



**UCDAVIS**

Continuing and Professional Education

# **TURN YOUR PASSION INTO A CAREER**

HOW 6 WINE LOVERS BECAME WINEMAKERS

# A CAREER IN WINEMAKING IS WAITING FOR YOU

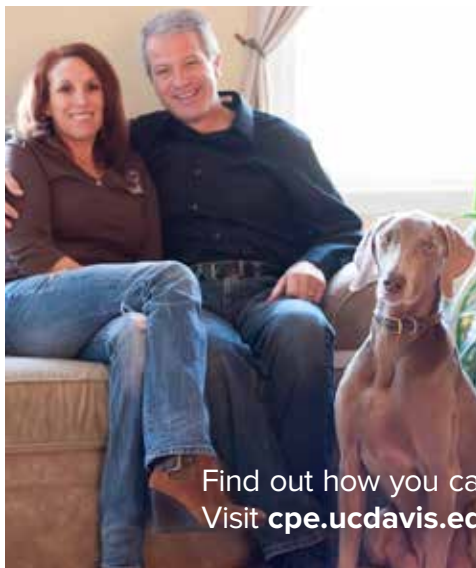


Our students are leading the wine industry. Whether they come from Napa, Australia or anywhere in between, they all share a passion for winemaking and the drive to pursue their dreams, and you can, too. See what some of our alumni had to say about their journey and how our program helped them get there.

## WINERY/VINEYARD JOBS AND SALARIES

- Winemaking Director ~\$150k
- Winemaker \$90k–\$125k
- Assistant Winemaker \$55k–\$80k
- Lab Manager \$65k–\$85k
- Enologist ~\$55k
- Cellar Master \$60k–\$80k
- Cellar Worker \$35k–\$40k
- Vineyard Manager \$50k–\$85k

~Source: Wine Folly. (Salary ranges taken from 2014 and 2015 from winebusiness.com, guildsomm.com, and payscale.com)



“The *Winemaking Certificate Program* provided a great foundation to build a career in winemaking.”

~Michael Budd, co-owner/  
winemaker, Dracaena  
Wines, Paso Robles, Calif.

Find out how you can start *your* career.  
Visit [cpe.ucdavis.edu/wine](http://cpe.ucdavis.edu/wine)

# WILL BERLINER

Class of 2008

## What have you been up to since you completed the online *Winemaking Certificate Program*?

I planted a vineyard and have been working in that every day for more than 10 years. I make a wine that is considered the cult wine of Australia.

## What made you want to go into the wine industry?

I sort of fell into it. I'm very plant-oriented and have always been around growing things and looking at medicinal aspects of plants. I was living in Maine with my wife, who's Australian, and we wanted to get a place to go back and forth to, where we could leave the winters behind. We decided on Western Australia—it's wild, a national park. We found a big farm against the national park at the edge of the Indian Ocean. So we bought the land and it was purely about the land. It had nothing to do with being into wine.

But it turns out that we were in the Napa of Australia. So when we got here and realized we had good wine soil (I originally wanted to grow avocados), we decided to look into growing grapes.

## What was the biggest challenge you faced?

Starting a business requires sacrifice, it requires something of you, but I would say that of starting any business. But at the end of the day, if you're careful, you'll have something nice to drink and that opens doors.

## What was the most valuable thing you got out of the program?

The science that I learned and applied came from time I spent in this program. It's invaluable.

## How would you describe this program to aspiring winemakers?

It's a tremendous program. I feel like I'm part of a community, that I belong. There's hundreds of years of trial and error in winemaking science that's encapsulated in the program. And what a privilege to have been able to do the program online. I didn't have to leave the living room! I have unreserved praise for UC Davis. Even though I've never actually been there, I feel like it's my school.



**Will Berliner**, vigneron, Cloudburst Wine, Margaret River, Western Australia

## TOP FIVE WINE PRODUCING COUNTRIES IN 2015

1. Italy 49.5 million hectoliters
2. France 47.5 million hectoliters
3. Spain 37.2 million hectoliters
4. United States 22.1 million hectoliters
5. Argentina 13.3 million hectoliters

~Source: Statista.com



# MICHAEL BUDD

Class of 2014

## **What have you been up to since you completed the online *Winemaking Certificate Program*?**

My wife and I took the certificate program as a joint venture. In 2014 we opened our own winery. We started making commercial wine in 2013 and opened our business in 2014. She is the co-owner/chief marketing officer, and I am the numbers guy/winemaker.

## **What was the biggest challenge you faced upon entering the wine industry?**

Building your brand, recognition and credibility. Most people buy wine based on a score in a magazine or word of mouth or tasting it. Our challenge is that we don't have a tasting room, so we have to rely on word of mouth—getting people to try our wine for the first time, getting the repeat customer who can become the advocate, and not getting too big, but finding the break-even point. Finding a balance of what your wine is worth, what consumers will pay and then being able to position it from a price-value perspective, that's the hardest part. There's so many new wines and so much competition.

## **What was the most valuable thing you got out of the program?**

The network you form and winemaking relationships that you build through the classes—getting to know the professors and the students you go through the class with. I still keep in touch with the professors, and members of the class created a site where we post questions and then everyone collaborates to troubleshoot problems together. The network is alive and kicking.

And the overall foundation you gain. There's no tried and true solution to winemaking. The process is normal, but certain things need to be done, and, if you run into a problem, the troubleshooting guidelines you learn to solve those problems are invaluable. The program reinforces the basic things you're going to do and how to manipulate things. They don't tell you how to make wine, they tell you the steps involved in making it. Every year Mother Nature throws you a different curveball, and you have to learn how to deal with it and make it your own based on your personal preference.

## **How did you feel the program prepared you for the winemaking industry?**

In essence, it reinforced what I already knew. It provided a great foundation to build a career in winemaking.

## **What are your future plans/aspirations for winemaking?**

To continue to grow my brand and have it eventually be self-supporting, so I don't need to hold down a full-time job to keep it running.

## **Would you recommend this program to aspiring winemakers? If so, why?**

Absolutely. The program provides the basic knowledge to anyone with whatever degree to get started in the industry.



**Michael Budd**, co-owner/winemaker, Dracaena Wines, Paso Robles, Calif.



# DEB CROSBY

Class of 2011

## What have you been up to since you completed the online *Winemaking Certificate Program*?

There are 13 of us—all friends and family. We have 1 acre, 870 plants and have had 4 harvests. We do all the work ourselves: pruning, leafing, irrigating, harvesting, fermenting and bottling. Our intent was never to go commercial. This is a boutique winery for us.

## What made you want to go into the wine industry?

We've all worked in the food industry, and we all had an interest in food and drink a lot of wine. A friend had property, and we decided at a Christmas party that we could do this. Six weeks later we were all investing money and constructing. Then we realized that we weren't experts at making wine, so we decided that someone should go back to school, and that was me.

## What was the biggest challenge you faced, either upon entering the program or the wine industry?

Most people who enter the industry intern or volunteer first before they start on their own. But I didn't. I jumped in. I had a chemistry minor, but hadn't used it in a while. So that was a big challenge. And I also had trouble convincing my partners that this was science and when it came to test results, the precision had to be there.

## What were some of the benefits that you got out of the program?

Getting an understanding about the vines and the process. Talking to people from all over the world and learning what everyone was doing. We still keep in touch for problem solving.

## How did you feel the program prepared you for the winemaking industry?

It was invaluable. It laid out the process of winemaking, the decisions you have to make at each of the various steps and the data you need to make those decisions.

## What are your future plans/aspirations for winemaking?

I would like to continue to do what we're doing. I'd like to do some more varietals and focus on my whites. We're making our own wine to drink, but I still like to buy wine to learn what others are doing.

## Would you recommend this program to aspiring winemakers? If so, why?

I would, and I have. I have told a lot of folks about it and about the fact that I could go right through it in 18 months and be done. The value for the money was there. It was pricier than you might think, but the value was well worth it.



**Deb Crosby**, winemaker, Haehlstorm Vineyard, East Wenatchee, Wash.



# AUDREY CROSS

Class of 2004

## What made you want to go into the wine industry?

We were thinking about what to do when we retired. We wanted to get out of the city and perhaps grow vegetables for the restaurant industry, and then I thought about a winery. I grew up in California. My father was a peach farmer, and all around us were vineyards and grapes. So I decided on a winery.

## What made you decide to get a certificate in winemaking?

I had already bought the land in 2001, transitioned the soil to organic and planted in 2003, when a winemaker from South Africa visited and told me that you only get to make wine 30-35 times in your life because you only make wine once a year. And I thought to myself that I'm not 20, so I better figure out how to do this and not learn by trial and error.

## Why UC Davis Continuing and Professional Education?

I looked at Cornell, but they didn't have a certificate program, and I couldn't do a residency program because I was a faculty member at Columbia, so I needed an online program. I was a UC Berkeley graduate and had heard people in the industry talking about UC Davis. So I called and applied to the *Winemaking Certificate Program*.

## What was the biggest challenge you faced upon entering the wine industry?

Money. There's a big saying in the industry, "If you want to make a small fortune in the wine business, you need to start with a big one." But I didn't have that. I started with my savings. So I had to make a success of this because our future was tied up in it.

## What were some of the benefits of the online certificate program?

I reference the materials all the time. The instructors were all terrific—very personable and available to you via email and by phone—and they really engaged the students. And it was really fun getting to know my classmates, who were from around the world. I had a classmate from Thailand who had a vineyard under her roof because it was the only way to keep it dry. It was amazing to get to know someone who had figured out a way to overcome such an obstacle.

## Would you recommend this program to aspiring winemakers? If so, why?

Yes, especially to someone who doesn't have the chemistry or background in the field. Understanding the chemistry is essential because it helps you appreciate what's happening when you're making wine. There's nothing out there like this certificate program, which is essential for people like me who already have a career or have kids and don't have an opportunity to go to a residency program.

## Is there anything else you'd like to say?

There's nothing like practical experience. Knowing the science and theory is important, but there's nothing like having a batch of grapes go sour in the field to teach you. The practice is where the learning occurs. Apprentice yourself to a winemaker. Get your vines in the ground, and then spend a year apprenticing with someone else before you start making your own wine.



**Audrey Cross**, owner/winemaker,  
Villa Milagro Vineyards, Finesville, NJ

## TOP 10 WINE INDUSTRY HIRING REGIONS IN THE U.S.

1. Santa Rosa, Calif.
2. Napa, Calif.
3. Modesto, Calif.
4. San Luis Obispo-Paso Robles-Arroyo Grande, Calif.
5. Fresno, Calif.
6. Stockton-Lodi, Calif.
7. Portland-Vancouver-Hillsboro, Oreg.-Wash.
8. Salinas, Calif.
9. Merced, Calif.
10. Walla Walla, Wash.

~Source: Labor Insight Jobs (Burning Glass Technologies) Nov. 2015-Oct. 2016

# KIM HARTLEROAD

Class of 2006

## What made you want to go into the wine industry?

In 1981 I took a trip to Napa to visit three wineries, and I was immediately thrilled by the wine industry. After this trip, I started working in a casing room on weekends, hanging out with winemakers and chefs, and helped with crush. I made a lot of contacts in the wine industry. During a period of unemployment, I decided to take my hobby of wine and turn it into a profession.

## What made you choose the UC Davis Continuing and Professional Education online Winemaking Certificate Program?

I knew UC Davis' reputation and that it was a tremendous wine school. When European winemakers send their students to UC Davis to learn how to make wine—that's a good statement.

## What was the biggest challenge you faced upon entering the wine industry?

It's a hard industry to break into. Having a connection in the industry is good because they know the ropes and they can bring you along. The certificate program prepared me for a lot of things, but it's always good to have someone you're associated with to help you navigate the industry and lean on their expertise.

## What was the most valuable thing you got out of the program?

The ability to analyze the winemaking process. Whenever I taste a glass of wine, I never look at it the same because of the knowledge I have now. The preciseness of the knowledge this program gives you in a short period of time is valuable. You learn quite a lot about wine, the wine world and the science behind it—and the knowledge is fact based. The program prepared me for what would happen down the road.

## What other benefits did you get out of the program?

The instructor feedback was extremely valuable. And the online discussion board was a valuable tool for exchanging ideas and knowledge with peers throughout the industry.

## What are your future plans/aspirations for winemaking?

I want to expand my business and come out with a couple more varietals.

I also recently completed the UC Davis Continuing and Professional Education *OIV Wine Marketing Program* and connected with a classmate who owns a winery in Brazil. She invited all of us to make wine with her there, so I'll be going to do that. And continuing to be associated with

UC Davis. There are opportunities to come your way.

## Would you recommend this program to aspiring winemakers? If so, why?

Yes, this program will give you a solid foundation to take whatever direction you want in the industry.



**Kim Hartleroad**, owner/winemaker, Blue Cape Cellars, Buellton, Calif.



# GAYLE SCHULTE

Class of 2011

## What made you want to go into the wine industry?

My husband and I were in the pharmaceutical business and somewhere along the way we purchased 42 acres of land with the thought that we would plant a vineyard in our retirement. Our retirement came before we reached our retirement age, and that has been the best thing for us. Our early retirement meant that we now had the time to devote to our plan B, so we took the plunge. The first thing was to sign up for the online *Winemaking Certificate Program* offered by UC Davis Continuing and Professional Education.

## How did you hear about the online *Winemaking Certificate Program*?

Even out on the East Coast, UC Davis is well known for its enology and viticulture program. So based on UC Davis' excellent reputation, I took the introductory course in 2009 and applied for enrollment in the certificate program.

## What was the biggest challenge you faced upon entering the program?

The first course I took was *Wine Production*. When we got our reading assignment I asked the instructor if the reading was for the entire course, but was told that it was the assignment for the first week. I was a bit intimidated by the reading at first, but I found that if I applied myself, I was up to the challenge.

## What was the most valuable thing you got out of the program?

The most valuable thing is the body of knowledge that was provided regarding the current state of viticulture and winemaking. I still refer to all of the information that I received during the courses. During the winter months, I review the information and always learn something more from the compendium of literature that was made available to me.

## How did you feel the program prepared you for the winemaking industry?

If I didn't take the program I would be relying on local knowledge and conventional wisdom when we planted our vineyard. For instance, instead of the 7 x 9 spacing that most vineyards in Connecticut adopted, we planted our vineyard with a 4 x 7 spacing, making the most use of our land. We are still neophytes in the business and have a long way to go, but we feel that the program gave us a wonderful foundation to pursue our dreams and turn them into a reality.

## What are your future plans/aspirations for winemaking?

This year, we harvested twice as many grapes as we did last year (still a very small amount), but we hope to bottle our wine and take it around to some friends in the industry to give us feedback. In the future we hope to use our knowledge in viticulture to train young people in the area that may be interested in growing grapevines and making wine.

## Would you recommend this program to aspiring winemakers? If so, why?

I would absolutely recommend this program to aspiring winemakers. The background and foundation that it provides are key, but the unforeseeable benefits are the enduring friendships that can result. It was the teachers and the classmates that made the program a success and transformed textbook learning to practical and useable information.



**Gayle Schulte**, co-owner, Passionfruit Estate, Old Mystic, Conn.

## WINEMAKER JOB POSTINGS

- 94 job postings for “winemaker” from November 2014-October 2015
- 195 job postings for “winemaker” from November 2015-October 2016
- 107% year-over-year increase

~Source: Labor Insight Jobs (Burning Glass Technologies) Nov. 2015-Oct. 2016



# MASTER THE ART OF WINEMAKING

With unparalleled learning from the finest instructors at your fingertips, pursuing your passion has never been easier. Learn the scientific framework for successful winemaking at UC Davis Continuing and Professional Education, the source for wine science.

Partnering with UC Davis' world-renowned Department of Viticulture and Enology, our online *Winemaking Certificate Program* combines academic theory with real-world, commercial application. This unique approach gives you the knowledge, confidence and practical skills to achieve your goals, whether as a talented home winemaker, an industry professional or a wine enthusiast.

Not only do our graduates benefit from one-on-one access to some of the industry's best instructors—seasoned winemakers, each with more than 20 years of professional experience—they also build an extensive network of peers that can support them throughout their career.

## LEARN MORE

Learn how to turn your passion for wine into a career. Click the button below to check out a free sample lesson from the first course in the certificate program.

**SIGN UP!**

For a **free sample lesson** on sparkling wine.



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