



Croad Vineyards & Winery

Written by Steve Felten

Martin and Patti Croad purchased their lovely 38-acre property in the Willow Creek district in January 2004, a few days after the December 2003 earthquake. Mainly undeveloped, the previous owner lived in a trailer and had planted several acres of Zinfandel, which was untended and extremely distressed when the Croads took over.



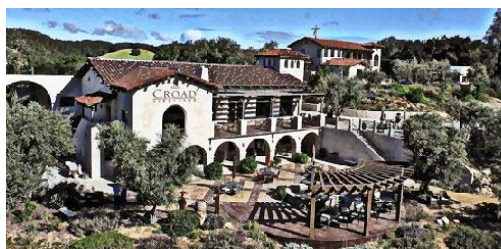
Without any intention of getting into the wine business, the Croads made friends with local growers, and began to rehabilitate the vineyard. Their first two-ton crop of Zin, made at Hank Donatoni's facility, was rated 90 points by Robert Parker, and they caught the winemaking bug! They started planting in 2005 and there are now 20 acres of Zinfandel, Grenache, Syrah, Mourvedre and Petite Sirah.



The winery was built in 2007. The Croad's award winning wines are fruity and intense, with all of their estate grapes dry-farmed and low-yielding, and they source Sauvignon Blanc and Cabernet Sauvignon from nearby Templeton Gap vineyards.

Martin continues to run an electrical contracting business in Bakersfield, and commutes there several days each week. Patti works in the tasting room and office, and oversees the Bed and Breakfast, which opened in 2012. The Inn at Croad Vineyards attracts visitors from all over the world. They both work hands-on in the winery, producing 2,500 cases, including single varietals of their estate fruit along with three GSM blends, all named with Maori terms from their original New Zealand home.

With a minimalist winemaking philosophy, they prefer to let the vineyard express itself, augmenting flavors with spicy French and Hungarian oak, and allowing three years of barrel age to achieve soft, structured tannins. They have no plans to expand (as if they are not busy enough!) and really enjoy the Paso Robles lifestyle.



BOARD OF DIRECTORS 2014

Ken Bray—President

805-459-6075 bray@kobravineyard.com

Lowell Zelinski—Vice President & Seminars

805-434-3331 lowell@precisionaginc.com

Ken Bray —Membership

Steve Felten - Winery Outreach Chair

805-712-1082 winesage@feltencellars.com

Bob Fonarow—Treasurer

805-227-4424 bobfonarow@att.net

Serena Friedman—Winery Outreach

818-266-9977 Foursistersranch@gmail.com

Social—Rotating

Michelle Hido—Special Events

310-795-7263 michellehido@gmail.com

Joe Irick—Associate Membership & Winery Outreach

805-237-2309 Joe.irick@yahoo.com

Lara Liu—Secretary & Seminars

805-400-8099 larawilsonliu@gmail.com

Angela Mitchell— Reciprocal Membership Coordinator

805-239-8555 angela@mitchella.com

Sharen Rund Bloechl—Newsletter

805-462-3489 usaindustries@pacbell.net

Mike Collins—Historian

805-462-0171

MARKETING – AR & Co, LLC.

Angela Robinson 805-239-4443

Website Angela Robinson

Web Master – AR & Co. PR & Marketing

angela@arandcompany.com

President Emeritus – Richard Sauret

2016 IGGPRA CALENDAR

All dates/seminars are subject to change.
Contact ANY board member to offer your suggestions for upcoming seminars!

Feb	Italian	TBA 6-9 pm
Apr	Mexican	TBA 6-9 pm
Jun	BBQ	TBA
Aug	BBQ	TBA
Oct	BBQ	TBA
Dec	Christmas Social	TBA

Planned Seminars for 2016:

Seminars will be held every other month except for October and December.

Look for more exciting Seminars in the months to come:

>



March 15-16, 2016



Happy New Year

January 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2016

	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	23	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20 Social?
21	22	23	24	25	26	27
28	29					

President's Message



Hello Friends and fellow Growers,

Since last we talked your IGGPRA has been busy spreading the word about the association's value to its membership through our November seminar, Pioneer Day participation, Sustainable Ag Expo and setting plans for activities in early 2016. We have already planned another Farm & Vineyard Trading Day for late January, a pruning seminar in mid January and participation in WiVi in March. We look forward to building activities that bring value to the Association particularly now while the vineyard is sleeping.

We ended the year with our annual Christmas/Holiday Social at the Mission San Miguel featuring catering by Cahoots and a spectacular prime rib with all the fixings, music by *Highway 41* and a special raffle of items donated by our valued Associates. It was a small but happy group of revelers

I had the honor of announcing that the election of Directors to fill positions on the IGGPRA Board will take place in February, 2016. Five Director positions are up for contention and Angela Mitchell, the Nominating Committee Chair, has collected a fabulous slate of candidates. Bios of candidates were distributed at the social and will be on the IGGPRA website for you to review. I implore you to study the candidates and their bios so that you can cast your votes for the most capable. They will, after all, be working for you. Ballots will be mailed to members of record by January 20, 2016.

As we wrap up 2015 it is gratifying that we have turned the corner as membership showed significant improvement and that is the clearest indication that we are doing important things right. In the past week or so you will have received your 2016 renewal notice that once again reflects no increase in basic grower dues, a strong reflection that membership in IGGPRA is an outstanding value. To keep our membership growing, thereby continuing to offer valuable programs, you may receive a postcard that is phase I of our new membership development program. Pass the card along to a neighboring grower so that they too can be part of the Paso Robles community of growers.

Finally, I want to thank the members, directors and volunteers that made 2015 a successful year. We are indeed fortunate to live in a community of growers that care deeply for the land, the resources and each other.

Happy holidays,

Ken Bray, IGGPRA President

Sustainable Ag Expo

December 16, 2015

Written by [Michelle Hido](#)

IGGPRA's booth at the Sustainable Ag Expo was well attended. Various board members worked the booth both days of the expo (November 14 and 15th). The Vineyard Team put together a great event and the presentations were very informative. We look forward to the next one as well as welcoming the new members and associates who we met at the Expo.

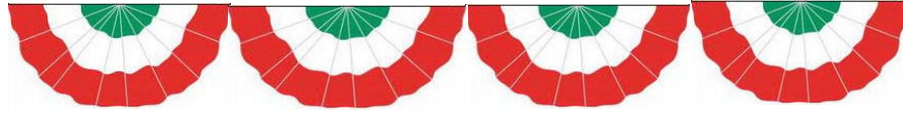


Social Chair-

We ended the year with our annual Christmas/Holiday Social at the Mission San Miguel featuring catering by Cahoots and a spectacular prime rib with all the fixings, music by *Highway 41* and a special raffle of items donated by our valued Associates. It was a small but happy group of revelers.

Looking forward to the February 'Italian Night' Social—more on this





It's Italian Night for the February Social

Date: Saturday, February , 2016 TBA

Time: 6 to 9 pm

Place: TBA

IGGPRA provides Appetizers and Salad

Members bring by last name

A-D: Dessert

E-Z: Your Favorite Italian Dish

Bring table set-ups, wine glasses and wine to share.

Call Doris Bray at (805) 461-1391 or email Doris

at doris@kobravineyard.com or **RSVP** on **IGGPRA's** handy **online**
RSVP form.



Associates Report

Monday, December 14th

Call to all IGGPRA Associates !!

We have 3 great events coming in the next couple months that could greatly benefit our Associate Members exposure to our growers AND other wine grape growers in the County:

1. 2016 Directory Ads — The IGGPRA Directory for 2016 is coming and it's a great opportunity to not only give you great Ad opportunities, but also be a part of the BEST Wine Association Directory in California. Check the website for details/
2. Annual Pruning Seminar on January 20– For our Associate Members with products for pruning, this will be an opportunity to talk about your tools for effective, cost saving, pruning of our vineyards. Call Joe Irick if you want details on how to participate
3. First Central Coast Pruning Competition planned for mid February. Napa and Sonoma have been doing this for many years and it is time for the Central Coast to honor our grape vine pruning experts with a competition and awards that recognize field workers in our County. These competitions are immensely successful in Napa/Sonoma. We plan to enlist all of the local press in this event. Please contact Joe Irick if you want to help us sponsor the event.

Best Regards
Joe Irick

joe.irick@yahoo.com

408981 7099



Message to Grape Growers

December 10, 2015

The past four years of drought and the large amounts of poor quality water has had a devastating impact on some of the older vineyards. I am seeing some now that will not come back, others with normal rainfall and not only for one year may take a couple years to recover. With the increase cost of labor and chemical etc. and now the water issue and the possibility of a very expensive water district. This is not a recipe for the survival of a grape grower.

The winery's and growers need to have a better understanding of each other's needs; growers will not survive with the current prices for wine grapes. An example at 3000 dollars per ton the wine in a bottle is 4.30, glass, corks, capsules, labels and wood for aging 3.50 = 7.80 per bottle and then sold for fifteen to eighty dollars a bottle and some even more.

This may vary some from winery to winery.

Some years back when Paso Robles was the Almond capital of the world and was all dry farmed, and when the valley started planting Almond growers here could not survive with their low price and production so as a result weather than continue to lose money they let the orchard die. If this were to happen to Paso Robles grape industry and wine tasters coming to the area and see vineyards abandoned it will not be pleasant sight. The economic impact to the area no doubt would be questionable.

This is something no one wants to see so the margins need to be considered.



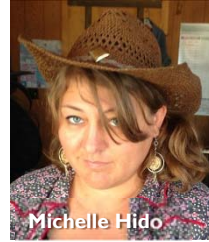
Richard Sauret
IGGPRA President Emeritus

Michelle Hido—Special Events Chair

Vine/Farm Swap Meet

December 16, 2015

Written by [Michelle Hido](#)



Michelle Hido

IGGPRA is putting on another Swap Meet this January!

June's swap meet went well and we hope that January's does even better. Any items related to wine, grapes or farming are welcome. Because we can use Tractor Supply's parking lot again, sellers can pull their trucks into their spots and just open their tail gates. Of course those who would like to set up tables or pop up tents are welcome to. Please help us get the word out! Thank you

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Seller Set Up: 7:30am-8:00am
Admission: 8:00am-2:00pm

Seller spots available: 10'x20' space \$25.00
(IGGPRA members pay \$20.00)

Reserve your spot today: 805-461-1391



**If it has to do with farming or wine
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Robles, CA

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Rippers, Diggers, Drag
Harrows, Machinery, Tools,
Bins, Barrels, Tanks, Racks,

Crush Equipment, Pumps, Bottling Equipment, Sorting Tables, End Posts, Labelers, T-Posts, Irrigation parts and supplies, Harvest Equipment, Trellis Wire, Netting, Hand Tools, Engines & Parts, etc.



**IGGPRA- INDEPENDENT
GRAPE GROWERS PASO
ROBLES AREA**

www.pasorobleswinegrapes.com

MEMBERSHIP MESSAGE

We have started work on the 2016 IGGPRA directory! We're making several improvements to make this an even better tool and resource.

Please check your current information, both in the book and online to help us ensure that we have the current and correct listing for you.

How would you like to have a picture of your vineyard on the cover of IGGPRA's 2016 Directory. Between now and February 1, 2016, we will be accepting photographs of a members vineyard for the Directory cover. Vineyard name and date will appear on the "Table of Contents" page. So snap a photo of your vineyard featuring an activity pruning, thinning, netting, spraying, harvesting or a time of year or whatever. Be creative. Send your photos to Sharen at usaindustries@pacbell.net

Your
Picture



IGGPRA NEEDS YOU!

2016-2017 Open Board and Committee Positions

The current Board of Directors would like to announce that there will be openings for the IGGPRA Board of Directors and several open committee positions will be available for the 2016-2017 year. If you are interested in participating or would like more information about what the responsibilities are please contact communications@arandcompany.com. Members are encouraged to get involved. IGGPRA needs your participation and talents to remain a vital organization.

Welcome
New Members:

GOLD

Agajanian Vineyards and Wine Company

Gary Agajanian, Kamee Knutson and Jeff DeLaguerra

10174 Highway 41
Madera, CA 93636
559-355-3531

jeff@agajanian.com

gary@agajanian.com

Kamee@agajanian.com

www.agajanian.com

Thomas D. Waylett, Attorney at Law

Thomas Waylett

1229 Vine St
Paso Robles, CA 93446
805-238-9444

tom@waylettlaw.com

www.waylettlaw.com

Stephen Hovey Accountancy Corporation

Stephen Hovey

2465 12th St
Paso Robles, CA 93446
805-239-3005

steve@shoveycpa.com

SILVER

Oak View Properties

Scott Mathews

Templeton, CA 93465

805-878-3023

scott@oakviewproperties.net

www.oakviewproperties.net

Buttonwillow Warehouse Co

Chris and Eric Browning, Greg

Heredia

2203 Wisteria Ln

Paso Robles, CA 93446

805-459-4622

www.techag.com

DiBuduo & DeFendis Insurance

Field Gibson

655 Oak Ln

Paso Robles, CA 93446

805-239-2308

fieldgibson@tcsn.net

www.fieldgibson.com

FRIEND

IGGPRA NEEDS YOU!

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Slate of Nominees for IGGPRA Board of Directors Term: 2016 – 2018

Serena Friedman (Incumbent)

San Miguel, CA

Grower: Four Sisters Ranch

In 1990, Serena started Oak Creek Vineyard off of Hwy 46 East. Later she started and planted Four Sisters Ranch Vineyard in San Miguel. Just recently, she began bottling wine under her own brand. She is presently using sustainable farming practices to produce high quality grapes for fine premium wines. Her background as an M.D. has made her aware of the health benefits of wine and she actively promotes this on her Wine Blog. She believes IGGPRA is a wonderful organization helping fellow growers and truly believes she can be of benefit to the Association if elected to the Board.

Joe Irick (Incumbent)

Paso Robles, CA,

Grower: Irick Vineyard, Grandvin

In 2004, my wife and I moved to Paso Robles and planted a vineyard of Malbec and Petite Sirah on our property. We also established a wine label and DBA, call Rising Moon Vineyards. I have spent the last 3 terms on the Board, currently Chair the Associate Members Committee and sit on the Seminar, Winery Outreach and Directory Committee's. For the past two years, I have focused much of my attention to the Associate Members (we now have 72) and the value they bring to our grower Members and Organization. Associates, through their Directory Ads, help defray half the cost of the Directory, which is now recognized as one of the best Grower Association Directories in California.

I would like to serve another term on the Board to not only continue my committee involvement, but also help IGGPRA achieve its grower education goals. It's a great organization, great people and potential for considerable growth in the Central Coast

Lowell Zelinski (Incumbent)

Paso Robles, CA 93446

Associate: Precision Ag Consulting

Current owner of Precision Ag., Inc. which provides vineyard management, viticultural technical services and sells and services soil moisture monitoring equipment. Dr. Zelinski has worked the Ag industry for 30 years and provides research consulting services for large corporations. He has a Doctorate Degree from U.C. Davis and his background in agriculture is very extensive.

Marilyn Curry

Paso Robles, CA

Associate Member: Kinman & Curry

My name is Marilyn Curry. I am a partner in the Paso Robles business law firm of Kinman & Curry. I have been a member of IGGPRA since my husband and I moved to Paso over 14 years ago. I served on the IGGPRA Board of Directors for four years from 2005 through 2009. During that time, I acted a Board Secretary and revised the organization's By-Laws. From 2003 through 2015 my husband and I owned a small winery, Bear Cave Cellars, which wine we still bring with us to IGGPRA functions. I am interested in the issues faced by the small growers and wineries in the North County and believe I can make a significant contribution to IGGPRA.

Field Gibson

Paso Robles, CA

Associate Member – DiBuduo & DeFendis Insurance

I am a Business Insurance Broker and Risk Manager with DiBuduo & DeFendis Insurance for the past 19 years. I combine over 38 years of experience in the insurance business with DiBuduo and DeFendis' resources of being one of the largest insurance brokers in the country. Our agency writes coverage with over 200 different insurance companies and has access to numerous insurance markets worldwide, and yet has no allegiance to one insurance carrier. We can offer access to insurance markets, services, and support far beyond most of our competitors. *(cont page 14)*

Slate of Nominees for IGGPRA Board of Directors Term: 2016 – 2018

Field Gibson (cont from page 13)

Paso Robles, CA Associate Member – DiBuduo & DeFendis Insurance

Names of the organizations, clubs, or associations I belong to:

- President - Paso Robles School Board;
- V.P. (and Founding Member) – Paso Robles Youth Sports Council;
- Board Member – Kayla Peach Foundation;
- Board Member – Stronger Futures Foundation
- Member of Paso Robles Chamber of Commerce
- Member of Atascadero Chamber of Commerce
- Member Paso Robles Main Street Association
- Member of IGGPRA.

Additional and Previous Board Experience:

- Boys & Girls Club
- Numerous State Officer positions with Jaycees (Jr. Chamber) over a 14 year career
- Past President of Paso Robles Youth Football
- Past Vice President of Paso Robles Athletic Boosters

Professional Designations I Hold:

- Certified Insurance Counselor (CIC); Chartered Life Underwriter (CLU); Certified Risk Manager (CRM)

I believe I can help the IGGPRA and at the same time be a bridge to our local school district, particularly in the area of our Agricultural Pathway.

Chris Raders

Paso Robles, CA Associate Member: Ted Hamm Insurance

Hello, my name is Chris Raders and I am insurance agent with Ted Hamm Insurance in Paso Robles. That is usually a great way to turn off a conversation at a social gathering so my wife and I introduce ourselves as wine drinkers which is absolutely true! My wife Lisa and I have enjoyed discovering wines and visiting vineyards and wineries for over two decades – it is an added bonus that I get to work and serve my clients in the industry at the same time. From a business stand point I am passionate about providing proper coverage for my clients. I am very concerned that the insurance coverage be accurate first and then I shop the markets for the best package. I meet new clients strictly by referral and my best testimonials come from the people that I work for and serve. Lisa and I have been attending the IGGPRA social gatherings for the last 18 months and we have enjoyed meeting other IGGPRA members. About six months ago I responded to a request for volunteers to help with the organization and was assigned to Lowell Zelinski and the bi monthly seminars. I help out Lowell and in exchange I get to ask him tons of questions. I am fascinated by grapes and I use every opportunity at IGGPRA to learn more about them. The organization is the perfect blend of social and education!

Here is a little more information about me. I have served in several board positions for several chamber of commerce in Washington State. I am a member of Kiwanis and have served in several board positions with Kiwanis in the past. I volunteer and donate to the Boys & Girls Club and I volunteer as an advisor with our Paso Robles High School Key Club. Lisa and I are passionate about contemporary jazz and travel to many concerts on the west coast. We enjoy wine and have a small but growing wine collection. Hmmm, is it a coincidence that we are in a community with more than 200 wineries?
(cont page 15)

Slate of Nominees for IGGPRA Board of Directors Term: 2016 – 2018
(cont from page 14)

Marty Self

Paso Robles, CA Grower: Self Family Vineyards
Spouse: Karen
Current Situation: Retired
Previous Experience: President of Santa Ana Based Manufacturing Co. 1989 - 2003
Education: Stock and Commodity Broker 1980-1989
B.S. Economics Cal Poly SLO 1974-1979
Organizations: Cal Poly Extension Oenology and Viticulture Program
Ducks Unlimited (Treasurer Santa Ana Chapter)
Newport Beach Rugby Club (President)
Giving Children Hope (Board of Directors)
National Ski Patrol (Snow Summit)
Awards: Mustang Rugby Founders Club Inductee
Activities: Skiing, Fishing, Hunting

Jim Wortner

Creston, CA Grower: Golden Pheasant Farm & Vineyards
We just finished planting 8 acres of Cabernet Sauvignon vines earlier this year south of Creston. I retired at the end of 2014 to become a "Gentleman Farmer." I would be interested in participating in the IGGPRA organization in any level capacity, here are some of my transferable skills include...

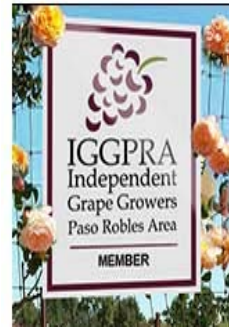
- 34 years in the pharmaceutical/biotechnology industry including sales, marketing, product commercialization, business development and strategic business planning/execution. Yes, I was a corporate slave for 34 years however, some of these business skills might be able to help IGGPRA.
- I have experience on various Home Owner Association boards having held many different positions including secretary, treasurer and president roles. Getting a diverse set of HOA members and board members to agree on anything is not an easy task, however I was able to do this and gain alignment. Some of this smaller organization interpersonal and negotiation experience might be helpful to IGGPRA.
My educational background is biochemistry - cell and molecular biology. Therefore my 34 years in the pharma/biotech industry. I can be dangerous with the science, but have a unique ability to take the science and "dummy it down" into practical applications. This may help with discussions or topics of interest at IGGPRA.

I believe I could add value to the Independent Grape Growers of Paso Robles Association.



NEW IGGPRA Membership Signs – \$35 per sign – reserve your new sign today!

IGGPRA is pleased to announce that the new Membership Signs are now available for purchase! This new design is more impactful, registers the IGGPRA name instantly and carries the logo that appears on our Website, newsletter and various mailings. The new sign is the essence of impactful simplicity. For those of you who are married to the old design please consider that “pretty” doesn’t necessarily equate to successful communication and at normal highway speeds it is difficult to determine just what the sign represents. **To purchase a new Membership Sign, contact IGGPRA President Ken Bray by emailing bray@kobravineyard.com or calling (805) 459-6075.**



San Luis Obispo County Supervisors

- District 1 Frank Mecham fmecham@co.slo.ca.us
 805-781-5450
 F: 805-781-1350
- District 2 Bruce Gibson bgibson@co.slo.ca.us
 805-781-5450
 F: 805-781-1350
- District 3 Adam Hill ahill@co.slo.ca.us
 805-791-5450
 F: 805-781-1350
- District 4 Lynn Compton lcompton@co.slo.ca.us
 805-781-5450
 F: 805-781-1350
- District 5 Debbie Arnold darnold@co.slo.ca.us
 805-781-5450
 F: 805-781-1350

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Lee & Associates Real Estate Specialists

Bob Fonarow
1625 Leah Way, Paso Robles
93446 805-227-4424

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Vic Butera would like to find someone to take over managing his vineyard [cabernet sauvignon] and his fruit trees [golden delicious apples, pears and pomegranates—for more information call Vic at 805-467-9732

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THOMAS D. WAYLETT
ATTORNEY AT LAW
1229 VINE STREET, PASO ROBLES CA 93446
805-238-9444

IGGPRA Mission Statement

The Independent Grape Growers of the Paso Robles Area promote the growing of high quality wine grapes through education, networking and farming resources.

Our Core Beliefs

Promote sustainable agriculture, respect for our natural resources and the production of high quality wine grapes through grower education and cooperative interaction.

Provide a forum for the review of issues affecting wine grape farmers and the wine industry, as well as afford networking opportunities to grower members and associates.

Facilitate and encourage ongoing education and skills in the development of Viticulture throughout the Central Coast, via information sharing, fundraisers, seminars and other related activities.

Act as ambassadors for the overall success of the Central Coast Wine Industry, through collaboration with complimentary grower and wine associations, along with Civic and Government Offices.

“Great wines start in the vineyard”

NEWSLETTER NOTE:

- In regards to your Newsletter being emailed to you in pdf format, please note that if you do not have an email address, you will continue to receive you newsletter in this format.
- Article, insert, etc. submission deadlines/cutoff: 1 week after each Social.

CAVEAT: Articles presented in this newsletter should not be construed as a recommendation by the author, IGGPRA Editor, or IGGPRA; but rather as a source of information!

Hi IGGPRA Members!!

Remember—PayPal is available on the IGGPRA website.



Check it out at our [website's homepage](#)

Let's Cook

Variations on a theme

Almost everyone I know loves Artichoke Dip! Here's the basic recipe, then suggestions of what do you do if you don't have artichokes

Preheat oven to 350 F.

Using the basic Artichoke Dip recipe

- 1 cup Parmesan cheese, freshly grated can be a mix of cheeses, e.g., Monterey jack, Colby, etc
- 1 cup mayonnaise
- 4 large cloves garlic, smashed, peeled, and finely minced [to taste]
- 1 can artichoke hearts drained & chopped

Make your mix



Here you can either do the Artichoke version using chopped artichoke hearts or leave out the artichokes and make up what ever you want to put in, chopped chicken or sausage or chopped shrimp, chopped poblano peppers, chopped spinach, onions – or don't add anything beyond the cheese, mayo, garlic and cheese. One day I had leftover corned beef & sauerkraut, use your imagination—several years back I won a cooking contest using chopped black olives instead of the artichokes.

- Once the mix is ready, either bake it for 30 mins & serve.
- Or slice up a baguette, spread some mix on each piece, put on a cookie sheet & bake 10 mins



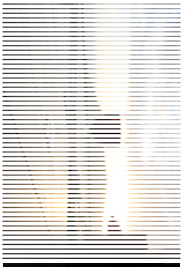
- Or, On a flat surface, lay out a line of won ton wrappers Add 1 teaspoon of filling to the middle, then draw up opposite corners to meet and form a package
- Drop each into a mini-muffin tin drawing the sides up an pinch to make a 'flower'. Bake 10 minutes
- Lay out flour tortillas and put a big scoop of mix on each tortilla & spread it out over 1/2 the tortilla, then carefully start rolling from the filling end jelly roll style to the end – this will 'push' the filling forward so there's mix all over inside Then cut each rolled tortilla in half, bring them side-by-side and start slicing of '1/4-to-1/2" slices – should yield about 10 slices per roll Place slices in a min-muffin tin or side by side-by-side so the loose edges touch [so they don't unwind during cooking] Bake at 350 for 10 minutes



Enjoy!



% Sharen Rund Bloechl
PO BOX 2288
Atascadero, CA 93423



www.pasorobleswinegrapes.com
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