



LAKE
MICHIGAN
COLLEGE®



LAKE MICHIGAN®
COLLEGE

WINE & VITICULTURE TECHNOLOGY



LOCATIONS

BENTON HARBOR
2755 E. Napier Ave.
Benton Harbor, MI 49022
(269) 927-1000

NILES
1905 Foundation Dr.
Niles, MI 49120
(269) 695-1391

SOUTH HAVEN
125 Veterans Blvd.
South Haven, MI 49090
(269) 637-7500

ALLEGAN TECH CENTER
2891 116th Ave.
Allegan, MI 49010
(269) 927-8170

lakemichigancollege.edu

CONNECT



Learn the art, science, and business of wine with hands-on experience in grape-growing and winemaking from farm to table.

lakemichigancollege.edu/wine



Lake Michigan College is now home to the Midwest's first and only commercial teaching winery, Lake Michigan Vintners. The college has also partnered with local vineyards and MSU's Southwest Michigan Research and Extension Center, where students will gain extensive experience in the vineyard as well as the winery. With its emphasis on hands-on learning, the program teaches all aspects of the wine industry from the soil to the tasting room, including marketing, sensory and chemical analysis, distribution and compliance. Students who complete the program will earn an Associate in Applied Science in Wine and Viticulture Technology.



The 2017 vintage marked the beginning of the third year of the program. LMC students experience all aspects of winemaking, from the vineyard to the tasting room.

ABOUT THE LAKE MICHIGAN SHORE AVA

The temperate climate, well-drained soils, and moderating qualities of Lake Michigan have created the potential for Michigan to produce world-class wine grapes on par with those from Burgundy and Napa Valley. The Wine and Viticulture Program is a unique offering for the Midwest, and will bolster the reputation of southwest Michigan as a world-class center for wine.

Less than a three-hour drive from major cities including Chicago, Detroit, South Bend, and Grand Rapids, southwest Michigan draws millions of people each year to Lake Michigan beaches and resorts. Michigan wineries draw 2 million visitors per year who are increasingly interested in the region's agritourism opportunities.

"There's a great wine industry that has grown up here over the past 50 years. Our job is to provide an educated workforce to help grow the industry and continue to improve the quality of the wines."

Michael Moyer,
Director of the Wine and
Viticulture Technology Program

Michigan Wine by the Numbers

Number of commercial wineries	156
Bottles of wine produced annually	7 million
Annual winery visitors	2 million
Acres of vineyards	15,000
Acres devoted to wine grapes	2,650
State wine grape production ranking	5th largest in U.S.
Annual contribution to Michigan economy	\$300 million



TURN YOUR PASSION FOR WINE INTO A CAREER IN JUST ONE YEAR.



APPLIED SCIENCE IN WINE & VITICULTURE TECHNOLOGY

FALL FIRST YEAR

ENOL 101 Winemaking and Fermentation	3 Credits
VITI 110 Establishing a Vineyard	3 Credits
ENOL 105 Wines of the World I	1 Credit
AGRI 110 or CHEM 104 or CHEM 111 Chemistry	4 Credits
ENOL 190 Enology Co-op I	2 Credits
ENOL 110 Winery Hospitality Co-Op I	1 Credit

SPRING FIRST YEAR

BIOL 120 Plant Biology	4 Credits
VITI 120 Maintaining a Vineyard	3 Credits
ENOL 220 Winery Operations Management	3 Credits
BUSA 208** Advertising, Sales, and Promotion	3 Credits
ENOL 191 Enology Co-Op II	2 Credits
ENOL 106 Wines of the World II	1 Credit

SUMMER FIRST YEAR

VITI 220 Vineyard Diseases & Insects	3 Credits (Summer I)
VITI 291 Viticulture Co-op	2 Credit (Summer I and II)
ENOL 210 Wine Analysis and Quality Control	4 Credit (Summer I and II)
ENOL 111 Winery Hospitality Co-Op II	1 Credit

FALL SECOND YEAR

Fall Second Year	
ENOL 290* Enology Co-op III	4 Credits



If you already have a college degree or college credits, you may be able to earn your Associate in Applied Science in Wine & Viticulture Technology in one year (three semesters), plus a capstone fall co-op, which can be at any winery in the world. The full two-year track course sequence includes general education courses.



LAKE MICHIGAN COLLEGE

THE INSTRUCTORS

**PROGRAM DIRECTOR
MICHAEL MOYER'S
PASSION FOR WINE
IS INSPIRATIONAL,
AND HIS DEPTH OF
KNOWLEDGE IS VAST.**



Michael Moyer

He has crafted old vine Zinfandel from Amador County, Sonoma County Chardonnay, Carneros Pinot Noir, Napa Valley Cabernet Sauvignon, Washington Riesling, and Walla Walla Valley Sangiovese. He has mentored dozens of students throughout the years, who are now part of the fabric of the wine industry.

Prior to joining LMC, Michael worked with Figgins Family Wine Estates in Walla Walla, Washington where he crafted a variety of wines for the esteemed Leonetti label, as well as Doubleback, Figgins and Toil Oregon. He also worked with famed California brands, Etude and Peter Michael Winery. Michael was instrumental in designing and developing the Walla Walla Community College wine science program.

Contact Michael at mmoyer@lakemichigancollege.edu



THE INSTRUCTORS

DR. JESSICA BEACHY IS AN ENTOMOLOGIST WHO SPECIALIZES IN VINEYARD PEST MANAGEMENT.



Jessica Beachy, PhD



Before joining Lake Michigan College, she taught at Northwestern Michigan College. She received degrees from Ohio State University and Virginia Polytechnic Institute and her PhD from Michigan Technological University. Her dissertation was on management of the exotic invasive species, the emerald ash borer. She taught Insect Ecology at Michigan Tech while getting her degree.

Jessica continued her research activities after graduation with the Grand Traverse Conservation District (GTCD): surveying parks, creating maps, and planning for management of invasive species. She also served as Education Coordinator for the GTCD. She served on the United States Peace Corps in Bulgaria from 2001 to 2003 and has authored or co-authored more than a dozen scientific articles.

Besides Plant Biology, and Vineyard Diseases & Insects in the Wine and Viticulture Technology program, Jessica teaches other biology courses, including Environmental Biology.

Contact Jessica at jbeachy@lakemichigancollege.edu

VINEYARD AND WINERY MANAGER MIKE DESCHAAF HAS BEEN WORKING IN THE VINEYARDS OF THE LAKE MICHIGAN SHORE AVA SINCE 1994.



Mike DeSchaaf



He has made wine for several fledgling wineries, including Hickory Creek Winery, which he owned and operated for 7 years. He has operated Lake Michigan Shore Wine Growers, a vineyard consulting business since 2002.

As a vineyard manager, Mike is a firm believer in Integrated Pest Management and is constantly looking for ways to reduce inputs, while improving fruit quality. Technology, research and the use of specialized equipment are the building blocks of this philosophy.

In the winery Mike allows the grapes to express their characteristics without heavy manipulations. Classic old world techniques paired with modern testing and technologies are the backbone of his style.

Contact Mike at mdeschaaf@lakemichigancollege.edu



SCHOLARSHIPS



Wine and Viticulture Technology specific scholarships are available, as are many other non-program specific scholarships.

Please contact Admissions at admissions@lakemichigancollege.edu or (269) 927-6908 for more information.



LAKE MICHIGAN COLLEGE



Lake Michigan College is located just around Lake Michigan from Chicago.



ACADEMIC PROGRAM ADVISORY COMMITTEE



BLACK STAR FARMS
Lee Lutes



CHATEAU CHANTAL
Brian Hosmer



DOMAINE BERRIEN
Wally Maurer



FENN VALLEY
Brian Lesperance



GRAVITY WINE
Rockie Rick



KARMA VISTA
Joe Herman



LAZY BALLERINA
Melanie Owen



LEMON CREEK WINERY
Jeff Lemon



ROUND BARN TABOR HILL
Brian Carlson



ST. JULIAN
Nancie Oxley



WHITE PINE
David Miller



WYNCROFT MARLAND
James Lester

LAKE MICHIGAN VINTNERS



**LAURA MORRIS IS BRAND
MANAGER AT LAKE
MICHIGAN VINTNERS.
YOU WILL FIND HER AT
THE WINERY, AND AT
THE TASTING ROOM IN
BARODA.**



Laura Morris, Brand Manager

Devoted to the Michigan wine industry, Laura Morris has more than 7 years of industry experience, including at local wineries Dablon Vineyards, St. Julian Winery & Karma Vista Vineyards. She took several of the first classes in the Lake Michigan College Wine and Viticulture Technology program to supplement her job experience, and then enthusiastically accepted the opportunity to join Lake Michigan Vintners as brand manager.

Before starting her career in Southwest Michigan, she earned a Bachelor of Arts degree in communications with a minor in advertising at Saint Mary's College in Notre Dame, Indiana. Laura's favorite Lake Michigan Vintner's wine is the 2016 Pinot Gris.

Contact Laura at lmorris@lakemichigancollege.edu

**LAKE MICHIGAN
VINTNERS PROVIDES A
MODEL FOR EXCELLENCE
IN VITICULTURE
AND WINEMAKING
IN SOUTHWEST
MICHIGAN. LMV WORKS
IN COLLABORATION
WITH LAKE MICHIGAN
COLLEGE TO PROVIDE
HANDS ON EXPERIENCE
IN EVERY ASPECT
OF WINEMAKING
AND VINEYARD
MANAGEMENT.**

