

OREGON WINE



SYMPOSIUM

February 3 & 4, 2025

Introducing the *New* Oregon Wine Board

Gina Bianco
Executive Director

PROGRAM
PRODUCER **oregon**
wine BOARD

TRADE SHOW
PRODUCER 

Oregon
Winegrowers
ASSOCIATION EST 1981

OREGON WINE
SYMPOSIUM

Assess the Status Quo
Reimagine the Possibilities
Rebuild for the Future



Gina Bianco
Executive Director



Sally Crawford
Chief Financial Officer



Carissa Cook
*Marketing & Insights
Director*

oregon
wine BOARD



Stacey Kohler
Executive Assistant



Katie von Bargaen
Communications Director



Jess Willey
Research & Education Director

 OREGON WINE
SYMPOSIUM
PORTLAND

Focused Restructure to Meet Industry Needs

Communications

- Single point of contact for media relations and external communications
- Common thread linking all OWB programs and services

Marketing & Insights

- Refresh marketing strategies with an eye on the current climate
- Develop capacity for data-centered decision-making

Research & Education

- Give more visibility to applicable research outcomes
- Enhance collaboration with research institutions and industry-wide research organizations
- Integrate education work across all OWB committees to develop multi-discipline industry education programming

2024 Recap and Accomplishments

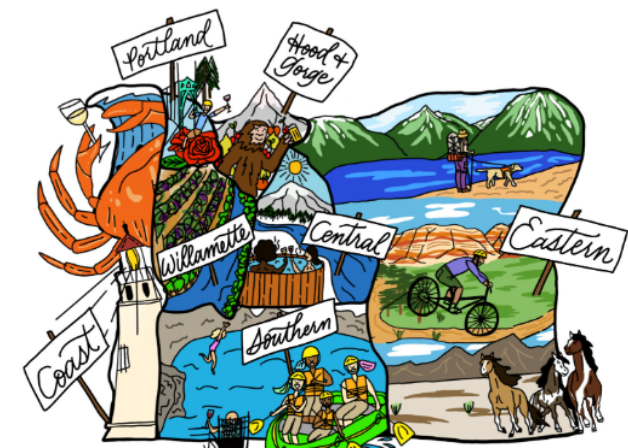
Research and Education

- **Viticulture & Enology Scientific Research**
 - Program and Research Committee facilitation
 - Research prioritization, proposal evaluation, selection
- **Industry Impact Studies**
 - Vineyard and Winery Census / pricing report
 - Economic Impact of Oregon Wine report
 - Oregon Wine Industry Salary Survey
- **Education Curriculum Development**
 - Education programming and committee facilitation
- **Oregon Wine Symposium**



Communications

- **Public and Media Relations, Critical Reviews**
 - Communicate calls for wine and organize critical tastings
 - Draft press releases, organize familiarization tours, etc.
- **OWB External Communications and Reports**
 - Grapevine, Symposium, Consumer and Trade Newsletters
 - Vineyard & Winery Census, Harvest Report, Econ Impact Report
- **Development and Maintenance of Industry Toolkits**
- **Collaboration with Other Communications Teams**
 - Leverage opportunities to address current industry topics
 - Leverage relationships to promote Oregon wine



Marketing and Insights

- **Marketing Committee Facilitation**
- **Oregon Wine Month**
 - Toolkit, POS assets, engagement webinars
 - Trade activations & consumer events
- **Oregon Wine Touring Guide**
- **Social Media and Digital Advertising**
 - Media Library
- **International Marketing Support**
- **Oregon Wine Film**



Premiering the Oregon Wine Film

2024 Successes

- **Building stronger relationships**
 - State and regional wine associations, tourism organizations, higher education, hospitality, etc.
- **Collaboration with Travel Oregon to update requirements for the Wine Country License Plate grant program**
- **Awarded two WCLP grants:**
 - Develop a wine tourism marketing plan with input from across Oregon
 - Support strategic planning activities within regional markets to build sustainability

The OWB team is strong, enthusiastic and ready to serve you!

What's New in 2025...

OWB 2025-2030 Strategic Planning Listening Sessions

Region(s)	Location	Date
Statewide	Portland Convention Center - Room #254	February 4
South Willamette and Umpqua Valley	Roseburg	March 3
Rogue Valley	Ashland	March 4
North Willamette Valley	Salem	March 17
Columbia Gorge / Northern borders	Hood River	March 20
4 Virtual Listening Sessions	Zoom Meetings	March TBD

oregon wine BOARD

RESOURCES MARKETPLACE MARKETING EDUCATION RESEARCH NEWS & EVENTS PRESS Q

Resources, information, and opportunities for Oregon's wine industry.

Your invitation to stay informed and get involved

What are you looking for?

PARTICIPATE
Things to do now

Register to attend a Strategic Plan Listening Session in March 2025

Find the latest media opportunities and calls for wines

EXPLORE
Featured resources

View the most recent Weather and Climate Forecast from Dr. Greg Jones

Access Library of Oregon Salary Survey Presentations

ENGAGE
Updates from OWB

Read the Jan. 16, 2025 Grapevine Newsletter

Sign up for OWB news and updates

Learn about OWB Directors

Projects Planned for 2025

- Oregon wine tourism strategic plan
- Modernize the OWB website
- Organize and prioritize OWB-funded research
- Develop timely and relevant educational offerings
- Refresh Oregon Wine Month
- New OWB office – opening in March!

Engage with Us...We want to hear from you!

- Visit us here at the OWB booth
- Come to a strategic planning listening session – in person or on Zoom
- Call or email us with your ideas, interests or concerns
- Apply to join a committee
- Read the Grapevine
- Update your tasting room listing on our website
- Invite OWB to speak at your industry events

Thank you!

Gina Bianco

gina@oregonwine.org