Dear Friends,

The new year is starting with more great news, further enhancing Oregon’s wine quality reputation. Fourteen gold medals were awarded to Oregon wines in the 2014 San Francisco Chronicle Wine Competition, the largest held in North America. This year, judges evaluated 5,825 wines from roughly 1,500 wineries across 25 states. Oregon’s winners spanned multiple regions and varieties, again demonstrating the breadth of our wine community's extraordinary capabilities.

The new year also kicks off the annual meeting season for many groups around the state. Last week the Oregon Winegrowers Association held sessions with members in Roseburg and then in Salem. As you may know, OWA is the only statewide organization focused on legislative and regulatory activity affecting wine businesses. OWA is completely independent of the Oregon Wine Board and exists as a membership-based non-profit that receives no portion of any taxes collected from Oregon wineries or growers.

OWA’s mission is to protect and advance the interests of Oregon’s grape farmers and winemakers by working at both the state and federal levels.

At the meetings, OWA members had the chance to learn about cost-saving programs, such as discounted tickets to next month’s Oregon Wine Symposium (Feb. 25-26) and other special offers from business partners such as Verizon, Fastenal, River’s Edge Hotel and Spa in Portland, Hagan Hamilton Insurance Services and others who participate in the National Purchasing Partners network. These are just examples of the expanded list of benefits available only to members of the Oregon Winegrowers Association. Additional discounts are coming in 2014.

OWA members in Salem were also given a chance to hear directly from Oregon Department of Agriculture Director Katy Coba on issues such as immigration and spray drift. They then received an update on enforcement policies and potential changes to the retail environment for beverage alcohol, from new OLCC Chairman Rob Patridge. OWA Board member Doug Tunnell of Brick House Vineyards moderated the discussion with Chairman Patridge, which touched on the ways OLCC will distribute the $38 million in privilege taxes it will collect from wine and beer producers in Oregon during this two-year budget cycle.

In addition, OWA's strategic partners, CFM Communications and Davis Wright Tremaine, discussed the past year's legislative
successes for Oregon's wineries and growers. They also reviewed some resources now available exclusively to OWA members with guidance on several critical aspects of the rapidly evolving operating environment for wineries and vineyards, including:

- Land Use Permitting
- Oregon Wine Labeling
- Excise and Privilege Taxes
- Wine Distribution
- Social Media Marketing
- Tasting Room and Music Licensing

Following the Salem meeting, OWA members had a chance to share ideas (and their wines) with nearly three dozen state senators and representatives from Oregon's Legislative Wine Caucus. Lawmakers are preparing for the 2014 legislative session and were interested to hear from winemakers and grape growers about how the issues coming up this session might influence your businesses. Elected officials and state regulators are more keenly aware than ever of the impact their decisions are having on your ability to build your brands. They continue to be interested in accelerating the wine sector's growth, however, some caution that our industry may be asked to carry a greater share of the burden as state forecasters look to additional sources of tax revenue in the very near future.

Issues such as taxation require constant monitoring and action, so if you'd like to hear more about how your business can benefit from membership in the Oregon Winegrowers Association, contact Jana McKamey at 503.228.8336.

Finally, a very special congratulations to Cowhorn Vineyards and Winery in the Applegate Valley for its 2012 Spiral 36 Viognier/Marsanne/Roussanne blend, which was named a 2013 Hot Brand award winner by Wine Business Monthly. Another example of the breadth and depth of talent that enriches the Oregon wine community.

Cheers,

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**SYMPOSIUM**

**GET YOUR SYMPOSIUM TICKETS NOW - BEFORE PRICES GO UP**

Don't miss this year's Oregon Wine Symposium with its expanded content, increased vendor presence and enhanced structure. Ticket prices go up on Feb. 10 and registering yourself and others has never been easier. [Register now!](#)

**GUEST CHEF AWARDS DINNER RETURNS TO SYMPOSIUM**

This year OWB will be recognizing industry partners and celebrating the occasion with an enticing menu developed by Pascal Chureau of Superior Cellar certified Allium and paired with LIVE certified wines.

Block out the evening of Feb. 25 and [get your tickets now](#) to experience Chef Chureau's menu, relax and catch up with friends.
Here’s a peek at the menu for the Guest Chef Awards Dinner:

**Amuse Bouche Duo**
- Cauliflower and Leek Veloute; caviar crème fraiche
- Shigoku Oyster on the Half Shell: grapefruit mignonette

**Appetizer**
- Dungeness crab, star anise aioli, avocado mousse, arugula

**Entree**
- Braised short ribs, lardons, prunes, herb polenta, heirloom carrots

**Salad**
- Butter lettuce, roasted rhubarb, crisp pancetta, cantelet

**Dessert**
- Butterscotch pudding, warm pain d’ epice, pecans

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**MARKETING**

**CALL FOR INTERNATIONAL OREGON PINOT CAMP NOMINEES**

It is time to define who the OWB will bring to Oregon for the 2014 Oregon Pinot Camp and we’d love to hear from you.

Criteria is simple:

1. A buyer or key influencer (retail, restaurant, importer) having broad market influence.
2. Currently doing business with the Oregon wine community.
3. From a market or region of OWB focus including:
   1. Japan
   2. U.K.
   3. China (Shanghai)
   4. Sweden
   5. Denmark (Copenhagen)
   6. Canada
   7. South Korea (Seoul)
4. Able to commit to the entire OWB agenda, including all days of OPC and up to four additional days of tours and tastings as part of an Oregon immersion program.

Please include details as to how your nominee meets the criteria.

**NOTE:** The OWB will define the visitors’ agenda based upon our mission to promote brand Oregon and expand the understanding of Oregon wine, its place and people. The OWB will pay for our guests’ attendance at OPC, flight, hotels and meals aligned with the OWB schedule. Unfortunately, OWB cannot allow guests to alter the predefined agenda. Those who wish to add days are welcome to do so at their own expense.
Please email your nominations to Dewey Weddington by Jan. 29 for consideration.

**OREGON WINE MONTH IS COMING - BE PREPARED**
Now is the time to make Oregon Wine Month plans for May. From your tasting room and social media efforts, to key restaurant and retail accounts, there’s a lot of work for you to do to make sure you benefit from this month-long program. Here’s a starting checklist:

1. Call your distributors and find out what they are doing to support Oregon Wine Month. Some are already planning in-store tastings, wine dinners and other promotions. Be sure you are included in as many events as you can manage.
2. Call your key restaurant and retail accounts and find out what they are doing to support Oregon Wine Month. Offer to do in-store tastings, dinners, wine socials, and/or educational programs. Be sure they are participating as much as possible.
3. Set your direct-to-consumer sales plan now. What will you do in your tasting room throughout the month? How will you maximize your social media presence? What special programs will you offer?
4. Find out what your local AVA or regional marketing group is planning. If they have no plans, make them. Hold a regional tasting event in Portland. Offer a passport program to bring people out to your tasting rooms. Coordinate and maximize the opportunity. Get creative.
5. Email the OWB all of your plans. Every tasting, dinner and event that you are doing to be sure it is included on the OWB Wine Month calendar.

The OWB will be supporting Wine Month with rich programming, including:

- Advertising programs across the region, including three radio stations, six publications and social media.
- POS materials including posters, shelf wobblers, window clings and more.
- Wine trade educational programming in Seattle, Portland, Eugene, Medford and Bend with Cole Danehower.
- Aggressive PR and social media programs to remind Oregonians of the amazing wines in their backyard.

May might seem like a long way off but within the blink of an eye it will be here. Plan now and capitalize on Oregon Wine Month.

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**EDUCATION**

**CONFERENCE ON CURRENT WINE AND WINE GRape RESEARCH**

The Unified Grape Management for Viticulture and Enology (UGMVE) is holding a conference on "Current Wine and Wine Grape Research" at the UCD Conference Center on Feb. 12 from 9 a.m. to 6 p.m. Attendees will listen to speakers present their research in 15 minutes with an additional 5 minutes to answer questions from the audience. Topics will include research on grapevine breeding and evaluation, cultural practices, disease and insect pest control, and enology. The format of 20-minute reports allows for synopses of many projects in a single day. If you are interested in attending and are a PI, graduate student,
reviewer, or funding agency administrator affiliated with the UGMVE program, you may contact Olivia Pisano and she will add your name to a complimentary registration list. Those not affiliated with Unified Grants programs may attend by registering through UC Davis Extension, 800.752.0881. The cost is $49 and includes handouts, lunch, and a wine reception afterwards.

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PEOPLE

**DENNIS DEVINE PRINCIPAL OWNER OF WITNESS TREE PASSES**

Dennis Devine, the principle owner at Witness Tree Vineyard, passed away Jan. 13. He had been in poor health for some time and is now at peace. A service was held on Jan. 17 at St. Mark Lutheran Church followed by a Celebration of Life reception at the winery. Our sympathy and thoughts are with his family and the entire Witness Tree community.

**OMERO CELLARS WELCOMES JIM GULLO TO ITS TEAM**

Omero Cellars has welcomed Jim Gullo as its new tasting room and marketing associate. Jim has published 10 books and hundreds of magazine articles, and comes to Omero after a long, distinguished career as a writer and journalist. Jim's articles about food, wine, travel, sports and personalities appeared for many years in top publications like *Bon Appetit*, *Sports Illustrated*, *Saveur*, *Islands* and the *Alaska Airlines Magazine*. His journeys have included working the grape harvests of Burgundy, collecting hot sauces in the Caribbean, searching for kao soi noodles in northern Thailand, and attending Cordon Bleu cooking classes on a cruise in the middle of the Pacific Ocean.

Jim "discovered" the Oregon wine country, as he tells it, on a travel writing assignment to the Willamette Valley in 2006, and moved here two years later. He began to explore the local wine industry by creating Oregonwine.com, a web magazine, and writing articles about wines and winemakers for *The Oregonian*, *MIX Magazine* and *Portland Monthly*. His writings will now appear on Omero’s blog and newsletters, continuing to inform, provoke discussion and entertain. Stop by the tasting room and say hello.

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CALLS FOR WINE

**ENTER THE EAST MEETS WEST WINE CHALLENGE**

Two wine competitions have become one. The International Eastern Wine Competition (IEWC), established in 1975, is one of the oldest and largest professional wine competitions in the United States. *Winery and Vineyard Management* recognizes the best wines in the West at the annual West Coast Wine Competition. This regional wine competition, established in 1982, celebrates the West and all it has to offer in the way of great wines and winemaking.

Now Winery and Vineyard Management has combined the two into the **International East Meets West Wine Challenge**: To see exactly where East Meets West.

Wines will simultaneously be judged in two divisions: International Eastern Wine Competition and the West Coast Wine Competition. Traditional awards will be given in each division. Best of Show winners will move on to compete in the East Meets West Taste Off to see which wine reigns overall. This affords your wine two chances to win.
Additionally, Winery and Vineyard Management will continue with the Riesling Championship as Rieslings will be judged in both competitions to award a best Eastern Riesling and a best Western Riesling. The challenge is on! It's time to see where East Meets West. Open to all domestic and internationally produced wines according to regional designations. Cost to participate is $75 per wine on paper or $65 per wine online. The deadline to enter is Jan. 31. For more information contact Jil Child.

**SUNSET INTERNATIONAL WINE COMPETITION NOW OPEN**
The third annual Sunset Magazine International Wine Competition is now open for entries. Competition winners last year received:
- Announcements in Sunset Magazine’s October issue (both print and tablet editions), reaching 5.3 million wine-loving readers.
- All Gold and Silver Medal winners announced in a shopping-guide booklet that went to 500,000 subscribers.
- A downloadable PDF of Sunset’s entire list of winners featured on its website, with 1 million unique visitors per month.
- Safeway, Sunset’s retail sponsor, promoted the competition winners in its stores throughout the month of September.
- The Sunset Wine Club exclusively featured competition medal winners.
- Medal-winning wines were poured and promoted at Sunset consumer events, including the annual Celebration Weekend and Savor the Central Coast festival, collectively drawing more than 30,000 wine fans.
- Sunset spotlighted medal-winning wines in its weekly wine blog, on social media, and in various stories throughout the year.

For more information, contact Rebecca Murphy.

**CHARDONNAY DU MONDE NOW OPEN FOR REGISTRATION**
The 21st annual Chardonnay du Monde competition will take place Mar. 12-15 at Château des Ravatys in Burgundy. The objective of this competition is to support the quality and showcase the diversity of the world’s best Chardonnays, in an elegant setting. Wines submitted will be reviewed by a panel of more than 700 international experts. Deadline to deliver samples is Feb. 11. For more information, email the Chardonnay du Monde.

**REGISTRATION OPEN FOR 2014 CONSUMER WINE AWARDS**
The 6th Annual Consumer Wine Awards is now accepting submissions of wines from every region and grape variety in the world. Wines entered in this unique competition are evaluated by panels of wine consumers in multiple categories of wine types, styles and price ranges. Deadline to submit wine is Mar. 1. For more information contact Aaron E. Kidder.

**WINE NEEDED FOR CULINARY CONFERENCE AND EXPO**
The Research Chefs Association is holding its 2014 Annual Conference and Culinary Expo Mar. 11-14 in Portland. Roughly 1,200 corporate executive chefs, food scientists/technologists and innovation directors for major food manufacturers, restaurant chains and ingredient suppliers that serve the retail and food service markets will gather for this food research and development educational event that will inform and influence menus and supermarket offerings worldwide. The conference organizers are looking for wine to be poured at two points during the event. On Mar. 11 at the opening reception, wineries will have the opportunity to have their wine poured by catering staff at the
Portland Art Museum to approximately 800 attendees. Then, on Mar. 14 at the closing awards reception, wineries will have the opportunity to pour their own wine and network with nearly 300-400 attendees. The cost to participate is the donation of your wine. For more information on how you can participate, contact Vickie Mabry.

NEW COLUMBIA RIVER CRUISE SEEKS OREGON WINERIES
The American Empress cruise ship is launching nine-day Columbia River cruises in March that will run throughout the summer. The parent company, American Queen Steamboat Company, is working quickly to fill weekly wine tasting, educational activities and dinner opportunities with Oregon and Washington wineries for its upscale cruisers. Opportunities to connect with the 223 guests will be available on each cruise, and include a venue for wineries to sell wine direct, sign up club members and make long-term fans of their brands. All details about the American Empress and the opportunity are included below.

If interested, contact Jeffrey Krida at 901.654.2600 to discuss available dates and details. Or, complete the form in the pdf and return it as soon as possible. Any questions should be directed to Jeffrey. The Oregon Wine Board is acting as a conduit of information and unable to answer specific questions.

OTHER

JOB OPENING AT THE OREGON LIQUOR CONTROL COMMISSION
The Oregon Liquor Control Commission (OLCC) is seeking a highly motivated, collaborative and experienced legal professional to lead the Administrative Policy and Process Division as its Director. The Administrative Policy and Process Director will effectively manage, direct and provide legal support for OLCC policy decisions and processes. The full job description and requirements can be viewed on the OLCC website. For more information, contact Human Resource Analyst Annie Williams at 503.872.5154, or HR Specialist Nina Carmichael at 503.872.5153.

APPLY NOW FOR SPECIALTY CROP BLOCK GRANT PROGRAM
The Oregon Department of Agriculture is now accepting concept proposals for project ideas as part of the U.S. Department of Agriculture's Specialty Crop Block Grant Program for 2014. Approximately $1 million is expected to be available to agriculture industry associations, producer groups, processors, commodity commissions, non-profits, for-profits, and local government agencies in Oregon. Funding for Oregon’s program is contingent upon federal funding for the Specialty Crop Block Grant Program through the U.S. Farm Bill.

ODA is requesting three-page concept proposals from applicants describing their proposed projects. Concept proposals can be submitted online and must be received by Feb. 24 at noon Pacific Standard Time.

Specialty crops are defined as commonly recognized fruits, vegetables, tree nuts, and nursery crops. Oregon ranks fourth in the nation in production of specialty crops.

ODA has posted an online training for applicants, providing an in-depth look at the program and a step-by-step explanation of the grant writing process.

Based on a survey of specialty crop producers, associations,
commissions, and other stakeholders to determine their priority needs, ODA has identified the following seven areas as the 2014 Specialty Crop Block Grant Program funding priorities:

- Market development and access (international markets, local/regional/domestic markets, certifications)
- Food safety compliance and traceability
- Efficiency of distribution systems
- Prevention and management of pests and diseases
- Training and equipping the next generation
- On-farm labor needs
- Productivity enhancements and innovation

Projects not addressing an identified priority are still eligible for funding, as long as they meet all other program requirements.

Oregon’s Specialty Crop Grant program has a two-phase competitive process. In March, an industry advisory board will evaluate concept proposals and make recommendations to ODA’s Director on the selection of the top ranked applicants. Selected applicants will then be asked to submit full grant proposals for a second round of evaluation. Projects chosen to receive funding will be announced by November 2014.

ODA and the advisory board are looking for innovative proposals, and encourage interested parties to work regionally to submit collaborative project proposals that benefit Oregon growers and processors as well as partners in other states that share common specialty crops. Those who have received specialty crop grant funds in the past are also encouraged to apply, whether to build on an existing project or to propose a new project.

Concept proposals may be submitted for a project within the suggested funding range of $25,000 to $100,000, and for a project timeline of up to two years. Applicants are highly encouraged to provide a dollar-for-dollar match.

ODA staff is available to provide applicants an understanding of the 2014 granting process and requirements. Directions on submitting concept papers, project guidelines and priorities, and other information is available on the ODA website or by contacting ODA’s Agricultural Development and Marketing Program at 503.872.6600.

**DEADLINE EXTENDED: CONSERVATION STEWARDSHIP**

The U.S. Department of Agriculture’s Natural Resources Conservation Service (NRCS) has extended the deadline for new enrollments in the Conservation Stewardship Program (CSP) for fiscal year 2014. Producers interested in participating in the program can submit applications to NRCS through Feb. 7.

Conservation Stewardship Program applications are accepted year-round with announced application cutoff periods. The extended application cutoff period is now Feb. 7.
A **CSP self-screening checklist** is available to help producers determine if the program is suitable for their operation. The checklist highlights basic information about CSP eligibility requirements, stewardship threshold requirements and payment types. Learn more about CSP by visiting the [NRCS website](https://www.nrcs.usda.gov) or a [local NRCS field office](https://www.nrcs.usda.gov).