



OLLI @Berkeley—Tuesdays and Thursdays in Lafayette

Community Hall, Lafayette Library and Learning Center, 3491 Mt Diablo Blvd.

Exploring Philosophical Issues Through Film

Richard Lichtman

Tuesdays, Jan. 27–March 3

1–3 p.m.

Though film is often taken as sheer and irrelevant entertainment and commercial exploitation, it has every claim to significance and standards of meaning, power, beauty, and resonance. Its aesthetic structure also provides it with a transcendent value and raises it above simple photographs. Through its dynamic of “moving pictures,” it can reveal the flow of everyday life, the political measure of contemporary existence, and the grandeur and minutiae of being. We will first watch *Chinatown*—for reasons that will become clear then.

Richard Lichtman, Ph.D., has taught economic history, philosophy, sexuality, and other subjects for OLLI @Berkeley.

Hands on the Vines: The California Wine Story

Alex Saragoza

Thursdays, Jan. 29–March 5

10 a.m.–noon

Examine the historical development of the California wine industry, focusing especially on those involved firsthand in its creation, from the fieldworkers to the winemakers — versus the marketing executives, winery owners, advertising firms, or wine critics. We will begin with the industry’s origins in Europe, then shift to California’s boom that began in the 1970s. We will consider the international context of our state’s industry, as well as the formation of tastes and styles of wine. Wine tasting is included.

Alex M. Saragoza is professor of history in the comparative ethnic studies department at UC Berkeley.

Dilemmas in Biomedical Ethics

Marjorie Shultz

Thursdays, Jan. 29–March 5

1–3 p.m.

Biomedical ethics has emerged over the past half century and incorporates medicine, philosophy, law, and social science perspectives. Explore significant issues, including allocation of decision-making between physicians and patients; conflict of interest, compassionate use, and consent in research; end-of-life decisions and death. We will establish a safe, open environment to include all viewpoints for such controversial issues.

Marjorie Shultz, professor emerita, Berkeley Law, served as a national policy advisor to the Clinton administration.

Lafayette Info Session **Thursday, Jan 8, 3–4:30 p.m.**

Enjoy light refreshments and meet OLLI faculty, members, and staff. Visit olli.berkeley.edu for 22 other winter courses and to register online.

Vines to Wines: A New Class at LLLC

By Franette Armstrong



Alex Saragoza

Photo provided

Even the most ardent wine lovers will have their eyes and taste buds opened during a six-week course, "Hands on the Vines: The California Wine Story," beginning Jan. 29 at the Lafayette Library and Learning Center, taught by Alex Saragoza – a professor who grew up with grape stains on his fingers.

In his class, Saragoza, who is an author and history professor at UC Berkeley, will survey the centuries leading to the current wine boom, profiling the owners and wine masters who made it happen, the wines they produced, and the \$60 billion economy that resulted.

"It's hard to imagine now what California was like before Mike Grgich's chardonnay won the Paris Wine Tasting in

1976," Saragoza said, "before grapevines lined Highways 101 and 5 and many of the places between. Everything from wine tourism to wine-pairing dinners grew out of that single event, as did much of the foodie movement of the last 40 years."

But even before all of that, pioneering immigrants from several countries began to replicate here what they had learned in vineyards at home. Later, a handful of Mexican immigrants came to California under the 1942 Bracero guest worker program and bootstrapped themselves from working the fields into owning thousands of acres. "They made a little money picking grapes and saved a bit until finally they could buy a little land. At first they sold their grapes to other wineries until they were able to leverage those profits into the multi-generational wineries we know today."

Saragoza's family is an embodiment of the forces that drove immigrants to succeed; when he was only 5 he worked alongside his parents picking cotton in California's central valley. "My parents were extremely hard working," he said. "Eventually they both got jobs at an olive bottling plant but took their vacations during the grape harvest seasons so that they could make extra money."

When Saragoza graduated from college he spent a summer tending vines to help his parents out, then he was off to graduate school at Harvard and earned his Ph.D. at UC San Diego before beginning his 37-year career at Cal.

His new class will feature guests such as a wine critic, winery owners and a

winemaker. Tastings in each session will underscore the concepts presented and trends in wine will also be examined.

"Every generation has its hallmark drink for celebration, holidays and romance. In the 1920s it was hard liquor, in the '50s it was mixed drinks, and since the mid-70s it has been wine in one form or another," Saragoza maintains.

Each bottle of wine reflects a particular historical, social and cultural background – that is part of the romance of wine, he said. "Those of us of a certain age might remember drinking Mateus and Lancers during our younger days. Those tastes morphed into an appetite for heavy

reds and oaky chardonnays. Then one film, 'Sideways,' which we will briefly view in class, won an Oscar, and suddenly many of us moved to pinot noir. Now the young and hip are discovering rosés ... like Lancers and Mateus."

This class is Saragoza's fourth for the Osher Lifelong Learning Institute. Most recently he taught a Spanish Civil War history class in Lafayette, and earlier, one on Cuba. In June he will be leading a 12-day OLLI Travel Study trip to Catalonia.

For more information on Saragoza's class or the upcoming Catalonia trip, go to olli.berkeley.edu or call (510) 642-9934.

New OLLI Classes in Lafayette

Three new six-week courses from UC Berkeley's Osher Lifelong Learning Institute (OLLI) begin on Jan. 27 at the Lafayette Library. Instructors will present their courses as well as the travel study program to Catalonia offered in June by Dr. Alex Saragoza during a free Info Session on Thursday, Jan. 8.

Exploring Philosophical Issues Through film, taught by Richard Lichtman, examines how the dynamic of "moving pictures" can reveal the flow of everyday life and the grandeur and minutia of being. Tuesdays from 1 to 3 p.m.

Hands on the Vines: The California Wine Story surveys the history of the California wine industry from its roots in Europe to its present boom. Taught by Alex Saragoza on Thursdays from 10 a.m. to noon.

Dilemmas in Biomedical Ethics explores the ethical issues arising from new biomedical technology and its effect on society, patients, families, and consumers. Taught by Marjorie Schulz on Thursday from 1 to 3 p.m.

For more information, visit olli.berkeley.edu or call (510) 642-9934.

Hands on the Vines: the California Wine Industry
Lafayette Library, 10-12noon, Thursdays
Instructor: Professor Alex M. Saragoza, UC Berkeley

This course examines the development of the California wine industry in light of the role of the women and men who are involved in its production: from the farm worker and vineyard manager to the cellar master and the winemaker. The course emphasizes the period since the famous tasting competition between California and French wines in 1976, which marks the onset of the “boom” in wine consumption in the U.S. The course takes into account the social and cultural trends that impact on the wine industry as well as key attendant issues: immigrant labor, foreign competition, styles of wine making, globalization, and multiplier effects, such as wine tourism. Through lectures, guest speakers, films, documentaries, literary sources, and tastings, the course intends to offer an informative, rich and textured story of wine in California. Regardless of the topic, each session will give attention to the human dimension of the issues raised in the lecture. A reading or two will be posted on the course website prior to each session as background for each lecture.

NOTE: Because of the work schedules of the guest speakers, their talks may not coincide with the main lecture of the course sessions.

SESSION 1: The Imaginary of Wine and California (January 29th)

This session will begin with the historic imagery associated with viticulture and its significance to the history of the California wine industry, particularly the enduring importance of European, i.e., French wine to that imaginary. With that aspect in mind, the initial lecture will provide an overview of the course and its terminology (a glossary of terms will be handed out via the course website and discussed), concluding with a contemporary example of the past on the wine imaginary.

SESSION 2: Wine and its meanings: from Thunderbird to Screaming Eagle (February 5th)

After a brief discussion on the production of wine—from the planting of the vines to the bottle—the lecture will sketch the history of wine in California prior to the tasting of 1976 and the changes that ensued in California and their implications for wine making here in the U.S. and abroad. This session will also encompass the issue of immigration and its importance to the early development of the wine industry and its contemporary relevance, from the Irish pioneers of the Livermore Valley to the recent arrivals from Chile, France, Spain and Mexico.

SESSION 3: Bottle Shock: The Making of the Wine Boom (February 12th)

This lecture addresses a decisive question: what factors led to the jump in wine consumption and the resultant wine boom? To answer that question, the lecture will discuss the beginnings of cooking shows (e.g., Julia Childs), the European accent of the J.F. Kennedy and Jacqueline’s White House years, the increase in travel by Americans to Europe, increasing affluence in the U.S., the rising rate of education, and related influences. In this respect, this session will particularly explore the relationship between wine consumption patterns and societal shifts, such as the food-wine connection, especially the spread of the “California style” of cuisine, i.e. the so-called food revolution.

SESSION 4: Sideways: the Judgment of Paris and its meanings (February 19th)

This session delves into the multiple impacts of the 1976 tasting competition portrayed in the film, *Bottle Shock*, in which the two winning wines (red and one white) from the Napa Valley outscored those of France. Particular attention will be given to the trends in the stylization of wine, e.g., the popularity of Cabernet Sauvignon and Chardonnay as produced in much of California, especially in the

Napa/Sonoma wine region, along with the rise of certain varietals, such as Pinot Noir. Moreover this session will address the role of the media, wine critics, wine/food magazines, and the question of competition and the California wine industry from abroad as well as within the domestic wine business.

SESSION 5: Ripple Effects: Repercussions of the wine boom (February 26th)

This session focuses on the ancillary impacts in California that have paralleled the increase in wine consumption in the U.S., from the building of tasting rooms to the performance of wine-related events. In this regard, the lecture will outline the demographic, labor market, gender, and racial/ethnic implications of the wine boom as exemplified, for instance, in the emergence of wine tourism.

SESSION 6: Back to the Future: whither the wine industry? (March 5th)

This session will examine the debates that have emerged within the wine industry over the making of wine (the question of *terroir* and biodynamic farming), the spread of corporate ownership (the position of small producers), international competition (the increase in foreign imports, such as from Spain), urban-rural tensions (encroachment of farm land by suburbanization), globalization (the growing commonality of wine styles), and the cultural space of viticulture (the future of wine on the American dinner table).

Confirmed Guest speakers:

Professor Sharon Bohn Gmelch, author of *Tasting the Good Life: Wine tourism in the Napa Valley*

Paula Johnson, Curator of the Food and Wine exhibit at the Smithsonian Institution, Washington D.C.

John Concannon, Concannon Vineyards, Livermore, California

Kathleen Moran, Associate Director, the American Studies Program, UC Berkeley