



# CALIFORNIA OLIVE OIL COUNCIL

Annual Member Meeting • Monterey Hyatt Regency • April 1-2, 2016

**Friday**  
**April 1, 2016**

**Welcome Reception & Trade Show Kick-Off**  
Monterey Hyatt Regency Conference Center

## Educational Seminars

**1:00-1:50 pm**

**A. Small Producers Panel: Effective Practices & Economics for Small-Scale Production**

Yannis Toutountzis (Moderator), Pamela Marvel, Milagros Castro, Pat Calvert

**B. Social Media: Optimize Your Message**

Dewey Lucero (Moderator), Janell Pekkain, Aga Simpson, Roberta Klugman

**C. Sensory Class: Panel Favorites and Why?**

Nancy Ash (Moderator), Orietta Gianjorio, Franco Dunn

**2:00-2:50 pm**

**A. Pest Control and Field Management**

Thom Curry (Moderator), Brian Mori, Pamela Marvel, Chris Calvert

**B. Meet Industry Representatives**

Dan Flynn (UC Davis Olive Center), Kimberly Houlding (AOOPA) and Jeff Colombini (Olive Oil Commission of California)

**C. Sensory Class: Defect Training**

Dean Wilkinson (Moderator), Louie Gonzalez, Fran Gage

**3:00-3:50 pm**

**A. Quality Olive Oil with Water Deficits**

Liliana Scarafia (Moderator), Milagros Castro, Pamela Marvel, Thom Curry

**B. COOC Resources: Member Forum**

Patty Darragh, Lisa Pollack

**C. Competitions: Learn from the Judges**

Dean Wilkinson (Moderator), Nancy Ash, Orietta Gianjorio

**5:30 – 7:00 pm**

**Welcome Reception and Trade Show Kick-Off**

Meet our Sponsors and Trade Show Participants

Meet the COOC Board and Candidates

Membership Mix and Mingle - No Host Bar

**Welcome Reception Sponsored by California Olive Ranch**



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**Saturday  
April 1, 2016**

**COOC Annual Member Meeting General Session and Trade Show  
Annual Recognition Dinner**  
Monterey Hyatt Regency Conference Center

**7:30 – 8:30 am**     *Continental Breakfast and Trade Show*  
Sponsored by General Bottle Supply

**General Session**

**8:30 – 8:35 am**     **Welcome**  
Patty Darragh (COOC Executive Director) & Louie Gonzalez (COOC Board President)

**8:35 – 8:45 am**     **Board Election and Meet the Candidates**  
Ruth Mercurio (COOC Nominating Committee Chair)

**8:45 – 9:10 am**     **Keynote Speaker: Building a CA GROWN Community**  
Nick Matteis (California Grown, Executive Director)

**9:10 – 9:35 am**     **COOC Marketing Update**  
Vincent Ricchiuti (COOC Marketing Chair), Lisa Pollack (COOC Marketing Director)

**9:35 – 10:00 am**     **COOC Taste Panel and Seal Certification Update**  
Dean Wilkinson (COOC Taste Panel Leader)

**10:00 – 10:20 am**     *Morning Break and Trade Show*

**10:20 - 11:20 am**     **Notes from the Field: Harvesting Temperatures**  
Adam Englehardt (Moderator), Brian Mori, Thom Curry

**11:20 am - 12:00 pm**     **Irrigation Trials and Research**  
Brian Hockett (Kern County)

**12:00 - 1:00 pm**     *Lunch and Trade Show*  
Sponsored by General Bottle Supply

**1:00 - 2:10 pm**     **Miller's Forum**  
Bob Singletary (Moderator), Thom Curry, Kathryn Tomajan, Emilio de la Cruz, Pablo Voitzuk

**2:10 - 3:00 pm**     **Sensory Seminar - Comparative Tasting of Single Varieties: Picual & Coratina**  
Nancy Ash (Moderator), Dean Wilkinson, Janell Pekkain, Orietta Gianjorio

**3:00 - 3:20 pm**     *Afternoon Break (Ice Cream & Extra Virgin Olive Oil Bar) and Trade Show*

**3:20 - 4:00 pm**     **Packaging and Design: Requirements and Refinement**  
Nancy Ash (Moderator), Kimiko Chan, Sara Feinberg

**4:00 - 4:45 pm**     **Specialty Food and Consumer Trends: The Year Ahead, Where Are We Headed?**  
Ron Tanner (Moderator), Kathryn Tomajan, Ruth Mercurio, Maria Reyes

**4:45 - 4:55 pm**     **COOC Olive Oil Competition Announcement: Gold and Silver Winners**

**4:55 - 5:00 pm**     **Election Results**

**5:00 pm**     **COOC Meeting Adjourns**



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**Saturday  
Evening**

**COOC Annual Recognition Dinner**  
Monterey Hyatt Regency Ballroom and Foyer

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**7:00 – 8:00 pm**

**Hosted Cocktail and Wine Reception**  
**Silent Auction**

**Reception Sponsored by We Olive, Frank and Ruth Mercurio**

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**8:00 – 10:15 pm**

**Dinner**

Best of Show Olive Oil Competition Awards Presentation  
Miller Recognition Awards Presentation  
Packaging and Design Awards  
Pioneer Award Presentation: 2015 Recipient Bruce Golino  
*Dinner will be followed by a dessert buffet in the foyer and terrace.*

**Dinner Sponsored by Bruni Glass Packaging**

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The educational sessions were sponsored, in part, by a CDFA Specialty Crop Block grant. We thank the CDFA for their generous support of the COOC and the California olive oil industry.