LETTER FROM TOM DANOWSKI

Dear friends,

It’s that time of year when I hope you can look back on a safe and prosperous vintage. It’s also time for looking ahead to a new year.

I’m well aware that there are many good causes and worthy organizations approaching you for annual dues, donations and contributions. Today, I am writing about the work of the Oregon Winegrowers Association.

This note does not suggest you divert support for any local organization or that you abandon any regional association doing the important work required by our industry. The OWA, however, plays a unique role in strengthening our shared statewide wine enterprise and deserves your consideration. Unlike the Oregon Wine Board, the OWA receives nothing from the state’s tonnage tax on wine grapes. The OWA complements the OWB with a focus on regulatory, legislative and policy activities that can have a profound impact on our future.

Over the past year, the OWA has taken on assignments that no other entity in Oregon is designed for in order to advance and protect your business. In addition to enhancing its menu of member benefits to now include FedEx shipping discounts and even lower prices on Oregon Wine Symposium tickets, the OWA:

- Organized another in a series of Oregon congressional wine tastings in Washington, D.C. preceded by face-to-face meetings with Oregon’s senators and representatives to speak up for growers and winemakers about TTB funding to reduce COLA wait times, continued support for international marketing grants, clean plant material and scientific research.
- Worked closely with Sen. Ron Wyden, the Senate Finance Committee, WineAmerica and the California Wine Institute to build support for the Craft Beverage Modernization and Tax Reform Act that would reduce federal excise taxes for EVERY Oregon winery and cidery while also raising the alcohol-by-volume threshold that triggers higher wine excise tax rates. The measure now has 52 Senate and 285 House co-sponsors.
- Worked across state lines to partner with colleagues in the Walla Walla Valley to craft a sensible response to a TTB proposal that would jeopardize Oregon’s stringent labeling
rules, which are admired by other wine regions as hallmarks of exceptional wine quality.

- Intervened with Sen. Wyden and Oregon’s U.S. Representatives on behalf of growers and industry members who have become targets of intrusive and extended U.S. Department of Labor investigations into wage and hour record-keeping compliance.
- Provided legal support from our partners at Davis Wright Tremaine to growers and winemakers in the Eola-Amity Hills who were threatened by the possibility of a new asphalt batching operation near their vineyards.
- Lined up with Washington County growers and wineries to delay consideration of a proposed ordinance that could have required existing wineries to seek new permits and subjected their basic operating practices to a new county review process.
- Continued to raise awareness of herbicide drift damage in vineyards through dialogue with farming groups, chemical retailers, ODA, OSU, ODOT and counties. OWA is also pushing for improvements in ODA investigation and testing protocols in cases of suspected drift.
- Successfully knit together an alliance of 13 regional winery associations in support of legislation that fine-tuned Oregon’s Wine Country License Plate program to ensure the funds are invested in support of wine and culinary tourism.
- Worked with OLCC to get a sensible new quality assurance product sampling rule enacted so winemakers and employees can legally confirm product integrity before pouring wine for guests, customers or at staff trainings.
- Argued the industry’s case to OLCC resulting in new policy that enables winery staff members or their distributors to use social media, within certain guidelines, to promote tastings and special events at restaurants and other OLCC licensees.
- Drafted food service guidelines for wineries located on farm land that have recently been endorsed by the Oregon Department of Land Use and Conservation and the OLCC, responding to a need for clarity that surfaced first in Southern Oregon but will be required across the state.

Looking ahead, the OWA will soon be rolling out a new, online regulatory information center for members, which will consolidate the vast inventory of evolving policies, guidelines and regulations within which growers and winemakers must now manage their businesses.

Please consider joining the hundreds of Oregon wine business owners who support the Oregon Winegrowers Association - and the industry’s agenda - with membership dues that enable the OWA to do for our community what it is distinctively positioned to do. Click here to learn more about the Oregon Winegrowers Association and to join. If you have questions, please feel free to call the office anytime at 503.228.8336.

Lastly, I want to acknowledge Carrie Hardison, the Oregon Wine Board’s education manager, for her service, energy and enthusiasm. Since joining the OWB in 2015, Carrie has elevated our programming and is nearly done mapping out a sensational Oregon Wine Symposium program for Feb. 21-22. However, Carrie is responding to the call of other professional interests and will be moving on from the OWB after the Symposium. The role description for Carrie’s successor can be found here, and I hope you’ll forward this on to any qualified contacts in your network.

Cheers,

Tom Danowski
President

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**SYMPOSIUM**

**Showcase Your Wine at the Oregon Wine Symposium Soirée**

The Symposium planning committee has made several enhancements to the 2017 Oregon
Wine Soirée networking event. To make the celebration more convenient and accessible, the festivities will be held on the trade show floor directly after the sessions on Tuesday, Feb. 21. The additional space and extra wine stations will allow attendees easy access to enjoy wines from around the state. To equitably promote Oregon wine, we are seeking wine donations from each winemaking region. If you would like to donate either six bottles or a case of wine to showcase at the Symposium Soirée, email Carrie Hardison for more information.

**Register Now for the 2017 Oregon Wine Symposium**

Register now for the [2017 Oregon Wine Symposium](#), Feb. 21-22 at the Oregon Convention Center in Portland. The Symposium comprises two full days of industry thought leaders and experts covering the most relevant topics in viticulture, enology and wine business plus the Northwest’s largest wine industry trade show, with more than 170 exhibitors.

The Symposium is a must-attend event for wine industry professionals, delivering cutting-edge technical and business intelligence trends across all aspects of the wine business. All winery and vineyard owners, vineyard managers, marketing and sales managers, winemakers and winery staff should [register today](#) to take advantage of the lowest Symposium ticket rates!

**Have You Filled Out the Oregon Tasting Room Survey Yet?**

Capiche, a southern Oregon brand management firm, is conducting a survey to collect data on tasting room business practices in Oregon. The information gathered will help advance the Oregon wine industry and help improve the quality of the tasting room experience in our state.

Results from this survey will be shared at the 2017 Oregon Wine Symposium along with actionable strategies and examples that will help all tasting rooms improve their business practices.

Capiche will send the final report to all participating wineries. If regional associations are interested, Capiche would be happy to attend a meeting to present the findings. To participate, email Vicki Purslow or call 541.941.3640.

**Submit Your Application for the 2017 Experimental Wine Tasting**

The experimental wine program is back for the 2017 Oregon Wine Symposium. [Click here](#) to submit an application or for more information about the program. Applications are due by Jan. 6. For questions, contact Carrie Hardison.

**Oregon Wine Industry Awards Nominations Now Open**

Each year at the Oregon Wine Symposium, industry leaders are recognized for their contributions to the Oregon wine industry. Award recipients will be recognized and celebrated at the Awards Luncheon on Feb. 22. Nominations close **Nov. 30** with award recipients being chosen and notified in December. [Click here](#) to review each of the categories and to submit a nomination. For questions, contact Carrie Hardison.

**2017 Symposium Trade Show Booths and Sponsorships Available**

The Oregon Wine Symposium is the premier educational event and trade show for the Northwest wine community. This event brings wine industry professionals together to discuss current issues, discover new tools or techniques and network with service providers and peers. Participation as an exhibitor will give you access and exposure to more Oregon wine industry members than at any other time during the year. If you offer a service that directly relates to the Oregon wine industry, consider participating as a vendor or sponsor now. Space is limited. [Click here](#) for more information.
MARKETING

Post Your Holiday Events to the Oregon Wine Consumer Calendar
Wineries, restaurants, retailers and distributors are encouraged to submit upcoming events to the Oregon Wine consumer events calendar in advance of Thanksgiving weekend. The OWB will be reminding consumers of holiday event and tasting opportunities around the state in the coming weeks. If you have any questions about posting events to the consumer site, contact Kai McMurtry.

Oregon Wines Fly Free for the Holidays
Did you know that the Oregon Wines Fly Free checked case policy on Alaska Airlines applies not only to out-of-state visitors, but also to Oregonians traveling elsewhere on Alaska Airlines? This is a great opportunity to entice your local tasting room visitors to buy wine for gift-giving and festive dinners, no matter where in the country they might be celebrating. Be sure to tell your visitors, followers and fans in your tasting room, social media channels and consumer newsletters by using holiday-themed Oregon Wines Fly Free printable and online graphics, which are available to download. For more information please see the OWB blog.

Re-stock on Oregon Wine Touring Guides for the Holidays
If you’re running low on Oregon Wine Touring Guides in your tasting room, be sure to order more in time for your Thanksgiving visitors! Click here to place an order for a free box of 40 guides.

Advertising Space Available in the 2017-18 Oregon Wine Touring Guide
Publishing partner SagaCity Media is taking reservations for advertising space for the 2017-18 guide. Any business, including tasting rooms, hotels, restaurants, regional associations and more can gain exposure to a high-end wine touring audience by advertising in the guide. The deadline to reserve ad space is Dec. 8. For the media kit or to discuss rates, which are determined by the publisher, please contact Lora Helmer or call 971.200.7047.

INTERNATIONAL MARKETING EVENTS

Asia
Asia Tour in February 2017
The Oregon Wine Board, in conjunction with the Washington State Wine Commission, will be hosting a trade tasting and educational seminar in Seoul, South Korea and Tokyo and Osaka, Japan in early February. For details, costs and information on how to register, click here.

Europe
Go West and Northwest Wine Tour in March 2017
Registration is now open for the European tour that will take place in March 2017. The tour will stop in London and Stockholm before concluding at ProWein in Düsseldorf. For details, costs and information on how to register, click here.

Canada
2017 Toronto Trade Tasting and Events
Join the Oregon Wine Board for a spring event in Toronto, Ontario. The event will take place on Apr. 11 and is aimed at attracting top-level trade and media in the Ontario market. The main event will consist of an interactive walk-around tasting and salmon bake targeting more than 100 key trade, LCBO buyers and media. Additionally, there will be a structured seminar taking place before the tasting for 50 members of the trade. For details, costs and information on how to register, click here.
EDUCATION

Respiratory Protection for Agriculture Class at Northwest Wine Studies Center
Chemeketa Community College is hosting a respiratory protection for Oregon agriculture operations class for pesticide re-certification on Dec. 8 from 8:30 a.m. - 12:30 p.m. The class will introduce the requirements from both Oregon OSHA and the Oregon Department of Agriculture that apply when using newly EPA Registered Airgas SO2 to gas wine barrels and corks. Oregon OSHA will provide information on the required elements of respiratory protection and PPE. Practical experience with calibrating and using air monitoring equipment will be presented. The Oregon Department of Agriculture will present the specific licensing requirements, which will be required to purchase and use the product. The cost to attend is $42. For more information, contact Chemeketa Community College and register for CRN 41033.

Attend a SAIF Agricultural Safety Seminar
The SAIF Corporation is holding 28 agricultural safety seminars between November 2016 and March 2017 in 16 cities around Oregon. Nine seminars will be conducted entirely in Spanish. Anyone working in the agricultural industry is welcome to attend. Small agricultural employers attending the seminar will meet one of the four requirements that exempt small agricultural establishments from random OSHA inspections. The Landscape Contractors Board has approved the seminar for three hours of technical and one hour of business continuing education credits. Producer continuing education credit hours for licensed insurance agents have been approved by the Department of Consumer and Business Services. Seminars are held from 9:30 a.m. - 2:30 p.m. and include lunch. Click here for a list of locations and dates. For more information, call 800.285.8525.

OWRI Seminar: Impact of Grape Leafroll Associated Virus-3
Join Amanda Vondras, Ph.D. student and Dr. Laurent Deluc of Oregon State University’s Department of Horticulture at 3:30 p.m. on Nov. 17 at OSU as they discuss grapevine leafroll associated virus 3 (GLRaV-3). This is the most economically impactful virus affecting grapevines worldwide. However, there is little that can be done for the plant to reduce the consequences of viral infection on fruit production. Ultimately, targeted attempts to mitigate the effects of the virus will require an understanding of the plant-pathogen interaction at the molecular level to understand how mechanisms that underpin normal fruit development are altered by the virus and whether particular regulatory pathways might account for system-wide responses to the virus. Regulation of gene expression through small RNA and alternative splicing are essential components of plant development and responses to stress. The researchers used Next Generation Sequencing technologies (RNA and small RNA sequencing) to assemble a holistic view of these regulatory agents during normal ripening in Vitis vinifera and how they are altered in response to GLRaV-3 infection. Click here to watch this event live.

Offering an Industry Education Event?
The OWB is dedicated to providing members of our community with educational offerings as part of its mandate. In addition to the educational seminars sponsored by the OWB, educational opportunities hosted by third-party organizations can also be promoted in the Grapevine and on the industry website. If your organization is hosting an industry educational event please contact Carrie Hardison so the OWB can help you spread the word to members of our community.
RESEARCH

OSU Statewide Crop Load Project Research Tasting
Pinot noir yield is tightly managed in Oregon vineyards in order to achieve desired fruit and wine quality. The OSU Statewide Crop Load Project was developed as a long-term project to determine the best yield targets for enhancing Pinot noir wine quality. Each December, the OSU team assesses wines from the trial. This year, the 2014 vintage wines will be evaluated, and OSU needs your help! Wine industry professionals, including winemakers, cellar masters, vineyard managers, viticulturists and others who have experience in wine evaluation are invited to participate in the research tasting on one of the following two dates:

Date/Time (select one)

- Tuesday, Dec. 6, 9:30 - 11:30 a.m.
- Thursday, Dec. 8, 9:30 a.m. - 11:30 a.m.

Tastings will be held at the Yamhill County OSU Extension Office in McMinnville. If you are interested in taking part in this research wine tasting, please contact Dr. Elizabeth Tomasono with your preferred date.

OWB Funded Research Update: Impact of Pre-Fermentation Cold Soak Conditions on Microbial Populations and Consequences for Wine Aroma
Wine aroma is one of the most important components of wine quality and can be impacted by grape variety, viticultural practices and winemaking procedures. One particular practice that is employed during Pinot noir production to impact wine aroma is cold soaking. In this process, grapes are held at cold temperatures to prevent growth of Saccharomyces cerevisiae and delay the beginning of alcoholic fermentation. Research conducted by Dr. James Osborne, associate professor at Oregon State University, demonstrated that yeast varieties that are naturally present during the cold soak can influence wine aroma and flavor. Click here to read Dr. Osborne’s full update.

CALLS FOR WINE

New Oregon Reviewer at The Wine Advocate
Announced last week, Neal Martin will no longer serve as Oregon’s reviewer for The Wine Advocate. Starting in January 2017, Lisa Perrotti-Brown will assume the responsibility for The Wine Advocate’s coverage of our region. Neal said that this change had nothing to do with not wishing to continue coverage but rather the importance for the reviewer to spend as much time in the region as possible. More information on timing for the 2017 Oregon review will be issued in early 2017.

Submit Wines for San Francisco Chronicle Wine Competition
The San Francisco Chronicle Wine Competition (SFCWC) is now accepting entries for its 2017 competition. The competition is one of the industry’s most respected and highly publicized wine competitions in the country. It has become a platform for larger and boutique wineries alike to showcase their wines on a national scale. Wines will be judged by a panel of wine industry experts from across the U.S. The deadline to register is Nov. 20. For more information on timing for the 2017 Oregon review will be issued in early 2017.

Submit Wines for 425 Magazine’s Holiday Themed Articles
425 Magazine is now accepting samples for its holiday themed online tasting notes column. Headed by Julie Arnan, themes for these articles include Oregon Pinots for the holidays, celebration wines and wines to pair with take-out for no fuss meals during the holiday
season. All wines submitted should be current vintages that are easily available in the Seattle area market. To send samples, please include two bottles if under cork and one if under screwcap or synthetic closure along with technical information to:

Julie Arnan
6130 111th Pl. NE
Kirkland, WA 98033

**Participate in the 2016 Seattle Wine and Food Experience**
The 9th Annual [Seattle Wine and Food Experience](#) (SWFE) Grand Tasting will be held on Feb. 26 at the Seattle Center Exhibition Hall. The SWFE Grand Tasting is the premier showcase for wine and food in the Northwest. Wines from the Northwest and beyond are featured along with local and regional beer, cider and spirits. Food is a major highlight and includes top culinary talent serving gourmet bites. Guests stroll through the event as they taste diverse wines and learn directly from the producers. Other features include artisan food producers, sensory experiences, education and more. This popular sell-out weekend attracts 2,700 enthusiasts including trade and media. New this year, the event has partnered with Seattle Magazine, which will allow the event to evolve and reach a wider audience offering new benefits to participants and the event’s growing audience. [Click here](#) for the vendor packet or to register. For more information on how to exhibit, contact Alexis Ip.

**Submit Wines for TEXSOM International Wine Awards**
The TEXSOM International Wine Awards is now accepting wine entries. Judging will take place Feb. 20–22 at the Irving Convention Center. Wines will be evaluated by some of the most talented and influential tasters in the country. The early submission period ends Dec. 31. Additional entry details, wine awards information and benefits for award winners can be found on the [TEXSOM website](#). For questions, contact TTEXSOM or call 214.886.1665.

**Northwest Wine Night Radio Now Booking Guests for Early 2017**
Northwest Wine Night Radio is currently booked with guests through the end of the year and has begun booking interview slots for the first half of 2017. The show is recorded in Seattle and guests are asked to join in person. Be a part of the fastest-growing radio show devoted to promoting Northwest wines, beers, ciders and distilled spirits. Northwest Wine Night Radio is heard weekly on radio stations from Anchorage to Portland, from Seattle to Spokane. There is no cost to participate in this opportunity. Contact [Northwest Wine Night Radio](#) for the early 2017 taping schedule. These slots fill quickly so reserve yours today!

**OTHER NEWS**

**Save the Date: 2017 OWA Annual Meeting and Legislative Reception**
The OWA will hold its 2017 annual meeting and legislative reception on Jan. 10 at the Oregon State Capitol in Salem. The annual meeting begins at 3 p.m. with the reception to follow at 5 p.m. This is a great opportunity to learn about OWA’s legislative priorities, compliance issues and member benefits, and to share industry goals and concerns with decision-makers. More information and registration details will be available in December.

**Report 2016 Spray Drift Damage**
With the 2016 growing season in the rear view mirror, please take a few moments to complete the Oregon Winegrowers Association’s [internal wine industry survey](#) if you experienced spray drift damage at your vineyard. Timely reporting is one of our industry’s most valuable tools in highlighting the scope and magnitude of drift incidents and allowing us to better educate the various audiences who can contribute to solutions. OWA also encourages growers to report via the [Oregon Department of Agriculture’s website](#) if you encounter problems. Additional resources are available on the [OWA website](#) to help with
education, neighbor communication and reporting.

**Volcanic Wines, Salt Grit and Power Book Now Available**

In 2015, the OWB worked with John Szabo, MS on the Oregon section of his book about volcanic wines. After many, many months, thousands of air miles and countless hours in the library, not to mention glasses of wine, John’s book, *Volcanic Wines, Salt Grit & Power*, has finally been published. Thank you to all the producers who took the time to meet with John and educate him about our wines. The book is available in fine bookstores and online.

**USDA Reminds Fruit Producers of Crop Sales Closing Deadline**

USDA’s Risk Management Agency (RMA) reminds Idaho, Oregon, and Washington fruit producers that the final date to apply for crop insurance for the 2017 crop year is Nov. 20. This date applies to crop insurance policies for apple, blueberry, cranberry, grape, pear, stonefruit crops (apricots, nectarines, freestone peaches and plums/prunes), sweet and tart cherries and table grapes. Current policyholders who wish to make changes to their existing coverage also have until the Nov. 20 sales closing date to do so. Crop insurance provides protection against crop production losses due to natural perils such as drought, hail and excessive moisture. Fruit may be insurable in other counties by written agreement if specific criteria are met. Producers are encouraged to visit their crop insurance agent soon to learn specific details for the 2017 crop year. Crop insurance is sold and delivered solely through private crop insurance agents. A list of crop insurance agents is available at all USDA Service Centers and online at the [RMA Agent Locator](http://www.rma.usda.gov). Producers can use the RMA Cost Estimator to get a premium amount estimate of their insurance needs online. [Click here](http://www.rma.usda.gov) to learn more about crop insurance and the modern farm safety net.

**An Update Regarding Industry Requests of the Oregon Wine Board for Funding**

The Oregon Wine Board is committed to effectively investing the resources with which it is entrusted to support technical research, education and marketing programs consistent with its mission to advance the interests of all grapegrowing regions and grape varieties across the state.

The Board and its Research Committee have a proven RFA process for soliciting and evaluating submissions that deal with viticultural and enological research projects. The Board does not publish or administer an RFA process outside of the industry’s Research Committee.

However, the Board has found that various groups are sometimes interested in making formal requests for support or funding of projects unrelated to technical research. If your non-profit organization plans to submit such a proposal to the OWB, [click here](http://www.owb.org) for some important background information and a summary of the Board’s position on considering such proposals.

**Items for Sale on the Industry Marketplace**

Every day new items are being listed on the [Industry Marketplace](http://www.owb.org). Located on the [Oregon Wine Industry website](http://www.owb.org), the Marketplace has been expanded to include listings for bulk wine, equipment and job opportunities. To list items for sale, complete this [short form](http://www.owb.org). For questions, contact Michelle Kaufmann.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOVEMBER 11</td>
<td><strong>THE ¡SALUD! BIG BOARD AUCTION</strong></td>
<td>Ponzi Vineyards in Sherwood</td>
</tr>
<tr>
<td>NOVEMBER 12</td>
<td><strong>THE ¡SALUD! 25th ANNIVERSARY CELEBRATION GALA AND AUCTION</strong></td>
<td>Sentinel Hotel in Portland</td>
</tr>
<tr>
<td>NOVEMBER 20</td>
<td><strong>UNCORKED</strong></td>
<td>Throughout the Applegate Valley</td>
</tr>
<tr>
<td>NOVEMBER 25 - 27</td>
<td><strong>THANKSGIVING WEEKEND IN WINE COUNTRY</strong></td>
<td>Throughout Oregon</td>
</tr>
<tr>
<td>DECEMBER 2 - 4</td>
<td><strong>HOLIDAY BARREL WEEKEND</strong></td>
<td>Throughout the Walla Walla Valley</td>
</tr>
<tr>
<td>JANUARY 10</td>
<td><strong>OWA ANNUAL MEETING AND LEGISLATIVE RECEPTION</strong></td>
<td>Oregon State Capitol in Salem</td>
</tr>
<tr>
<td>JANUARY 24</td>
<td><strong>PINOT IN THE CITY</strong></td>
<td>Dallas, TX</td>
</tr>
<tr>
<td>JANUARY 26</td>
<td><strong>PINOT IN THE CITY</strong></td>
<td>Austin, TX</td>
</tr>
<tr>
<td>FEBRUARY 6</td>
<td><strong>OREGON WINE SEMINAR AND TRADE TASTING</strong></td>
<td>Seoul, Korea</td>
</tr>
<tr>
<td>FEBRUARY 7</td>
<td><strong>WILLAMETTE VALLEY WINERIES ASSOCIATION ANNUAL MEMBERSHIP MEETING</strong></td>
<td>Newberg</td>
</tr>
<tr>
<td>FEBRUARY 21 - 22</td>
<td><strong>OREGON WINE SYMPOSIUM</strong></td>
<td>Oregon Convention Center in Portland</td>
</tr>
<tr>
<td>FEBRUARY 25</td>
<td><strong>OREGON CHARDONNAY CELEBRATION</strong></td>
<td>The Allison Inn &amp; Spa in Newberg</td>
</tr>
<tr>
<td>MARCH 3</td>
<td><strong>OREGON WINE SEMINAR</strong></td>
<td>Shanghai, China</td>
</tr>
<tr>
<td>MARCH 13</td>
<td><strong>LONDON SELF-POUR</strong></td>
<td>London, England</td>
</tr>
<tr>
<td>MARCH 15</td>
<td><strong>GO WEST TASTING</strong></td>
<td>Stockholm, Sweden</td>
</tr>
<tr>
<td>MARCH 19 - 21</td>
<td><strong>PROWEIN</strong></td>
<td>Dusseldorf, Germany</td>
</tr>
<tr>
<td>MARCH 31 - APRIL 1</td>
<td><strong>SECOND ANNUAL WILLAMETTE: THE PINOT NOIR BARREL AUCTION</strong></td>
<td>The Allison Inn &amp; Spa in Newberg</td>
</tr>
<tr>
<td>APRIL 9 - 10</td>
<td><strong>REVEAL WALLA WALLA VALLEY WINE</strong></td>
<td>Throughout in the Walla Walla Valley</td>
</tr>
<tr>
<td>MAY 1 - 31</td>
<td><strong>OREGON WINE MONTH</strong></td>
<td>Throughout Oregon</td>
</tr>
<tr>
<td>MAY 5 - 7</td>
<td><strong>SPRING RELEASE</strong></td>
<td>Throughout the Walla Walla Valley</td>
</tr>
<tr>
<td>JUNE 24 - 27</td>
<td><strong>OREGON PINOT CAMP</strong></td>
<td>Throughout the Willamette Valley</td>
</tr>
</tbody>
</table>
Thank you to our 2016 Oregon Wine Symposium Sponsors

The Oregon Wine Board's Grapevine newsletter is a great way to make members of the wine community aware of relevant opportunities, programs and events. However, OWB does not endorse or profit from any third party supplier, materials, events, programs or institutions mentioned here.

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