



RESEARCH
OENOVATION
COLLECTIVE

*The **R**esearch **O**enovation **C**ollective*

Independent Thinking

Collective Actions

Making a Difference

Applied Research Serving the Wine Industry

THE **ROC**





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What IS The ROC?

- **The ROC** is a Non-Profit Mutual Benefit Corporation which is supported by Sponsor donations, Membership dues and Volunteer resources.
- **The ROC** is an Applied Research Platform where resources are recruited and trials are coordinated by an impartial group of Wine Industry technical experts.
- **The ROC** is Member driven yet Industry Expert guided.



Why ROC?

- Technology driven industries rely on R&D for Innovation and Growth
- R&D - Research and Development
 - R&D and A&D - Research & Discovery and Application & Development
- Wine Industry Scale and Economic Limitations
 - Who provides these functions?
- All major winegrowing regions have Applied Research Initiatives
 - EU, AUS-NZ, RSA, SA, JAP



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What Makes The ROC Roll?

- **ROC Mission Statement**

The non-profit Research Oenovation Collective (ROC) leads the advancement of practical winemaking by providing a collaborative platform for applied research and innovation.

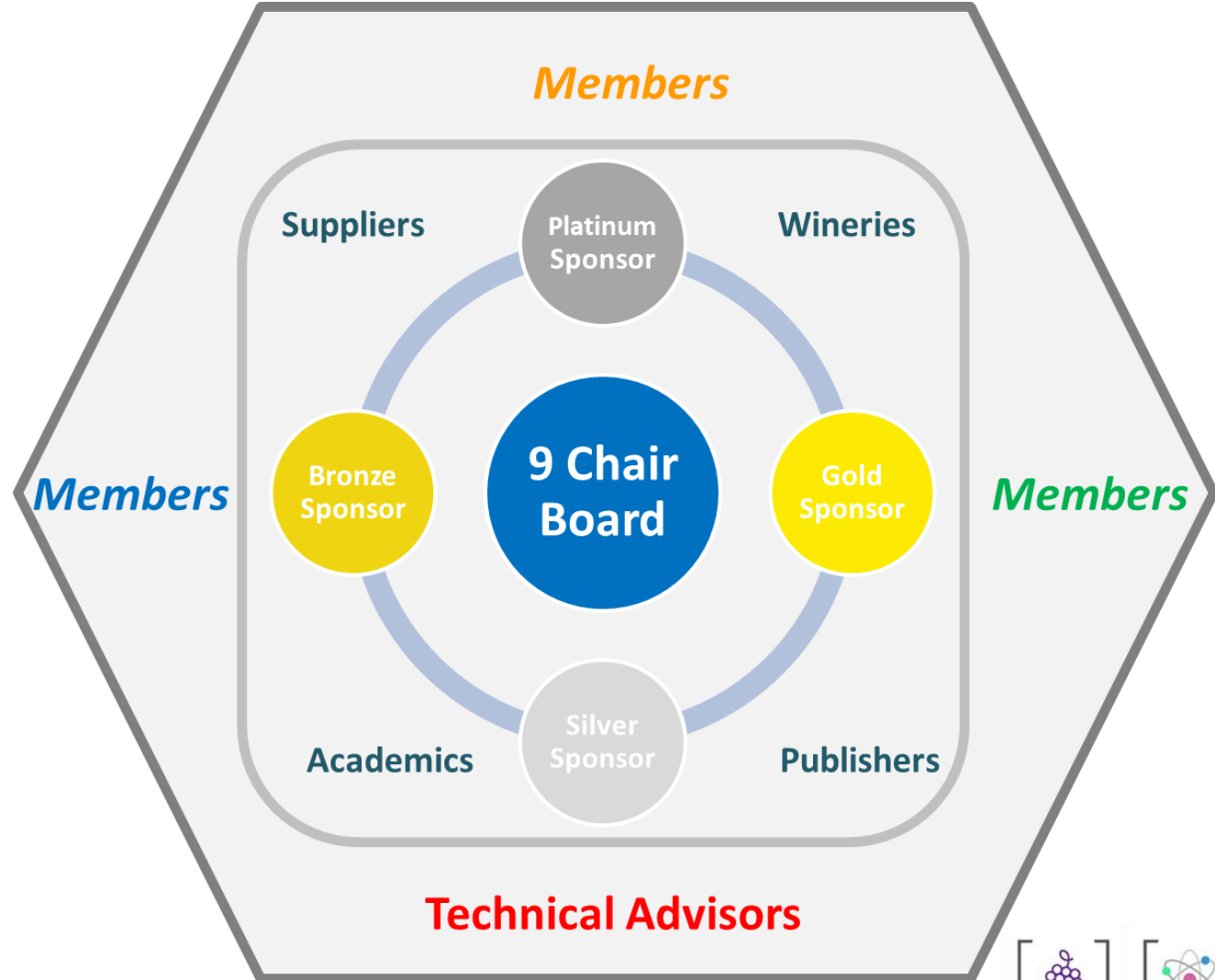
- **ROC Vision Statement**

The ROC delivers continuous improvement through interdisciplinary applied research linking scientific discovery to winemaking innovation.



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Organizational Structure





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Who's On Board?

ROC Technical Advisory Committee

The ROC Board of Directors

9 Directors

1 CEO - Chair

2 Founders Seats

6 Industry Segment Seats



Larry Brooks - Winemaker

Rich DeScenzo - Microbiologist

Stephanie Edge - Winemaker

Mark Greenspan - Viticulture

Eric Herve - Chemist

Rick Jones - Process Development

Steve Price - Phenolics, Viticulture

Peter Salamone - CEO ROC

Bruce Zoecklein - Professor Emeritus



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Regional Growth Strategy

• Six Regional Organizations for 2019

- CA - Central Coast
- CA - Napa Valley
- CA - Sonoma County
- WA - Walla Walla
- OR - Willamette
- VA - Northern Virginia

- Regional Coordinator
- Regional Meetings





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Scope and Focus

- ROC Project Scope
 - Wine **aesthetic** - driving wine style
 - Process **efficiency** - increasing yields, reducing costs
 - Integrating **sustainable** practices
- Looking to the Future - Viticulture, Packaging
- 3 I's
 - **Introduction** - new process applications
 - **Improvement** - modifying existing practices
 - **Iterations** - gaining statistically relevant results





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Organizational Activities

- Regional and Cooperative Trial opportunities
- Communications
 - Annual **ROC Symposium**
 - Industry Symposia, **Conferences** and Trade Shows
 - Regional ROC **Meetings**
 - **Publication** of Trial Results
 - Seminars, **Webinars**, Tutorials, **Blogs**
 - **Social Media**, Linked-In, Instagram, Facebook, Twitter





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Membership Benefits

- Be a **Leader** at the forefront of applied technical innovation through support of an industry wide organization which brings lasting benefits.
 - Regularly scheduled **regional ROC meetings** with a member driven agenda.
 - Opportunity to discuss wine industry issues in a **collective common setting**.
 - Create **innovation synergy** by collaboration within a **critical mass organization**.
- Access to experienced wine **industry technical experts** and connections with a global knowledge base.
 - Opportunity to **communicate** your results through industry leading seminars and conferences.



Sponsorship Benefits

- Be a **Leader** at the forefront of applied technical innovation through support of an industry wide organization which brings lasting benefits.
 - Your **Brand exposure** on the ROC website, webinars and at ROC events.
 - Opportunity to **address ROC members** at regional meetings and learn specific concerns.
 - Create **innovation synergy** by collaboration within a **critical mass organization**.
 - Network with experienced global wine **industry technical experts** and connections.
 - Opportunity to **communicate** your results through industry leading seminars and conferences.



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How Do I Get Involved?

- www.rocwine.org
- psalamone@rocwine.org
- (707) 799-9463 (WINE)



- **Sponsorship**, **Membership** and **Volunteer** opportunities are available.



THE
ROC

