Winery w/View of Tanks from Lobby
- Lobby/Exhibit Hall for hosting events
- 1000 Seat Auditorium



**LOBBY LEVEL: 42,100 SF**  
SCALE: 1" = 40'

**AUDITORIUM: 32,100 SF**  
**TEACHING: 10,000 SF**

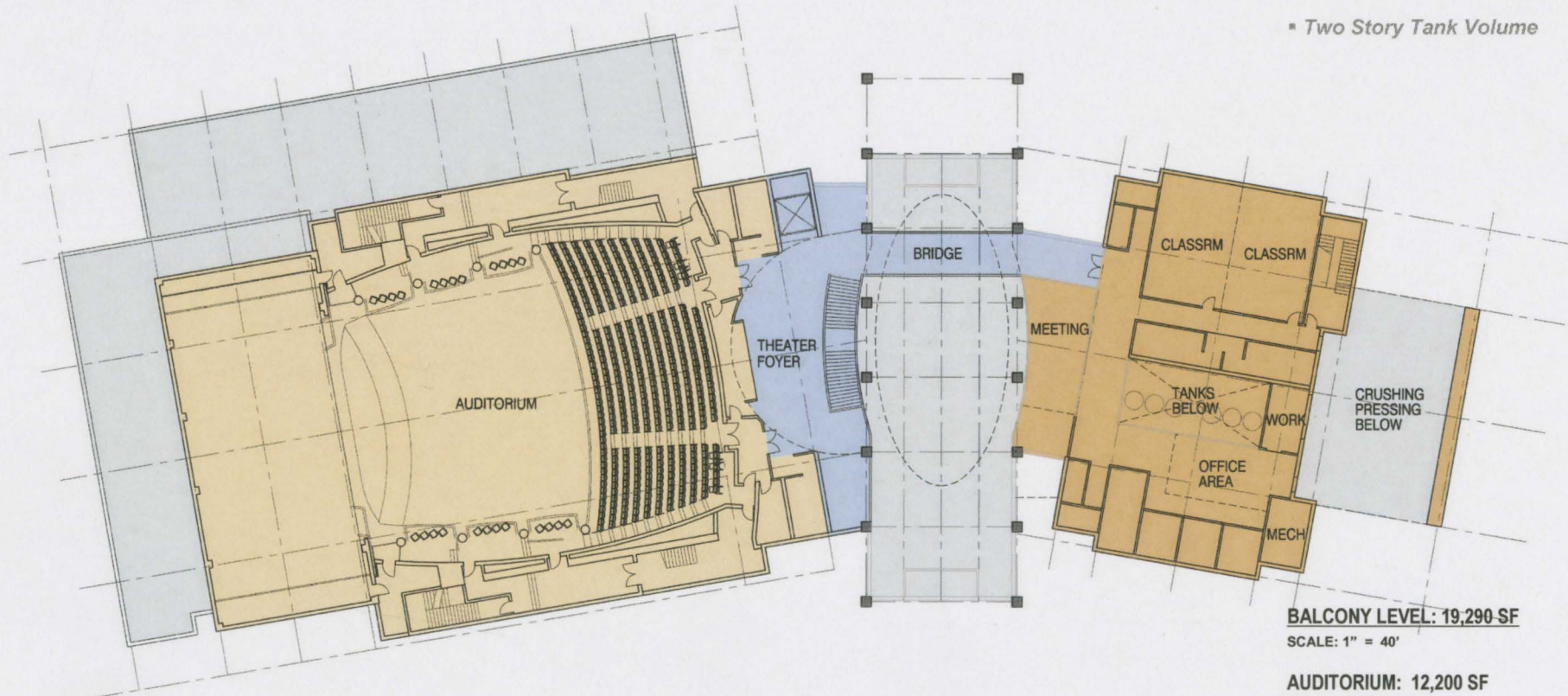


# THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

## FLOOR PLAN: BALCONY LEVEL



- *Classrooms on Second Level*
- *Two Story Tank Volume*



**BALCONY LEVEL: 19,290 SF**  
SCALE: 1" = 40'

**AUDITORIUM: 12,200 SF**  
**TEACHING: 7,100 SF**



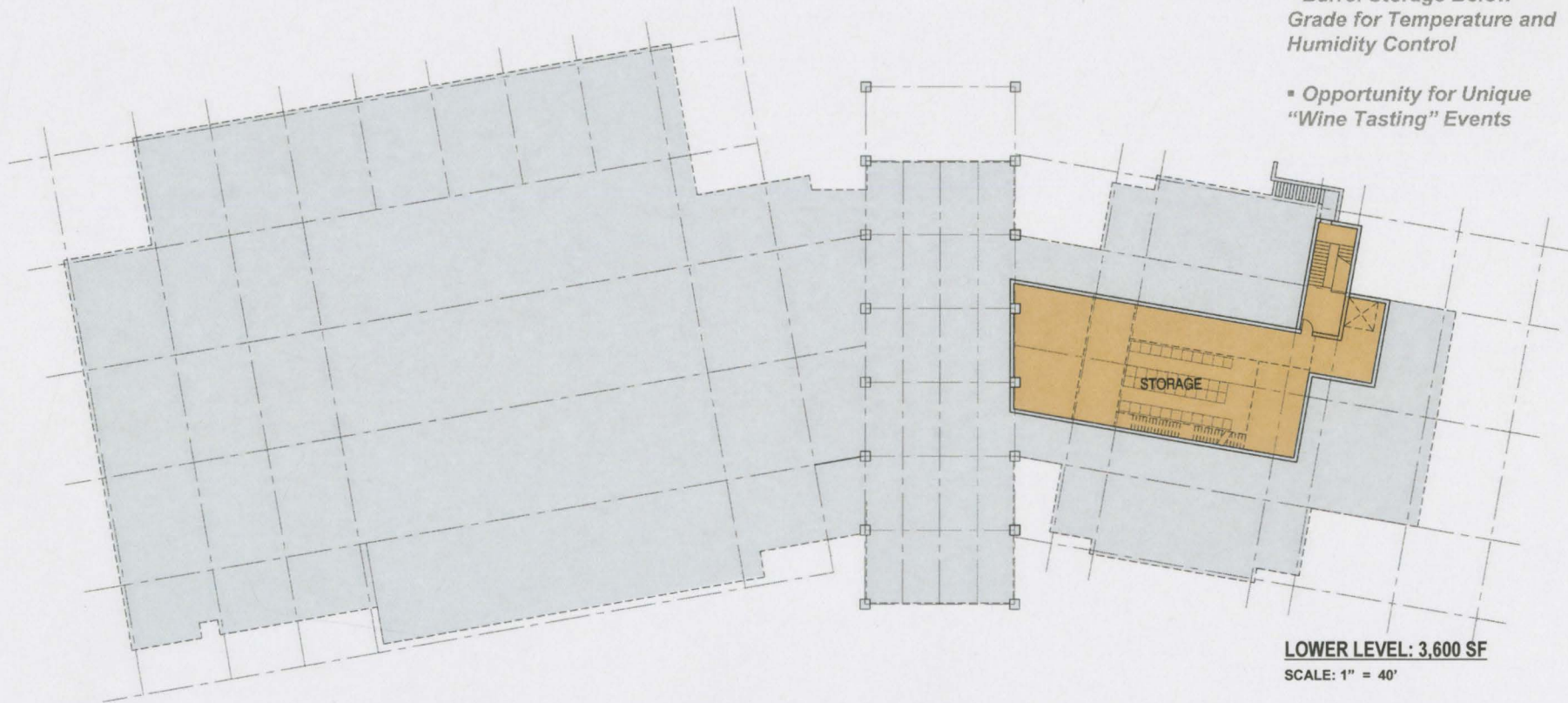
# THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

## FLOOR PLAN: LOWER LEVEL



- *Barrel Storage Below Grade for Temperature and Humidity Control*

- *Opportunity for Unique "Wine Tasting" Events*



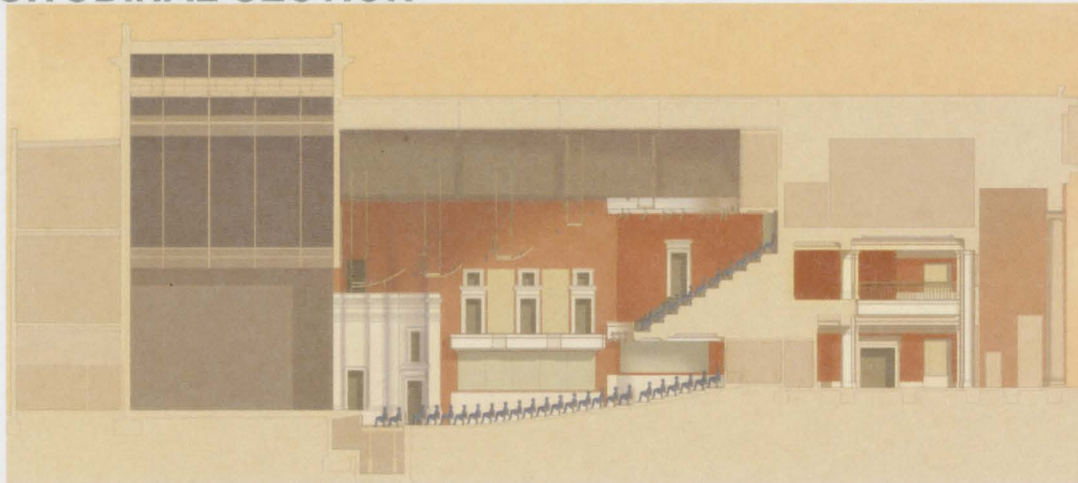
**LOWER LEVEL: 3,600 SF**

SCALE: 1" = 40'



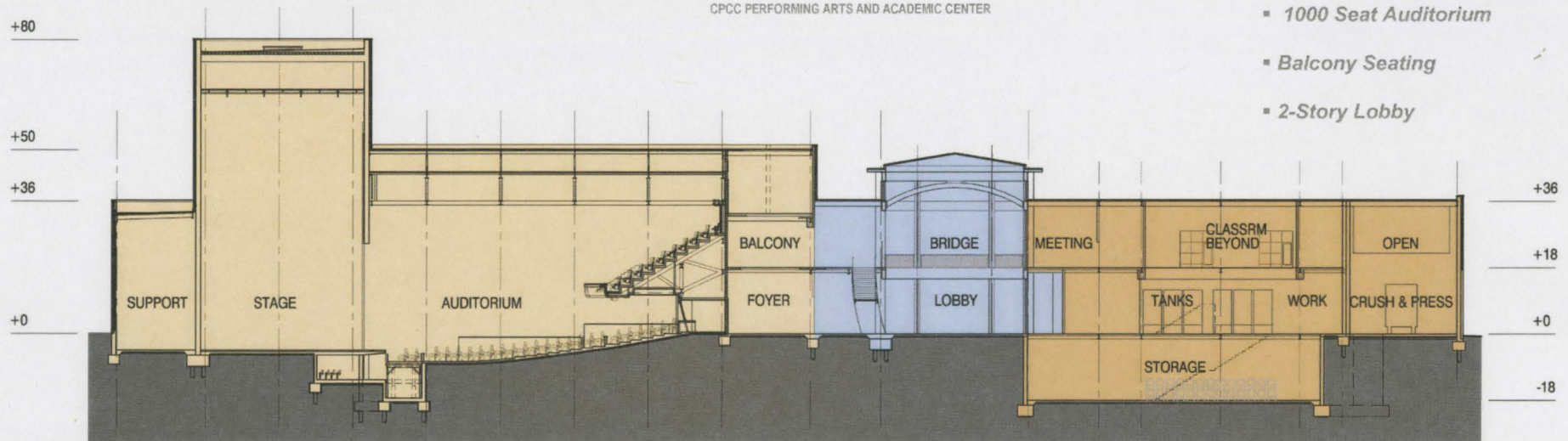
# THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

## LONGITUDINAL SECTION



CPCC PERFORMING ARTS AND ACADEMIC CENTER

- 1000 Seat Auditorium
- Balcony Seating
- 2-Story Lobby



**BUILDING SECTION**

SCALE: 1" = 40'



# THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

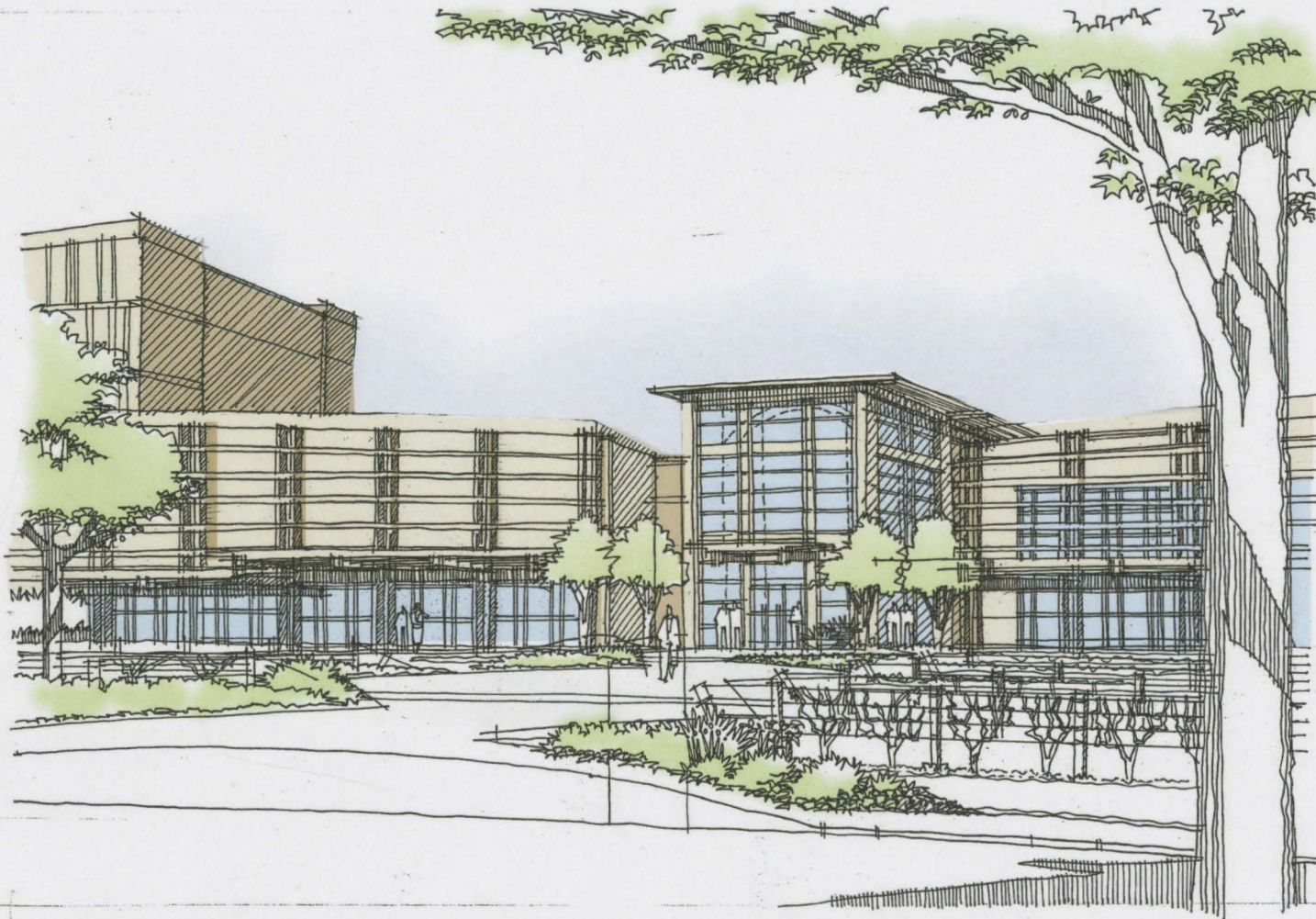
## VIGNETTE: LOBBY VIEW



- Exposed Structure in Lobby Indicative of Trellis
- “Barrel” Vault Ceiling Feature with Translucent Roof Above
- Event Room Seating of Approximately 200 People
- “Outdoor Room” with Natural Lighting

# THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

## VIGNETTE: VIEW FROM CAMPUS



- Lobby Space is Focal Point of Building Massing
- Horizontal Banding
- Vertical Accents

# THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

## PROPOSAL

### The NC Center for Viticulture & Enology

#### Tentative Cost Estimate of Project

General Contract	\$ 13,000,000
Designers Fees	780,000
Contingency	520,000
Other Fees (e.g., soil, special inspection & testing, etc.)	125,000
Initial Equipment	325,000
Owner's Expense (e.g. surveying, IT network, etc.)	250,000
<b>Total</b>	<b><u><u>\$ 15,000,000</u></u></b>

#### Projected Source of Funds

State "Planning" Appropriation FY 05-06	\$ 325,000	
2000 Bond Funds	3,000,000	
Private Contributions	4,175,000	
Subtotal		\$ 7,500,000
State Appropriation FY 06-07		7,500,000
<b>Total</b>		<b><u><u>\$ 15,000,000</u></u></b>



THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY

- **Although the North Carolina Wine Industry is still in its infancy, it is ready for significant growth and recognition worldwide.**
- **The proposed North Carolina Center for Viticulture and Enology is about contributing to that growth – it's about Economic Development in North Carolina.**

NC Viticulture and Enology Center

THE NORTH CAROLINA CENTER FOR VITICULTURE AND ENOLOGY



NC Viticulture and Enology Center

**COMPREHENSIVE  
EDUCATION FOR TODAY'S  
TECHNICAL WORLD**

- \*Basic Skills
- \*Communication Skills
- \*Problem Solving Skills
- \*Specialized Technical Skills in 34 Programs
- \*State-of-the art equipment
- \*Emphasis on use of computers

Computer Certifications available through SCC :

*Microsoft Certified Professional  
Microsoft Certified Systems Engineer  
Novell Certified Network Associate  
Novell Certified Network Engineer  
Cisco Certified Network Associate  
CompTia A+ certification  
CompTia Net+ certification*

**FLEXIBLE SCHEDULING**

- \*Day, Evening & Weekend Classes
- \*Internet Courses

**STUDENT SERVICES**

- \*Advising
- \*Career counseling
- \*Tutoring
- \*Job Referral.

**AFFORDABLE TUITION & FEES**

\*Financial Aid available to students who qualify for grants, loans, scholarships, or student employment.

\*No tuition charge for curriculum courses for students who are currently enrolled in a high school and are at least 16 years of age.



**To find out more about  
Surry Community College  
visit these campuses in  
person or by telephone**

**~Main Campus** at  
630 S. Main Street  
Dobson, NC 27017  
(336) 386-8121

**~Mt. Airy Center** at  
1249 N. South Street  
Mt. Airy, NC 27030  
(336) 789-0063

**~Yadkin County Center** at  
River Road  
Boonville, NC 27011  
(336) 367-7562

**~Make an on-line visit** at  
[www.surry.edu](http://www.surry.edu)



**SURRY COMMUNITY COLLEGE**  
*To Each His Farthest Star*

**Start Here . . .  
Go Anywhere!**



**Education that WORKS**

**SURRY COMMUNITY COLLEGE**  
630 South Main Street  
Dobson, NC

**(336) 386-8121**

[www.surry.edu](http://www.surry.edu)



## Building Futures, Strengthening the Workforce . . . one student at a time

### Building Futures *through . . .*

**Basic Skills Program**— High School Completion, Adult Basic Education, English for Speakers of Other Languages, Family Literacy

**Occupational Extension Courses**— designed to prepare individuals for an occupation/career through licensing and certification courses and to enhance skills of workers in their current employment situation. Some of these courses include law enforcement, certified nursing assistant, real estate, teacher assistant, emergency medical technician, pharmacy technician, computer science, HVAC, electrical contractor, general contractor, plumbing.

**College Transfer Program**— two years of study for students interested in transferring to a four-year college or university to pursue a Bachelor's degree

**Career Technologies**— one to two years of study designed to equip students with technical skills for immediate employment in business, industry, government, health care, agriculture, social services or to become owners/managers of their own businesses.

Accounting  
Advertising & Graphic Design  
Agribusiness  
Air Conditioning, Heating & Refrigeration  
Autobody Repair  
Automotive Systems  
Business Administration  
Business Adm.: Electronic Commerce  
Computer-Assisted Drafting  
Computer Engineering  
Computer Programming  
Construction Technology: Carpentry  
Cosmetology  
Criminal Justice

Early Childhood Associate  
Early Childhood: Teacher Associate  
Electrical/Electronics  
Electronics Engineering  
General Occupational  
Horticulture  
Industrial Systems  
Information Systems  
Information Syst.: Networking  
Administration & Support  
Livestock & Poultry  
LPN Refresher  
Machining  
Mechanical Drafting  
Medical Assisting

Medical Office Administration  
Nursing: Associate Degree Nursing (ADN)  
Nursing: Associate Degree Nursing  
(Evening Option) for LPNs Only  
Nursing: General Occupational  
Nursing: Practical Nursing (LPN)  
Occupational Therapy Assistant  
Office Systems  
Paralegal  
Physical Therapy Assistant  
Practical Nursing  
Real Estate Appraisal  
Viticulture & Enology  
Welding

**Community Service and Self-Supporting Programs** – courses designed to meet the personal growth, recreational, and enrichment needs of adult students. Courses include painting, photography, sewing, cake decorating, basket weaving, upholstery, golf, aquatic exercise, floral design, and many others.

**Cooperative Education (Co-op)** – an academic program designed to give qualified students an opportunity to combine theory learned in the classroom with paid work experience. Co-op awards academic credit toward graduation for part-time or full-time work experience that is closely related to the student's field of study and/or career goals.



### Strengthening the Workforce *through . . .*

**Human Resource Development Program**— instruction and training designed to prepare unemployed and underemployed individuals for the job market and/or additional education. Topics covered include self-image development, goal setting, decision making, stress management, and job search and job retention skills.

**Small Business Center**— a resource center offering free or low-cost services designed to increase the success rate of start-up or existing small businesses.

**Focused Industrial Training Program (FIT)**— a special training program for North Carolina's traditional industries designed to provide customized training to upgrade workers' skills because of technological or process advances.

**New and Expanding Industry Program**— a partnership between the college and any company that creates at least 12 new production jobs in our service area designed to train workers for the new jobs.

**Emergency Services Training Center**— a comprehensive training facility for fire, rescue, and emergency services personnel, law enforcement personnel, and industrial employees which includes a driving range, live fire simulators, a structural burn building, and rescue simulators.





**SURRY COMMUNITY COLLEGE**

## **Viticulture/Enology Upcoming Events**

Open to the Public—No Pre-registration Required

**Thursday, March 30, 2006, 6:00 p.m. A-121, Teaching Auditorium ,SCC  
“Modern Fungicides’ Achilles Heel: Fungicide Resistance”  
Presented by Dr. Anton Baudoin**

Dr. Baudoin is an associate professor in the Department of Plant Pathology, Physiology and Weed Science at Virginia Tech in Blacksburg, with a major teaching appointment. He was born in the Netherlands, and earned his M.Sc. degree at the Agricultural University at Wageningen, the Netherlands, and his Ph.D. degree at the University of California, Riverside, before joining Virginia Tech in 1981. He teaches undergraduate and graduate courses in Pest Management; Plant Pathology; and Biology. Dr. Baudoin has carried out research in several areas, including weed pathogens for biological control, and management of grape diseases, most recently with a focus on fungicide resistance in grape downy and powdery mildew.

Surry Community College Phenology Study 2003 to present  
Presented by Mike Leonardelli

Vineyard performance (and consequently profitability) is dependent on climate/site characteristics and variety choice. Students enrolled in SCC’s viticulture and enology program maintain a phenological study (ongoing since 2003) of 16 Yadkin Valley vineyard sites. Date of budbreak, flowering, veraison, and harvest is recorded for the 10 most prevalent varieties in the study. Temperature, relative humidity (all sites), leaf wetness and rainfall (selected sites) data is being collected from the study sites. Grape composition (SS, TA, pH, total yields) at harvest is recorded at selected sites.

The objective of this preliminary, observational study is to document trends in general grapevine performance and note correlations between climate/site characteristics and phenological growth stages. Selected trends and correlations will be the subject of future investigation.

This project received support from the Golden LEAF Foundation.



**SURRY COMMUNITY COLLEGE**

# **Viticulture/Enology Upcoming Events**

**Open to the Public—No Pre-registration Required**

**“Vineyard and Winery Economics”  
Presented by Dr. Gerald B. White  
Cornell University**

**Thursday, April 6, 2006, 6:30 p.m. A-121, Teaching Auditorium ,SCC**

Dr. White is a professor in the Department of Applied Economics and Management at Cornell University. His program emphasizes economic analyses of fruit, vegetable, and greenhouse production systems and the economic outlook for the fruit, grape and wine sectors. Economics of the grape and wine sector and business management of vineyards and wineries have been continuing areas of interest. He serves as Department Extension Leader for the Department of Applied Economics and Management.

Dr. White's international experience involves working with Central European universities and research institutes to develop their capacity for economic training and education during the period of accession of the formerly socialist countries to the European Union. He has been appointed International Professor of Applied Economics and Management.

Dr. White was raised on a small dairy farm near Statesville, North Carolina. He graduated from North Carolina State University and served as an Army officer from 1962 to 1966, including a NATO assignment in Greece. He was employed as an extension agent for the Virginia Cooperative Extension Service from 1966 to 1973, working first in dairy, livestock, and crops management and later as an area farm management specialist. He received a M. S. degree from Virginia Tech in 1973 and a Ph. D. degree in agricultural economics from Penn State in 1978.

## **Reminder**

**“Modern Fungicides’ Achilles Heel: Fungicide Resistance”**

**Dr. Anton Baudoin, Virginia Tech  
Thursday, March 30, 2006 6:00 p.m.  
SCC Campus, A-121 Teaching Auditorium**

This project received support from the Golden LEAF Foundation.

**SURRY COMMUNITY COLLEGE                      WINE RELEASE FORM**

To ensure accurate records and to fulfill our responsibilities to various authorizing agencies (federal, state) the following information and signatures are required prior to release of any Surry Community College wine for purposes beneficial to the college or community:

Signature of responsible person (receiving or requesting wine)

\_\_\_\_\_

Signature of responsible person's division chair, dean or supervisor:

\_\_\_\_\_

Signature of enology instructor (Molly Kelly) or viticulture instructor (Gill Giese):

\_\_\_\_\_

Amount of wine (number of bottles or cases) requested and released:

\_\_\_\_\_

Type/variatal and vintage of requested and released wine: \_\_\_\_\_

Date wine is received by responsible party: \_\_\_\_\_

I will copy this form to my division chair and dean.

Gill Giese