



**JUNE 1, 2023**

## **Oregon Wine Board Meeting Agenda**

Virtual [link](#)

<b>Time</b>	<b>Topic</b>	<b>Documents</b>	<b>Leader</b>
8:30-10 a.m. (90 minutes)	<b>Executive Session</b> <ul style="list-style-type: none"><li>Annual staff reviews</li></ul>		J. King
10-10:05 a.m. (5 minutes)	<b>Public Board Meeting</b> <ul style="list-style-type: none"><li>Approve April 25 Board meeting minutes</li></ul>	Draft April 25 Board meeting minutes	J. King
10:05-10:25 a.m. (20 minutes)	<b>Education Committee</b> <ul style="list-style-type: none"><li>DEI update</li></ul>		B. Stock T. Bramlett C. Gonzales
10:25-10:45 a.m. (20 minutes)	<b>Research Committee</b> NWCSFR D.C. Trip report		D. Crisp
10:45-11:05 a.m. (20 minutes)	<b>Marketing &amp; Communications Update</b>		N. Ferguson S. Murdoch
11:05-11:10 a.m. (5 minutes)	<b>Break</b>		
11:10-11:25 a.m. (15 minutes)	<b>IPC Committee Report</b>	2023-24 IPC recommendations	J. King C. Fauveau
11:25-11:45 a.m. (20 minutes)	<b>Finance Committee</b> <ul style="list-style-type: none"><li>Industry association grant requests policy</li></ul>	Recommended industry grant funding guidelines	T. Danowski J. King
11:45 a.m.-12 p.m. (15 minutes)	<b>Industry agenda items</b> <ul style="list-style-type: none"><li>Robin &amp; Danuta Pfeiffer: Oregon Wine Ambassadors</li></ul>	Oregon Wine Ambassador proposal	T. Danowski J. King



## **ATTENDEES**

### **Board**

Justin King, Greg Jones, Donna Morris, Tiquette Bramlett, Bob Morus, Dennis O'Donoghue, Cristina Gonzales, Dionne Irvine, Gary Mortensen

### **Staff**

Tom Danowski, Marie Chambers, David DeWitt, Celine Fauveau, Neil Ferguson, Linea Gagliano, Stacey Kohler, Bree Stock

### **Guests**

Sally Crawford, Dai Crisp (NWCSFR), Sarah Murdoch



APRIL 25, 2023

## Board meeting minutes **DRAFT**

[Recording Link](#)

### ATTENDEES

#### Board

Justin King, Greg Jones, Donna Morris, Tiquette Bramlett, Bob Morus, Cristina Gonzales, Dionne Irvine, Dennis O'Donoghue, Gary Mortensen

#### Staff

Tom Danowski, Marie Chambers, Celine Fauveau, Neil Ferguson, David DeWitt, Stacey Kohler, Bree Stock

#### Guests

Allen Holstein (OWB Research Committee), Dr. Matthew Whitaker (Diamond Strategies), Lois Cho (Oregon AAPI Food & Wine Fest), Page Knudsen Cowles, Scott Shull, and Morgen McLaughlin (WVWA), Jana McKamey and Brian Gruber (OWA), Elisa Ford (NCSFR)

### MEETING OPENING

- Chair J. King called the Oregon Wine Board public meeting to order at 10:01 a.m.

#### Review of meeting minutes

- The Board reviewed the meeting minutes from March 1.

**MOTION:** D. Morris moved that the March 1 meeting minutes be approved as submitted. D. O'Donoghue seconded. The motion carried 9-0.

#### Research Committee

- Research Committee Chair G. Jones presented the V&E project proposal for 2023-24.

**MOTION:** D. O'Donoghue moved to approve funding of six recommended projects totaling \$270,060. G. Mortensen seconded. The motion carried 9-0.

**MOTION:** D. Morris moved to approve the \$50,000 previously set aside for smoke research instead be designated as a hold for research on the vine mealybug. And that the remaining \$77,000 be held for emergency V&E issues or research projects that would be presented to the Board for approval in the future. T. Bramlett seconded. The motion carried 9-0.

#### Education Committee

- B. Stock presented the 2023 OWS Survey Recap
  - The total number of tickets sold was 1,287.
  - The results are from the post-event survey that reflected input from approximately 148 respondents.

- B. Stock, C. Gonzales, T. Bramlett, along with Dr. Whitaker from Diamond Strategies spoke about the DEBI training proposal for Wine Board Directors, staff and potentially the industry.
  - C. Gonzales discussed the importance of creating an Equity Committee.
  - The Diamond Strategies proposal contains a three-phase approach.

**MOTION:** D. O'Donoghue moved to approve funding of phase one of the Diamond Strategies training proposal. G. Jones seconded. The motion carried 9-0.

### Finance Committee

- L. Cho, representing the Asian American Pacific Islander (AAPI) Food and Wine Fest discussed its OWB grant funding request.

**MOTION:** D. O'Donoghue made a motion to fund \$2,000 for the AAPI Food and Wine Fest. D. Morris seconded. The motion carried 9-0.

**ACTIONS:** The Board will take action at its June meeting to define criteria for grant funding requests in excess of \$500. Staff will include the grant funding amount that has been budgeted and the remaining amount available for each future industry grant request and include it in the Board packet.

- S. Shull and P. Knudsen-Cowles from WVWA joined the meeting to discuss its DEBI Council work.
- They urged the Board to continue its work on the Oregon Wine Labor and Salary Survey with Dr. J. Peterson and consider additional funds for expanding the survey that could include DEBI analysis. And work to collaborate across Oregon's wine industry for increased survey participation.
- They also asked that OWB consider the Diamond Strategies Survey state-wide in the summer of 2024 while working closely with Dr. J. Peterson so both surveys are not in competition but complement each other.

**MOTION:** G. Jones motioned that beyond the \$1,500 currently budgeted for the Oregon Wine Labor and Salary Survey, the Board give the management team the discretion to spend up to \$2,500 and work with Dr. J. Peterson on executing the survey. T. Bramlett seconded. The motion carried 9-0.

- B. Gruber and J. McKamey (OWA) agreed to continue to build a plan with OWB around the Oregon Wine Symposium financial arrangements that will support both organization's needs.
- The topic of industry guidelines for future requests by industry associations and the OWB grant funding program was moved to the June 1 Board meeting.
- D. O'Donoghue emphasized that at a minimum the OWB needs to break even financially.

### Industry Partnership Committee

**MOTION:** G. Jones motioned that G. Bianco and J. King be named as co-chairs for the IPC Committee. D. Irvine seconded. The motion carried 7-0. (B. Morus and G. Mortensen left the meeting).

**MOTION:** D. Morris moved to approve the IPC Charter and amend it in the future if specific circumstances arise. D. O'Donoghue seconded. The motion carried 7-0.



## Industry Agenda Items

- D. Morris gave a quick snapshot of the Board's history and structure. She asked for Board agreement that she and J. King reach out to the Joint Nominating Committee to help answer any questions or offer input regarding new OWB directors' nominations.
- The topic of Oregon Wine Ambassadors was moved to the June 1 Board meeting.

## MEETING FINALIZATION

- Chair J. King adjourned the Oregon Wine Board public meeting at 1:00 p.m.

**April 25, 2023**

**Executive Session**

9 – 10 a.m.

The Oregon Wine Board Directors met in Executive Session and discussed OWS financials, DEI training, and OWB management performance reviews.



**2023-24 IPC Recommendations (discussed in April & May meetings)**

# Wine Market Council (WMC)

## WMC Mission

Wine Market Council provides wine market knowledge, trends, insights, and intelligence to all tiers of the wine industry. They conduct a segmentation study among U.S. wine consumers annually, and quantitative and qualitative trade and consumer surveys on topics of special interest to their members.

- <https://winemarketcouncil.com/>

## WMC Research Committee (RC)

1. Meets (virtually) 2 x year to discuss research topics. the top 4-6 projects are chosen
2. RC Members can advise on projects that concern them

## WMC projects for 2023

- Flattening and decline of wine sales. Who is cutting back wine, why? competitive drinks and occasions?
- Demand for \$20+/750ml current and past years. Who drives the growth? Is the slowdown temporary?
- Impact of baby boomers reducing purchases, sales by price tier
- Investigation into the plunge in under-\$10 wine sales, (lack of new consumers, core wine consumers cutting back, marginal wine consumers switching to other drinks?)
- Quantitative test perception of wine quality/bottle weight
- DtC marketing and wine tourism –wine tourists types, their interests; causes of recent drops in visitation and sales; how the visitation experience can be extended outside the wine region?

# IPC recommendations to OWB Board

## 1. To Become a member of the Wine Market Council

- The IPC expressed a need to represent the voice of Oregon.
- Currently, only the Jackson family represents Oregon (note: Jackson family in Oregon is: Gran Moraine, Penner-Ash, Willa Kenzie, Zena Crown Vyd.) and Ste. Michelle Wine Estates (Jennifer Scott, is Board Chair) (note: Ste. Michelle Wine Estates in Oregon is A to Z, Rex Hill, Erath)
- Membership Fee: \$5,000 / year. WMC fiscal year starts in July

## 2. To have an OWB staff member sit on WMC Council Research Committee

- The OWB would represent the voice and interest of Oregon on the WMC Research Committee

## **Suggested guidelines for future requests by industry associations for \$ from OWB**

Directors will want to consider their policy on evaluating unbudgeted funding requests from the industry in the future. Directors could begin drafting a motion now in advance of the March 1 Board meeting that factors in some of these elements:

- Written requests would be necessary for amounts in excess of \$500; these require Wine Board approval in a public meeting
- Requests are required a month in advance of the next posted OWB public meeting; initial review will be done by OWB Finance Committee
- Requests are to be submitted by the Boards of industry non-profit organizations and associations
- OWB Directors will consider requests in excess of \$500 if the annual budget is in surplus or if money remains available in the previously Board-approved line-item amount for grant awards
- Awards are limited to one per fiscal year per requesting organization or association
- Maximum amounts to be awarded can be determined and amended anytime at the discretion of the OWB
- Awards require some level of hard dollar investment by the requesting organization
- If awarded funding, the requestor agrees to present a recap of program or event results upon OWB's request
- Organizations seeking OWB funding should detail out the ways in which the request supports OWB's statewide objectives in either Education, Marketing, Research or Communications

# OREGON WINE AMBASSADOR

## Proposal

By Danuta and Robin Pfeiffer

For the past forty years, we have been involved in the Oregon wine industry planning, planting, growing, making and serving their highly-prized wines. One of our highest accolades was having our 2006 Pinot Noir Blue Dot Reserve served at President Barack Obama's first private inaugural dinner.

As one of Oregon's grape-growing pioneers, our 70-acre vineyard, winery and tasting room soon became known as the "Gem of the Willamette Valley," leading the way for the expansion of other vineyards and wineries. Eventually we were instrumental in the establishment of the region's first AVA, the Lower Long Tom.

For years, Robin chaired the OWB nominating committee, and together with Danuta, we participated annually in the Oregon Wine Symposium, attended state-wide board advisory meetings, mentored new growers, and marketed, publicized and promoted Oregon wines around the world.

## Overview

We are pleased to submit this proposal to the Oregon Wine Board for designation as Oregon Wine Ambassadors in order to help achieve its goals "to enhance the reputation of Oregon wine with increased global awareness." This can be accomplished by telling Oregon's wine stories to a wide tourism market through our international travels.

## The Objective

To promote and advance the reputation of Oregon Wine to a global tourism market by:

- Launching Oregon wine presentations to international cruise lines in conjunction with the OWB brand guidelines
- Promoting the quality and range of the Oregon wine brand through onboard tastings
- Creating strong international partnerships with wine tourism leaders and organizations

## The Opportunity

As the 2023 recipients of the Oregon wine industry's *Lifetime Achievement Award*, and having recently retired from forty years of growing and making award-winning wines through our estate vineyard and winery, we are uniquely positioned to help the OWB achieve its legislated goals to promote Oregon's wine-grape growing and winemaking industries. We hope to achieve these goals through our national and international travels by:

1. Establishing an official Oregon Wine Ambassador program
2. Promoting the Oregon wines through partnerships with tourism markets
3. Delivering educational, informational Oregon wine tastings and programs to international tourists on cruises and land-based tours

## The Plan

- Recommendation #1: The OWB approve an unpaid, official Oregon Wine Ambassador position
- Recommendation #2: The OWB announces the position in a link to the OWB website
- Recommendation #3: The OWB allows use of educational resources and support to solicit sample wines
- Recommendation #4: The Pfeiffer's create on-going partnerships with travel markets

- Recommendation #5: The Pfeiffer's may utilize OWB guidance, PowerPoints, and peripherals in the design of their promotions and presentations
- Recommendation #6: The Pfeiffer's deliver wine tasting presentations on dedicated cruises and tours

## OUR PROPOSAL

We are well-established for this position. We are informed, knowledgeable, hospitable, and comfortable with public speaking and experienced with international wine presentations. Over the past 15 years, we have promoted our wines in China, twice, and made shipboard presentations on six European river cruises, and four cruises to the South Pacific. To date, we have reputable connections with three luxury cruise lines and a travel agent who negotiates on our behalf.

We have the unique opportunity to tell Oregon's story to "captured audiences" on small, high-end, luxury cruise lines and land-based tours that attract well-heeled international wine-loving travelers and expose them to Oregon as their next wine destination.

## Rationale

Taking Oregon's wine story to international travelers is in line with OWB's marketing and communications strategic plan "to elevate the esteem of the Oregon Wine brand globally, and to "champion high value, engaged and sustainable wine tourism statewide."

- Research suggests that Oregon wine has room to grow on the world stage
- Market opportunities show Oregon in prime position to expand internationally
- The ambassador program is in alignment with OWB's mission and vision
- Shifting consumer demographics makes direct contact with international tourists increasingly valuable
- Small luxury cruise lines appeal to sophisticated, international travelers who invest in fine dining and fine wines

## Execution Strategy

Our travel agent frequently makes industry inquiries regarding the need for shipboard presentations or land based travel presentations. These presentations usually include full passenger attendance for wine-tasting presentations in the ships' Grand Salons or Theatres, and separately small group tastings or "wine clinics," in more intimate settings. Here, we introduce the Oregon brand, history, anecdotes, business cards, pamphlets, and of course, the wine!

The cruise line pays for the shipment of the wines approximately three-months in advance where they are kept in a climate-controlled area by the ship's sommelier. The cases of wine required can range from 12 to 20 depending on the passenger list. We suggest representing 3 Oregon wines per trip, preferably a white and a red of their choosing.

Typically, the ship supplies the food pairings, service, wine glasses, and theatre screens during an informative, entertaining 40-minute presentation.

Reviews and evaluations of the ships' presentations are available at the end of the cruise.

## Conclusion

We look forward to supporting the efforts of the OWB to market, enhance and promote Oregon wine to a global audience of international travelers. We are confident we can meet the challenge of elevating the Oregon wine experience to sophisticated global tourists and look forward to partnering with the Oregon Wine Board as Oregon Wine Ambassadors.

Thank you for your consideration of this proposal. Feel free to contact us with questions or suggestions at [Pfeiffer.danuta@gmail.com](mailto:Pfeiffer.danuta@gmail.com) or [rpfeiffer101@gmail.com](mailto:rpfeiffer101@gmail.com) or call us at 541-998-8141.



## **OTHER UPDATES**

- Finance Committee
  - Balance Sheet
  - P&L
  - 2024 OWS Budget Estimate and Shares

**BALANCE SHEET**  
**FISCAL YEAR 2022-23**  
**REPORTED AS OF OCTOBER 2022**

**OREGON WINE BOARD**

	<b>Apr-23</b>	<b>Prior Year End</b>
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
1000 · Umpqua Bank Checking	1,145,963	883,959
1050 · Umpqua Bank Money Market	549,007	548,962
1055 · Escrow		-
Total Checking/Savings	1,694,970	1,432,921
Total Accounts Receivable	25,599	1,053
Total Other Current Assets	-	68,638
Total Current Assets	1,720,569	1,502,611
Total Other Assets	-	28,426
<b>TOTAL ASSETS</b>	<b>1,720,569</b>	<b>1,531,038</b>
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Current Liabilities		
Total Accounts Payable	46,781	130,601
Total Credit Cards	22,980	66,666
Other Current Liabilities		
2120 · Accrued PTO Balance	57,159	57,159
2101 · Payroll Liabilities	(49,564)	4,386
2200 · Deferred Revenue	55,956	55,956
Total Other Current Liabilities	63,551	117,501
Total Current Liabilities	133,312	314,768
Total Liabilities	133,312	314,768
Equity		
3000 · Opening Bal Equity	13,493	13,493
3900 · Retained Earnings	1,302,777	931,791
Net Income	270,986	270,986
Total Equity	1,587,257	1,216,270
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,720,569</b>	<b>1,531,038</b>

**2022-23 Profit Loss Statement with Cost vs. Budget**

**OREGON WINE BOARD**

REPORTED AS OF APR 30, 2023

BUDGET REVISED AS OF DEC 2, 2022

Modified Accrual	Annual Approved Budget	Year to Date			Year End Forecast	Prior Year End
		Income & Expenses	Budget Earned	Budget Variance		
<b>INCOME</b>						
4100 · Grape Assessment (\$25/ton)	1,894,968	1,705,425	1,354,080	351,344	1,894,968	2,049,862
4200 · Wine Tax (2c/gal)	324,948	323,257	270,790	52,467	387,909	352,194
4300 · Program Revenue						
4310 · Symposium Revenue	353,967	268,501	353,967	(85,466)	268,501	101,051
4500 · Other Income	50	46	42	(85,470)	50	60
4600 · Grant Revenue	84,500	119,750	84,500	(34,750)	119,500	98,750
4690 - HB 5006 Funds (MARIS)	55,956	-	55,956	-	55,956	-
<b>TOTAL INCOME</b>	<b>2,714,389</b>	<b>2,416,979</b>	<b>2,119,335</b>	<b>198,125</b>	<b>2,726,884</b>	<b>2,601,917</b>
<b>EXPENSE</b>						
1R000 · Research.						
R100 · Vit & Enological Research	415,549	270,308	326,448	56,141	325,000	287,766
R800 · Research. Administration	12,000	3,091	11,167	4,076	10,000	7,707
R900 · Research.Employee Compensation	62,448	52,040	52,040	-	62,448	23,297
1R000 · Research.	489,997	325,438	389,655	60,216	397,448	318,769
2E000 · Education.						
E100 · Symposium	353,967	290,085	353,967	(102,303)	290,085	104,204
E200 · Education Projects	88,500	74,750	84,500	9,750	88,500	87,750
E300 · Trade Education	-	-	-	-	-	-
E800 · Education.Administration	10,000	14,369	8,667	(5,702)	18,000	6,232
E900 · Education.Employee Compensation	163,201	136,001	136,001	(0)	163,201	119,602
2E000 · Education	615,668	515,205	583,135	(98,256)	559,786	317,789
3M000 · Marketing & Communications						
B000 · Brand Equity & Identity	18,000	8,927	11,927	3,000	18,000	139,833
T000 · Tourism	218,000	57,302	57,301	(1)	208,000	40,549
X000 · Market Expansion	200,000	146,318	168,607	22,289	191,023	155,481
C000 · Communications	242,497	176,186	183,411	7,225	242,497	170,645
M800 · Marketing.Administration	38,000	10,417	10,833	416	38,000	3,312
M900 · Marketing.Employee Compensation	285,366	237,805	237,805	-	285,366	168,737
3M000 · Marketing & Communications	1,001,863	636,955	669,884	32,929	982,886	678,556
4K000 · Knowledge & Insights						
R200 · Industry Research	150,000	40,000	47,500	7,500	78,000	40,650
M300 · Marketing Research	22,500	14,400	14,400	-	22,500	4,150
K900 - Employee Compensation	29,661	18,435	24,718	6,282	29,661	23,297
4K000 · Knowledge & Insights	202,161	72,835	86,618	13,782	130,161	68,097
5L000 · Leadership & Partnership						
L100 -Regional Meetings	2,500	-	-	-	2,500	838
G301 · Grant Writing	-	-	-	-	-	-
G200 · Program Sponsorships/Contributions	30,000	30,021	30,000	(500)	30,000	2,905
G400 · Engagement Dashboard	-	-	-	-	-	-
G600 - Industry Relations	130,000	24,009	105,833	81,824	50,000	27,633
L800 - Leadership & Partnership Admin	6,000	1,243	5,000	3,757	3,000	300
L900 - Employee Compensation	111,807	89,756	93,173	3,416	111,807	23,297
5L000 · Leadership & Partnership	280,307	145,029	234,006	88,498	197,307	54,974
G100 · Board Administration	20,000	4,848	15,000	10,152	20,000	27,834
G300 · Consultants	-	-	-	-	-	8,500
G500 · Office Administration	38,000	45,995	31,833	(14,162)	55,194	40,696
G800 · Staff Administration	90,000	66,552	75,000	8,448	90,000	62,537
G900 · Employee Compensation.G&A	294,463	285,784	245,386	(40,398)	294,463	550,174
G901 · Employee Retirement Allocation	50,000	39,391	41,667	2,276	50,000	-
G999 · Accrued PTO Balances	100,000	63,280	100,000	36,720	65,000	-
6G000 · General & Admin	542,463	466,459	467,219	760	524,657	689,741
<b>TOTAL EXPENSE</b>	<b>3,132,459</b>	<b>2,161,922</b>	<b>2,430,515</b>	<b>97,929</b>	<b>2,792,245</b>	<b>2,330,931</b>
<b>NET INCOME</b>	<b>(418,070)</b>	<b>441,487</b>	<b>(311,180)</b>	<b>100,196</b>	<b>(65,361)</b>	<b>270,986</b>
Beginning Balance	1,302,777	1,302,777			1,302,777	931,791
Ending Balance	884,707	1,744,264			1,237,416	1,302,777
Reserve Goal (30% of 3 Yr Ave Grape Assessment)	568,490	568,490			568,490	565,483
Surplus/Deficit After Reserve Goal	316,217	1,175,774			668,926	737,294
Total Compensation	1,134,428	973,780	945,357	(28,424)	1,134,428	1,014,661

2024 Show Estimate

	2023 Actual	OWA's Budget Estimate		OWB's Budget Estimate Adjustments			OWB's Suggested Share %		OWB's Suggested Share \$	
		2024 Estimate	Notes	Suggested Adjustment	Update Total	Notes	OWA	OWB	OWA	OWB
<b>Income</b>										
Sponsorships*	95,900	120,000		-	120,000		0%	100%	-	120,000
Exhibitor Booths**	288,200	285,000		-	285,000		100%		285,000	-
Conference Tickets	196,575	225,000		-	225,000		3%	97%	6,750	218,250
Lead Retrieval	1,700	1,700		-	1,700		100%		1,700	-
OWA Ticket Discount Buyout								100%	-	-
<b>Total Income</b>	<b>582,675</b>	<b>631,700</b>		<b>-</b>	<b>631,700</b>		<b>Total Revenue Split</b>		<b>46%</b>	<b>54%</b>
									<b>293,450</b>	<b>338,250</b>
<b>Expense</b>										
Audio Visual/Translation Services	69,735	70,000	Could be lower with 1.5 day format	-	70,000		10%	90%	7,000	63,000
Attendee Catering	103,090	50,000	Lunch one day only	15,000	65,000	Budget doesn't account for 10% cost increases or adding back things like coffe stations	50%	50%	32,500	32,500
Vendor Catering		11,000	Lunch one day only; separate out from attendee catering	-	11,000		100%		11,000	-
Soiree -catering	15,360	23,749	More \$ for food	-	23,749		100%		23,749	-
Soiree- entertainment	1,137	1,251	10% increase	-	1,251		100%		1,251	-
Trade Show (lead retrieval)	900	990	10% increase	-	990		100%		990	-
Photographer	2,700	2,970	10% increase	-	2,970		50%	50%	1,485	1,485
Event app	2,989	3,288	10% increase	-	3,288		50%	50%	1,644	1,644
Advertisement	2,144	2,358	10% increase	-	2,358		50%	50%	1,179	1,179
Digital ads	198	218	10% increase	-	218		50%	50%	109	109
Program/signage	782	2,000	Increase printed programs	-	2,000		50%	50%	1,000	1,000
Post card mailer	1,002	1,102	10% increase	-	1,102		50%	50%	551	551
URL/Website	492	541	10% increase	-	541		50%	50%	271	271
Registration system - Swoogo	4,000	4,400	10% increase	4,400	8,800	Actual Swoogo fee is double, SE was able to split it with another client of theirs in 2023, but we should plan on taking the full cost each year	50%	50%	4,400	4,400
Merchant fees	19,293	21,300	Increase to cover addl ticket sales	-	21,300		30%	70%	6,390	14,910
Badges/Lanyards/Ribbons/Printing/Supplies	2,883	3,171	10% increase	-	3,171		50%	50%	1,586	1,586
Tote bags	1,285	1,413	10% increase	-	1,413		50%	50%	707	707
SE Radios	250	275	10% increase	-	275		50%	50%	138	138
Main Stage Furniture/Design	2,408	2,649	10% increase	-	2,649		100%		-	2,649
Hotel -Speakers & Survey Winners	11,972	13,169	10% increase	-	13,169		100%		-	13,169
Tasting Session				15,000	15,000	Estimate for one tasting session	100%	100%	-	15,000
Speaker Gifts	217	238	10% increase	-	238			100%	-	238
Speaker Fee/Travel	12,134	38,593	Bree indicated she ideally needs \$52k for speakers w/ hotel	-	38,593			100%	-	38,593
OWA hotel/meals	327	360	10% increase	-	360		100%		360	-
Exhibit services	41,581	45,739	10% increase	-	45,739		70%	30%	32,017	13,722
Venue	72,588	79,847	10% increase	-	79,847		40%	60%	31,939	47,908
Event contactor hotel/travel/meals	1,889	2,078	10% increase	-	2,078		50%	50%	1,039	1,039
Event Management Fee	88,525	97,377	10% increase	-	97,377		50%	50%	48,689	48,689
Event Management Sponsor Commission	23,920	30,000	Addl \$25k in sponsorship + \$7000 commission for sponsor booths	-	30,000		30%	70%	9,000	21,000
Additional accounting hours	975	-		-	-		50%	50%	-	-
OWA Ticket Discount	-	-		-	-		100%		-	-
<b>Total Expense</b>	<b>484,776</b>	<b>510,076</b>		<b>34,400</b>	<b>544,476</b>		<b>Total Expense Split</b>		<b>40%</b>	<b>60%</b>
<b>Net Income</b>	<b>97,900</b>	<b>121,624</b>		<b>(34,400)</b>	<b>87,224</b>				<b>74,459</b>	<b>12,766</b>

\* Sponsorships category includes total sponsorship package value less trade show booth fee (including OWA membership fee where applicable)

\*\* Exhibitor Booths category includes total trade show booth sales, both direct and those sold through sponsorship packages