



Dec 1, 2021

Oregon Wine Board Meeting Agenda

Location: AC Hotel, 888 SW Third Ave., Portland

Time	Topic	Documents	Leader
Noon - 12:30 p.m.	Lunch AC Hotel 888 SW Third Ave., Portland Main level in the AC Kitchen Dining area		
12:30 p.m.	Public Board Meeting Opening Lower Level in the "Meeting Room"		D. Morris
12:30 – 1:30 p.m. (1 hour)	Matters for Decision <ul style="list-style-type: none"> • Approve Oct. 21 meeting minutes (5 min.) • Finance Committee (15 min.) <ul style="list-style-type: none"> • 2021-22 Financials • Election of 2022 Executive Officers (15 min.) • Industry Award Nominations (25 min.) 	<ul style="list-style-type: none"> • DRAFT minutes from Oct. 21, 2021 • 2021-22 Financials • Proposed slate of Executive Officers • Industry Award documents 	D. Morris J. King M. Chambers D. Morris
1:30 – 3:50 p.m. (2 hours, 20 mins. includes 15-minute break)	Matters for Discussion <ul style="list-style-type: none"> • Marketing Committee update (15 min.) <ul style="list-style-type: none"> • OWM • Oregon Solutions Conclusions & Next Steps (15 min.) • 2022 Committee Chairs (25 min.) • BREAK (15 min.) • OWA & OWC presentations (40 min.) • 2022-23 Budget Planning (30 min.) 	<ul style="list-style-type: none"> • Marketing update • Trade Relations update • Committee charts • Proposed Committee slides • 2022-23 Strategic Budget Priorities slide • Budget Development Timeline • Budget input forms 	K. McMurtry D. DeWitt D. Morris B. Morus D. Morris J. McKamey A. Sokol Blosser F. Barrie M. Chambers T. Danowski
3:50 – 4:15 p.m. (25 minutes)	Meeting Finalization <ul style="list-style-type: none"> • Industry Award Voting- (hard copy ballots to Stacey) 		D. Morris S. Kohler

ATTENDEES

Board

Donna Morris, Bob Morus, Hilda Jones, Justin King, Eugenia Keegan, Jason Tosch, Bertony Faustin, Dennis O'Donoghue

Staff

Tom Danowski, Marie Chambers, Kai McMurtry, Sarah Murdoch, David DeWitt, Neil Ferguson, Stacey Kohler

Guests

Fawn Barrie, Oregon Wine Council, Jana McKamey & Alex Sokol Blosser, Oregon Winegrowers Association



Dec 2, 2021

Oregon Wine Board Meeting Agenda

Location: AC Hotel, 888 SW Third Ave., Portland

Time	Topic	Documents	Leader
8:30 – 9:00 a.m.	Hot Breakfast AC Hotel 888 SW Third Ave., Portland Main level in the AC Kitchen Dining area		
9:00 a.m.	Public Board Meeting Opening		D. Morris
9:00 – 9:30 a.m. (30 minutes)	Matters for Decision <ul style="list-style-type: none">Proposed Committees (30 min.)<ul style="list-style-type: none">Governance CommitteeAd Hoc Committee assessing OWS 2023+	<ul style="list-style-type: none">Proposed Committee slides	D. Morris T. Danowski
9:30 – 11:00 a.m. (1 hour, 30 minutes)	Matters for Discussion <ul style="list-style-type: none">OWS 2022 update (20 min.)Community Benchmark/WISE update (20 min.)Communications update (20 min.)Industry Matrix review (30 min.)	<ul style="list-style-type: none">Education updateCommunications updateIndustry Matrix	B. Stock S. Murdoch D. Morris
11:00 – 11:15 a.m. (15 minutes)	Meeting Finalization <ul style="list-style-type: none">Recap next steps		D. Morris S. Kohler

ATTENDEES

Board

Donna Morris, Bob Morus, Hilda Jones, Justin King, Eugenia Keegan, Jason Tosch, Bertony Faustin, Dennis O'Donoghue

Staff

Tom Danowski, Marie Chambers, Kai McMurtry, Sarah Murdoch, Bree Stock, David DeWitt, Neil Ferguson, Stacey Kohler

BALANCE SHEET
FISCAL YEAR 2021-22
REPORTED AS OF OCTOBER 2021

OREGON WINE BOARD

	Oct-21	Prior Year End
ASSETS		
Current Assets		
Checking/Savings		
1000 · Umpqua Bank Checking	270,304	489,703
1050 · Umpqua Bank Money Market	648,924	648,902
1055 · Escrow		-
Total Checking/Savings	919,227	1,138,605
Total Accounts Receivable	44,188	38,171
Total Other Current Assets	480	-
Total Current Assets	963,895	1,176,776
Total Other Assets	33,961	31,409
TOTAL ASSETS	997,857	1,208,185
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Total Accounts Payable	69,516	165,142
Total Credit Cards	-	3,786
Other Current Liabilities		
2120 · Accrued PTO Balance	57,159	42,841
2101 · Payroll Liabilities	-	-
2200 · Deferred Revenue	38,214	63,177
Total Other Current Liabilities	95,373	106,018
Total Current Liabilities	164,889	274,946
Total Liabilities	164,889	274,946
Equity		
3000 · Opening Bal Equity	13,493	13,493
3900 · Retained Earnings	919,746	1,104,172
Net Income	(100,271)	(184,426)
Total Equity	832,968	933,239
TOTAL LIABILITIES & EQUITY	997,857	1,208,185

PROFIT LOSS STATEMENT WITH BUDGET TO ACTUAL
FISCAL YEAR 2021-22
REPORTED AS OF OCTOBER 2021

OREGON WINE BOARD

Modified Accrual	Annual Budget	Year to Date			Year End Forecast	Prior Year End
		Income & Expenses	Budget Earned	Budget Variance		
INCOME						
4100 · Grape Assessment (\$25/ton)	1,883,975	545,991	973,736	(427,745)	1,563,850	1,681,904
4200 · Wine Tax (2c/gal)	310,145	141,680	103,382	38,299	327,157	328,641
4300 · Program Revenue	-	-	-	-	-	(36,825)
4310 · Symposium Revenue	150,000	2,319	2,319	-	104,000	112,326
4500 · Other Income	2,000	22	667	(645)	29	1,968
4600 · Grant Revenue						
4620 · Specialty Crop Block	84,500	74,750	74,750	-	84,500	8,163
4621 · Oregon Wine Brotherhood	-	-	-	-	-	-
4632 · Wine Country License Plate	-	-	-	-	-	50,000
4600 · Grant Revenue	84,500	74,750	74,750	-	84,500	58,163
4690 · HB 5006 Funds (MARIS)	-	-	-	-	-	40,000
TOTAL INCOME	2,430,620	764,762	1,154,853	(390,091)	2,079,536	2,186,177
EXPENSE						
1R000 · Research.						
R100 · Vit & Enological Research	330,000	144,504	144,504	1	330,000	381,578
R800 · Research. Administration	11,000	-	-	-	11,000	5,344
R900 · Research. Employee Compensation	42,381	10,409	14,127	3,718	42,381	39,220
1R000 · Research.	383,381	154,913	158,631	3,718	383,381	426,142
2E000 · Education.						
E100 · Symposium	150,000	36,396	36,396	0	115,925	96,486
E200 · Education Projects	100,500	74,750	74,750	-	100,500	3,320
E300 · Trade Education	-	-	-	-	-	-
E800 · Education. Administration	4,000	4,721	1,000	(3,721)	4,000	6,200
E900 · Education. Employee Compensation	107,783	39,091	35,928	(3,163)	107,783	60,268
2E000 · Education.	362,283	154,957	148,074	(6,884)	328,208	166,274
3M000 · Marketing & Communications						
B000 · Brand Equity & Identity	65,000	29,180	21,833	(7,347)	65,000	107,566
T000 · Tourism	115,000	14,338	7,776	(6,562)	110,000	126,637
X000 · Market Expansion	230,000	94,440	94,440	(0)	230,000	181,088
C000 · Communications	193,380	63,427	60,710	(2,717)	193,380	179,164
M800 · Marketing. Administration	9,000	53	2,000	1,947	9,000	2,829
M900 · Marketing. Employee Compensation	171,771	40,165	57,257	17,092	171,771	191,221
3M000 · Marketing & Communications	784,151	241,603	244,016	2,412	779,151	788,505
4K000 · Knowledge & Insights						
R200 · Industry Research	72,000	20,650	20,650	-	72,000	100,710
M300 · Marketing Research	30,000	-	-	-	30,000	7,519
K900 · Employee Compensation	56,508	10,409	18,836	8,427	56,508	39,221
4K000 · Knowledge & Insights	158,508	31,059	39,486	8,427	158,508	147,450
5L000 · Leadership & Partnership						
L100 · Regional Meetings	10,000	-	-	-	10,000	-
L101 · Information Sharing Task Force	1,000	-	-	-	1,000	-
G301 · Grant Writing	10,000	1,270	1,270	-	10,000	500
G200 · Program Sponsorships/Contributions	10,000	500	500	-	10,000	6,000
G400 · Engagement Dashboard	15,000	-	-	-	15,000	-
G600 · Industry Relations	33,500	6,297	10,874	4,578	38,500	21,861
L800 · Leadership & Partnership Administration	3,000	-	-	-	3,000	225
L900 · Employee Compensation	42,381	10,409	14,127	3,718	42,381	39,221
5L000 · Leadership & Partnership	124,881	18,476	26,771	8,296	129,881	67,807
6G000 · General & Admin						
G100 · Board Administration	20,000	876	876	0	20,000	4,026
G300 · Consultants	10,000	-	-	-	10,000	-
G500 · Office Administration	36,000	10,302	12,000	1,698	36,100	123,149
G800 · Staff Administration	88,000	19,801	23,076	2,434	88,000	48,540
G900 · Employee Compensation. G&A	566,393	176,668	188,798	12,130	566,393	542,332
G999 · Accrued PTO Balances	56,378	56,378	56,378	-	56,378	56,378
6G000 · General & Admin	776,771	264,025	281,127	20,840	776,871	774,425
TOTAL EXPENSE	2,589,975	865,033	898,105	20,087	2,556,000	2,370,603
NET INCOME	(159,355)	(100,271)	256,748	(370,004)	(476,464)	(184,426)
Beginning Balance	919,746	919,746			919,746	1,104,172
Ending Balance	760,391	819,475			443,282	919,746
Reserve Goal (30% of 3 Yr Ave Grape Assessment)	565,483	565,483			565,483	567,042
Surplus/Deficit After Reserve Goal	194,908	253,992			(122,201)	466,866
Total Compensation	1,085,097	322,693	361,699	39,006	1,085,097	1,008,286

Past Recipients

Lifetime Achievement Award

Recognizes individuals whose extraordinary dedication, inspiration and advocacy for the Oregon wine community span a personal lifetime.

Kevin & Carla Chambers ('21)	David Adelsheim ('12)	Dick & Nancy Ponzi ('07)
Jesus Guillen ('19)	Lonnie Wright ('11)	Dick Erath ('06)
Patricia Green ('18)	Myron Redford ('10)	David & Diana Lett ('05)
Sue Horstmann ('17)	Susan Sokol Blosser & Bill Blosser ('08)	Sarah Powell ('04)
Cole Danehower ('16)		Barney Watson ('03)
Earl and Hilda Jones ('15)		Richard Sommer ('01)

Founders Award

Recognizes individuals whose pioneering, groundbreaking work has deeply influenced and advanced the interests of Oregon winegrowers and winemakers, fostering statewide collaboration.

Doyle Hinman ('21)	Marilyn Webb & Terry Casteel ('09)	Luci Wisniewski ('01)
Herb Quady ('20)	Dick Daniel ('08)	Ted & Meri Gerber ('00)
Ken & Grace Evanstad ('19)	Ed King, Jr. and Ed King III ('07)	Scott Henry ('98)
Casey McClellan ('18)	Vuylsteke Family ('06)	Larry Preedy ('97)
Harry Peterson-Nedry ('17)	Wisnovsky Family ('06)	Myron Redford ('96)
Drouhin Family ('16)	Pat Dudley & Ted Casteel ('05)	Dick Erath ('95)
Jim Maresh ('15)	Philippe & Bonnie Girardet ('05)	Cliff Blanchette ('94)
Norm McKibben ('11)	Jim Bernau ('04)	Richard Sommer ('93)
Pat & Joe Campbell ('10)	Richard Troon ('04)	Porter Lombard ('92)
Don & Traute Moore ('10)	Laura Lotspeich ('03)	David Lett ('91)
Bob & Lelo Kerivan ('09)	Bill Fuller ('02)	Paul Bjelland ('90)

Outstanding Industry Leadership Award

Recognizes individuals whose exemplary commitment and innovative leadership have contributed significantly to the advancement of the Oregon wine industry.

Leigh Bartholomew ('21)	Patty Skinkis ('11)	Scott Shull ('07)
Anthony King ('21)	Joel Meyers ('11)	Katie Stoll Bray ('07)
Mike McNally ('21)	Betty & Dick O'Brien ('10)	John Weisinger ('07)
Steve Robertson ('20)	Allen Holstein ('10)	Amy Wesselman ('06)
Alison Sokol Blosser ('19)	¡Salud! ('09)	Dai Crisp ('06)
Bob Martin ('18)	Michael Donovan ('08)	Greg Jones ('06)
Leigh Bartholomew ('17)	Rob & Maria Stuart ('08)	Sue Horstmann ('05)
Jason Tosch ('16)	Eric Lemelson ('08)	Norm McKibben ('05)
Chad Vargas ('15)	Steven Cary ('08)	Paul Hart ('05)

Bryce Bagnall ('04)
Mack McQuorquodale ('04)
Randy Gold ('04)
David Adelsheim ('03)
Kirsten Wall ('03)
Jim Bernau ('02)
Maria Ponzi ('01)
Bernie Lerch ('00)
Kevin Chambers ('99)
Laura Lotspeich ('98)
Ray Straughan ('97)
David Adelsheim ('96)
Helen Dusschee ('95)
Mike Kopetski ('94)
Phil De Vito ('93)

Ted Casteel ('92)
Sheila Hedlund ('92)
John Ousterhout ('92)
Bruce Andrews ('91)
Bill Blosser ('91)
Nancy Daniel ('91)
Elaine Cohen ('90)
Richard Scanlon ('90)
Ray Straughan ('90)
Al Macdonald ('89)
Gov. Neil Goldshmidt ('88)
Al MacDonald ('89)
Pat Dudley ('88)
Bill Fuller ('88)
David Adelsheim ('87)

Scott Henry ('87)
Porter Lombard ('87)
Nancy Ryles ('87)
Ralph Seltzer ('87)
Marilyn Webb ('87)
Bill Blosser ('86)
Bill Fuller ('86)
Virginia Fuller ('86)
Ralph Garren ('86)
Scott Henry ('86)
Dave Jordan ('85)
Leonard Kunzman ('86)
Sandy Reese ('86)
Jack Trenhaile ('86)

Vineyard Excellence Award

Recognizes vineyard employees who demonstrate outstanding collaborative support under the supervision of vineyard directors and viticulturists. These employees exemplify remarkable technical knowledge, professionalism, and an outstanding work ethic.

Antonio Mendez-Leon ('21)
Esteban Ramos ('21)
Nahum Bahena ('20)
Moises Sotelo ('20)

Meliton Martinez ('19)
Leobardo Gomez ('18)
Darin Cook ('17)
Juan Ordaz ('17)

Efren Loeza ('16)
Jesse Lopez ('16)
Irineo Magana ('16)

Industry Partner Award*

Recognizes people working in fields tangential to the wine industry whose cooperative approach has positively influenced the success of the Oregon wine industry and its members.

Davis Wright Tremaine ('21)
Oregon Wine Research
Institute at OSU ('21)
Greg Jones ('20)
Dan Jarman ('19)
Tom Hellie ('18)
Leda Garside ('17)
Scott Burns ('17)
Matt and Julie Pihl ('16)

Kurt Whitman ('14)
Matt Novak ('14)
Mark Freund ('11)
Chris Herman ('11)
Cole Danehower ('10)
Masatoshi Hamamoto ('09)
Gordon & Marjorie Burns and
Corey Guinee ('08)
Sharon & Jim Van Loan and
Patricia Lee ('08)

Tom Elliot ('07)
Nick Peirano ('07)
Jesse Lyon ('06)
Gary Conkling ('06)
Jack Irvine ('05)
Jerry Gilmer ('04)
Dave Bower ('03)
Terry Sherwood ('02)
Kevin Chambers ('01)

**Formerly Dedicated Service Member Award*



DECEMBER 2021 BOARD PACKET

Marketing update

Prepared by: Kai McMurtry

Oregon Wine Month Update

Strategic objectives

Brand Equity, Market Expansion, Wine Tourism

Overview

Since 2012, the Oregon wine industry has celebrated Oregon Wine Month annually in May as a promotional period of focused trial and awareness.

Status

After a thorough program review in 2019, the OWB decided to reimagine OWM programming for 2021. COVID delayed those plans to begin with OWM 2022. That review and rebuilding process is currently underway with industry experts.

- June 30 – Nearly 3 dozen 3-Tier trade professionals from around the country, representing some of the largest distributors and chain retailers, joined OWB Directors and staff, led by Justin King and Alison Sokol-Blosser, as well as industry members and Regional Association representatives to discuss critical ideas for a bigger, better OWM in the 3-tier system.
- July 8 – A complimentary group of OWB Directors and staff, and industry DTC managers and principals was convened to discuss critical ideas for a bigger, better OWM in the DTC channel.
- An implementation committee for each channel (3-tier, DTC) followed and continues the work of identifying tactical priorities and designing OWM 2022 programming.
- A national chain retail sell sheet was delivered as promised in Sept. and shared with the industry via email. The first of two OWM webinars for the industry was delivered on Nov. 10 and a comprehensive program deck of all confirmed trade and consumer programming was published on Nov. 23.

Next steps and timing

- Convene both 3-tier and DTC implementation committees as needed throughout end of year
- Provide webinar, toolkit, and additional support resources in advance of program execution in 2022
- Work with association partners, distributors, and retailers to program OWM at retail in the PNW
- Develop and publish consumer facing digital assets for business use in January
- Solicit POS orders from trade partners nationally for distribution in Feb/March
- Host second OWM webinar in Feb/March



Consumer Website Update

Strategic objectives

Brand Equity, Wine Tourism

Overview

Rebuild oregonwine.org to reflect the OWB's new True Character brand work as well as update the content and architecture to best serve the industry and current marketplace.

Status

Discovery and strategy work is complete and technical implementation is well underway. Content staging is just beginning and as a result AVA associations are once again being invited into the work to suggest copy and imagery that best represents their region.

Next steps and timing

The project is scheduled to continue through February 2022.

- Oct. – Jan.: Build and implementation and content staging
- Dec. 8: Regional association / AVA workshop to explain content staging and invite association partners to directly provide the copywriting and imagery they want considered for inclusion
- Jan 6: AVA content submission due
- New OregonWine.org live and online by Feb. 2022
- New OregonWine.org premiered for the industry at Symposium 2022

Oregon Wine Diversity Photo Shoot

Strategic objectives

Brand Equity, Wine Tourism

Overview

Produce a one-time photo shoot to capture industry members and consumers of color and gender diversity to expand the representation available to OWB and partners in marketing materials.

Status

In Nov. OWB received notification of a successful grant application to the Wine Country License Plate matching grants program. Plans are currently being developed to identify participants, locations, timeline and execution details.

Next steps and timing

- Jan: Confirm photographer
- Feb: Confirm models, locations, and schedule for shoot #1
- Mar: Shoot first of two sessions
- May: Confirm models, locations, and schedule for shoot #2

oregon wine BOARD

- June: Shoot second of two sessions
- July: Share final image assets with industry partners



DECEMBER 2021 BOARD PACKET

Trade relations update

Prepared by: David DeWitt

TEXSOM 2021 – volunteer luncheon

Strategic objectives

Brand Equity, Market Expansion

Overview

TEXSOM is regarded as one of the premier trade/industry conferences in the country with international participation. The audience is staffed and attended by on and off premise buyers who are at various levels of knowledge. The volunteer lunch is a fantastic event OWB has historically participated in. We showcase Oregon to established and emerging wine buyers and “taste makers” at the beginning of the event.

Status

After taking 2020 off due to COVID19, OWB returned to Dallas to host and present at the volunteer luncheon.

- The luncheon was held on 11.14.21 and was attended by over 70 volunteers and 20 TEXSOM workers.
- Bree Stock presented to the group educating on all wine regions of Oregon.
- 9 wines were enjoyed with lunch, 5 of which had medaled in TIWA 2021. Columbia Gorge, Eola-Amity, Chehalem Mountains, The Rocks District of Milton-Freewater, Rogue, and Umpqua were represented to much fanfare.
- Every attendee received an OWB educational packet and informative tasting notes listing wines.
- A raffle was held to create good will and collect attendees contacts for follow up.

Next steps and timing

- Compile contact list for follow up and for registration to OWB’s trade/industry list by EOM.
- Follow up with TEXSOM organizers and media for relevant feedback by EOM.
- Thank participating wineries and update trade/industry on success of event after Thanksgiving holiday, through grapevine.

Oregon Wine Month 3-tier updates

Strategic objectives

Market Expansion, Brand Equity

Overview

Since 2012, the Oregon wine industry has celebrated Oregon Wine Month Annually in May as a promotional period of focused trial and awareness.



Status

The OWB has been in communication with regional and national trade partners to align efforts in the promotion and strategy to increase market share in targeted retailers. These efforts have been focused with association partners, wineries, and distributors to develop cohesive action for May 2022 and beyond. Partners and target retailers include RNDC, WVWA, Kroger, New Seasons, Zupan's, and Market of Choice.

- WVWA and OWB have had initial regional retailer meetings gaining "buy off" on May 2022 participation (New Seasons/Market of Choice/Zupan's).
- OWB has been in discussion with RNDC and supplier partners to brainstorm and develop a plan for Kroger nationwide. This supplier and distributor led project is in development stages and could serve as a roadmap to promote the Oregon wine category across major chains nationwide.
- OWB hosted a successful OWM webinar on 11.10.21 to lay out marketing, educational, and promotional assets for our 2022 campaign.
- The OWB will continue to request regional feedback on our outlined efforts to make OWM 2022 successful for all involved.

Next steps and timing

- January meetings with key regional retailers are being scheduled as a follow up to our initial meetings to layout finished assets from associations and the OWB.
- OWB will continue to finalize specific resources for the trade, releasing a final OWM deck and seminar February 2022. Continued regional participation is encouraged.
- RNDC/Kroger is an ongoing project to better understand the landscape of this chain, targeting a potential OR wine category promotion H2 of 2022 for key national markets.
- Inform the 3-tier network on updates and increase awareness, this is ongoing.

Lower Long Tom AVA updates

Strategic objectives

Brand Equity, Market Expansion, Wine Tourism, Insights and Integration

Overview

Lower Long Tom establishment as new AVA in Oregon.

Status

The AVA is set to be declared official in December 2021, making it the 22 official AVA in the state. The OWB is assisting with compiling data and information to help promotion and educational efforts.

- An AVA worksheet has been submitted by Matt Shown of Brigadoon Winery, to gather important data to highlight what attributes makes the AVA distinct and unique.
- The OWB is producing a digital map for the AVA's boundaries.



Next steps and timing

- The Resource Studio will be updated to incorporate all the data and relevant geographical information received from Matt Shown, which will be published on the OWB's websites, by end of year.
- We will inform our trade network of official announcement.

OWB Committee Chairs/Leads & Purpose

Committee	Chair/Vice Chair	Purpose
Executive Committee	Chair: Donna Morris Vice-Chair: Hilda Jones Chair Emeritus: Eugenia Keegan Treasurer: Justin King	The Executive Committee acts to ensure the effective functioning of the Board including setting meeting agendas, reviewing committee operations, advising management and acting, if necessary, on behalf of the Board when urgent circumstances require action before an emergency meeting of the full Board can be convened.
Finance Committee	Chair: Justin King, Treasurer Vice Chair: Donna Morris, Board Chair	The Finance Committee provides oversight on financial practices and procedures, previews Board reports and advises prior to external disclosures.
Strategic Marketing & Communications Committee	Chair: Donna Morris Vice-Chair: open	The Strategic Marketing & Communications Committee consolidates industry input on strategic programs and priorities.
OWM Implementation Committee for 3-Tier distribution	Management Lead: David DeWitt	This committee includes industry members and OWB Directors/Managers. It was chartered to develop the strategy and deliver materials for executing OWM 2022 more broadly through U.S. wholesalers and retailers.
OWM Implementation Committee for Dtc	Management Lead: Kai McMurtry	This committee includes industry members and OWB managers. It was chartered to develop and deliver the program to execute OWM 2022 through winery DtC channels.

OWB Committee Chairs/Leads & Purpose

Committee	Chair/Vice Chair	Purpose
International Marketing Committee	Chair: Bob Morus Vice Chair: Steve Thomson Management Lead: Marie Chambers	The International Marketing Committee consolidates industry input on strategic programs and priorities.
Vit & Eno Research Committee	Chair: Jason Tosch Co-Vice Chairs: David Beck & John Pratt Management Lead: Neil Ferguson	The Viticulture & Enology Research Committee consolidates industry input on viticulture and enology research priorities; reviews and recommends applications for funding; and evaluates project progress.
Education Committee	Chair: Eugenia Keegan Vice-Chair: open Management Lead: Bree Stock	The Education Committee advises and participates in development of an annual education calendar centered on the Oregon Wine Symposium.
Information Sharing Task Force (ISTF)	Management Lead: Sarah Murdoch	The ISTF creates and facilitates awareness, adoption and engagement of opportunities, activities, key trends and developments in the Oregon wine community through active communications.

OWB Committee Members

Committee	Chair/Vice Chair/Leads	Members	
Strategic Marketing & Communications Committee	Chair: Donna Morris Vice-Chair: open Management Lead: Kai McMurtry	Ellen Brittan Craig Camp Eugenia Keegan	Justin King David Millman Amy Prosenjak
OWM Implementation Committee for 3-Tier distribution	Management Lead: David DeWitt	Janie Brooks Paula Caudill Chris Cullina Tom Danowski Jessica Endsworth Matt Farver Carrie Kalscheuer	Justin King Chris Langan Kai McMurtry Donna Morris Bob Morus Nate Winters
OWM Implementation Committee for Dtc	Management Lead: Kai McMurtry	Crystal Ashley Andrew Bandy-Smith Linda Barber Gina Bianco Tom Danowski Dionne Irvine Jennifer Kerrigan	Morgen McLaughlin Kai McMurtry Kate Norris Ximena Orrego Sarah Pearson Toby Turlay

OWB Committee Members

Committee	Lead	Members		
International Marketing Committee	Chair: Bob Morus* Vice Chair: Steve Thomson* Management Lead: Marie Chambers	David Adelsheim Rob Alstrin Shirley Brooks Randy Ford Jon Foster John Gabelhausen Ryan Harms	Doyle Hinman Alexandra LaFontaine David Millman Ryan Pennington	Howard Rossbach Thom Sichta Alison Sokol Blosser Emily Zegar
Education Committee	Chair: Eugenia Keegan Vice-Chair: open Management Lead: Bree Stock Viticulture Track Lead: Leigh Bartholomew Enology Track Lead: Anthony King Business Track Lead: Carrie Kalscheuer	<u>Vit & Eno:</u> Bryan Berenguer Johnny Brose Kiley Evans Shannon Gustafson Gina Hennen Scott Kelley Alex Levin	Billo Naravane MW James Osborne Brooke Robertson Nichole Schulte Patty Skinkis Emily Terrell Cheney Vidrine Vince Vidrine	<u>Business:</u> Rachel Adams Remy Drabkin Colin Eddy Vanessa Hadick Jeff Lewis Michelle Kaufmann Sofia Torres Hallie Whyte

*Steering Committee Member

OWB Committee Members

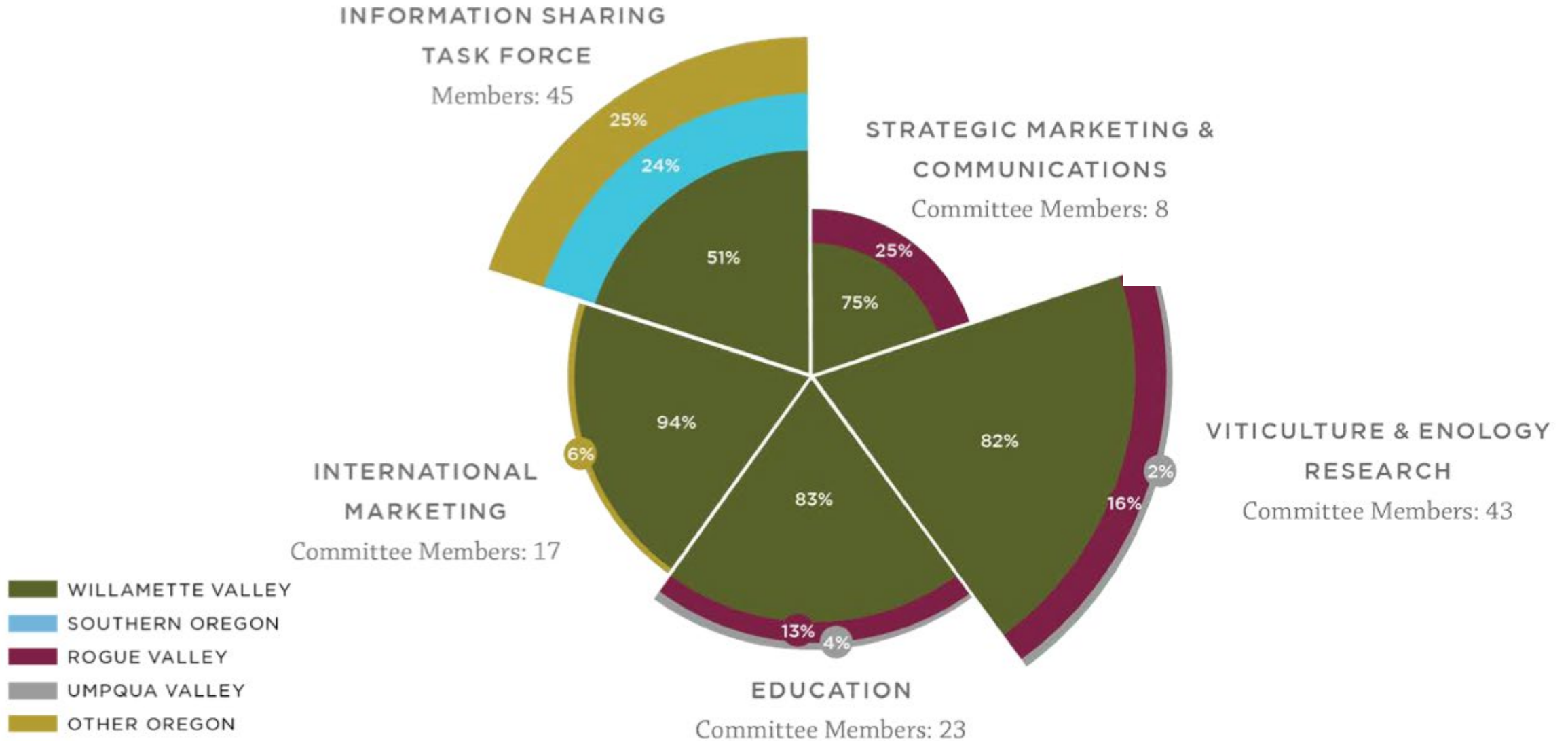
Committee	Chair/Vice Chair/Leads	Members		
Research Committee	Chair: Jason Tosch* Co-Vice Chairs: David Beck* and John Pratt* Management Lead: Neil Ferguson	Leah Adint Leigh Bartholomew Jim Bradshaw Terry Brandborg Robert Brittan Johnny Brose Tresider Burns Sarah Cabot Ted Casteel Leti Catoira Elizabeth Clark* Jason Cole Dai Crisp Jessica Dunnam Scott Dwyer Peter Ebbers Michael Fay	Chris Graves Brian Gruber Geoff Hall Gina Hennen Allen Holstein Anthony King* Erik Kramer Bill Kremer Ken Kupperman* Mel Liebeck Anna Matzinger Ryan McAdams Jarrod McCann Brian McCormick Anneka Miller Erica Miller Kathy Miller	Karl Mohr Michael Moore Joey Myers* Ray Nucló Dennis O'Donoghue* Dave Paige* Luisa Ponzi Tim Scott Bruce Sonnen Evan Strode James Thommes Chad Vargas Cheney Vidrine Vince Vidrine Nate Wall Karl Weichold

*Steering Committee Member

OWB Committee Members

Committee	Lead	Members		
Information Sharing Task Force (ISTF)	Management Lead: Sarah Murdoch	Ross Allen Lynette Barss Gina Bianco Terry Brandborg Julia Burke Craig Camp Ariel Eberle Denise Flora Joe Ginet Robert Hansen Jason Hanson Angela Jaquette Jennifer Kerrigan Mike Keunz	Joel Kiff Liz Knapke Kim Kolb Jean Kurtz Jack La Rue Laurie Lewis Cathy Martin Brad Mayer Don McDermott Morgen McLaughlin Mary Olson Ximena Orrego Luisa Ponzi	John Pratt Steve Robertson Matt Shown Scott Steingraber Andy Steinman Betty Tamm Toby Turley Dan Warnshuis Jenna White Karolyn Wright Jill Zarnowitz

Committee participation by region



OWB 2022-23 Strategic Budget Priorities*

- Oregon Wine Symposium
- V & E Research
- Community Benchmark/WISE Implementation
- 2023-24 Wine Touring Guide
- 2023 Oregon Wine Month
- Ongoing Media Relations/Communications Activities
- OWB Consumer Website Introduction

OWB Budget Planning Schedule

Gather Industry Input	October	<ul style="list-style-type: none"> •Industry survey release and responses gathered
	November	<ul style="list-style-type: none"> •Nov 2 – Gather initial input on programming and budget from regional associations
		<ul style="list-style-type: none"> •Review association feedback at finance committee meeting and assess further follow up
	December	<ul style="list-style-type: none"> •Nov 30 – Budget Planning Input Forms due from the industry
Develop Draft	January	<ul style="list-style-type: none"> •Jan 14 - Staff finalize plan development and make budget recommendations
		<ul style="list-style-type: none"> •Verify OLCC transfer of first half 2021 harvest tonnage tax and make any necessary adjustments to 2022-23 income projection
		<ul style="list-style-type: none"> •Develop complete draft budget and review with Executive/Finance Committee
Post and Gather Industry Input	February	<ul style="list-style-type: none"> •Feb 1 – Post draft budget for public comment
		<ul style="list-style-type: none"> •Feb 8 - Host budget review meeting for regional associations and general industry to collect any additional feedback
		<ul style="list-style-type: none"> •Make any necessary adjustments from public forums and review final draft with Executive/Finance Committee
Finalize and Approve	March	<ul style="list-style-type: none"> •Mar 3 - Submit final draft budget to board for approval
		<ul style="list-style-type: none"> •Submit approved budget to Business Oregon for approval by April 1



OCTOBER 2021 BOARD PACKET

Education update

Prepared by: Bree Stock

Oregon Wine Symposium 2022 update

Strategic objectives

Advance collective intelligence in support of growing, making, and selling quality wines

Harness statewide strength to unite and empower the Oregon wine industry

Define, protect, and promote the reputation of Oregon wine globally

Overview

- The Oregon Wine Symposium for 2022
- Virtual Symposium Feb 15-17
- 4 Tracks – Viticulture, Enology and Sales & Marketing, Business of wine
- 3 General sessions featuring relevant state of the industry speakers
- 6 Research presentation updates of OWB funded research
- Opportunities for the OWB to present current works including the Industry Awards presentation
- Sponsorship opportunity expansion

Status

- Registration open – early bird pricing \$79 available until January 14
- [Purchase Tickets Now!](#)

Ticket Type	Ticket Price	Quantity Sold
Full Access Admission Early Bird	\$79.00	34
Group Ticket (4 or more) Early Bird	\$69.00	10
Student/Educator	\$49.00	4
Total		48

• **SEMINARS**

• **Feb 15, Day1:**

- 8am-9am: Viticulture – Soil & fertility management in Oregon vineyards. Dr. Patricia Skinkis.
- 9am-10am: Understanding Cover Crops & Organic Nutrient Management. Dr. Nick Andrews.
- 10am-10.30am: OWB Funded Research Updates
- 10.30am – 12.30pm: Enology. Winery Sustainability and Best Practices for Water Management in



the Cellar.

- 1pm-2pm: General Session. State of Industry. Rob McMillan and State of M&A with Eric McLaughlin and Kevin O'Brien
- 2pm-2.30pm: Oregon Wine Board Update/Welcome
- 2.30pm-4.30pm: Sales & Marketing Focus: Community Benchmark & WISE Academy DTC data gathering and platform presentation (Pending Grant Approval)
- 5pm: Happy Hour? TBD

- **Feb 16, Day 2:**
- 8am-10am: 8-8.45am: Trunk Disease 2.0: New practices for managing trunk disease. Understanding the threat in vineyards. Speaker: Dr. Akif Askalen, UC Davis.
- 8.45am-9.15am: Grapevine Trunk Disease research findings in Oregon. Speaker: Dr. Achala KC - Oregon State University.
- 9.15-10am: Spring Practices for Preventing Trunk Disease with Simonit & Sirch. Speaker: Giacomo - Simonit & Sirch.
- 10am-10.30am: OWB Funded Research Presentations: Berry Size from Dr. Federico Cassasa.
- 10.15am: Rootstock Performance in Oregon from Dr. Patricia Skinkis
- 10.45-11.45am: Viticulture for Winemakers: Controls for vineyard pests and disease. Speaker: Dr. Patricia Skinkis
- 11.45am-12.45pm: Powdery mildew; an exploration from vineyard through cellar to glass. Speakers: Dr. Michelle Moyer, Steve Mathiason
- 1pm: General Session: State of Vine Growing in Oregon. Speaker: Dr. James Kern - OSU
- 2.30pm: Inside PR & Communications Strategies. Speaker: Kelli Mathews, founder/managing director of Verve Northwest.
- 3.30pm: A play book for successful PR & Communications strategies. Speakers: Kayt Mathers, owner/founder of Play Nice PR, and Michelle Kauffman, and Ryan Pennington.
- **Feb 17, Day 3:**
- 8am: Hot topics in water use and management in Oregon vineyards. Speaker: Chad Vargas.
- 9am: Current research and best practices for developing water management programs. Dr. Alexander Levin, OSU.
- 10am: OWB Funded Research. 10am: Botrytis Bunch Rot with Alex Wong. 10.15am: Gene Editing Technology from Dr. Laurent DeLuc
- 10.45am: Role of oxygen in winemaking: Johnny Brose (Chemeketa Community College)
- 11.45am: Techniques and Cellar Practices for the Use of Oxygen in Winemaking. Dr. Gavin Lavin Sack (Cornell University)
- 1pm: General Session: The Year That Was. A vintage review across the regions with Dr. Greg Jones Climate report tbc.
- 2.15pm: Navigating successful distribution and promotions in the 3-Tier landscape. Speakers: Jeff Lewis and Colin Eddy



- 3.30pm: Successfully positioning Oregon Wine Month in the on and off trade channels

Specialty Crop Block Grant: OWB partners with Community Benchmark and WISE Academy

Strategic objectives

Advance collective intelligence in support of growing, making, and selling quality wines

Harness statewide strength to unite and empower the Oregon wine industry

Overview

Two-year program delivering a statewide benchmarking dashboard for producers and regional associations with expert DTC consultations and regional townhall quarterly. The integration of this technology coupled with coaching from WISE Academy and Community Benchmark will ensure producers expand DTC sales and develop successful DTC programs.

Status

Program launched to Association Directors and staff on the 18 October

General Industry Presentation: 25 October

Willamette Valley Wineries Association Member Presentation: 11 November

Rogue Valley Vintners Member Presentation: 15 November

[Community Benchmark Grant Toolkit](#) posted to OWB industry website 12 November

[View recorded webinars, marketing materials, and see claimed accounts](#)

Deadline to participate in first round of reports is December 15
72 producers have signed up as 21 November

Next steps and timing

- OWB directors and staff to be assigned slow sign-up producers to call and engage associations who have not responded (Umpqua and Columbia Gorge)
- WISE Academy data collection presentation and how to use the data to increase sales January 24
- Presentation at OWS22 Feb 15
- March – regional townhalls for producers signed up by December 15
- Second tranche of sign-ups to begin with accompanying webinars

Masterclass & Certification development update

Strategic objectives

Define, protect, and promote the reputation of Oregon wine globally

Engage with trade influencers and importers to increase availability of Oregon wine

Overview

- TEXSOM lunch featuring nine Oregon wines from around the State presented to 90 US trade



- Oregon Wine Month 2022 regional webinar campaign development
- Learn Oregon Certification development for OWB with Online Wine Academy
- Wines from the Edge, Toronto in the Spring
- WSET UK wine and climate change seminar
- Japan masterclass in May
- Seoul delivery of Advanced certification
- Masterclasses in development for Toronto, Montreal, Calgary, Vancouver in the Spring/Summer

Status

- Developing content for Wine Trail Canadian wines in market and trade and consumer strategy being developed.
- In development and assessing grant application opportunities to update AVA maps

Next steps and timing

- Content development of OWM masterclasses with regional input and wine selection
- Delivery of masterclasses in the Spring



DECEMBER 2021 BOARD PACKET

Communications update

Prepared by: Sarah Murdoch

ISTF update

Strategic objectives: This annual meeting and distribution list supports Insights and Integration through enriching industry intelligence, dialogue and alignment.

Overview

The ISTF meeting has been held for 6 concurrent years. The ISTF is also a list of qualified heads and marketing staff or contractors at each of the 22 AVAs across Oregon. There are currently 49 people on the ISTF list.

The mission is three-fold:

1. To share ideas with fellow regions (i.e. what's worked and doesn't work) that may be helpful to other regions in Oregon, thereby strengthening the statewide wine industry as a whole
2. To meet once or twice yearly and provide a face-to-face forum to discuss high-priority topics
3. To help regions on making use of OWB programs, such as grant info and grant writing, media opportunities

Status

- We hosted our annual ISTF meeting on Thursday November 18. The agenda was open to sharing with other AVAs on successful programs over the past year, as well as programs that needed more work and retooling. Then for the last hour, Joe Micallef of Forbes gave a short Q and A on what writers like himself are looking for in writing about wine.
- We had upwards of 20 people attending the meeting. Feedback was 9.3 out of 10, 10 being highly recommended to others to attend. Best comment was:
"Thought it was a very useful meeting. I'm not particularly a fan of zoom, but this was one of the best zoom meetings I've had in the past two years. Mazel. I will definitely be pitching a couple of new ideas to our group that I picked up from the meeting."

Next steps and timing

Recording is here and detailed notes to be posted.

<https://us06web.zoom.us/rec/share/VprJxdu2DOB75vJoow7JUeLnnZ8Wllev8am8RJvnWbcDhzRznfTA7MaQkGDQxqYVY.227W8H2bjrbWoVqm>

Taste of the Umpqua update

Strategic objectives: This event supported market expansion

Overview

This event was held in the Willamette Valley and supported winemakers in the Umpqua Valley.



Status

Attended Taste of Umpqua and brought three writers where I told them quick winemaker stories and introduced them to all 20 winemakers. Took them to dinner as well. Writers were Sophie McDonald Bennett, Paul Omundson and author and journalist Kerry Newberry.

First result of this was a quick turnaround story by Sophie McDonald Bennett where I recommended several producers to Wine Business Monthly on White Pinot noir to which she said: You rock! Thank you for all this info and for finding a few people who aren't in the Willamette Valley :)

Next steps and timing

Support event next year. Spoke in depth to Rob Ikola and Christopher Hudson about it, and it has been added to the PR plan for 2022.

KOIN TV holiday show update

Strategic objectives: Support of this show supported helped elevate the esteem of the Oregon Wine brand globally and well as helped Wine Tourism and Championed high value, engaged and sustainable wine tourism statewide.

Overview

A repeat from last year, several winemaking regions paid KOIN tv to be a part of a 20 minutes broadcast special to air two + times on KOIN TV with viewership over 1 million. KOIN producers returned to OWB this year and asked that we appear on camera as a neutral force touting these regions and winemakers:

Blakeslee Vineyard

Mt Hood Wine Trail –shot at Christopher Bridge Winery and Villa Catalana

Duck Pond

King Estate

Travel Medford--shot at Irvine & Roberts Vineyards

Vignettes at The Dundee Hotel and Portland Wine Bar

24 minute broadcast is here: <https://youtu.be/vuYHPT5yTmE>

Status

Southern Oregon, The Rogue Valley, Portland, Willamette Valley (Newberg, Dundee) South Willamette Valley and Mt Hood were all spotlighted here. Footage to come from KOIN TV.

This shoot involved procuring wine at several locations with shipping being highly ineffective. It also involved sourcing picturesque locations suitable for film backdrops.

Next steps and timing Monitor and share airings and continue to work with KOIN as they are supportive of telling stories about Oregon wine.