



OREGON  
WINE  
BOARD

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## FOR IMMEDIATE RELEASE

### Registration Open for the 2016 Oregon Wine Symposium

**Portland, Ore. (Nov. 18, 2015)** – The Oregon Wine Board announced today that registration is open for the [2016 Oregon Wine Symposium](#), the premier educational event and trade show for the Northwest wine community.

Scheduled for Feb. 23-24 at the Oregon Convention Center in Portland, the Symposium is comprised of two full days of panel discussions and presentations covering the most relevant topics in viticulture, enology and wine business. Presented by the wine industry's leading experts, the Symposium is a must-attend event for winery and vineyard owners, vineyard managers, winemakers, marketing and sales managers and winery staff. Registration includes access to the Northwest's biggest wine industry trade show, featuring more than 200 exhibitors.

“Each year the Symposium delivers actionable insights that help our community make informed decisions about farming, winemaking, brand building and operations,” said Ellen Brittan, Oregon Wine Board chairwoman. “It's the one time of the year when we can connect with our peers, industry thought leaders and vendors of products and services designed to increase wine business success.”

The 2016 keynote speaker is Patrick Criteser, president and CEO of the Tillamook County Creamery Association. Criteser, a native Oregonian, will discuss the role strategic planning plays in growing brand equity to capture and expand distribution of Tillamook products that reach families across America. With profits from the co-op going back to its farmer-owners, Criteser will share how Tillamook protects their investments and preserves a way of life for future generations of Tillamook County farm families.

Other highly anticipated sessions at the 2016 Symposium include:

- **Climate Change and Wine: Trends, Influences and Adaptation Strategies** – Changes in climate have the potential to alter the balance required for sustainable wine production. Understanding the potential impacts and adaptive practices is critical for the wine industry. To address these issues, Dr. Gregory V. Jones from Southern Oregon University and Dr. Benjamin Bois from University of Burgundy, will provide an overview of research on trends and variability in climate along the west coast of the U.S., global climate change impacts on grape growing and wine production, and adaptation strategies being developed and implemented in other wine regions worldwide.
- **Context is King: Using the Oregon Story to Build Your Brand** – Drawing on decades of experience across several channels of the wine industry, Doug Frost, MS MW, will share insights on the importance of context-setting in storytelling and why wineries should draw on the power of *Brand Oregon* when presenting their brands to buyers. A real-life example from the industry will show how the OWB's newly-launched sales tools can be used to strengthen brand presentations by providing all-important context.

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- **Oxygen Management in Winemaking** – Clark Smith, author of *Postmodern Winemaking*, will share his thoughts and experience on considerations when making white wine and Pinot noir.
- **Increase Your Vineyard's Value by Growing Grapes Wineries Will Covet** – Designed specifically for growers, this session led by Kevin Chambers features industry icons Dick Shea, Dai Crisp and Washington State's Dick Boushey and Marty Clubb discussing their insights on producing exceptional grapes and branding a vineyard to build near-term market demand and long-term equity.
- **Climatology Report** – Back again for the most anticipated talk of the year, Dr. Gregory V. Jones will present a review of the 2015 vintage as well as provide important information on weather, climate, phenology and grower comments.

New for 2016, the key evening event of the Oregon Wine Symposium has been reimagined! The Oregon Wine Soirée is a social and networking celebration of the Oregon wine community's hard work and the passion shared for Oregon wines. Gather at the Left Bank Annex on Feb. 23 at 5:30 p.m., immediately following the sessions on day one, and enjoy delicious appetizers by Simpatica and outstanding wines from around the state. A separate ticket is required to attend this event.

For additional information on the preliminary program, speakers and related events or to register for the Symposium please visit [symposium.oregonwine.org](http://symposium.oregonwine.org).

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### **About the Oregon Wine Board**

The Oregon Wine Board is a semi-independent Oregon state agency managing marketing, research and education initiatives that support and advance the Oregon wine and wine grape industry. The Board works on behalf of all Oregon wineries and independent growers throughout the state's diverse winegrowing regions. For more information visit [industry.oregonwine.org](http://industry.oregonwine.org).