

**James Thomas Lapsley**  
Curriculum Vitae

*Education*

1994 Ph.D., American History, University of California, Davis  
1974 M.A., American History, University of California, Davis  
1971 B.A., History, University of California, Santa Cruz

*Employment*

**2010 to present: Adjunct Associate Professor, Department of Viticulture and Enology, UC Davis and Researcher, Agricultural Issues Center, UC Davis.** (30% Recall appointment following retirement in June 2009)

Duties: Research and teach on international wine and grape economics and business.

**1996 to 2009: Continuing Educator and Chair, Department of Science, Agriculture and Natural Resources, U.C. Davis Extension**

Duties: Broad oversight of four program units: Agriculture, Land Use and Natural Resources, Occupational and Environmental Health, and Forensics, totaling \$6.5 million. Lead distance-learning initiative in the Agricultural Sciences. Administer three Academic employees and four senior staff, create budgets and program plans, monitor course quality and fiscal performance. More than 8,000 enrollments annually. Participate as one of five department chairs on University Extension's Management Council, which advises the Dean of University Extension. Retired, June 29, 2009.

**2003 to 2009: Adjunct Associate Professor, Department of Viticulture and Enology**

Duties: Taught VEN 130 (Winery Economics and Marketing) and conducted research on winery economics. Taught VEN 3 (Introduction to Winemaking) as requested (2003, 2004, 2007).

**2004 to 2006: Co-Principal Investigator on Department of Homeland Security Grant**

Duties: Helped create multi-course curriculum on agroterrorism as part of a \$4.6 million Homeland Security grant. Recruited, reviewed, and certified all instructors in program per Homeland Security guidelines.

**1991 to 1996: Split appointment between UC Davis Extension and the Department of Viticulture and Enology, UC Davis**

Duties: Focused on programs in Viticulture and Enology. Broad industry outreach responsibilities to California's wine and grape industry. With a Lecturer appointment, taught VEN 3 (Introduction to Winemaking) spring quarter 1992-94, 140–160 students

each year. Developed and taught VEN 130 (Wine Marketing and Economics of Production). Represented department in numerous public and industry meetings and lectures. Created and served as Executive Director of the “Trellis Alliance,” an industry support group for the Department of Viticulture and Enology.

**1978 to 1991: Director, Agricultural Programs, UC Davis Extension**

Duties: Created a new program area within University Extension, growing the unit to over \$1 million. Established relationships with industry groups and departments, assessed educational needs, recruited instructors, and developed marketing plans, resulting in hundreds of new programs. Always met or exceeded yearly budgets.

**1980 to 2001: President and Winemaker, Orleans Hill Vinicultural Corporation**

Established a small (6,000-case) winery in Woodland specializing in wine made from organically grown grapes with low or no-sulfite additions. Performed all winemaking, administrative, and marketing responsibilities, including filing government reports, creating and overseeing an annual budget, and maintaining relationships with wholesalers and retailers. Wine was niche marketed in more than 16 states and Canada. Winery was profitable, grossing just under \$300,000 yearly. Sold brand at end of 2001.

***Selected Publications, Papers, Awards and Lectures***

“Grapevines of Innovation: Ozone as a Cleaning Agent in the California wine Industry.” Calanit Bar-am, Jim Lapsley, Rolf Mueller, and Dan Sumner. *Journal of Wine Economics*, Vol, 7, #1, 2012.

“Economics of Wine Import Duty and Excise Tax Drawbacks.” Daniel A. Sumner, James T. Lapsley, and John Thomas Rosen-Molina. *Agricultural and Resource Economics Update*, Giannini Foundation, Vol. 15, #4, May 2012.

“The Introduction and Dispersal of *Vitis Vinifera* into California: A Case Study of the Interaction of People, Plants, Economics, and Environment.” In *Biodiversity in Agriculture*, Gepts et al., Cambridge University Press, 2012.

“O’Neill Vintners,” Case study and presentation for UC Davis College of Agriculture Agribusiness Executive Seminar. Monterey, March 5, 2012.

“The U.S. Wine Market in a Global Context.” Presentation to Masters of Wine, North America. Davis, February 1, 2012.

“Winegrapes and Nuts: Historical Review of Production in the San Joaquin Valley and Implications for the Future.” Presentation at the 30<sup>th</sup> Annual Agribusiness Conference, Fresno State University, November 10, 2011.

“Too Much of a Good Thing? Causes and Consequences of Increases in Sugar Content of California Wine Grapes.” Julian M. Alston, Kate B. Fuller, James T. Lapsley, and George Soleas. *Journal of Wine Economics*, Vol. 6, #2, 2011.

“Economic Implications of the Import Duty and Excise Tax Drawback for Wine Imported into the United States.” Daniel A. Sumner, James T. Lapsley, and John Thomas Rosen-Molina. Report by Agricultural Issues Center, August 20, 2011.

“Looking Forward: Imagining the Market of California Wine in 2030.” *Agricultural and Resource Economics Update*, Giannini Foundation, Vol. 13, #6, July 2010. (Originally presented as a lecture at the pre-meeting symposium for the American Association of Wine Economists 4<sup>th</sup> Annual Meeting, Davis, CA, June 26, 2010.)

“The Economic Development of California Wine.” Lecture for Organization International del La Vigne et Du Vin (OIV), UC Davis, July 13, 2009.

“I Get No Kick From Champagne: How Label Law Devalued the Term ‘Champagne’ in the United States.” Paper presented at the American Association of Wine Economists 3<sup>rd</sup> Annual Meeting, Reims, France, June 28, 2009.

“An Economic Analysis of High Brix Winemaking.” Presentation, Annual Meeting Association of Washington State Winegrowers, Prosser, WA, February 18, 2009.

“California Wine: An Economic Update.” Paper presented at the Cal-Med Conference, Centraro, Italy, June 17, 2008.

“Indicators of Geographic Origins and Wine: Too Much of a Good Thing?” Paper presented at the Cal-Med Conference, Centraro, Italy, June 16, 2009.

“The United States Wine Consumer: A Review.” Proceedings, VIII Congreso de Vinivicultura, Mendoza, Argentina, November 2007.

“Implications for the Development of Appellations in the U.S.: The Case of Napa.” Proceedings, OIV Annual Meeting, Logroño, Spain, June 2006.

Fulbright Fellow, Facultad de Quimica, University of the Republic, Montevideo Uruguay August–November, 2003.

“The present and future of the international wine industry.” Bisson, et al. *Science*, August 8, 2002.

“Argentina: A Giant Awakening.” *Wines and Vines*, November 2001.

*Successful Wine Marketing*. Eds. Moulton and Lapsley. Aspen Publishers, 2001. Awarded the OIV Grand Prize, 2001.

“Positioning and Repositioning.” Lapsley and Moulton. *Successful Wine Marketing*. Aspen Publishers, 2001.

“Organic Wine in North America.” *The Oxford Companion to the Wines of North America*, Oxford University Press, 2000.

*Bottled Poetry: Napa Winemaking from Repeal to the Modern Era*, University of California Press, 1996.

*Making Table Wine at Home*. Cooke and Lapsley. UC Division of Agriculture and Natural Resources.

“A Note on the History of Wine Appreciation Courses.” *The University of California/Sotheby Book of California Wine*, University of California Press, 1987.

### ***Recent Teaching***

Viticulture and Enology 003 and XD 003 (Introduction to Wine Making—3 units), summer quarter 2011, 2010, 2008, winter quarter 2012, 2007, 2004, 2003, 2000, 1999, spring quarter 1994, 1993, 1992

Viticulture and Enology 198 (Group study on wine marketing and economics—3 units), spring quarter, 2012, 2011, 2010, 2009, 2008, 2006

Viticulture and Enology 130 (Wine Marketing and Economics—9 units), summer quarter, 1994–2005.

Numerous lectures in short courses, seminars, and industry meetings over the past 30 years, including presentations in France, Spain, Uruguay, Argentina, Chile, and Korea and various states in the U.S.

### ***Industry and University Service***

1984: Chair, UC Davis Academic Federation

1985, 1989, 2006–2008: Member, Academic Federation Personnel Review Committee

1986 and 1990: Chair, Academic Federation Personnel Review Committee

1990: Member, Chancellor’s Taskforce on Revitalizing Landgrant Commitment

1993–1995: General Sessions Chair, Annual Meeting, American Society for Viticulture and Enology

1995–1997: Director, American Society for Viticulture and Enology

1998–present: Expert, Training Committee, Organization International de la Vigne et du Vin (OIV) and International Association of Universities Teaching Viniculture (AUIV)

1999–2002: Member, Sustainability Section, WineVision (Industry Planning Organization)

2003–2012: Ex-Officio member, Board of Directors, North American Masters of Wine

2004: Member, Program Committee, Annual Meeting, American Society for Enology and Viticulture

2004–2006: Chair, Outreach Committee, Department of Viticulture and Enology

2006–present: Member, Outreach Committee, Department of Viticulture and Enology