

August 2017



The Trellis Wire

Welcome to the Sierra Wine and Grape Growers Association

Here in our monthly newsletter, we keep our members up to date on SWGGA activity, and provide links to our [website](#), where you can read more.

Next Meeting

Home Winemaking Competition Awards Ceremony and Wine Tasting

Thursday August 17, 7:00 pm, [Ponderosa Hall, Fairgrounds](#)

Join the Sierra Wine and Grape Growers for a wine tasting and awards ceremony. All wine competition entrants and the general public are welcome. Bring one or more glasses to taste the wines entered in this year's competition. Monetary awards to the Fair winners will be

presented.

Prize award winners are asked to bring additional bottles of their winning wines so everyone can taste. Entrants will still pick up their ribbons and display bottles at the Fairgrounds on the Monday following the close of the Fair.

Sierra Moonshine is Now Sierra Moonshine Homebrew and Winemaking Supply, Under New Ownership

From the President:

Our longtime venerable little fermentation supply shop has a new steward, fellow SWGGA member and winemaker John Lyon. Please support Nevada County's winemaking supply shop while it grows into the shop we've all been hoping for.

Here's a full report.

John Lyon and his wife Linda Foreman joined SWGGA in 2013 after relocating to South County property five years ago. John participated in the 2014 SWGGA zinfandel project. He was eager to pursue the chemistry lab analysis aspects of winemaking, and to apply his M.S. in organic chemistry. He and Linda were featured in the Member Spotlight of the February 2016 Trellis Wire. That article discusses how John set up his wine testing lab in the corner of their laundry room, and quickly outgrew (or was kicked out of) the laundry room area. In 2015, Sierra Moonshine owners Anthony Schoensee and Justin Coyle agreed to allow John to set up his lab in the back corner of their shop. Since that time, John has been offering a small menu of wine testing services to local home and commercial winemakers. Later that year he began working as a part-time employee in the shop, helping customers with fermentation supplies and equipment, and learning some of the ropes of running a retail shop.

As it turns out, Sierra Moonshine co-owner Justin Coyle has a degree in woodworking (well-known College of the Redwoods program), and decided to

take a position as woodworking shop teacher at Nevada Union High School starting fall 2016. With all the demands put on new teachers these days, he found it necessary to pull out of the partnership with Anthony Schoensee.

Anthony carried the torch solo with employee's help, but just recently in June of this year approached John Lyon about the possibilities of turning Sierra Moonshine ownership over to him.

Linda has decades of corporate business experience, but it didn't take that for her to quickly realize the advantage of supporting John in this new venture. Dreams of a carboy-free laundry room overwhelmed her with joy! A business and purchase plan was cobbled together, and John took over the shop on July 1. The first thing he did was to add "Winemaking Supply" to the registered business name.

John's main goal with the shop is to offer a full palette of winemaking supplies and equipment, while maintaining the beer-brewing supply capabilities the shop is so well-known for. He has been working hard and spending \$\$\$ this last month to get the shop prepared for winemaking season this year. While more is planned for next year, there's a good bit added to the shop already. John has been busy soliciting input from SWGGA members, and from former Sierra Moonshine owners Michael ("Mek") and Virginia Andreasen.

"I'm proud of my 2017 wine yeast offering," says John. "I've expanded our Lalvin (Lallemand) selection to 15 strains, including SWGGA favorites D21, D80, D254, RP15, VRB, R2, 58W3 and Uvaferm 43. I am stocking White Labs liquid yeast WLP 727 Steinberg-Geisenheim. There's some excellent SWGGA-member-recommended picks for SWGGA's upcoming Riesling project." John is maintaining the old standby Red Star wine yeast lineup (5 strains). Of course, backing up the yeast selection is a range of fermentation nutrients and other adjuncts.

Of course John engaged his passion for fine wine testing equipment and supplies. He has a very wide range of hydrometers, and lab glassware including burets, pipettes, flasks, beakers, graduated cylinders. He offers a carefully-selected pH meter and refractometer. Sodium hydroxide solution and pH buffers continue to be offered, as well as a range of other chemical solutions.

Sierra Moonshine Homebrew and Winemaking Supply is located at 12535 Loma Rica Drive and is open 7 days a week, Monday - Saturday 10 - 6, and Sundays 12:15 - 4 pm. These summer hours will continue until the last grape is picked and fermented. Don't hesitate to call anytime 274-9227. The website www.sierramoonshine.com has only minimal information at this time, and is being rebuilt from the ground up.

John realizes that that "Complete Purchase" button on your screen is very tempting, but hopes you will call or visit to see if he can fill your 2017 vintage needs at competitive prices. He will continue to honor the long-standing 10% SWGGA discount.

Last Meeting: The Annual Picnic

From the President:

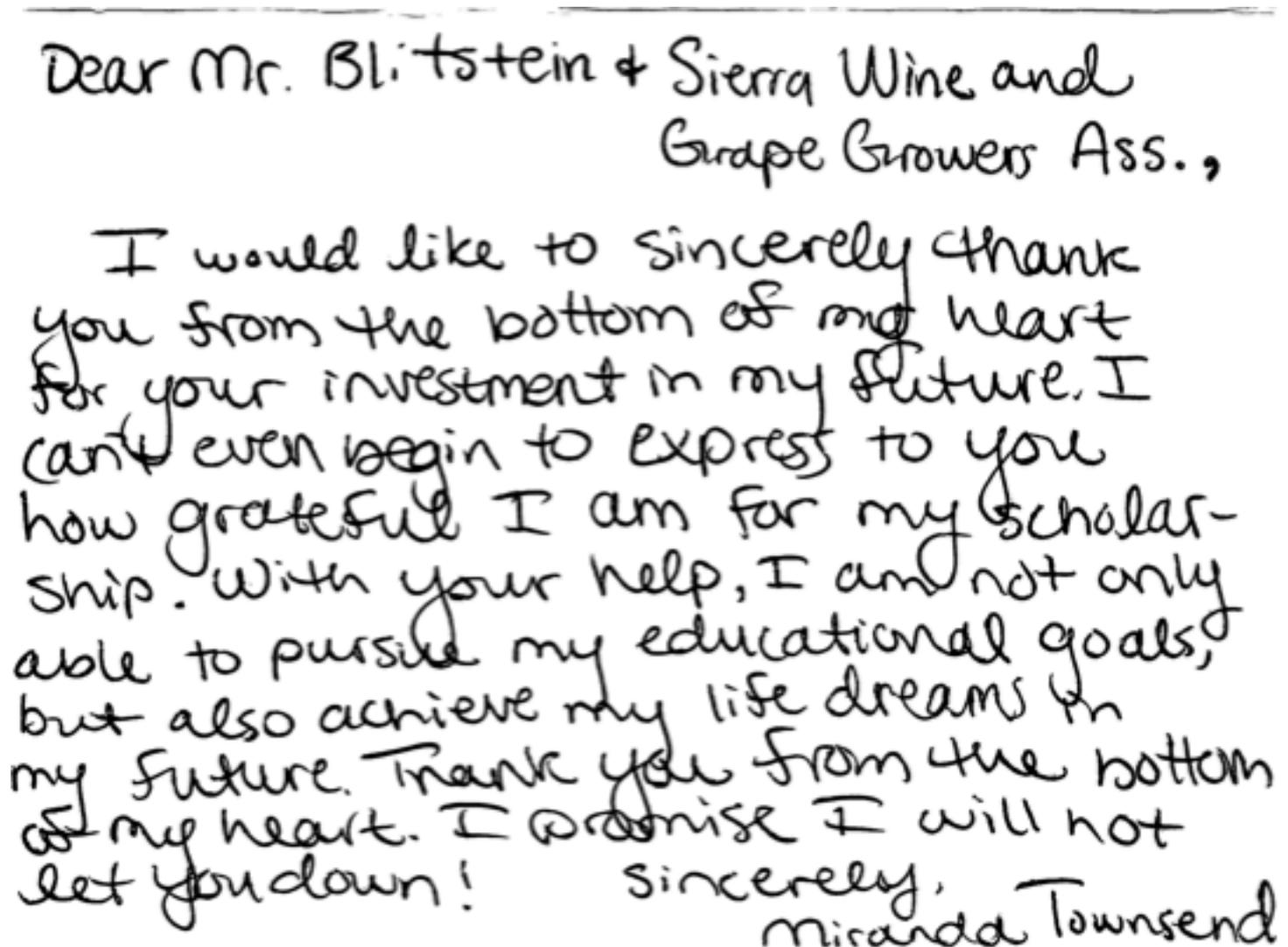
The annual picnic, held July 22 at the Sierra Knolls Winery, was enjoyed by about 60 members. While we couldn't control the heat, everything else went remarkably well, at least once the power came back around 5 PM. Those who arrived later may not be aware that the power to the kitchen area failed around 4:30, leading to some anxious moments. This did not faze our unflappable social director Bob Tonnie and his wife Donna Alarie, who assisted by John Lyon, rallied to produce a wonderful meal. Our scholarship winner, Miranda Townsend, attended with her parents, and we enjoyed meeting them. Close to a thousand dollars was raised for the scholarship fund by our raffle, our silent auction, and the general auction of the gift basket graciously donated by our hosts, Brenda and Steve Taylor of Sierra Knolls.

This event would not have been possible without the support of our many volunteers. Many thanks to David and Marilyn Blitstein, for running the scholarship raffle, Grace Zimmerman and Hope Bostic, for staffing the welcome desk, Diane Houston for helping everywhere, Jim Garrett for setting up the PA system, Dan Carrick for announcing the raffle winners and Dave Elliott for organizing the silent auction. If you're not on this list, please volunteer for the next picnic. We can't stage events like this without member support.

Finally, a special thanks to Brenda and Steve Taylor for allowing us to use their beautiful winery.

If you have pictures of the picnic you wish to share, please forward them to the Communications Coordinator.

If you want to see some photos, click on our [website](#).



Dear Mr. Blitstein & Sierra Wine and
Grape Growers Ass.,

I would like to sincerely thank
you from the bottom of my heart
for your investment in my future. I
can't even begin to express to you
how grateful I am for my scholar-
ship. With your help, I am not only
able to pursue my educational goals,
but also achieve my life dreams in
my future. Thank you from the bottom
of my heart. I promise I will not
let you down!

Sincerely,
Miranda Townsend

A lovely thank you note from our scholarship winner, Miranda Townsend.

Recap of Board Meeting

From the President:

This is a recap of the July 27 Board meeting.

We received a solicitation from WineMaker magazine to run an ad for the magazine in our newsletter in return for receiving half of the \$28 annual cost for each subscription it receives from the ad. A number of Board members already receive the magazine and consider it helpful. The Board approved placing the ad. If you are interested in getting the magazine, go to our [website](#) and scroll down to the ad at the bottom of the Home Page.

The treasurer reported that we subsidized the picnic to the tune of about \$300. We now have \$1600 in the general fund. We added \$940 to the scholarship fund from the raffle and auction, for a total of \$2033.

The outreach coordinator reported on \$232 of sales of SWGGA swag at the picnic.

The communications coordinator reported that some people have reported they are not getting SWGGA communications. Sometimes, that has been traced to spam filters. The best way to ensure smooth communication is to sign up on our website to have posts pushed to you. We will also try increasing the number of email blasts.

There was a lengthy review of the recently held picnic and a discussion about next year's picnic. Some of the topics discussed included changing the date to try to avoid the heat, holding the picnic at a member's home and having some part of the meal be pot luck. If you have any thoughts or suggestions about next year's picnic, please let [me](#) know.

SWGGA Swag available at monthly meetings

Shirts, hats, glasses and aprons are available for order.

The Outreach Coordinator, Dave Blitstein handles sales. Get in touch with Dave if you want to place an order or have questions: dbeffx@aol.com.

To view photos, click [here](#),

Commercial Member Highlights

Check out our Commercial Members

[Besemer Cellars](#)

[Clavey Vineyards](#)

[Coufos Cellars](#)

[Double Oak Vineyard and Winery](#)

[Gray Pine Vineyard and Winery](#)

[Lucero Vineyard and Winery](#)

[Solune Winegrowers](#)

[Sierra Moonshine](#)

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