



DECEMBER 5, 2024

Oregon Wine Board Meeting **FINAL** Agenda

RiverPlace Hotel

| Time | Topic | Documents | Leader |
|------------------------------------|---|---|-------------------------------------|
| 9 – 9:05 a.m. (5 minutes) | Public Board Meeting <ul style="list-style-type: none">Welcome and Opening Remarks | | G. Jones |
| 9:05 – 9:10 a.m. (5 minutes) | Board Meeting Minutes <ul style="list-style-type: none">August 7 Meeting Minutes | August 7 Minutes | G. Jones |
| 9:10 – 9:30 a.m. (20 minutes) | Matters for Decision <ul style="list-style-type: none">Election of Executive OfficersElection of Committee ChairsVote on Industry Awards | Slate of Proposed Officers Current Committee Chairs Industry Award Nominations | G. Jones |
| 9:30 – 9:50 a.m. (20 minutes) | Finance Committee <ul style="list-style-type: none">FY 2024-25 Quarter 1 FinancialsFY 2024-25 Proposed Budget AdjustmentsFY 2025-26 Budget Timeline | Financials FY 2024-25 Adjustments FY 2025-26 Budget Timeline | S. Crawford |
| 9:50 – 10:10 a.m. (20 minutes) | Research Committee Update <ul style="list-style-type: none">Dave Losh USDA-NASS | | G. Jones D. Losh |
| 10:10 – 10:30 a.m. (20 minutes) | Marketing Committee Update | | M. Ponzi G. Mortensen C. Cook |
| 10:30 – 10:50 a.m. (20 minutes) | International Marketing & Export Committee Update | International Calendar | A. Ramirez |
| 10:50 – 11:10 a.m. (20 minutes) | Education Update | | C. Gonzales J. Willey |
| 11:10 – 11:30 a.m. (20 minutes) | IPC Update | | D. Irvine |
| 11:30 – 12:00 p.m. (30 minutes) | OWA Presentation | | J. McKamey D. Jarman |
| 12:00 – 12:20 p.m. (20 minutes) | Other Business & Public Comment <ul style="list-style-type: none">OWB Strategic PlanningOWB OWCLP Grants<ul style="list-style-type: none">Wine Tourism Strategic PlanRegional Association Marketing SupportSpecialty Crop Block Grant (due 1/31/25) | | All |
| 12:20 p.m. | Adjournment | | G. Jones |
| 12:20 – 12:50 p.m. | Lunch | | All |



ATTENDEES

Board

Tiquette Bramlett, Cristina Gonzales, Dionne Irvine, Greg Jones, Justin King, Gary Mortensen, Maria Ponzi, Adam Ramirez

Absent

Austin Kraemer

Staff

Gina Bianco, Sally Crawford, Carissa Cook, Stacey Kohler, Katie von Barga, Jess Willey

Guests

Scott Burns (Portland State University/Geology), Dan Jarman (Cross Water Strategies), Dave Losh (USDA-NASS), Jana McKamey (OWA)



AUGUST 7, 2024

Board meeting minutes DRAFT

ATTENDEES

Board

Greg Jones, Tiquette Bramlett, Justin King, Gary Mortensen, Cristina Gonzales, Dionne Irvine, Austin Kraemer, Anna Maria Ponzi, Adam Ramirez

Staff

Gina Bianco, Margaret Bray, Sally Crawford, David DeWitt, Stacey Kohler, Bree Stock, Katie von Bargaen

Guests

Carissa Cook

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 9:03 a.m.

Review of meeting minutes

- The Board reviewed the meeting minutes from June 17, 2024.

MOTION: T. Bramlett moved that the June 17 meeting minutes be approved. A. Kraemer seconded. The motion carried 7-0 (G. Mortensen and M. Ponzi not yet in attendance).

Executive Director Update

- G. Bianco introduced Carissa Cook as OWB's Marketing & Insights Director effective as of August 21 and updated the Board on the recruitment process for the Research and Education Director.
- G. Bianco discussed working in collaboration with Kann Restaurant for it's Bon Appétit Best New Restaurants Celebration 2024 event to be held on September 9 in Portland.
- G. Bianco updated the Board on IPC's top ranked recommendations for WCLP Grant options. Up to 2 grants may be submitted by OWB for a maximum of \$50,000 each grant (\$100,000 total).
 - Option 1: Hire consulting services to develop a statewide tourism marketing plan, which engages wine and tourism organizations statewide.
 - Option 2: Supplement OWB budgeted funds for conducting a Tourist Sentiment study that covers the state and engages with regions to identify questions. Regions can also submit a funding request to expand the study to add specific focus for their region's unique requirements.
 - Option 3: Hire a financial consulting firm that specializes in developing long-term financial sustainability plans for small and growing non-profit organizations.
- G. Bianco discussed changes to the OWB Industry Grant Guidelines that help clarify some of the criteria.
 - The changes include the following:

- Allow organizations or groups of wineries that are not not-for profit organizations to apply, as long as they have a relationship with a non-profit organization who will benefit from the activity.
- Providing more clarity around reporting requirements, timelines and reporting of delayed projects.
- Providing clarity around limitations on accessing the funds.
- Create a committee that will review the applications that need to be approved and will report back to the full Board.

MOTION: T. Bramlett moved to approve of the revised Industry Grant Program Guidelines. G. Mortensen seconded. The motion carried 9-0.

IPC Committee

- D. Irvine updated the Board on the committee's progress of collaboration and communication between OWB and the industry which recently included a more robust discussion on WCLP grant opportunities and identifying opportunities for sustainable revenue streams for associations.

Marketing Update

Marketing Committee

- G. Mortensen gave a Marketing Committee update and expressed that the committee will focus on effective strategies for winery success, leveraging partnerships, and building a unified message to help overcome industry challenges.
- G. Bianco gave a brief overview of the *Come Over October* campaign that promotes bringing people together, sharing wine history and stories, and OWB's plan for supporting it.

International Marketing

- A. Ramirez provided an update on the most recent committee meeting which helped establish the budget and programming planned for FY 2024-25.
- A. Ramirez also noted that the committee is engaged in providing data that will help substantiate which markets have worked and ones that haven't been as successful that will help guide future budget planning sessions.
- M. Bray discussed the committee's aim to create marketing collateral for international trade shows, leveraging funds from the Northwest Wine Coalition.
- M. Bray highlighted the benefits of collaborating with California for the larger international events.
- She also gave an overview on the FY 2023-24 programming and noted that the year was the most robust internationally. Plans to expand global certification programs and continue collaborating with New Zealand and other cooperatives were also discussed.
- S. Crawford presented the initial Fiscal Year 2024-25 budget.

Research Committee

- G. Jones gave an overview of the structure of the committee and its annual review processes.



- M. Ponzi highlighted the importance that research and education address future industry challenges and focus on that in the new strategic planning process.

Education Update

- B. Stock gave an update on planning and development of the 2025 Oregon Wine Symposium.
 - OWS will take place on February 3 -4, with a shorter 1.5-day format and a dedicated session for Oregon Wine Board updates.
 - G. Jones discussed leveraging and collaborating with IVES (International Viticulture and Enology Society) for research and education in the future.
 - M. Ponzi offered to contribute to the anti-alcohol discussion if/when the Education Committee decides to consider a session in the sales and marketing tract for OWS.
 - B. Stock also updated the Board on the Labor Survey with Dr. Peterson and the upcoming TEXSOM Conference which OWB sponsors a luncheon for Sommeliers and wine buyers.

Finance Committee

- S. Crawford gave an update on the year-end FY 2023-24 Balance Sheet and P&L.
 - Total revenue finished approximately \$500,000 ahead of budget driven by the 2023 grape assessment.
 - Total expenses came in approximately \$400,000 under budget.
 - Main contributing factors are lower than budget R&D Grants and Symposium expenses and Communications Director role and Strategic Planning pushed to FY24-25.

MOTION: J. King moved to approve of the FY 2023-24 year-end budget. T. Bramlett seconded. The motion carried 9-0.

- S. Crawford presented an update on the FY 2024-25 budget.
 - FY 2024-25 expenses exceed revenue due to a \$840,000 spend down surplus from FY 2023-24.
 - Research budget increased 16.5% to support grant funding and IVES membership.
 - Education budget increased for spend on curriculum development for symposium and additional educational opportunities.
 - Marketing budget increased for OWM and video production.
 - Knowledge and Insights budget increased with the add on of a consumer sentiment survey.
 - Leadership and Partnership budget increased for industry contributions, support for CRM, and website revamp.
 - General and Administrative budget increased due to re-establishment of an office space.
- S. Crawford gave an update on the 2025 Oregon Wine Symposium budget.
 - OWB is in year 2 of 3 of the Oregon Wine Symposium Co-Sponsorship agreement with OWA. The budget framework in the agreement requires Sponsorship Revenue Share to be determined each year during budget development. 2024 split was 90/10 OWB/OWA sponsorship value less booth fees. The budget proposes continuing the same split in 2025.



- Symposium made a small profit in 2024; revenue was slightly under budget due to soft sponsorship revenue. Expenses finished 10% under budget. The 2025 budget holds ticket prices at 2024 levels with a modest growth of 2.5% revenue and a 12% increase in costs.

MOTION: T. Bramlett moved that the FY 2024-25 budget be approved as submitted as showing \$2,795,755 in income and \$3,635,463 in expenses. G. Mortensen seconded. The motion carried 9-0.

Communications Update

- K. von Barga spoke to the Board about updating the smoke communication toolkit that was first introduced in 2020.
- She will also work on updating the industry talking points for media interactions and will invite industry members to provide feedback.
- She updated the Board on the Meltwater media monitoring tool, and the media reports she is pulling together and sharing with the regional associations.

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 11:55 a.m.

AUGUST 6, 2024

Executive Session

The Oregon Wine Board Directors met in Executive Session and discussed:

- OWB Staffing Update
- Wine Country License Plate Grant 2024-25
- International Marketing & Export Committee
- Office Space Update
- USDA-NAS Vineyard Census
- 2024 Budget Overview
- Industry Grant Guidelines
- Strategic Planning Process
- Board Vacancies

2025 Proposed Executive Officers

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| Chair | Greg Jones |
| Vice Chair | Tiquette Bramlett |
| Treasurer | Gary Mortensen |

or.

2024 Current Committee Chairs

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| Education Committee DEBI | Cristina Gonzales |
| Marketing Committee | Co-Chairs: Gary Mortensen, Maria Ponzi |
| International Marketing & Export Committee | Adam Ramirez |
| IPC | Co-Chair, Dionne Irvine |
| V&E Research Committee | Greg Jones |

or.

2025 INDUSTRY AWARD NOMINATIONS

| Nominee, Job Title & Place of Business, Past Awards, Nominated by | Why this nominee deserves this award: |
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| Lifetime Achievement Award | <i>Given to an individual or individuals whose extraordinary dedication, inspiration and advocacy for the Oregon wine community spans a personal lifetime.</i> |
| Jim Bernau Founder/CEO Willamette Valley Vineyards Also nominated for Founders Award Past awards: Outstanding Leadership Award (2002) Founders Award (2004) Nominated by: Libby Spencer | Jim is an Oregon wine pioneer who has helped shape this industry. His first planting dates back to 1983 and he has dedicated his professional life to promoting the Oregon wine industry. |
| Leda Garside Clinical Nurse Manager ¡Salud! Services, Hillsboro Medical Center Foundation Past awards: ¡Salud! 2009 Nominated by: Stephanie Buchanan | <p>Leda joined Hillsboro Medical Center in 1992, bringing her multicultural, bilingual perspective and a passion for equity in healthcare to her role. In 1997, she became the first full-time Services Manager for ¡Salud!, where she played a pivotal role in taking the program from idea to reality, impacting thousands of vineyard stewards and their families. In December 2024, Leda will be retiring from her role after nearly 30 years of service leaving behind an indelible impact on Oregon’s wine industry and forever changing how healthcare is delivered.</p> <p>Under her visionary leadership, ¡Salud! has evolved into a national model for community-based healthcare, prioritizing the needs of vineyard stewards and their families through comprehensive services that include medical, dental, vision, mental health and social care. Leda’s focus on delivering culturally competent care and addressing social determinants of health has made her a trailblazer in healthcare. She has developed long-lasting, trusting relationships with multiple generations of vineyard stewards and their families, and has cemented ¡Salud! as a trusted ally within the agricultural community.</p> <p>Leda has actively advocated for the well-being of underserved, underinsured and migrant populations, believing that reducing barriers to care is essential to fostering a just and equitable health system. Under her leadership, ¡Salud! has expanded beyond traditional healthcare, reaching seasonal workers across various crops, providing case management, patient navigation, and preventive care that were once inaccessible to many.</p> |
| Bill Stoller Proprietor & Founder Stoller Wine Group Nominated by: Michelle Kaufmann | Bill Stoller, the visionary owner of Stoller Wine Group, has been a passionate champion for the Oregon wine industry for over 35 years. It traces back to his childhood years spent working on his family farm—now home to Stoller Family Estate and the Stoller Wine Group headquarters—when the seeds of a vision to cultivate an enduring legacy for the land and community were sown. Through his early investment in Ridgecrest Vineyards |

2025 INDUSTRY AWARD NOMINATIONS

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| <p>Bill Stoller continued</p> | <p>and then Chehalem, Bill knew Oregon had the potential to rival the best wine regions in the world. Over the past three and a half decades, he has dedicated himself to championing Oregon wines on a global stage while steadily building one of Oregon's most dynamic family of wineries. Bill's travels to Canada, France, Italy, Greece, South Africa, New Zealand, and Australia have expanded his network and fortified the world's appreciation for the excellence and sustainability of Oregon wines. His relentless pursuit of quality, sustainability, and personal involvement with the Oregon Wine Brotherhood chapter have paved the way for the growth and success in the international wine community, serving as an inspiration to all.</p> <p>Earlier this year, Bill was honored with the prestigious Diploma of Honor from the Fédération Internationale des Confréries Bachiques (F.I.C.B.) for his exceptional contributions to the world of wine. One of only two individuals to receive the award this year, this esteemed recognition celebrates his unwavering commitment to finding harmony between tradition and innovation, honoring heritage while pushing the boundaries of excellence. Since its inception, the F.I.C.B. Diploma of Honor has been bestowed upon a mere 26 recipients from 10 countries to recognize the personal commitment, support of wine brotherhoods, and promotion of the F.I.C.B.'s values. Bill's dedication to these principles has made him deserving of this honor.</p> <p>Today, amidst the vibrant tapestry of the ever-changing wine industry, Stoller Wine Group stands as a paragon of growth and momentum in an otherwise downward market. Their path to success is rooted in Bill's ethos: authenticity, accessibility, and an abiding reverence for the land. His vision is simple: create a company that can last 200 years through sustainable viticulture and community support in an ecosystem where tradition meets innovation. Bill's commitment to the environment is not just a part of the business; it's their way of life. Stoller has a long commitment to LIVE, Salmon Safe, and B Corp certifications and he was the first to build LEED Gold-certified winery in the world.</p> <p>In early 2025, storied Oregon winery, Chehalem, will open its new home at Chehalem Estate Vineyard, an exquisite 6,150-square-foot tasting room in the Willamette Valley's Laurelwood District of the Chehalem Mountains American Viticultural Area (AVA). The tasting room marks a significant milestone in the winery's journey, and guests will soon be able to savor the fruits of Chehalem's labor in the place with a view of the land where their wines were grown—a vision more than 30 years in the making.</p> <p>Bill's dedication, inspiration, and advocacy to the Oregon wine industry has led his family of wineries to be perennially honored as one of Oregon's Most Admired Winery by the Portland Business Journal for nine consecutive years, an Oregonian Top Workplace for the past two years, and lauded as an eight-time 10Best Tasting Room by USA Today 10 Best Reader's Choice.</p> |
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| <p>Founders Award</p> | <p><i>Given to an individual or individuals whose pioneering, groundbreaking work has deeply influenced and advanced the interests of Oregon winegrowers and winemakers, fostering statewide collaboration.</i></p> |
| <p>Cliff Anderson Owner/Winemaker Anderson Family Vineyard Nominated by: Marc Harwood</p> | <p>The nominee I am entering is Cliff Anderson, owner of Anderson Family Vineyard. Cliff kicked off his wine making bug, when he was 16 years old, after reading an article in Scientific America Magazine on wine making. Today, Cliff has been making wine for over 62 years. He also at a young age learned about organic farming from his grandfather, who was organic farming in the early 1900's in Southern California.</p> |

2025 INDUSTRY AWARD NOMINATIONS

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| <p>Cliff Anderson continued</p> | <p>Cliff and his wife Allison moved to Oregon in the 1970's and had their first vineyard planted in the 1980's in Happy Valley, OR. They quickly realized after their fruit not getting ripe enough, that your vineyard site was one of the most important things in wine making. In the the late 80's searched and search and found an old basalt, landslide in the Dundee Hills. (The only one know as we are told) Great drainage, steep slopes and getting intense flavors.</p> <p>Cliff was behind naming the AVA knowing as the Dundee Hills. His wine making style is considered old world - native yeast, native malo, gravity flow since the 90's, barreled for 2 years in a cool cave and serving vertical pours since since the start. Cliff planted is vineyard in the Dundee Hills in 1992, Organic and dry farmer from the start.</p> <p>I could write more about Cliff and what he has done for the Oregon Wine Industry. I believe Cliff has done so much to get the wine region of the Willamette Valley world wide known. You can ask anyone in the valley on Cliff's farming practices and wine making are part of the reason why the Willamette Valley region are world wide know. Please let me know if you need more information or facts on Cliff's journey.</p> |
| <p>Jim Bernau Founder/CEO Willamette Valley Vineyards</p> <p>Also nominated for Lifetime Achievement Award</p> <p>Past awards: Outstanding Leadership Award (2002) Founders Award (2004) Nominated by: Sarah Murdoch</p> | <p>Willamette Valley Vineyards has grown from a 15-acre planting of Pinot Noir in 1983 to the largest winery enterprise in Oregon, growing retail sales by 31% to \$20.7 million in 2023. Total sales of over \$39 million increased by over \$5 million year over year. As they grew, the promise to serve as stewards of the land became a critical mission to lead the industry in sustainable winegrowing and winemaking. The vineyards are certified sustainable through LIVE (Low Input Viticulture and Enology) and Salmon-Safe. All of our wines are produced using wind and solar panels with significant capacity at the Estate in the Salem Hills and Bernau Estate Vineyard at Domaine Willamette. Bernau Estate is a Demeter-certified biodynamic vineyard.</p> <p>Jim's professional interest in winemaking began after a phone call in 1981 with the leaders of the Oregon Winegrowers Association. Scott Henry, Richard Sommer and Dick Ponzi were on a conference call and asked for Jim's help with the passage of legislation establishing a wine excise and grape tonnage tax to fund research at Oregon State University and promotions under the Oregon Department of Agriculture. Richard and Scott were members of my business association. At that time, Scott was president of the Oregon Winegrowers Association. Some of the most satisfying achievements for Jim include leading the efforts to make siting wineries on farmland a permitted use, obtaining statutory authority to establish commercial kitchens in qualifying wineries, and securing passage establishing the Oregon Wine Board.</p> <p>Finally, Willamette was one of 60 wineries who participated in the rollout of Revino. Revino makes refillable bottles a possibility for winemakers, as glass represents about half of emissions created by the wine industry, and Revino bottles offer an 85% reduction compared to single-use bottles. About 16.2 billion glass containers are used in the U.S. annually but only 30% are recycled and those generally are crushed. Reusable bottles can be utilized up to 50 times, and a bottle only needs to be reused three times before breaking even on carbon emissions. Willamette filled 16,800 bottles created by Revino with Willamette's 2022 Whole Cluster Pinot Noir in May 2024.</p> |
| <p>Marcos Martin Founder</p> | <p>Coming from Brazil, to Southern Oregons Applegate Valley, Marcos Martin planted his vineyard 7 years ago. He has meticulously maintained it alongside with Dominus Viticulture Services. As a hands on owner, he's</p> |

2025 INDUSTRY AWARD NOMINATIONS

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| <p>Crooked Barn Winery Nominated by: Alan O’Neal</p> | <p>also the winemaker producing some of the best Merlot, Malbec, Cabernet Franc, and Cabernet Sauvignon in Southern Oregon. With multiple medals for his wines from local competitions, and his newly opened tasting room, Crooked Barn Vineyard and Winery is quickly becoming a staple in Southern Oregon.</p> |
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| <p>Industry Partnership Award</p> | <p><i>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.</i></p> |
| <p>Bob Hackett Executive Director Travel Southern Oregon Nominated by: Ali Rogers</p> | <p>Bob is a tremendous asset to the wineries and vineyards of Southern Oregon and the Umpqua Valley. Bob recognizes the value and economic impact of the wine industry, and has helped focus tourism efforts on wine to help it succeed.</p> <p>Bob and his team help coordinate (and pay for!) multiple media group tours every year, with wine and travel writers from all over the United States. These media tours specifically visit wineries and vineyards, and showcase the beautiful wines and scenery from our unique region. This publicity helps get the Umpqua Valley and Rogue Valley names out there, as we try to compete for market share against Oregon's larger wine regions.</p> <p>Bob brings an extensive tourism background to his work at Travel Southern Oregon, and his kind and inclusive nature make him a joy to work with. Bob routinely loads up his car and makes trips to all parts of Southern Oregon, to make sure that the wineries, hotels, and many tourism outlets are supported. We are extremely lucky, and grateful, to have an industry partner that is willing to put in so much effort to help the wine industry succeed.</p> |
| <p>Carole Skeeters-Stevens Chief Marketing Officer Travel Medford Nominated by: Madison Childers</p> | <p>Carole has leveraged her knowledge of not only the Rogue Valley wine region but also her exceptional marketing and public relations background to grow awareness of the Rogue Valley as a wine destination worth visiting. While tourism is at the forefront of her day to day job, her overall goal and passion is bringing the wineries together with the “rising tides raise all ships” mentality. With getting stakeholder buy in when establishing a signature wine event in the region to creating the most comprehensive wine map of the region, I can not think of a person more deserving of this award.</p> |
| <p>Mathew Thompson Managing Director Premier Cru Solutions Nominated by: Elise Cutone</p> | <p>Matthew and Premier Cru Solutions have been integral with providing marketing solutions to wineries throughout Oregon. From working with nonprofit companies like ¡Salud! to creating marketing strategies for well known Oregon wineries, Matthew has helped the Oregon wine industry flourish.</p> |

2025 INDUSTRY AWARD NOMINATIONS

| Outstanding Industry Leadership | <i>Recognizes individuals whose exemplary commitment and innovative leadership have contributed significantly to the advancement of the Oregon wine industry.</i> |
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| Josh Bergstrom Owner/Winemaker Bergstrom Wines Nominated by: Morgen McLaughlin | <p>Willamette: The Pinot Noir Auction, hosting its eighth year in 2024, has grown since its founding to become a flagship event for the Willamette Valley and has revolutionized the Willamette Valley Wineries Association. The Auction has raised millions of dollars in revenue for the WVWA to fulfill its mission to to promote, preserve, and advance the prestige of Oregon’s Willamette Valley AVA and its wines by engaging our members and supporting our community and environment. WVWA marketing programs, education initiatives, media relations, industry collaborations, and professional staff have expanded steadily thanks to Auction funds.</p> <p>Importantly, the Auction is not just a fundraiser. This event has also brought XXX trade buyers to the region over the course of the last eight years, solidifying relationships with some of the nations most influential trade and opening doors for Oregon wineries to sell wine across the country. The Auction garners attention from top media and exposes all attendees to the beauty and ageabilty of Oregon wines.</p> <p>Nobody was more instrumental in the founding and success of this event than Josh Bergstrom. When the WVWA board of directors began to consider a trade-only auction in 2014 as a fundraising mechanism for the region, Josh was asked to lead a committee to explore the idea and eventually to turn that idea into a reality. He led winery outreach, secured partners, hired contractors, managed budgets, oversaw logistics, invited bidders, hosted attendees, and spent many many hours and thousands of dollars to safeguard the Auction’s success. He was the founding Auction Chair and has continued as a leader of the Steering Committee, while also serving a tenure on the WVWA board.</p> <p>From the very beginning, this event was about collaboration and the community of wineries who were dedicated to making it thrive. In true Oregonian style, the Auction has drawn attendees because of its collegial atmosphere and the recognition that Oregon wineries really do get together to make amazing things happen. Oregon often out-performs other regions in scores and pricing, and it’s because of high-quality wines and the fact that we really do work together here. Oregon’s quintessential events like IPNC, OPC, the ¡Salud! Auction, and now Willamette: The Pinot Noir Auction are testaments to this community.</p> <p>But our community has to rally behind someone who is willing to put in the work. And Josh certainly put in the work (and continues to do so) for this Auction.</p> <p>This award is fitting at the current moment as Josh steps down from his 9-year role as a leader on the Auction Steering Committee.</p> |
| Jessica Cortell Owner Vitis Terra, Cortell Collection Nominated by: Rebecca Sweet | <p>I think that Jessica Cortell is far overdue for an industry award. She has dedicated over two decades to the growth and improvement of the wine industry through her many endeavors. She instructed and inspired students at Chemeketa for years. Her self-started and run vineyard management company, Vitis Terra is respected and valued by her clients. She has written a column for the Oregon Wine Press for many years. Add</p> |

2025 INDUSTRY AWARD NOMINATIONS

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| <p>Jessica Cortell continued</p> | <p>to this her own wine label, Cortell Collection, a small diverse farmstead of her own, and regular participation in community events, and it's clear that this woman is a powerhouse with unwavering dedication to the Oregon Wine industry.</p> |
| <p>Remy Drabkin Owner/Winemaker Remy Wines Nominated by: Erin Palmer</p> | <p>Remy was born and raised in McMinnville. She grew up with the industry giants; gaining a love of Oregon agriculture, wine, culture, and community. She began making wine in high school and has gone on to be an incredibly talented winemaker. Remy's winery includes gender neutral restrooms that are accessible year round for everyone on the property; including vineyard stewards, offering dignity and comfort to all. She helped create a carbon sequestering concrete, supports pollinator habitats, harvests seeds to share, and has rescue dogs. In addition to her success as a winemaker, she has been a changemaker in the wine industry, wine country, and Oregon. She is an out gay women, who has spent her career cultivating a more inclusive wine community. McMinnville is considered one of the safest place for LGBT folks to travel; a direct result of Remy's work- this brings money to the community! She founded Wine Country Pride, and also Queer Wine Fest; America's first wine festival centered around celebrating the queer community. Remy has also served Mac for 11 years in an official capacity, including that she is the current elected Mayor of McMinnville. Remy deserves this award.</p> |
| <p>Janie Brooks-Heuck Managing Director Field Day PR Nominated by: Lyndsay Dyk</p> | <p>It's been a banner year for Janie Brooks Heuck. Since her sudden call to action to step into the leadership role at Brooks Winery in 2004 due, she's led with a vision that centers sustainability and the winery's commitments to its land and people. This led has led Brooks to be the first (and only) winery in the world to be a certified B-Corp, a member of 1% for the Planet, Demeter certified Biodynamic, and (most recently) a partner with Ecologi, a platform through which Brooks has planted 60,000 trees worldwide since 2022. In 2023, Brooks was named one of the Top 100 Wineries in the world by Wine & Spirits Magazine for the third time, and was named #28 of the World's Best Vineyards—one of only two US awardees. This international recognition for hospitality, sustainability, and world-class winemaking is a direct effect of of Janie's leadership and cultivation of her team. Her continued work on behalf of Oregon wine extends to the international level, where Janie currently sits on the board of The Trotter Project to empower underrepresented communities with an appreciation for wellness, sustainable agriculture, and careers in culinary arts and most recently, progress towards membership with Porto Protocol beginning in October 2023. Janie Brooks Heuck's relationship-building impact extends throughout the world, and team will be the first to say that Janie is a courageous and vivacious industry leader.</p> |
| <p>Morgen McLaughlin Executive Director WVWA Nominated by: Jessica Thomas</p> | <p>Morgen deserves the Oregon Wine Board Outstanding Leadership Award for her unwavering commitment to camaraderie and collaboration within our community. Her ability to execute innovative ideas that benefit the greater good is unparalleled, consistently inspiring those around them to strive for excellence. With a strong moral compass, Morgen approaches challenges with a positive mindset, urging us all to seek solutions rather than dwell on obstacles. Her strategic brilliance not only fosters growth and resilience but also cultivates an environment where everyone feels valued and empowered. Morgen's leadership is a beacon of hope and inspiration, making them the ideal candidate for this esteemed recognition.</p> |

2025 INDUSTRY AWARD NOMINATIONS

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| Jim Maresh Owner Artberry Maresh Nominated by: himself | Makes good Chardonnay |
| David Millman President/CEO Domaine Drouhin Oregon Nominated by: Katie McFall | David is an incredible force in the Oregon Wine Industry. David's passion, energy, and enthusiasm radiate in the work and energy he has put into the Oregon wine industry. David continues to be an exceptional example of what we should all aspire to be and emulate. We have all been fortunate to have worked alongside David for so many years. He's a gem. |
| DeAnna Ornelas President AHIVOY Nominated by: Sofia McKay | She has shown commitment to the advancement of our Industry not only through the work of AHIVOY which is a volunteering position but also as a tasting manager for Winderlea and her role for DEI work. Participated as a speaker at different conferences elevating the voices of Hispanic and people of color in the industry. |
| Joseph Shaughnessy Sommelier MAS Nominated by: Molly Shaughnessy | Joseph is constantly pushing the Southern Oregon wine industry towards excellence. He volunteers his time to host blind tastings and promote wine education to anyone who is wanting in this valley. He is a true champion for Oregon wine and holds our Southern Oregon wineries accountable to the standards which Willamette Valley are holding. He is the leader in wine education but is never gatekeeping about his knowledge. He deserves all the credit and would never ask for it. |
| | |
| Vineyard Excellence | <i>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.</i> |
| Juan Cruz Vineyard Manager Stirling Wine Grapes Inc. Nominated by: Jen Aronson, Avery Hale, Jackie Dukes, Craig Williams 4 nominations | <p>Juan exemplifies the diligence and knowledge required to grow premium wine grapes in Oregon. He manages his crews with respect and his warm personality shows up every day, even under the most stressful circumstances.</p> <p>Juan is an excellent vineyard manager. He does a very good job bridging communication between owners and workers and is so good at what he does. He is a steward of the industry and has our whole wineries support for this achievement.</p> <p>For over a decade working with our vineyard, Juan has applied hard work, inquisitiveness, great listening skills and leadership in the advancement of winegrowing in Oregon. Our vineyard and others that he manages have all benefited from his hard word ethic but also his willingness to share his expertise and knowledge with us and his work crews in the vineyard. The success of each harvest relies in those who work in the vineyard, touching and guiding each vine to its optimum. Juan understands this and communicates the WHY to each individual, which in turn improves the vineyard and personal performance every year.</p> |

2025 INDUSTRY AWARD NOMINATIONS

| | |
|--|---|
| <p>Juan Cruz continued</p> | <p>Juan has been with us for as long as I can remember. I can't imagine a better person to nominate for this award. He's helpful and hard working. Always makes an effort to be available when things get tough here on the property. We trust him! We appreciate all his hard work and long hours with our vineyard and the other vineyards he is in care of.</p> |
| <p>Jose Garcia Vineyard Manager Benton-Lane Nominated by: Gretchen Boock</p> | <p>Jose has been working at Benton-Lane for 28 years now! He is one of the most dedicated, positive, capable, hard-working, problem solving, common sense and caring people I know. He started as a young man and has spent his entire career honing his viticultural and management skills. He has been in charge of our 317-acre estate with 140 acres of vines for 18 years now. He raised his four amazing sons on property and three of the four now work in viticulture in various capacities. They are very impressive men who will surely continue to contribute to our industry for decades to come. Jose transitioned through our ownership change and new management and has truly excelled. He collaborates daily with myself and our winemaker on the decisions around our estate and is a great manager to his staff of 9 and our contract labor company. Jose has developed a wonderful network of neighboring farmers and grape growers who all share tools, knowledge and experience throughout the year. It is clear that Jose is genuinely respected and appreciated down in the Southern Willamette Valley.</p> <p>I can't think of a more deserving person for this award and would be ecstatic to see the award go to him.</p> <p>*I can present the award both in English and Spanish if he wins</p> |
| <p>Jorge Loeza Vineyard Supervisor Chavez Craft Vineyards Nominated by: Sofia McKay</p> | <p>I met Jorge this year, I subcontracted the services with Jorge Chavez vineyard management company and Jorge tends my vines from pruning to harvest. His dedication is admirable, always with a smile on his face and loves to ask question. He loves learning and always wants to make sure he is doing the best for my vineyard and vineyard ms he tends. He will join the AHIVOY program since he wants to learn more. His consistency, commitment and dedication and his willingness to learn more is admirable.</p> |
| <p>Artemio Tentzohua Owner Celestinos Vineyard Maintenance Nominated by: Gavin Joll</p> | <p>Artemio and his crew have been invaluable partners to Abacela and numerous vineyards in the Umpqua Valley in all grape farming operations for the past several years. His knowledge of viticulture and ability to teach and lead his team result in high quality work and efficiency. He has been a pleasure to work with. He and his team help support our small in-house team with certain tasks throughout the growing season from pruning to trellising to crop adjustments. They also do an outstanding job during harvest allowing us to make optimal pick decisions.</p> |

Balance Sheet

| | Total | |
|---------------------------------|-----------------------|-------------------------------|
| | As of Sep 30, 2024 | As of Jun 30, 2024 (PP) |
| ASSETS | | |
| 1000 Umpqua Bank Checking | 1,156,149.75 | 952,052.85 |
| 1050 Umpqua Bank Money Market | 632,579.74 | 549,071.70 |
| Total Bank Accounts | \$ 1,788,729.49 | \$ 1,501,124.55 |
| Total Accounts Receivable | \$ 120,385.29 | \$ 120,052.05 |
| Total Current Assets | \$ 1,909,114.78 | \$ 1,621,176.60 |
| Total Other Assets | -\$ 4,696.85 | \$ 13,896.22 |
| TOTAL ASSETS | \$ 1,904,417.93 | \$ 1,635,072.82 |
| Liabilities | | |
| Total Accounts Payable | \$ 62,629.14 | \$ 82,403.97 |
| Total Credit Cards | \$ 8,500.33 | \$ 30,411.49 |
| Total Other Current Liabilities | \$ 42,084.03 | \$ 40,967.09 |
| Total Current Liabilities | \$ 113,213.50 | \$ 153,782.55 |
| Total Liabilities | \$ 113,213.50 | \$ 153,782.55 |
| Equity | | |
| 3000 Opening Bal Equity | 13,492.81 | 13,492.81 |
| 3900 Retained Earnings | 1,467,797.46 | 1,260,442.18 |
| Net Income | 309,914.16 | 207,355.28 |
| Total Equity | \$ 1,791,204.43 | \$ 1,481,290.27 |
| TOTAL LIABILITIES AND EQUITY | \$ 1,904,417.93 | \$ 1,635,072.82 |

Profit & Loss Statement

| | Q1 FY24-25 Actuals | Q1 FY24-25 Budget | over Budget | % of Budget | FY24-25 Budget v2024.08 |
|--|-----------------------|----------------------|---------------|----------------|----------------------------|
| Income | | | | | |
| 4100 Grape Assessment (\$25/ton) | 955,342.56 | 640,150.00 | 315,192.56 | 149.24% | 2,106,000.00 |
| 4200 Wine Tax (2c/gal) | 93,333.82 | 93,200.00 | 133.82 | 100.14% | 309,700.00 |
| Total 4500 Other Income | \$ 15.79 | \$ 13.74 | \$ 2.05 | 114.92% | \$ 55.00 |
| 4600 Grant Revenue | | | 0.00 | | 0.00 |
| Sales | 0.00 | | 0.00 | | 0.00 |
| Total Income | \$ 1,048,692.17 | \$ 733,363.74 | \$ 315,328.43 | 143.00% | \$ 2,795,755.00 |
| Gross Profit | \$ 1,048,692.17 | \$ 733,363.74 | \$ 315,328.43 | 143.00% | \$ 2,795,755.00 |
| Expenses | | | | | |
| 1R000 Research. | | | 0.00 | | 0.00 |
| R104 Grant Management/Administration | 10,291.49 | 10,500.00 | -208.51 | 98.01% | 16,000.00 |
| Total R100 Vit & Enological Research | \$ 203,666.99 | \$ 203,875.50 | -\$ 208.51 | 99.90% | \$ 402,751.00 |
| R804 NWCSFR Contribution | | 0.00 | 0.00 | | 9,000.00 |
| Total R800 Research. Administration | \$ 0.00 | \$ 0.00 | \$ 0.00 | | \$ 9,000.00 |
| R900 Research.Employee Compensation | 10,800.14 | 17,499.99 | -6,699.85 | 61.72% | 70,000.00 |
| E101 Audio/Visual | | 0.00 | 0.00 | | 56,500.00 |
| E102 Soiree | | 0.00 | 0.00 | | 0.00 |
| E103 Facility | 8,550.00 | 8,550.00 | 0.00 | 100.00% | 75,000.00 |
| E104 Food and Beverage | | 0.00 | 0.00 | | 40,000.00 |
| E105 Materials, Fees, Misc | | 0.00 | 0.00 | | 40,000.00 |
| E108 Spanish Translation | | 0.00 | 0.00 | | 10,000.00 |
| E109 Speakers | | 0.00 | 0.00 | | 44,500.00 |
| E112 Marketing | | 0.00 | 0.00 | | 6,000.00 |
| E113 Event Management Contractor | 18,637.50 | 18,637.50 | 0.00 | 100.00% | 58,000.00 |
| Total E100 Symposium | \$ 27,187.50 | \$ 27,187.50 | \$ 0.00 | 100.00% | \$ 330,000.00 |
| E200 Education Projects | | | 0.00 | | 0.00 |
| E900 Education.Employee Compensation | 25,468.79 | 37,500.00 | -12,031.21 | 67.92% | 150,000.00 |
| Total 2E000 Industry Education. | \$ 75,937.86 | \$ 92,687.48 | -\$ 16,749.62 | 81.93% | \$ 592,000.00 |
| 3M000 Marketing. | | | 0.00 | | 0.00 |
| 1B000 Brand Equity & Brand Identity | | | 0.00 | | 0.00 |
| B101 Consumer Website Concept/Design/Maintenance | | 750.00 | -750.00 | 0.00% | 3,000.00 |
| B106 Social Media Contractor | | 6,000.00 | -6,000.00 | 0.00% | 24,000.00 |
| B107 Digital Advertising | 1,820.13 | 3,999.99 | -2,179.86 | 45.50% | 16,000.00 |
| M101.03 OWM - POS Printing & Distribution | | 0.00 | 0.00 | | 32,500.00 |
| M101.04 OWM - Media Plan & Mngmt | | 0.00 | 0.00 | | 50,000.00 |
| M101.05 OWM - Digital Promotion | | 0.00 | 0.00 | | 20,000.00 |
| M101.06 OWM - Merchandising Support | | 0.00 | 0.00 | | 20,000.00 |
| Total M101 Oregon Wine Month | \$ 739.90 | \$ 0.00 | \$ 739.90 | | \$ 160,000.00 |
| M102 Wines Fly Free | 1,380.00 | 1,500.00 | -120.00 | 92.00% | 5,000.00 |
| M108 Bounty & Vine | 2,500.00 | 15,000.00 | -12,500.00 | 16.67% | 35,000.00 |
| M205 Wine Guide | 1,086.83 | 1,000.00 | 86.83 | 108.68% | 50,000.00 |
| T102 Content Development (includ. photog, Travel OR) | | 0.00 | 0.00 | | 75,000.00 |
| Total 2T000 Tourism | \$ 5,706.73 | \$ 17,500.00 | -\$ 11,793.27 | 32.61% | \$ 325,000.00 |
| 3X000 Market Expansion | | | 0.00 | | 0.00 |
| Total I000 International Marketing | \$ 96,329.64 | \$ 85,199.98 | \$ 11,129.66 | 113.06% | \$ 155,000.00 |
| X101 Resource Studio + Website Platform Upgrade | | 0.00 | 0.00 | | 0.00 |
| X103 Trade Education Tools & Events | | | 0.00 | | 0.00 |
| M105 Trade Events - Teksom | 12,049.88 | 16,000.00 | -3,950.12 | 75.31% | 20,000.00 |
| M106 Marketing Events SCBG | | 0.00 | 0.00 | | 10,000.00 |
| M201 Resource Studio | 6.88 | 0.00 | 6.88 | | 7,500.00 |
| Total X103 Trade Education Tools & Events | \$ 12,056.76 | \$ 16,000.00 | -\$ 3,943.24 | 75.35% | \$ 37,500.00 |
| Total 3X000 Market Expansion | \$ 108,386.40 | \$ 101,199.98 | \$ 7,186.42 | 107.10% | \$ 192,500.00 |
| 4C000 Communications | | | 0.00 | | 0.00 |
| C100 Media Relations | | 0.00 | 0.00 | | 0.00 |
| C100.03 MR - Association Opportunities | | 3,750.00 | -3,750.00 | 0.00% | 15,000.00 |
| C100.04 MR - Critical Reviewer Coordination | 620.14 | 0.00 | 620.14 | | 20,000.00 |
| C100.05 MR - Wine Sample Shipments | | 750.00 | -750.00 | 0.00% | 3,000.00 |
| C100.07 MR - Other Programming/Consultants | | 0.00 | 0.00 | | 0.00 |
| Total C100 Media Relations | \$ 620.14 | \$ 8,750.01 | -\$ 8,129.87 | 7.09% | \$ 75,000.00 |
| C200 Media Analytics | 10,200.00 | 10,200.00 | 0.00 | 100.00% | 10,200.00 |
| C800 Comm.Administration | | | 0.00 | | 0.00 |
| C801 Subs & Pubs | 773.99 | 999.99 | -226.00 | 77.40% | 4,000.00 |
| C802 Comm.Collateral & Materials | -180.00 | 500.01 | -680.01 | -36.00% | 2,000.00 |
| C804 Comm.Mtg & Travel | 1,717.59 | 2,000.01 | -282.42 | 85.88% | 8,000.00 |
| Total C800 Comm.Administration | \$ 2,311.58 | \$ 3,500.01 | -\$ 1,188.43 | 66.04% | \$ 14,000.00 |
| C900 Comm.Employee Compensation | 35,925.84 | 38,750.01 | -2,824.17 | 92.71% | 155,000.00 |
| Total 4C000 Communications | \$ 49,057.56 | \$ 61,200.03 | -\$ 12,142.47 | 80.16% | \$ 254,200.00 |
| M800 Marketing.Administration | | | 0.00 | | 0.00 |
| M801 Marketing.Committee Meetings | 250.00 | 750.00 | -500.00 | 33.33% | 3,000.00 |

Q1 FY24-25 P&L



| | Q1 FY24-25 Actuals | Q1 FY24-25 Budget | over Budget | % of Budget | FY24-25 Budget v2024.08 |
|---|-----------------------|----------------------|----------------|----------------|----------------------------|
| M802 Marketing.Collateral & Mtls | 1,950.08 | 2,499.99 | -549.91 | 78.00% | 10,000.00 |
| M804 Marketing.Mtg & Travel | 5,204.13 | 3,000.00 | 2,204.13 | 173.47% | 12,000.00 |
| Total M800 Marketing.Administration | \$ 7,404.21 | \$ 6,249.99 | \$ 1,154.22 | 118.47% | \$ 25,000.00 |
| M900 Marketing.Employee Compensation | 51,473.09 | 111,249.99 | -59,776.90 | 46.27% | 445,000.00 |
| Total 3M000 Marketing. | \$ 223,848.12 | \$ 308,149.98 | -\$ 84,301.86 | 72.64% | \$ 1,284,700.00 |
| 4K000 Knowledge & Insights. | | | 0.00 | | 0.00 |
| M300 Marketing Research | | | 0.00 | | 0.00 |
| M301 Marketing Research | 75.00 | 0.00 | 75.00 | | 50,000.00 |
| R200 Industry Research | | | 0.00 | | 0.00 |
| R201 Ag Census | | 0.00 | 0.00 | | 130,000.00 |
| R203 Misc. Studies | | 0.00 | 0.00 | | 0.00 |
| R204 Salary Survey | | 0.00 | 0.00 | | 5,000.00 |
| Total R200 Industry Research | \$ 0.00 | \$ 0.00 | \$ 0.00 | | \$ 135,000.00 |
| zK900 Knowledge & Insights Compensation | 9,486.51 | 13,749.99 | -4,263.48 | 68.99% | 55,000.00 |
| L103 Program Contributions | | | 0.00 | | 0.00 |
| G600 Industry Relations | | | 0.00 | | 0.00 |
| G601 Subscriptions | 8,623.62 | 7,500.00 | 1,123.62 | 114.98% | 70,000.00 |
| G602 Administration/Annual Report | | 1,250.01 | -1,250.01 | 0.00% | 5,000.00 |
| G603 Strategic Planning | | 0.00 | 0.00 | | 50,000.00 |
| G604 Industry Website Platform Upgrade | | 0.00 | 0.00 | | 10,000.00 |
| G605 DEI Leadership-Infrastructure | | 0.00 | 0.00 | | 4,000.00 |
| G606 Profit Calculator | | 0.00 | 0.00 | | 3,000.00 |
| Total G600 Industry Relations | \$ 8,623.62 | \$ 8,750.01 | -\$ 126.39 | 98.56% | \$ 142,000.00 |
| Total L103 Program Contributions | \$ 8,623.62 | \$ 8,750.01 | -\$ 126.39 | 98.56% | \$ 142,000.00 |
| L800 Leadership & Partnership Administration | | | 0.00 | | 0.00 |
| L804 Partnership.Mtg & Travel | | 0.00 | 0.00 | | 5,500.00 |
| Total L800 Leadership & Partnership Administration | \$ 0.00 | \$ 0.00 | \$ 0.00 | | \$ 5,500.00 |
| L900 Leadership & Partnership.Employee Compensation | 13,676.30 | 16,250.01 | -2,573.71 | 84.16% | 65,000.00 |
| Total 5L000 Leadership & Partnership | \$ 22,299.92 | \$ 31,250.01 | -\$ 8,950.09 | 71.36% | \$ 237,500.00 |
| 6G000 General & Admin | | | 0.00 | | 0.00 |
| G100 Board Administration | | | 0.00 | | 0.00 |
| G101 Meetings.Board | 3,404.55 | 3,000.00 | 404.55 | 113.49% | 16,000.00 |
| Total G100 Board Administration | \$ 9,683.00 | \$ 8,000.00 | \$ 1,683.00 | 121.04% | \$ 36,000.00 |
| G500 Office Administration | | | 0.00 | | 0.00 |
| G502 Equipment/Furniture/Maintenance | 13,904.65 | 7,500.00 | 6,404.65 | 185.40% | 55,000.00 |
| G503 Postage/Supplies/Fees | 6,614.47 | 3,999.99 | 2,614.48 | 165.36% | 16,000.00 |
| G504 Telephone/Internet Fees | 624.48 | 3,999.99 | -3,375.51 | 15.61% | 16,000.00 |
| Total G500 Office Administration | \$ 27,109.85 | \$ 34,249.98 | -\$ 7,140.13 | 79.15% | \$ 162,000.00 |
| G800 Staff Administration | | | 0.00 | | 0.00 |
| G802 Employee Development.G&A | | 2,000.01 | -2,000.01 | 0.00% | 8,000.00 |
| G803 Mtg & Travel.G&A | 3,342.31 | 12,500.01 | -9,157.70 | 26.74% | 50,000.00 |
| G805 Legal Fees | 4,372.50 | 5,000.01 | -627.51 | 87.45% | 20,000.00 |
| Total G800 Staff Administration | \$ 13,219.73 | \$ 27,000.03 | -\$ 13,780.30 | 48.96% | \$ 108,000.00 |
| G900 Employee Compensation.G&A | 114,139.29 | 102,500.01 | 11,639.28 | 111.36% | 410,000.00 |
| G901 Employee Retirement Allocation | | 0.00 | 0.00 | | 0.00 |
| G999 Accrued PTO Balances | | 9,999.99 | -9,999.99 | 0.00% | 40,000.00 |
| Total 6G000 General & Admin | \$ 164,151.87 | \$ 181,750.01 | -\$ 17,598.14 | 90.32% | \$ 756,000.00 |
| 8000 General & Administrative | | | 0.00 | | 0.00 |
| 8200 Employee Compensation | | | 0.00 | | 0.00 |
| 8210 Salaries and Wages | 0.00 | | 0.00 | | 0.00 |
| 8230 Payroll tax | 0.00 | | 0.00 | | 0.00 |
| Total 8200 Employee Compensation | \$ 0.00 | \$ 0.00 | \$ 0.00 | | \$ 0.00 |
| 8600 Misc. Administration | | | 0.00 | | 0.00 |
| 8680 Miscellaneous | | | 0.00 | | 0.00 |
| Total 8600 Misc. Administration | \$ 0.00 | \$ 0.00 | \$ 0.00 | | \$ 0.00 |
| Total 8000 General & Administrative | \$ 0.00 | \$ 0.00 | \$ 0.00 | | \$ 0.00 |
| Purchases | 0.00 | | 0.00 | | 0.00 |
| Total Expenses | \$ 738,778.01 | \$ 877,474.96 | -\$ 138,696.95 | 84.19% | \$ 3,635,463.00 |
| Net Operating Income | \$ 309,914.16 | -\$ 144,111.22 | \$ 454,025.38 | -215.05% | -\$ 839,708.00 |
| Net Income | \$ 309,914.16 | -\$ 144,111.22 | \$ 454,025.38 | -215.05% | -\$ 839,708.00 |
| Beginning Balance | | | | | \$ 1,481,290.27 |
| Ending Balance | | | | | \$ 641,582.27 |
| Reserve Goal (30% of 3 yr Avg Grape Assessment) | | | | | \$ 632,563.95 |
| Surplus/Deficit after Reserve Goal | | | | | \$ 9,018.32 |
| Total Compensation | \$ 260,969.96 | \$ 337,500.00 | -\$ 76,530.04 | 77.32% | \$ 1,350,000.00 |



DECEMBER 2024 BOARD PACKET

Finance Update

Prepared by: Sally Crawford

FY24-25 Q1 Financials

Condensed versions of the P&L and Balance Sheet for Q1 FY24-25 are below and the detailed versions are attached.

Revenue exceeded budget by 43% due to strong 2023 grape assessment payments received during Q1. Expenses closed 15% under budget mainly driven by timing of staff hiring in Q1.

| Balance Sheet | | |
|-------------------------------------|------------------------|------------------------|
| | Total | |
| | As of Sep 30, 2024 | 30, 2024 (PP) |
| ASSETS | | |
| 1000 Umpqua Bank Checking | 1,156,149.75 | 952,052.85 |
| 1050 Umpqua Bank Money Market | 632,579.74 | 549,071.70 |
| Total Bank Accounts | \$ 1,788,729.49 | \$ 1,501,124.55 |
| Total Accounts Receivable | \$ 120,385.29 | \$ 120,052.05 |
| Total Current Assets | \$ 1,909,114.78 | \$ 1,621,176.60 |
| Total Other Assets | -\$ 4,696.85 | \$ 13,896.22 |
| TOTAL ASSETS | \$ 1,904,417.93 | \$ 1,635,072.82 |
| | | |
| Liabilities | | |
| Total Accounts Payable | \$ 62,629.14 | \$ 82,403.97 |
| Total Credit Cards | \$ 8,500.33 | \$ 30,411.49 |
| Total Other Current Liabilities | \$ 42,084.03 | \$ 40,967.09 |
| Total Current Liabilities | \$ 113,213.50 | \$ 153,782.55 |
| Total Liabilities | \$ 113,213.50 | \$ 153,782.55 |
| Equity | | |
| 3000 Opening Bal Equity | 13,492.81 | 13,492.81 |
| 3900 Retained Earnings | 1,467,797.46 | 1,260,442.18 |
| Net Income | 309,914.16 | 207,355.28 |
| Total Equity | \$ 1,791,204.43 | \$ 1,481,290.27 |
| TOTAL LIABILITIES AND EQUITY | \$ 1,904,417.93 | \$ 1,635,072.82 |

| | Q1 FY24-25 Actuals | Q1 FY24-25 Budget | over Budget | % of Budget | FY24-25 Budget v2024.08 |
|----------------------------------|------------------------|-----------------------|-----------------------|-----------------|----------------------------|
| Income | | | | | |
| 4100 Grape Assessment (\$25/ton) | 955,342.56 | 640,150.00 | 315,192.56 | 149.24% | 2,106,000.00 |
| 4200 Wine Tax (2c/gal) | 93,333.82 | 93,200.00 | 133.82 | 100.14% | 309,700.00 |
| 4310 Symposium Revenue | | 0.00 | 0.00 | | 330,000.00 |
| 4500 Other Income | 15.79 | 13.74 | 2.05 | 114.92% | 55.00 |
| 4600 Grant Revenue | | 0.00 | 0.00 | | 50,000.00 |
| Total Income | \$ 1,048,692.17 | \$ 733,363.74 | \$ 315,328.43 | 143.00% | \$ 2,795,755.00 |
| Gross Profit | \$ 1,048,692.17 | \$ 733,363.74 | \$ 315,328.43 | 143.00% | \$ 2,795,755.00 |
| Expenses | | | | | |
| 1R000 Research. | 214,467.13 | 221,375.49 | -6,908.36 | 96.88% | 481,751.00 |
| 2E000 Industry Education. | 75,937.86 | 92,687.48 | -16,749.62 | 81.93% | 592,000.00 |
| 3M000 Marketing. | 223,848.12 | 308,149.98 | -84,301.86 | 72.64% | 1,284,700.00 |
| 4K000 Knowledge & Insights. | 38,073.11 | 42,261.99 | -4,188.88 | 90.09% | 283,512.00 |
| 5L000 Leadership & Partnership | 22,299.92 | 31,250.01 | -8,950.09 | 71.36% | 237,500.00 |
| 6G000 General & Admin | 164,151.87 | 181,750.01 | -17,598.14 | 90.32% | 756,000.00 |
| Total Expenses | \$ 738,778.01 | \$ 877,474.96 | -\$ 138,696.95 | 84.19% | \$ 3,635,463.00 |
| Net Income | \$ 309,914.16 | -\$ 144,111.22 | \$ 454,025.38 | -215.05% | -\$ 839,708.00 |

FY24-25 Proposed Budget Adjustments

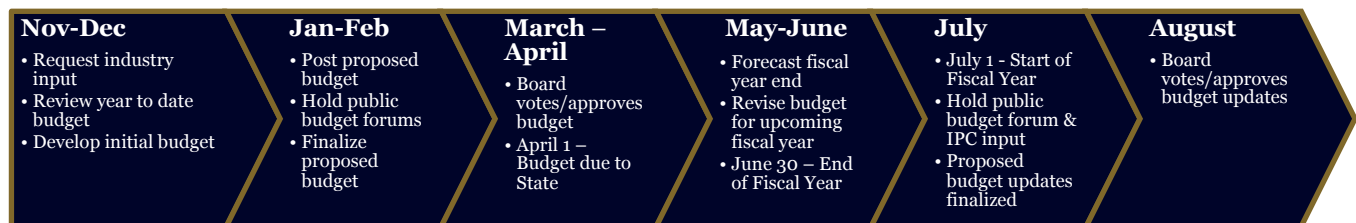
Minor budget adjustments are needed to Leadership & Partnership line items to align with updated budgets for strategic planning and regional financial strategy plans. The proposed line-item changes are outlined below. No change to Leadership & Partnership FY24-25 budget total.

| | FY24-25 Budget v2024.08 | Proposed Adjustments | Proposed FY25-25 Budget v2024.12 | Comments |
|---|-------------------------------|-------------------------|---|--|
| 5L000 Leadership & Partnership | | | | |
| G200 Industry Contributions | | | | |
| G201 Misc Industry Contributions | 25,000.00 | (11,000.00) | 14,000.00 | reallocate \$11K to G202 Industry WCLP Grant Project for Regional Financial Strategy Plans |
| G202 Industry WCLP Grant | | 45,000.00 | 45,000.00 | WCLP Grant Regional Financial Strategy Plans |
| Total G200 Industry Contributions | \$ 25,000.00 | | \$ 59,000.00 | |
| L103 Program Contributions | | | | |
| G600 Industry Relations | | | | |
| G601 Subscriptions | 70,000.00 | (40,000.00) | 30,000.00 | reallocate \$6K to G603 Strategic Planning + \$34K to G202 Industry WCLP Grant Project |
| G602 Administration/Annual Report | 5,000.00 | | 5,000.00 | |
| G603 Strategic Planning | 50,000.00 | 10,000.00 | 60,000.00 | |
| G604 Industry Website Platform Upgrade | 10,000.00 | | 10,000.00 | |
| G605 DEI Leadership-Infrastructure | 4,000.00 | (4,000.00) | 0.00 | reallocate \$4K to G603 Strategic Planning to drive DEI plan and program |
| G606 Profit Calculator | 3,000.00 | | 3,000.00 | |
| Total G600 Industry Relations | \$ 142,000.00 | | \$ 108,000.00 | |
| Total L103 Program Contributions | \$ 142,000.00 | | \$ 108,000.00 | |
| L800 Leadership & Partnership Administration | | | | |
| L804 Partnership.Mtg &Travel | 5,500.00 | | 5,500.00 | |
| Total L800 Leadership & Partnership Administration | \$ 5,500.00 | | \$ 5,500.00 | |
| L900 Leadership & Partnership.Employee Compensation | 65,000.00 | | 65,000.00 | |
| Total 5L000 Leadership & Partnership | \$ 237,500.00 | | \$ 237,500.00 | |

FY25-26 Budget Process & Proposed Timeline

The following is the proposed dates for the budget process which aligns with the general budgeting timeline. The process incorporates several industry touchpoints highlighted below with *.

- December 2024 – Announcement of FY25-26 budget process/timeline, request for input, and posting of dates on the website.
- February 13, 2025 - Industry Partnership Committee Budget Discussion *
- February 17, 2025 - Public Posting Detailed Draft Budget
- February 25, 2025 - Public Presentation and Input on Detailed Draft Budget *
- March 2025 Board of Directors Meeting Budget Review and Board Approval *
- April 1, 2025 – FY25-26 Approved Budget submitted to State
- July 10, 2025 - Industry Partnership Committee Budget Discussion *
- July 14, 2025 – Public Posting of Revised Budget
- July 22, 2025 – Public Presentation and Input on Revised Budget *
- August 2025 Board of Directors Meeting Budget Review and Board Approval *



Accounting Update

Effective Nov 1, we engaged Luma Accounting. Now CFO, our current firm, is transitioned all regular tasks during November: reconciliation of bank and credit card statements, Expensify processing, all QBO integrations (bank, expenses, payroll, merchant account), monthly Worker's Comp reporting, tracking revenue and expenses by appropriate GLs, invoices to NW Coalition, vendor W-9 and 1099s. Additionally, Luma will institute and facilitate hard close of annual financials and soft closes of quarterlies for consistency. Luma will clean-up historic inconsistencies and propose efficiencies during the first three months of engagement.



OTHER UPDATES

- Research & Education Update
- Marketing Update
- International Marketing Update
- Communications Update



DECEMBER 2024 BOARD PACKET

Research Update

Prepared by: Jess Willey

Vineyard & Winery Census

Strategic objectives

Deliver Knowledge & Insights

Overview

The annual vineyard & winery census aims to report a complete picture of harvest, production, and sales statewide. Since 2017, OWB has contracted with the University of Oregon's Institute for Policy Research & Engagement to execute this study. The reported information enables data-based reporting on the grape and wine production trends in Oregon and gives regional and variety-specific detail where possible.

Status

The 2023 report was released in September 2024. See the full report [here](#).

Next steps and timing

The 2024 survey is in development and will be launched mid-December and will remain open through mid-February. We are adjusting the timeline to begin the survey 2 months earlier this year. This will land the survey in inboxes at the time when businesses are closing their 2024 books. It will also allow for improved timing on the release of the pricing report (mid-April) and the full report (end June / early July).

In recognition of the dynamics of the 2024 harvest and increased reports of unharvested fruit, we are working with the IPRE team to review the survey instrument and ensure we will be able to account for these conditions in the analysis for this vintage.

Salary & Labor Survey

Strategic objectives

Deliver Knowledge & Insights

Overview

OWB has partnered with Dr. Jeff Peterson to conduct the Oregon wine industry labor and salary survey since 2017. This project reports salaries and wages for over 20 key roles in the vineyard, cellar, tasting room, sales team, and administration. It mirrors Wine Business Monthly's report but allows for Oregon nuances, including breaking out information by region and gender where data allow. This report is intended to be used by Oregon wine businesses to help them anticipate and adjust staffing costs and assist in hiring.

Status

The 2024 survey has been in field since October 1 and closes December 20. We have been promoting



it through dedicated emails, the Grapevine, IPC (regional associations), WVWA's membership call, and industry social media.

On Nov. 12 we hosted a live Q&A session with Dr. Peterson. The recording can be found [here](#).

Next steps and timing

- Survey closes Dec. 20
- Dr. Peterson will present results on Feb. 3, 2025 at the Oregon Wine Symposium during an Executive Track session (Contracts, Compensation and Community)
- Regional workshop sessions will be scheduled with Dr. Peterson in late winter to offer a deeper dive into local implications.

Viticulture & Enology Research Grant Program

Strategic objectives

Deliver Knowledge & Insights

Overview

The Oregon Wine Board's mandate includes supporting enological and viticultural research, which it does primarily through its long-standing grant program. The Oregon Wine Board publishes an RFP each year, laying out priorities for research projects in conjunction with the OWB's Vit & Eno Research Strategic Plan.

Status

- The RFP for 2025-26 applications has been published to the OWB's website and shared with OWRI. It will be posted to the Unified Grant Management platform on Dec. 1, and applications will be accepted through Jan. 31.
- The Research Steering Committee met on Nov 7 to begin preparing for the upcoming grant cycle. The committee also discussed how to best showcase OWB-funded research at the Symposium in future years.

Next steps and timing

- Confirm committee members' intent to participate (Dec)
- Process planning for 2025 application cycle (Jan)



DECEMBER 2024 BOARD PACKET

Education Update

Prepared by: Jess Willey

Oregon Wine Symposium

Strategic objectives

Deliver Knowledge & Insights, Provide Leadership & Partnership

Overview

The Oregon Wine Symposium is the Northwest wine industry's premier educational event and trade show. The OWB partners with the Oregon Winegrowers Association to produce the event. The OWB is responsible for educational programming and OWA is responsible for the trade show.

Educational programming includes general sessions (climatology report and state of the industry) and 4 tracks of panel discussions / speakers focused on Viticulture, Enology, DTC, and Executive Business.

Status

The 2025 Oregon Wine Symposium will be held February 3-4 at the Oregon Convention Center in Portland.

- Registration has been open since early October. The majority of ticket sales are expected in January, with businesses starting their new fiscal years. The early bird discount is available until January 6.
- The program is live on the website. It has been designed with industry input to ensure it addresses topics relevant to Oregon vineyard and winery businesses.
- On the afternoon of Tuesday, Feb. 4, the OWB is hosting a Listening Session as part of our strategic planning process. This session is free and open to all interested industry members and will be moderated by our strategic planning consultants at Portland-based Coraggio Group.

Next steps and timing

The OWB team, along with OWA and our event contractor, Social Enterprises, is continuing to work on securing sponsors, ensuring speakers are prepared, and that all logistical details are managed to ensure as professional and smooth an event as possible.



DECEMBER 2024 BOARD PACKET

Marketing & Insights update

Prepared by: Carissa Cook

Oregon Wine Month

Strategic objectives

Enhance the reputation of Oregon wine.

Overview

OWM is an annual campaign designed to promote Oregon wine during the month of May.

Status

For the 2025 campaign, we are implementing a refreshed approach:

- Participation Form: OWB will actively solicit participation from wineries, distributors, accounts, and other wine-related businesses.
- Toolkits: Comprehensive resources will be provided, including toolkits for DTC, Trade, Education & Consumer engagement.
- Media plan: We will ensure transparency in media buys, share our communication strategy, and offer co-op marketing opportunities.

Next steps and timing

- Strategic planning sessions will be held with small groups for focused brainstorming and collaboration on key topics and strategies.
- Refreshed sell sheets and trade tools will be available by mid-December.
- Kick-off meetings will be scheduled for January.

Give Oregon Wine

Strategic objectives

Enhance the reputation of Oregon wine and provide leadership and partnership.

Overview

Give Oregon Wine is a holiday campaign designed to promote Oregon wine as a gift option during the holiday season.



Status

The Give Oregon Wine Industry Toolkit was launched on November 20th. This toolkit includes:

- Tips and best practices
- Digital graphics
- Social media recommendations and amplification strategies
- Gift registration form for businesses

The Gift Guide will launch on November 27th, featuring:

- General gift suggestions related to Oregon wine
- Links to registered businesses and their holiday gift offerings

Social promotion via OWB platforms, regional associations and the Oregonian's platforms Dec. 6 – 23.

Next steps and timing

- Digital execution will include posts, boosting, and targeted digital ads.
- For next year, we plan to launch the campaign earlier and incorporate feedback and learnings from this year's campaign.

Marketing Film

Strategic objectives

Enhance the reputation of Oregon wine.

Overview

We are producing a 5–6-minute marketing film that will showcase the beauty, diversity, and people of the Oregon wine industry. The film will represent all six wine regions in the state and will be complemented by individual short films for each region. Several 15-second clips will also be created for digital and social media use.

Status

- Six Eight Films LLC (videographer) is currently filming across the state.
- Regular meetings with marketing co-chairs, the director, and the contractor are underway to review footage and give feedback.

Next steps and timing

- The short film is projected to be completed by February 2025 and is expected to be showcased at the Oregon Wine Symposium (OWS).



DECEMBER 2024 BOARD PACKET

International Marketing and Export Committee Update

Prepared by: Sally Crawford

Strategic objectives

Enhance the reputation of Oregon Wine and market expansion

Overview

International Marketing program is primarily designed to support the Market Expansion component of the Wine Board's Strategic Plan. Secondly, the OWB's grant-funded global events and in-bound tours for high-value trade partners reinforce the Leadership and Partnership imperative where statewide coordination maximizes efficiency and effectiveness.

Oregon Wine Board and Washington State Wine Commission are members of the Northwest Wine Coalition (NWC). NWC applies for and receives USDA funds for export and growth of international markets.

Committee Meetings

The IM&E Committee held an in-person meeting August 29 to finalize FY24-25 programming and budgets and a virtual meeting November 18 to discuss data collection, participation guidelines/expectations and export educational opportunities.

FY24-25 Programming

FY24-25 programming and registration is underway. The detailed schedule is available on the website: [FY24-25 Calendar of Events](#)

Video/Photography Assets

Fifteen firms submitted proposals in response to the posted RFP. Two finalists were interviewed, and Emily Crowley Consulting (ECC) was selected due to their creative work and knowledge of Oregon wineries. Emily Crowley is leading the team as project manager, Aubrie LeGault is the photographer, and Brent Starheim is the videographer. The assets will be used for educational opportunities and tradeshow. We are working with ECC on story boarding the creative direction to tell Oregon's unique wine story and the natural beauty of the state. Discussions continue with WSWC and our creative teams on a tie in video of PNW; this may expand the spend on this project.

Data Collection - Oregon Wine Export Survey

We have engaged BCI to collect the following data from Oregon wineries:

1. Export Volume and Value for each targeted market
2. International Expenses from the Winery - These are used to demonstrate to USDA that NWC meets the promised industry contribution for each grant.
3. Interest in activities and more information – for export generally and towards specific target markets.



This will be a team effort between OWB and BCI as the most time-consuming element of the survey is securing winery responses. The survey should only take 10-15 minutes if the winery has the information at hand, OWB will help primarily with the outreach while BCI handles the data once it is collected.

The Export Survey will cover the calendar year of 2024 and will launch at the same time as Oregon's annual Vineyard and Winery Census in mid-December. The census will provide a link to the Export survey as well.

Following the close of the survey, BCI will provide an aggregated snapshot report of the data for each market to OWB for their records and information. In the interest of keeping the data confidential, BCI handles all raw data and the master spreadsheet,

The proposed survey is attached.

OWB - Annual Export Survey - 2024

OR Wine Export Survey 2024

Thank you for your participation in the 2024 Oregon Wine export survey. You will be asked to provide **volume and value data for your winery's exports to a variety of markets** around the world. The information is confidential and will only be used (1) for OWB planning purposes and (2) for reporting export data in aggregate. **No individual winery data will be shared without the permission of the winery.**

1. Winery Name?

2. Contact Name?

3. Contact email address?

4. Does your winery currently export?

☐ Yes

☐ No

5. Exports by Market from **January 1, 2024 to December 31, 2024** (Please provide volume, value, and importer)

| | Volume (9-Liter Cases) | Value (US Dollars) | Importer |
|----------------------------------|------------------------|--------------------|----------|
| Brazil | | | |
| Canada (Alberta) | | | |
| Canada (British Columbia) | | | |
| Canada (Ontario) | | | |
| Canada (Quebec) | | | |
| Canada (Other-please specify) | | | |
| Caribbean Basin (Without the DR) | | | |
| China | | | |
| Costa Rica | | | |
| Denmark | | | |
| Dominican Republic | | | |

Finland

Germany

HongKong

India

Israel

Japan

Mexico

Netherlands

Philippines

Russia

Singapore

South Korea

Sweden

Switzerland

Taiwan

Thailand

United Arab Emirates

United Kingdom

Vietnam

Other - Please specify below

6. If you inserted totals for "Other" above, please specify the country, volume (9-liter cases), value exported, and relevant importer.

7. Are you willing to share a few brief details about success stories your winery had from any international programming this year? A success story can be establishing a new importer relationship, a new placement for your wines at a retailer or restaurant, or larger number of sales. If you select "yes," we will reach out.

The Oregon Wine Board relies on USDA grant funding to implement its international

programming. One of the ways we maintain (and grow) Oregon Wine Board's overall grant allocation is by providing a series of success stories that demonstrate specific impacts our international program has on building exports of Oregon wine.

☐ Yes

☐ No

International Expenses 2024

8. Please provide export promotional expenses (US dollars) for each of the categories below for the period **January 1, 2024 through December 31, 2024.**

The Oregon Wine Board receives funds from the USDA Export Grants, in direct proportion to overall promotional costs taken on by its constituent wineries. Having an accurate picture of how much our constituents are spending on international promotion, allows us to ask for additional funds to help support the efforts already being made.

Compensation and Allowances

Consumer Promotion

Contractor Fees/Expenses

International Travel

Rent and Supplies

Sample Expenses

Sales and Trade Relations

Trade Shows (non-travel)

Technical Assistance

Oregon Wine Export Survey 2024

9. Do you currently have an interest in learning more about exporting? (Please ignore if you currently export)

- Yes. Our winery may be interested in exploring export markets in the near future.

- Maybe. Our winery is not interested in exporting in the near term, but possibly in the future.
- No. Our winery does not intend to export.

10. If you would like to learn more about exporting or upcoming opportunities in any target markets, please indicate which markets you are interested in learning more about (select all that apply).

- Canada
- Caribbean and Central American (the Bahamas Costa Rica, Dominican Republic)
- Central Europe (France, Germany, Netherlands, and Switzerland)
- Nordic Countries (Norway, Sweden, Denmark, and Finland)
- United Kingdom
- Greater China (Mainland China, Taiwan, Hong Kong)
- Japan
- South Korea
- SE Asia (Philippines, Singapore, Thailand, Vietnam)
- Other (please specify)

11. If you do not currently export, please indicate why (select all that apply).

- Only interested in local/domestic market.
- Not enough inventory.
- Lack of international market knowledge.
- Barriers of entry (e.g. labeling, export documentation, finding a distributor, etc.) are too significant.
- The costs associated with exporting are too significant.
- Other (please specify)

12. Would you be interested in learning more about the WUSATA branded grant program, which reimburses eligible wineries for *up to 50% of cost* of certain promotional expenses such as travel to international trade shows?

- Yes

- No

Thank You!

Thank you for taking our survey. Your response is very important to us.

Oregon Wine Board is constantly engaged in programming around the world, using USDA funding, and relies on this survey and individual stories of success during these programs.

For any questions you have about the international marketplace, Oregon Wine Board programming or this survey, please, reach out to Margaret Bray Margaret@oregonwine.org.

Thank you!



DECEMBER 2024 BOARD PACKET

Communications Director update

Prepared by: Katie von Bargaen

Industry & Consumer Communications (Newsletters)

Strategic objectives

Timely, regular information and updates to the industry and consumer audiences that subscribe to OWB emails.

Overview

Grapevine newsletter and industry announcements regarding the OWB's areas of work (Marketing, Education and Research), as well as events and meetings, media highlights, calls for wine, partner updates, important information and opportunities.

Consumer newsletters (Oregon Wine Insider) include timely, actionable information for the consumer audience regarding regional wine events, OWB and wine industry marketing campaigns and engagement opportunities, tour guide information and updates on the Alaska Airlines Wine Flies Free program.

Status

- Full Grapevine newsletters continue to be sent once per month (new schedule started in July).
- Industry announcements are sent on an as-needed basis.
- Consumer newsletters are sent at least once per month, depending on time of year.
- Weekly Oregon Wine Symposium marketing emails – schedule, content, review and distribution to the Symposium email list (separate from the Grapevine list).

Next steps and timing

- December Grapevine tentatively scheduled for 12/19
- 2024 Labor and Salary survey reminder tentatively scheduled for 12/16
- December Consumer newsletter tentatively scheduled for week of 12/9

Industry Communications (Reports)

Strategic objectives

Timely communication to the industry upon completion of surveys that support the Research and Education pillars of the OWB.

Overview

This fall's reports include the 2023 Oregon Vineyard & Winery Census Report and the 2024 Harvest Report.



Status

- The 2023 Oregon Vineyard & Winery Census report was published and announced in September.
- The 2024 Oregon Harvest report is close to final.

Next steps and timing

- Finalize 2024 Harvest Report, then publish and send to the industry and the media by mid-December or sooner.
- 2024 Vineyard & Winery Census to kick off in mid-December, allowing for the report to be published earlier in 2025 (Summer vs. Fall).

Media materials update

Strategic objectives

Make Oregon Wine information easily accessible to the media.

Overview

Update the OWB Press Kit for 2025.

Status

- Reviewing previous press kit (published in early 2024) and gathering data from the most recent census report and end of year media accolades to use for the next edition.

Next steps and timing

- Editing – December / January
- Publishing and distribution – by end of January

Media coverage update

Strategic objectives

Make media coverage easily accessible to all regions, as well as OWB Board and Staff, on a regular basis (outside of the Grapevine).

Overview

Weekly regional media reports from Meltwater (updated at August board meeting).

New: Twice monthly Oregon wine media reports to OWB Board and Staff.

Status

- Continuing to distribute regional reports weekly to the regional associations.

Next steps and timing

- Start distributing Oregon wine media reports twice monthly to the OWB Board and Staff.