



DECEMBER 1, 2023

Oregon Wine Board Meeting Agenda

Stoller Experience Center

16161 NE McDougall Rd, Dayton

Time	Topic	Documents	Leader
10 -11 a.m.	Executive Session <ul style="list-style-type: none">Executive Director search update2024 Industry Award Nominations		J. King
11 a.m. – 3 p.m.	Public Board Meeting <ul style="list-style-type: none">Welcome new OWB AppointeesRecognize departing Board DirectorsApprove September 19 meeting minutes	Draft September 19 Board meeting minutes	J. King
	Finance Committee and Administration <ul style="list-style-type: none">Biannual Financial Review UpdateFinancial Reports 1st Quarter FY 2023-24<ul style="list-style-type: none">Line-Item Discussions: Program Revenue, Office Rent, Industry Grant Requests to OWBEmployee Handbook Key Updates: Family and Medical Leave Policy, Expenses	1Q FY2023-24 Financials Proposed OWB Handbook	S. Crawford
	International Marketing Committee <ul style="list-style-type: none">Overview of Entities, Programming, Budget Development and Funding by OWBCommittee Leadership & Board Reporting Cadence	2023-24 Intl. Budget	B. Morus S. Crawford
	Education Committee <ul style="list-style-type: none">DEI Diamond Strategies – Next StepsUpdate on the 2024 Symposium	SOW-Diamond Strategies	T. Bramlett C. Gonzales S. Crawford T. Danowski
	Research Committee <ul style="list-style-type: none">Approve the V&E 2024-25 RFP	V&E 2024-25 RFP	G. Jones C. Fauveau
	BREAK		



Establish an Industry Marketing Committee <ul style="list-style-type: none">• Approve the Charter & Chairperson	Marketing Committee Charter	J. King N. Ferguson
IPC Committee <ul style="list-style-type: none">• A year in review and plans moving forward		J. King C. Fauveau
Elect 2024 Executive Officers		J. King
2024 Committee Chairs	Current Committee Chairs	J. King G. Jones
Vote on 2024 Industry Awards	Award Nominations	J. King
2024 Board meeting schedule	Proposed 2024 dates	J. King

ATTENDEES

Board

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

Staff

Tom Danowski, Sally Crawford, Neil Ferguson, David DeWitt, Celine Fauveau, Stacey Kohler, Sarah Murdoch (contract)

Guests

Austin Kraemer, Adam Ramirez, Andrew Smith (Fall Bright Solutions), Suzanne Shultz (Willamette Valley Vineyards)



SEPTEMBER 19, 2023

Board meeting minutes **DRAFT**

[Recording Link](#)

ATTENDEES

Board

Justin King, Greg Jones, Donna Morris, Tiquette Bramlett, Dennis O'Donoghue, Bob Morus

Absent

Cristina Gonzales (designated D. O'Donoghue as his proxy), Dionne Irvine (designated Justin King as her proxy), Gary Mortensen

Staff

Sally Crawford, Stacey Kohler, Bree Stock

MEETING OPENING

- Chair J. King called the Oregon Wine Board public meeting to order at 1:03 p.m.

Review of meeting minutes

- The Board reviewed the meeting minutes from August 24, 2023.
MOTION: G. Jones moved that the August 24 meeting minutes be approved with an additional notation regarding the discussion of a rent line item in the 2023-24 budget being reviewed again at the Dec. Board meeting. T. Bramlett seconded. The motion carried 8-0.

Education Committee

- S. Crawford updated the Board on some minor changes to the 2024-26 OWS co-sponsorship agreement with OWA.

MOTION: D. Morris moved that the 2024-26 OWS agreement be approved as submitted. T. Bramlett seconded. The motion carried 8-0.

Executive Search Committee

- J. King updated the Board on the job description for the OWB Executive Director position.

MOTION: D. Morris moved that the Executive Director job description be approved with minor changes to the salary range and adding reference to the OWB strategic plan and annual report. T. Bramlett seconded. The motion carried 8-0.

Other business

- S. Kohler presented the proposed 2024 Board meeting schedule.
 - The Board will review the dates and provide input at the Dec. 1 Board meeting.



MEETING FINALIZATION

- Chair J. King adjourned the Oregon Wine Board public meeting at 1:25 p.m.

Balance Sheet

	As of Sep 30, 2023	As of Jun 30, 2023
ASSETS		
Current Assets		
1000 Umpqua Bank Checking	697,942.50	779,134.45
1050 Umpqua Bank Money Market	549,030.48	549,016.64
Total Bank Accounts	\$ 1,246,972.98	\$ 1,328,151.09
Total Accounts Receivable	\$ 19,748.94	\$ 239,138.38
Total Other Current Assets	\$ 0.00	\$ 0.00
Total Current Assets	\$ 1,266,721.92	\$ 1,567,289.47
Total Other Assets	\$ 0.00	\$ 67,788.00
TOTAL ASSETS	\$ 1,266,721.92	\$ 1,635,077.47
LIABILITIES AND EQUITY		
Liabilities		
Total Current Liabilities	\$ 173,816.47	\$ 354,455.78
Total Liabilities	\$ 173,816.47	\$ 354,455.78
Equity		
3000 Opening Bal Equity	13,492.81	13,492.81
3900 Retained Earnings	1,267,128.88	1,267,128.88
Net Income	-187,716.24	
Total Equity	\$ 1,092,905.45	\$ 1,280,621.69
TOTAL LIABILITIES AND EQUITY	\$ 1,266,721.92	\$ 1,635,077.47

Profit & Loss Statement

	FY 23-24 Budget v2023.08.24	1Q FY23-24 Actual	Budget Earned	Actual less Budget Earned	Year End Forecast	Prior Year End
Income						
4100 Grape Assessment (\$25/ton)	1,872,572	588,663	468,143	120,520	1,872,572	1,885,950
4200 Wine Tax (2c/gal)	328,725	78,754	82,181	(3,427)	328,725	305,342
Total 4300 Program Revenue	0	5,250	0	5,250	0	0
4310 Symposium Revenue	326,250	640	0	640	326,250	268,860
Total 4500 Other Income	50	14	13	1	50	55
Total 4600 Grant Revenue	7,500	0	0	0	7,500	119,750
Total 4690 HB 5006 Funds						55,956
Total Income	2,535,097	673,322	550,337	122,985	2,535,097	2,635,913
Expenses						
1R000 Research.						
Total R100 Vit & Enological Research	410,000	189,530	233,070	(43,540)	410,000	345,457
Total R800 Research. Administration	12,000	0	3,000	(3,000)	12,000	3,091
R900 Research.Employee Compensation	56,071	13,098	14,018	(920)	56,071	51,229
Total 1R000 Research.	478,071	202,628	250,088	(47,460)	478,071	399,777
2E000 Industry Education.						
Total E100 Symposium	326,250	30,945	31,583	(638)	326,250	284,781
Total E200 Education Projects	9,000	3,000	4,500	(1,500)	9,000	74,750
Total E800 Education.Administration	25,000	4,561	6,250	(1,689)	25,000	11,669
E900 Education.Employee Compensation	163,565	39,081	40,891	(1,811)	163,565	160,303
Total 2E000 Industry Education.	523,815	77,586	83,224	(5,638)	523,815	531,502
3M000 Marketing.						
Total 1B000 Brand Equity & Brand Identity	35,000	9,168	8,750	418	35,000	15,558
2T000 Tourism						
Total M101 Oregon Wine Month	150,000	16,620	37,500	(20,880)	150,000	65,640
M102 Wines Fly Free	10,000	1,805	2,500	(695)	10,000	485
M108 Bounty & Vine	10,000	926	2,500	(1,574)	10,000	
M205 Wine Guide	15,000	0	3,750	(3,750)	15,000	38,685
T102 Content Development (includ. photog., Travel OR)	25,000	19,662	25,000	(5,338)	25,000	1,914
Total 2T000 Tourism	210,000	39,013	71,250	(32,237)	210,000	106,723
3X000 Market Expansion						
Total I000 International Marketing	170,000	96,732	88,630	8,102	170,000	154,328
M104 Other Programs	5,000	0	1,250	(1,250)	5,000	
M105 Trade Events - Texpom	14,000	12,449	14,000	(1,551)	14,000	13,010
M107 Trade Organization Sponsorship	10,000	0	2,500	(2,500)	10,000	6,205
M109 Domestic Trade Tasting/Education	10,000	0	2,500	(2,500)	10,000	
M201 Resource Studio	15,000	4	3,750	(3,746)	15,000	230
Total X103 Trade Education Tools & Events	54,000	12,453	24,000	(11,547)	54,000	19,446
Total 3X000 Market Expansion	224,000	109,186	112,630	(3,444)	224,000	173,774
4C000 Communications						
Total C100 Media Relations	126,500	17,068	31,625	(14,557)	126,500	75,544
C200 Media Analytics	10,115	10,200	10,115	85	10,115	10,177
Total C800 Comm.Administration	7,900	647	1,975	(1,328)	7,900	671
C900 Comm.Employee Compensation	73,925	6,407	6,450	(43)	73,925	103,659
Total 4C000 Communications	218,440	34,323	50,165	(15,842)	218,440	190,051
Total M200 Marketing Collateral						10,000
Total M800 Marketing.Administration	27,000	5,157	6,750	(1,593)	27,000	11,475
M900 Marketing.Employee Compensation	297,380	73,006	74,345	(1,339)	297,380	272,336
Total 3M000 Marketing.	1,011,820	269,852	323,890	(54,038)	1,011,820	779,918
4K000 Knowledge & Insights.						
Total M300 Marketing Research	43,750	5,169	10,938	(5,768)	43,750	775
Total R200 Industry Research	111,015	38,633	27,754	10,879	111,015	76,223
zK900 Knowledge & Insights Compensation	32,557	7,836	8,139	(303)	32,557	22,415
Total 4K000 Knowledge & Insights.	187,322	51,638	46,831	4,808	187,322	99,413
5L000 Leadership & Partnership						
Total G200 Industry Contributions	15,000	500	3,750	(3,250)	15,000	25,422
L100 Regional Meetings (including external stakeholders)	2,500	0	625	(625)	2,500	
Total L103 Program Contributions	92,400	12,654	13,750	(1,096)	92,400	39,219
Total L800 Leadership & Partnership Administration	6,000	603	1,500	(897)	6,000	1,692
L900 Leadership & Partnership.Employee Compensation	100,159	22,963	25,040	(2,077)	100,159	97,826
Total 5L000 Leadership & Partnership	216,059	36,720	44,665	(7,945)	216,059	164,159
6G000 General & Admin						
Total G100 Board Administration	31,500	4,619	7,875	(3,256)	31,500	4,688
Total G300 Consultants	10,000	0	0	0	10,000	0
Total G500 Office Administration	53,000	18,993	13,250	5,743	53,000	46,790
Total G800 Staff Administration	142,500	33,246	23,125	10,121	142,500	85,599
G900 Employee Compensation.G&A	516,451	161,548	165,794	(4,247)	516,451	395,532
G999 Accrued PTO Balances	70,000	0	17,500	(17,500)	70,000	77,000
Total 6G000 General & Admin	823,451	218,406	227,544	(9,139)	823,451	609,609
Total 8000 General & Administrative	0	(2,992)	0	(2,992)	0	0
Total Expenses	3,240,538	853,838	976,242	(122,404)	3,240,538	2,584,377
Net Income	(705,441)	(180,516)	(425,905)	245,389	(705,441)	51,536
Beginning Balance						
Beginning Balance	1,267,129	1,267,129			1,267,129	1,215,593
Ending Balance	561,688	1,079,413			561,688	1,267,129
Reserve Goal (30% of 3 yr Avg Grape Assessment)	561,772	561,772			561,772	568,490
Surplus/Deficit after Reserve Goal	(84)	517,641			(84)	698,639
Total Compensation	1,240,108	323,939	334,677	(10,739)	1,240,108	1,103,300

INTERNATIONAL BUDGET & CALENDAR EVENTS 2023-2024

	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	
		Swedish Journalist Tour	Registration opens for all events	Japan Harvest Tour w/ WA Oct 4-7	ANBL Festival, Nv 3-4, NB	NW Wine Cert, Seoul w/WA Dec 4-6		UK targeted London, Manchester, Edinburgh w/ WA week Feb 5	Trade Tastings Oslo w/WA Mar 4	Trade tastings in Toronto Apr 8 & Montreal Apr 10 w/WA	NW Wine Cert, Tokyo w/WA May 20-21	Summer Tour & OPC June 22-28	
			ODA's FAS Group, Sept 21	London Rest. Festival 21-30	Wines from the Edge, London Nov 6/ WSET Int. Masterclass Nov 8			Vinexpo Paris w/ CA & NY - Feb 12-14	Stockholm Tasting w/WA Mar 6; Gothenburg Masterclass Mar		Trade tastings Seoul w/WA May 24		
				Grande Degustation Montreal w/ WA; Oct 19-21	Systembolaget (Sweden) buyer tour w/WA			Norwegian Monopoly Buyer Tour w/WA	Prowein, Dusseldorf w/ WA Mar 10-12		Vinexpo Asia, Hong Kong, May 28-30 w/WA		
					BCLDB Product Consultant Mtg Vancouver BC, Nov 21								
Regional Totals	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Not Date Specific
Canada	139,950	3,390	3,390	3,390	22,710	13,040	3,390	3,390	3,390	73,690	3,390	3,390	
UK	228,000	8,333	8,333	8,333	38,333	51,833	8,333	8,333	28,833	12,833	8,333	22,833	15,000
Europe	209,150	-	-	-	-	5,000	-	-	43,000	156,150	-	-	5,000
Korea	77,000	-	-	-	-	-	26,000	-	-	-	45,000	-	6,000
Japan	56,700	1,250	1,250	1,250	26,250	1,250	1,250	1,250	1,250	1,250	17,750	1,250	200
VinExpo Hong Kong	54,000	-	-	-	-	-	-	-	-	-	54,000	-	-
OPC & Tour	110,000											110,000	
ED Travel	25,000		3,000		14,000	8,000							
Mngmt & Misc Fees	55,064	6,696	2,910	2,910	6,696	2,910	6,696	2,910	2,910	6,696	2,910	2,910	5,000
Contingency	32,096												32,096
TOTAL	986,960	19,669	18,883	15,883	107,989	82,033	41,883	19,669	79,383	176,533	89,969	131,383	140,383

FY23-24 GRANT SOURCE

Market Access Program 548,268

ATP 438,692

OWB Budget Supporting - 3X000 Market Expansion

1000 International Marketing

I101 Northwest Wine Coalition 65,000

I102 Non-Reimbursable Event Cost 20,000

I103 Reimbursed Expenses -

I900 Logistics & Admin Consultants 85,000

Total 1000 International Marketing 170,000

Exhibit A

Statement of Work

1. Contractor shall provide the following Services:

- a. DEI Team/Council creation and chartering
 - I. Consultation on best practices in DEI council formation, including recruitment of members, iteration of officers, roles and responsibilities, and guiding principles. While in this phase, thought will be given to the technicalities of term lengths, elections processes, and committees. By determining these aspects of the council early on, future transfers of authority and leadership changes will progress more smoothly.
 - II. Charter and mission statement creation. This set of phrases lays the foundation for all initiatives to come; key language from the Agency's DEI strategy as well as the central mission of the Agency itself. Evaluation of the general values and goals of the group and devise language that encompasses these ideas into a defined and uniting statement. These will be enthusiastic about increasing diversity within the organization. At all times, the council should accurately represent the employee base that they serve. This means a diverse demographic foundation with contributions from different races, genders, generations, and even departments. By integrating these tenants into the DEI Council charter, we ensure that members will remain committed, passionate, and dedicated to elevating diversity and inclusion within the workplace.
 - III. Creation and adoption of understandable and achievable goals for the council. "SMART" goals or objectives that are Specific, Measurable, Attainable, Relevant, and Time-based, will frame the effort, guided by Consultant. This step ensures that future initiatives will align with the organization's mission and create measurable positive change.
 - IV. The DEI Council charter will establish the central tenets and responsibilities for members.
- b. 12 General DEI Trainings (Virtual and/or in-person)

Contractor shall provide initial/progressive DEI/leadership training for OWB staff, board members, and stakeholders.

All trainings will be made available to Agency in recorded form for future and or repeated trainings within one week of the training date.

The training will include the following 12, 2-hour virtual/in-person sessions.

- 1. What is DEI?
- 2. Unleashing the Power of DEI: Deep Dive
- 3. Understanding Culture and Building Community
- 4. Identifying and Overcoming Implicit Bias and Building Trust
- 5. Using Tools and Building DEI Leader Skills

6. Emotional Intelligence and DEI
7. Building a Cohesive Team: An Employee Deep Dive
8. Managing Your Triggers
9. Generational Differences in the Workplace
10. Bystander Intervention
11. The Art of De-escalation and Interest-Based-Resolution
12. Ally Building and Tools for Change

Timeline for completion: January 1, 2024 – December 31, 2024

c. DEI Strategic Plan Development:

With Agency's consultation, Contractor shall develop a draft DEI Strategic Plan, including recommended policies and practices, and identifiable actions, to achieve key outcomes, measurable metrics, and accountability mechanisms. As part of the development of the draft DEI Strategic Plan, Contractor will conduct a robust public engagement process, including internal and external stakeholders. These stakeholders may include, but are not limited to, wine and hospitality industry stakeholders, vineyard stewards, and other influencers. Contractor will work alongside Agency staff, but Contractor will be responsible for leading all efforts related to the draft DEI Strategic Plan development. Contractor will use the following Best DEI practices in strategic planning:

- **Communication** (interpersonal, intercultural, internal, and external, e.g., Sharepoint, newsletter, website, social media, marketing, and public relations)
- **Community and Stakeholder Engagement**
- **Organizational Culture** (daily interactions, tasting room culture, stakeholder relations and community engagement)
- **Employee lifecycle** (recruitment, hiring, retention, advancement)
- **Pay and racial equity** (employers are uniquely empowered to counter unjust cultural norms, by committing to salary transparency and pay equity)
- **Procurement and Supplier Diversity**

Timeline for completion: December 1, 2023, to July 31, 2024 (the "Plan Period")

Contractor estimates spending up to 6 hours per month during the Plan Period to develop the DEI Strategic Plan. This estimate is based upon two 2-hour in-person sessions with Agency per month, plus one 2-hour customized meeting preparation and/or follow-up with Agency per month, for a total of 48 estimated hours (6 hours/month x 8 months) during the Plan Period.

2. Progress Updates and Reporting

With each offering the parties will meet no less than once per month during the contract term to evaluate the effectiveness of the program to revise/update it to ensure relevance and continued market viability.

Offerings include, but are not limited to, meetings, training, toolkits, proof reading, recommended reading, videos, webinars, stakeholder references, outreach, and connections, coaching, one-on-one interviews and conversations, focus groups, etc.

3. Fees & Compensation

The fee for each General DEI training session is \$1,400 for a total of \$16,800 (12 sessions x \$1,400).

The fee for Strategic Plan Development is \$350/hour and will not exceed 48 hours total (\$16,800).

Total Maximum Not-to-Exceed Contract Price is \$33,600.

Agency will pay 50% of the contract price (\$16,800) at contract execution, covering 6 training sessions and 24 hours of Strategic DEI development. Future payments to be billed quarterly upon work completion along with status updates at the end of each quarter.

Reimbursement of additional expenses: Only out-of-pocket costs and expenses, such as travel and lodging, which are pre-approved in writing and accompanied by proper documentation will be reimbursed to Contractor.

Invoices for payments shall be submitted by Contractor at a minimum of ten (10) business days in advance of the payment due date. Invoices shall be submitted to OWB at bree@oregonwine.org and sally.crawford@oregonwine.org



VITICULTURE & ENOLOGY

REQUEST FOR RESEARCH PROJECT PROPOSAL 2024-2025

Submission Deadline: January 31, 2024

<http://industry.oregonwine.org>

Oregon Wine Board Research Grants Executive Summary

In this Request for Research Project Proposals (RFP), the Oregon Wine Board (OWB) seeks proposals for research projects specifically relevant to Oregon viticulture and/or enology. The OWB has articulated the areas of research in which it wishes to invest; those can be found in Section I, below.

Every year the OWB allocates funds to Viticulture and Enology Research. Proposals for OWB Research Grant funding must be submitted online by **January 31, 2024**, on the Unified Grants Management for Viticulture and Enology (UGMVE) website (<https://fps.ucdavis.edu/vit>). Additional application instructions and requirements can be found in Section II, below.

All proposals determined to be complete by OWB staff will be examined by the OWB Research Committee by **April 2024**. The Research Committee will make funding recommendations to the OWB Board of Directors, which will vote on whether to appropriate the funds as recommended. The formal announcement of funding appropriations will be made no later than **June 1, 2024**. Additional information on the review process can be found in Section III below.

OWB funds will be distributed to selected projects in three installments:

1. the first after receipt of the signed institutional agreement,
2. the second upon receipt of a satisfactory interim progress report;
3. the third upon receipt of a satisfactory end of the funding cycle or final project report.

Note: If the OWB approved the first year of funding for a multi-year project, another application must be submitted each year via the UGMVE for any subsequent year(s) of funding.

Previously funded research will take precedence for funding allocations, presuming that satisfactory progress is being made toward achieving the stated goals and objectives. More information about project funding can be found in Section V; reporting requirements are detailed in Section VI, below.

I. OWB Funding Priorities

The Oregon Wine Board (<https://industry.oregonwine.org>) is a semi-independent state agency charged with supporting enological and viticultural research for the enhancement and promotion of grape growing and winemaking in Oregon. Pursuant to a [strategic planning analysis in 2018](#), the OWB has articulated the areas of research in which it wishes to invest. Those areas are aimed at continuous improvement of Oregon's capacity to produce world-class wines.

Proposals for OWB grant funding must address one or more of the following strategic pillars:

1. **Wine Quality:** Advancements in wine quality and site specificity and expression by enhancing markers both in the vineyard and winery, including improving vineyard health and wine organoleptic profiles.
2. **Sustainable Production:** Develop and improve sustainable practices to minimize inputs, reduce impact, and identify better alternatives to attain desired quality and economic results.



3. **Changing Climate:** Facilitate adaptation of vineyards and winemaking to future climatic conditions. Specific areas of interest include smoke impact, water usage, increased heat, and disease and pest management.
4. **Foundational Research:** Foster viticulture and enology discovery that has the potential to provide foundations for future application that addresses issues in the pillars listed above, i.e., basic research that fuels future applied research pertaining to wine quality, sustainable production, or climate-adaptive practices.

Specific areas of interest of the OWB for 2024-2025 include but are not limited to:

Viticulture

1. Developing or improving methods and technology for detection, monitoring, identification, and sustainable management of:
 - a. Vineyard pests - prioritizing virus-vectoring insects such as mealybugs, nematodes, and others; mites; weeds; and other harmful species.
 - b. Vine diseases - prioritizing viral diseases, trunk diseases, powdery mildew, botrytis, and other fungal diseases.
 - c. Pathogenic vine conditions - including abiotic stress conditions, and the extent to which these conditions stimulate the emergence of vine diseases and decrease fruit quality.
2. Developing or improving environmentally and economically sustainable methods of viticulture and their effects on grape composition, ripening, and vine health, and their amelioration of the effects of climate change through:
 - a. Identifying and improving irrigation monitoring and management practices, methodologies, and precision technologies.
 - b. Understanding vineyard management principles and practices associated with:
 - i. crop load, bud fruitfulness, and bud thinning;
 - ii. vineyard floor management, weed control, and soil water availability;
 - iii. training systems and canopy management;
 - iv. precision technologies and mechanization;
 - v. rootstocks and alternative wine grape varieties.
3. Discovering new basic knowledge in wine grape production in the following areas:
 - a. New biomarkers/precursors as metrics including effects of crop load on vine health and bud fruitfulness.
 - b. The extended vineyard microbiome as a critical component of terroir and its impact on wine characteristics.

Enology

1. Developing or improving fermentation (both primary and malolactic) management and wine storage techniques. In particular:
 - a. Mitigating issues associated with using compromised or nutritionally imbalanced fruit, including fruit from stressed and/or diseased vines, and understanding the relationship between vine nutrition and wine quality.
 - b. Optimizing oxygen use and the relationship between oxygen use and specific wine attributes.
 - c. Optimizing wine quality through a more thorough understanding of the causes of reduction and the treatment for unwanted sulfide issues.
 - d. Developing a deeper understanding of the fungal and bacterial communities present during wine fermentation and aging, their effects on wine quality, and the levers for the control of undesirable microbes in wine to minimize microbial defects.

2. Studying the effects of winemaking techniques on extraction and retention of individual wine precursors and components during fermentation and aging, including aroma, flavor, phenolic, and non-volatile components, especially as they enhance wine quality and affect wine style.
3. Assessing the impact and mitigation of environmental character in wine that may arise from aromatic sources near vineyards, including smoke and industrial processing.

II. OWB Research Grant Proposal Instructions and Requirements

The following components are required for a proposed research project to be considered complete and evaluated for potential OWB Research Grant funding. **Please read these instructions carefully as incomplete submissions will not be accepted.**

1. Proposals should follow the Proposal Format for the 2024-2025 funding cycle. It can be downloaded from the UGMVE website at <https://fps.ucdavis.edu/vit>, it will be posted on December 1, 2023.
2. Additional guidance for OWB proposal submission is as follows:
 - a. The Objective(s) of the Proposed Research section should mention the strategic pillar(s) and viticulture and/or enology areas of interest (listed in Section II) the proposed project seeks to address.
 - b. In the Justification and Importance of Proposed Research section, please note any inter-related projects by other Principal Investigators (PIs) working concurrently, if applicable.
 - c. The timetable for the Project should preferably be presented in the form of a Gantt chart and should include a mention of the total duration of the project, commencement and completion dates with detailed milestones for the application's funding cycle.
 - d. The Outreach and Education section is an essential component of the application and must include the future submission (within one month after the end of the funding period) of one document (300-700 words) written for an industry audience that summarizes the work and results of the project; if and how results might be used in the vineyard and/or winery; and one presentation, either by the PI or their designee, delivered in person or remotely and made available electronically to an Oregon wine industry audience.
 - e. Note that OWB Research Grants cannot be used for:
 - Tuition or tuition reimbursement.
 - Renovation or refurbishment of research spaces; purchase or installation of fixed equipment; planning, repair, rehabilitation, acquisition, or construction of a building or facility.
 - Indirect costs that are a part of the institution's indirect cost pool (e.g., administrative, or clerical salaries) may not be reclassified as direct costs for the purpose of making them allowable.

The Total Budget Request section should reflect these budget restrictions.

2. Multidisciplinary, multi-investigator projects are strongly encouraged. Projects combining viticulture and enology will receive a higher priority. Intellectually related viticulture and enology projects may be submitted separately with distinct budgets and a clear explanation of their interdependencies.
3. An applicant may submit multiple projects for consideration.
4. Proposals must be submitted by January 31, 2024 to the Unified Grants Management for Enology and Viticulture (UGMVE). The portal was established to coordinate grant applications and reviews among multiple funding agencies in the wine and grape community. Each of the funding agencies has its own RFP to present its funding opportunities. Researchers are strongly advised to apply with as many agencies as are appropriate for their project.
5. Projects will not be considered for funding unless the following materials are submitted: (in PDF).
 - a. A 100-word summary of the proposed project;



- b. One signed copy of the proposal; and
 - c. The approval signatures as required by your institution.
6. Confidential matters should not be included in applications.

III. Review Process

All research proposals determined by OWB staff to be complete will be examined by the OWB Research Committee by **April 2024**. The [Research Committee](#) is comprised of Oregon grape growers and winemakers from across the state who are broadly representative of the Oregon winemaking industry.

Evaluation criteria for proposals include:

1. Justification and importance of the proposed research objectives;
2. Research proposal objectives in relation to OWB's stated research priorities;
3. Relevance of the proposed research to the Oregon wine industry;
4. Experimental procedure and scientific merit;
5. Likelihood of leading to practical application;
6. The proposed outreach plan and how well it targets the Oregon wine industry;
7. The success of the PI, Co-PIs, and other associated researchers in producing peer-reviewed publications (relevant peer-reviewed publications should be listed in the application);
8. The research capacity of the proposed project team, and likelihood of accomplishing objectives;
9. Whether the research timetable and milestones appear appropriate and achievable; and Budget appropriateness to meet objectives.
10. For interrelated, multidisciplinary projects, each project will be reviewed based on its individual merit as well as the projects' combined merit.

The Research Committee will make funding recommendations to the OWB Board of Directors, which will vote on whether to appropriate the funds as recommended. The formal announcement of funding appropriations will be made no later than **June 1, 2024**.

IV. Funding

Funds to support OWB Research Grants come from mandatory taxes on grapes used to produce Oregon wine (\$25/ton) and on certain wines sold in Oregon (\$0.02/gallon). Proposals selected by the OWB for funding will receive funds in three installments:

1. the first after receipt of the signed institutional agreement,
2. the second upon receipt of a satisfactory interim progress report is due by January 31.
3. the third upon a satisfactory end of the funding cycle or final project report due by May 30.

See Section V below for reporting requirements.

If the OWB approved the first year of funding for a multi-year project, another application must be submitted each year via the UGMVE for any subsequent year(s) of funding. Previously funded research takes precedence for funding allocations and will be fully funded before funding any new projects presuming that satisfactory progress is being made towards achieving the stated goals and objectives.

Publicity, press releases, publications, presentations, materials, and/or media advertising produced as part of this proposed project must acknowledge the OWB as follows: "This work was made possible in whole or part by a grant from the Oregon Wine Board."



V. Reporting Process

Annual and final reports should follow the report format that can be downloaded from the UGMVE website at <https://fps.ucdavis.edu/vit>.

Note that if you are seeking continued funding for multi-year projects, annual reports are due with the continuing proposal on January 31st of the following year. Consideration of continuing applications will be contingent upon receipt of progress reports as well as an updated Gantt chart, and the continuing merit and promise of accomplishment of the project.

VI. Timeline

Timeline for submitting a proposal to the OWB:

1. October 31, 2023 – Current year RFP published to Oregon Wine Board industry site.
2. December 1, 2023 – UGMVE submission site opens.
3. January 31, 2024 – Research Proposals due through UGMVE including 100 words summary
4. April 30, 2024 – OWB Research Committee evaluation of proposals
5. June 1, 2024 – Final date for award decisions to be communicated to applicants.

Reporting Timeline for funded projects.

1. January 31, 2024 - 100 words included in initial RFP.
2. August 15, 2024 - All agreements signed to release the first payment installment.
3. January 3, 2025 - Progress report due to OWB to release the second payment installment
4. May 30, 2025 - Final report or end of funding cycle progress report for multi-year projects due to OWB to release the third and final installment.
5. December 30, 2025 - Beginning of the new funding cycle, multi-year projects should submit a progress report with a new RFP.

OWB Viticulture & Enology Operating Calendar for 2023-24 Funded Projects

	2023						2024												2025					
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Submitting timeline																								
NEW RFP published to Oregon Wine Board industry site.				31-Oct																				
UGMVE submission site opens.					1-Dec																			
Research Proposals due through UGMVE						30-Jan																		
OWB Research Committee evaluation of proposals							30-Apr																	
Decisions to be communicated to applicants.											1-Jan													
Beginning of New Funding Cycle*																								
Reporting Timeline																								
100 words included in initial RFP.																								
All agreements signed to release the first payment installment.														15-Aug										
Progress report due to OWB to release the second payment																			3-Jan					
Final report to release the third and final installment.**																							3-Jan	

* Beginning of the new funding cycle, multi-year projects should submit a progress report with a new RFP

**or end-of-funding-cycle progress for multi-year projects

Fiscal year



VII. Questions

Questions regarding this RFP should be emailed to the OWB at research@oregonwine.org

OWB MARKETING COMMITTEE CHARTER

I. Purpose of the Committee

Primary objective: Elevate Brand Oregon through unified strategies, tactics, and programming aligned with OWB's Marketing pillars, within the Oregon wine industry and key partners.

II. Committee Responsibilities

The Marketing Committee makes recommendations to OWB's Board of Directors, as well as to the industry at large, about marketing-related programming and budgeting. Committee recommendations will support the pillars established in the OWB Strategic Marketing Plan, which support the OWB's Strategic Plan and its mandate to serve the broad Oregon wine industry, including industry members not represented by an association. The committee is a forum for conceiving, planning, and executing industry-wide marketing programs and initiatives. Program examples include Oregon Wine Month, Bounty & Vine, and Cellar Season. The committee must ensure its projects benefit grape growers and wineries alike.

The Committee may make recommendations, develop programming and tactics, and coordinate execution in the following areas:

- Year-round grant cycle planning, including grants from Travel Oregon and ODA
- Campaign planning: sharing insights and tactics around Oregon Wine Month, Bounty & Vine, Cellar Season, etc
- Wine tourism: sharing and implementing tactics that increase visitation and tasting room sales throughout the state
- Digital advertising
- DtC programming and tactics
- Coordination with wholesale marketing programs
- Event planning
- Educational opportunities

III. Committee Membership & Structure

Committee members, Chair, and Co-Chair are expected to attend every meeting. Like OWB board directors, Marketing Committee members are expected to approach the committee's work with an industry-wide perspective, seeking outcomes that support wineries and growers of all profiles and regions. Committee membership will consist of 9-15 members who are directly involved in marketing efforts in their respective industry roles. OWB will recruit committee members through its own industry contacts, as well as through industry referrals and recommendations. Committee members should primarily be marketers working with wineries, regional associations, or distributors. Additional consideration will be given to tourism groups such as Travel Oregon or other DMOs, as well as retailers. Potential members will be



required to complete an application that will include brief questions about their connection to the wine industry as well as their experience in marketing.

Chair and Co-Chair:

The Chair and Co-Chair will preferably be from different regions.

The Chair is appointed by the OWB of Directors. The Chair position will be held by an Oregon Wine Board Director.

OWB staff

- OWB Director of Marketing will handle the management and administration of the Committee. OWB will communicate the Marketing Committee's work to the statewide industry to ensure all are represented.
- OWB Trade Marketing Manager
- OWB PR Director

Special guests

- The Committee will invite marketing experts for presentations, creative work, information sharing and discussion.

IV. Meeting Cadence and Agenda

Meetings are held quarterly. The committee will endeavor to meet in-person whenever possible and will meet via video conference when required. The goal of each meeting will be to discuss, learn, and plan marketing efforts that benefit the state's wine industry and to coordinate or assist each other with execution of the committee's marketing plans.

I. DRAFT Committee Structure and Sample Meeting

INDUSTRY LEADERSHIP

Chair

(Director of the OWB)

Vice Chair

(Director of the OWB | or a Senior Marketing Executive Industry member)

OWB MANAGEMENT LEADERSHIP

OWB Executive Director

Marketing Director (process management lead)* and coordinates with



Trade Marketing Manager and MarCom Manager

Industry Makeup

3 Working Groups:

Consumer/DTC Marketing

6 - 8 Industry or Association Consumer/DTC Marketing Managers

Trade Sales & Marketing

4 - 6 Industry or Association National or Trade Marketing Managers

PR/Marketing Comms

3 - 4 Industry or Association PR Managers

“Ancillary/Support Members”

Industry Researchers and Analysts | Key Distributor Partners | Others TBD

II. SAMPLE MEETINGS | Quarterly Meetings | Preferably 3 are in-person

Meeting Length | 3 Hours (tbd)

Hour 1 to 1.5 | State of the Industry

1. These ‘state of the industry’ topics would rotate and focus on different aspects of the wine business. These could include “state of Travel”; state of Consumer/DTC market and sales; state of Wholesale Distribution; state of Retail; state of Restaurants; etc. All are invited and encouraged to attend and participate in the first hour “state of the industry” sessions.

Hours 2 - 3 | Working Group Sessions

1. Working groups break into their disciplines for deeper dives into their main topics, work, report backs etc. for the meeting.

Other Thoughts and Considerations

A. Ancillary/Support Members are invited to stay and attend working group sessions as needed, or may just attend the ‘state of the industry’ sessions.

B. Some of the working groups may not need to meet 4 times per year. The Industry Chairs, working with the ED and OWB Working Group Managers, can put together a schedule and agendas that address the needs of each working group. So, although there might be 4 meetings each year, each working group may only need to attend 3 of the 4 meetings as working groups. Any can attend the “state of the industry” sessions.

C. These quarterly state of the industry sessions could be of interest to a larger group. Members of the IPC could be invited to the state of the industry sessions that kick off each meeting.

Qualifications for membership:

- Must work in or adjacent to the Oregon wine industry
- Able and willing to dedicate at least a half day 3-4 times per year
- Work in one or more of the following areas:
 - Marketing: DtC, tourism, social media and digital advertising, executive marketing role
 - PR/Communications
 - Trade: distribution, sales, marketing, retailer
- Ability to act as the eyes and ears for their respective region for providing input to the OWB’s marketing planning and willingness help to spread the word about the OWB’s marketing programs
- Possess a diverse marketing / management experience across a variety of components of the marketing mix
- Capability and willingness to put Oregon needs above the needs of individual business or AVA



OWB Committees

Finance Committee

Chair: Tiquette Bramlett

Vice Chair: Justin King

Viticulture & Enology Research Committee

Chair: Greg Jones

Vice Chair: Elizabeth Clark

Education Committee

Chair: Tiquette Bramlett

Vice Chair: Cristina Gonzales

Industry Partnership Committee (IPC)

Chair: Justin King

Co-Chair: Gina Bianco

International Marketing Committee

Chair: Bob Morus

Vice Chair: Steve Thomson



INDUSTRY AWARDS

- [2024 Industry Award Nominations](#)
- [Past Award Recipients](#)

2024 Oregon Wine Industry Award Nominees

Nominee, Job Title & Place of Business	Why this nominee deserves this award:	Nominator
LIFETIME ACHIEVEMENT AWARD NOMINEES	<i>Given to an individual or individuals whose extraordinary dedication, inspiration and advocacy for the Oregon wine community spans a personal lifetime.</i>	
Bill Fuller Consulting Winemaker Willamette Valley Vineyards Previous awards: 2002 Founders Award 1986 & 1988 Outstanding Industry Leadership	<p>In 1973, Bill Fuller moved from California to establish Tualatin Vineyard with Bill Malkmus, becoming one of Oregon's founding winemakers. Tualatin Estate Vineyard remains one of Oregon's oldest and most respected vineyards in Oregon. From this vineyard, Bill was recognized for many firsts in our industry. Bill's Pinot Noir and Chardonnay took home Best of Show for Red and White in the same year at the London International Wine Fair and his 1989 Chardonnay was the first Oregon wine to be named to the Wine Spectator Top 100 List. Tualatin's Pinot Noir captured the Governor's Trophy, Oregon's most prestigious wine award, in two consecutive years (1994-1995). This is a feat unduplicated by any other Oregon winery.</p> <p>In 1997, Willamette Valley Vineyards merged with Tualatin Estate Vineyard, leading to Bill's retirement. However, in 2013, Bill rejoined Willamette's winemaking team in 2013 to mark his 40th vintage and celebrated Tualatin Estate's 50th anniversary this year. He continues to craft small batches of his Vintage-series Pinot Noir and Chardonnay while providing valuable blending decisions for Tualatin Estate designates. To this day, he can be found conducting barrel tastings with winemakers in the cellars of Willamette Valley Vineyards. He also leads regular wine tastings with Willamette's Club Members and Owners.</p> <p>Bill's dedication to his craft has been crucial in advancing and shaping the Oregon Wine Industry, earning him well-deserved recognition from his peers.</p>	Hunter Garcia
Cliff Anderson Owner/Winemaker Anderson Family Vineyard (also nominated for the Founders Award)	<p>I would like to nominate Cliff Anderson for the lifetime achievement. Cliff has been a known staple here in the valley, especially in the Dundee Hills. Cliff has been making wine for over 61 years. He planted his second vineyard in the Dundee Hills in 1992 with Jack Myers. The vineyard site is so unique, (a old massive rock slide from the Missoula floods) it is the only know vineyard like this in the valley. With such a difficult vineyard to farm, it grows such an amazing grape profile in the Dundee Hills. Cliff planted the vineyard dry farming and organic from the start.(Cliff is a 3rd generation organic farmer) He has made wines using native yeast, gravity flow and stored in a cool cave. He is also part of starting up the Deep Roots Coalition.</p> <p>I can go on and go about what relationships Cliff has in the valley and what he was part of the wine movement in the 80's, 90's and present.</p>	Marc Harwood

<p>Eugenia Keegan Senior VP Oregon Winemaking & Bus. Dev. Jackson Family Wines</p>	<p>Eugenia Keegan’s over 45-year tenure in the wine business is a continuing story of decades of dedication to winemaking, executive, and community leadership positions. As Senior Vice President of Oregon Winemaking and Business Development for Jackson Family Wines, Keegan is a dynamic leader and has been a force behind the organization’s success in the region since she joined the company in 2014. A beloved figure rooted in the Oregon wine community, she has committed years of service to the local industry in the Willamette Valley and the larger Oregon wine community. She has served as Chair of the Board of Directors of the Oregon Wine Board, President of the Oregon Winegrowers Association, President of the Willamette Valley Wineries Association Board, and Co-Chair of Willamette: The Pinot Noir Auction. She has also held positions on the Chemeketa Community College Wine Studies Advisory Committee, the LIVE Board of Directors, and the Strategic Planning Board of the Evenstad Center for Wine Education at Linfield University. Additionally, she travels tirelessly as a champion for Oregon wines around the globe, spreading her passion for the wines and region. In 2021, Keegan was named Wine Executive of the Year as part of Wine Enthusiast Magazine’s 2021 Wine Star Awards. In addition to her reputation for her keen business sense and dedication to mentorship and community, Keegan is valued for her fairness, grace, and sense of humor by colleagues, friends, and neighbors across the industry.</p>	<p>Erin Inman</p>
<p>Jerry McGinn Retail Shop Owner McGinn’s Russell Street Wine Merchants (posthumously)</p>	<p>Jerry was one of the great men of wine in Oregon. He was a gentleman and a great friend. He loved music and literature and Oregon wine. He was a champion of the little guy and a partner to the big ones. You are missed Gringo de Mayo!</p>	<p>Jessica Endsworth</p>
<p>Miguel Lopez Owner Red Dirt Labor</p>	<p>Miguel is the son of immigrant parents. He learned English by watching cartoons as a child and soon was helping his parents read and file important documents in English. He has been a part of the Willamette Valley fabric since childhood working in wineries across our region. He now owns his own business taking all he's learned from his experience in wine by paying it forward every day to those who are in similar situations as he was growing up.</p>	<p>DeAnna Ornelas</p>
<p>Ted Casteel Owner/Vineyard Manager Bethel Heights Vineyard</p> <p>Previous award: 1992 Outstanding Industry Leadership</p>	<p>Ted has been a part of so many of the industry's most important milestones, working behind the scenes to ensure that the entire community rises together. From serving on the OWB, to the founding of the LIVE program, serving on the research committee and working closely with OSU to fund critical research, it has always been Ted's greatest passion to work with his colleagues and friends on efforts to keep Oregon rising. He has never sought spotlights or recognition, but he's been there every step of the way.</p>	<p>Mimi Casteel</p>

FOUNDERS AWARD NOMINEE	<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>William Stoller Proprietor/Founder Stoller Wine Group</p>	<p>This year, we are celebrating 30 years of grapegrowing and winemaking in Oregon’s Willamette Valley. For Bill Stoller, purchasing the family property brought his connection to our estate full circle. Working the family farm in his youth and serving as a co-owner at our sister winery, Chehalem, Bill understood that the sloped, rocky terrain with low-yielding soil at the family farm, would be ideally suited for a world-class vineyard.</p> <p>Bill’s father and uncle purchased the farm in 1943 to raise turkeys. Over the next five decades, they grew the farm from a small family operation into one of Oregon’s largest with nearly 700,000 free-range turkeys at its peak. When the family farm ceased its operations in 1993, Bill seized the opportunity to acquire it with the vision of cultivating an enduring legacy for his land and Oregon wine industry.</p> <p>Bill’s vision stemmed from much more than wishful thinking. With knowledge from his investment in Chehalem, and the help of Burgundian Winemaker Patrice Rion—whom Bill met at the International Pinot Noir Celebration—and local vineyard consultants, Bill confirmed that the very factors that made the land a poor choice for traditional crops made it perfect for an award-winning vineyard. His initial intent was for Stoller Vineyard to be Chehalem’s second estate vineyard and a grower partner source for other prestigious wineries in the state.</p> <p>In 1995, Bill planted 10 acres each of Pinot Noir and Chardonnay, some of the first Dijon clone vines available to purchase commercially once one line. He combined the experience of consulting viticulturists with innovative vineyard techniques to maximize the grape’s quality.</p> <p>When Bill decided he wanted a small amount of estate wine to give to friends, family, and colleagues in 2001, he began working with legendary consulting oenologist Kyriakos Kynigopoulos to define the Stoller house style. With only two vintages under her belt, Kyriakos nurtured Stoller’s first dedicated winemaker, Melissa Burr, when she started in 2003. That relationship has blossomed over the last 20 years and Kyriakos has remained a steadfast collaborator and resource in the cellar and in Burgundy.</p> <p>Over the last 30 years, Bill has relentlessly championed for Oregon wines with trips to Canada, France, Italy, Greece, South Africa, New Zealand and Australia, making friends and converting Oregon believers along the way. From Becky Wasserman to Alex Gamble, YPO to the International Pinot Noir Celebration and Classic Wine Auction, Bill’s network makes the world of quality wine smaller and more vibrant. He is truly a global pioneer.</p>	<p>Michelle Kaufmann</p>

Cliff Anderson Owner/Winemaker Anderson Family Vineyard (also nominated for the Lifetime Achievement Award)	I would like to nominate Cliff Anderson for the lifetime achievement. Cliff has been a known staple here in the valley, especially in the Dundee Hills. Cliff has been making wine for over 61 years. He planted his second vineyard in the Dundee Hills in 1992 with Jack Myers. The vineyard site is so unique, (a old massive rock slide from the Missoula floods) it is the only know vineyard like this in the valley. With such a difficult vineyard to farm, it grows such an amazing grape profile in the Dundee Hills. Cliff planted the vineyard dry farming and organic from the start.(Cliff is a 3rd generation organic farmer) He has made wines using native yeast, gravity flow and stored in a cool cave. He is also part of starting up the Deep Roots Coalition. I can go on and go about what relationships Cliff has in the valley and what he was part of the wine movement in the 80's, 90's and present.	Marc Harwood
David Adelsheim Emeritus Owner Adelsheim Vineyard	This is a bit self-explanatory. I don't believe that David has won this award and clearly he qualifies as a Founder and one of serious note. If the record shows that he has won this award, he does NOT need it twice.	Eugenia Keegan
Randy Gold Vineyard Management (Retired) Previous award: 2004 Outstanding Industry Leadership	Randy's contributions to thriving vineyards in Southern Oregon is unsurpassed. He was instrumental in designing and planting many of the vineyards in the Rogue Valley. He both consulted, and personally farmed his primary effort, Gold Vineyard in Talent for decades. The vineyards have created award winning wines for some of the most prominent labels in Southern Oregon. He also introduced varietals that weren't previously thought to thrive here. He has extraordinary skill at selecting just the right elevation, slope and soil. We are proud to continue his high standards and excellent results as the new owners of his talent vineyard.	Kathleen Maher
Sofia Torres McKay Owner/Winemaker Cramoisi Vineyards Previous award: 2022 Outstanding Industry Leadership	Sofia inspires and motivates others with a compelling long-term perspective. She's resilient when facing challenges while remaining determined and passionate in the face of failures, using them as opportunities for growth.	DeAnna Ornelas
OUTSTANDING INDUSTRY LEADERSHIP NOMINEES	<i>Recognizes an individual whose exemplary commitment and innovative leadership has contributed significantly to the advancement of the Oregon wine industry.</i>	
Amy Prosenjak President, OR Brands Ste. Michelle Wine Estates	Amy has been trivial in the growth and strategic alignment of Erath, REX HILL, and A to Z Wineworks which have been individual Oregon wine empires for many decades. She continues to lead with grace, confidence, and empathy and provides unwavering support to folks working on all levels of the company through change and adversity.	Abby Coffman

<p>Amy Wesselman Executive Director (outgoing) IPNC</p> <p>Previous award: 2006 Outstanding Industry Leadership</p>	<p>Over the past 20 years, Amy Wesselman has helped to build the International Pinot Noir Celebration into the monumental cross-cultural exchange for Pinot lovers that it is today. Leading an event that spans almost four decades, Amy has worked tirelessly to modernize and innovate the event in a way that continues to resonate with new audiences, and continues to spread the word of both Oregon and international Pinot Noir far and wide.</p>	<p>John Hernandez</p>
<p>Jessica Cortell Founder/Owner Vitis Terra Vineyard Management (3 nominations)</p>	<p>Jessica Cortell is a long time Willamette Valley wine industry professional that seems to enjoy operating quietly behind the scenes. Jessica first began working in Willamette Valley vineyards in 1990 with Dai Crisp. After working for several years as the Oregon/Washington viticulturist for Premier Pacific Vineyards, she founded Vitis Terra Vineyard Services in 2010, which focuses on integrating multiple farming approaches to sites to work closely with the environment as possible, with a goal of producing high-quality fruit for premium wines. Currently, alongside her Vitis Terra team, they manage nearly 1,000 acres of vineyards in Oregon. From vineyard management & development, to consulting and even helping clients locate and purchase plantable hidden-gem parcels throughout the Willamette Valley with her licensed real estate hat on, there is nothing that this boss lady doesn't do or hasn't already done in our industry.</p> <p>An Oregon native, Jessica holds both a B.S & M.S in Horticulture, and a Ph.D in Food Science and Technology, all from Oregon State University. Jessica was the vineyard management instructor for the Wine Studies program at Chemeketa Community College from 2009 to 2016.</p> <p>Today, Jessica farms a number of well-known vineyard sites around the valley, including Carlile's Crest & Cortell Rose Vineyards, which she owns. Jessica is passionate for organic and regenerative agriculture and believes strongly in utilizing Kune kune grazing pigs to help manage the vineyard floor. Her biggest curiosity lies in understanding the relationships between soil, vine, fruit, and wine, as well as exploring the seasonal variations of vintages and how weather patterns play into vine response and terroir, and in turn, the fruit that specific vineyard plots produce. During the pandemic, Jessica started creating her own wine brand, Cortell Collection. Producing approximately 1,000 cases annually, she released her inaugural single vineyard wines from the Eola-Amity Hills AVA in August 2023.</p> <p>It would be easy to assume that someone with this kind of accomplished resume could have quite the ego. But that isn't Jessica. There are probably hundreds of people in this room right now that know of and have worked with Jessica but had no idea of the depth and breadth of her work's reach until hearing it now. She is as willing to help someone just starting out in this industry as she is one of the established OGs.</p>	<p>Megan Markel</p>

	<p>With all that she accomplishes professionally, I'm convinced that Jessica never sleeps! She is definitely one of those rare and gifted people in the world that is both left & right brained. Our Oregon wine community is made better every day for the innovation and pure grit that Jessica Cortell brings to her work each and every day. Her love and passion for her work and our community is inspiring. I am honored to nominate Jessica Cortell for the Outstanding Industry Leadership Award.</p>	
	<p>Jessica has been a central character in the Oregon wine industry. As a female leader in a heavily male dominated industry, she has shown incredible leadership and forward thinking. She has helped us in the development and management of Cho Vineyards and it is evident that she has a passion for her craft but also a passion for sustainability in the field and for her team.</p>	Lois Cho
	<p>Jessica is a tireless advocate for thoughtful vineyard management, empowerment of vineyard stewards, and collaboration in our industry. Her work across dozens of vineyard sites has given her a deep knowledge of the best planting and farming practices, which she generously shares with clients and colleagues. She is a connector, and her introductions have fostered relationships between people in all parts of the industry. In addition, her dedication to teaching helps ensure that the next generation of industry professionals arrive prepared, knowledgeable, and ready to collaborate.</p>	Jeanne Feldkamp
<p>Mike Landt Owner/Winemaker River's Edge Winery</p>	<p>Mike is a tireless advocate of small, rural wineries and vineyards and a generous mentor to everyone in the industry. He is kind, patient and always goes the extra mile to help other winemakers and vineyard owners...especially those just starting out. He is an excellent winemaker and possesses encyclopedic knowledge of all aspects of the wine industry. His winery, River's Edge, was the first winery in Elkton and has been a fixture in Elkton since 2000. He and his wife, Vonnie, are strong supporters of the entire Elkton community, not just the wine industry.</p>	Leslie Beckley
<p>Sam Parra Owner/Winemaker Parra Wine Co.</p>	<p>Sam is committed to continuous learning by staying informed about industry trends, emerging technologies, and best practices, positioning his businesses for ongoing success. He uplifts other vineyard stewards by offering his winemaking expertise and experience as Latino winemaker in the Willamette Valley.</p>	DeAnna Ornelas

INDUSTRY PARTNER AWARD NOMINEE	<i>Given to a service provider whose cooperative approach has positively influenced the success of the Oregon wine industry and its members.</i>	
Caroline Merrell R&D Lab Manager	Caroline has been instrumental to adapting new technologies to combat smoke intrusion in wine. Her knowledge of wine chemistry and human sensory led the way to a new tool that is being commercialized by the technology's owner. Caroline's efforts proved that the new, selective removal technology is gentler on wine than reverse osmosis and is measurably effective at removing thiophenols and common free smoke markers. Caroline's efforts are currently being applied commercially in Canada and have just be approved for treatment in the US by the TTB. Caroline is very deserving of this award as a young researcher in the industry.	Torey Arvik
Kristen Young Wine Director Ringside Steakhouse	Kristen is one of the leading supporters of Oregon wines in the state. She has encyclopedic knowledge of her wine list. She educates her staff weekly and gives opportunities to all on her list. She is badass.	Jessica Endsworth
Michael Stiller Owner Tina's Dundee	Michael and Dawn Stiller have kept the spirit of the original Tina's restaurant alive and well the Willamette Valley as one of the oldest wine country restaurants. They have continuously supported and championed Oregon brands over the years, provided exceptional service, intimate dining and been an exceptional friend and partner to wineries.	Jessica Endsworth
VINEYARD EXCELLENCE AWARD	<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>	
Angela Summers Owner Saffron Fields Vineyard	The Saffron Fields Vineyard consistently produces fruit which is as close to perfect as it gets in every vintage. I love it, the consumer and critics do as well. Angela is a smart business woman and leases the site to various processors to diversify financial risk and to see how various winemakers transform her fruit. Always asks to taste during the various stages of fermentation and elevage. Has a keen interest in how as well as why the pathways were chosen or allowed to transpire.	Jay McDonald
Elena Rodriguez Owner/Winemaker Alumbra Cellars	Elena has a passion for the industry and educating others. She's the driving force behind the success of her team, fueling their dedication. She inspires others to share in her infectious enthusiasm. She easily adapts to new technologies, market trends, and consumer behaviors and she has the ability to pivot when necessary.	DeAnna Ornelas

<p>Ivan George Vineyard Supervisor at Vitis Terra Cramoisi Vineyard/Vitis Terra (2 nominations)</p>	<p>I highly would like to nominate Ivan George, he works directly at Vitis Terra but tends my vines at Cramoisi Vineyard. He studied at Chemeketa, Linfield and also went to the AHIVOY program. In such a young age 24 he is been so passionate at what he does, he loves to be out with the crew and helping them to understand the activities that have to be performing on every stage in the vineyard. He took several trainings and definitely see his passion for viticulture but also the people. He has great work ethics and a truly inspiration. We need to keep this amazing vineyard steward in our wine industry.</p>	<p>Sofia Torres-McKay</p>
	<p>Ivan's Integrity, natural leadership skills and ethical behavior are paramount to his rise to success in the wine industry. He operate with transparency, honesty, and ethical principles that build trust with other vineyard stewards and his employer. He's an excellent communicator conveying ideas clearly, actively listening to others, and fostering open and honest communication within his team.</p> <p>As a minority he understands what it's like to be underestimated in the wine industry and uses this lived experience to empathize with the emotions, needs, and concerns of team members to foster a positive and supportive work environment.</p>	<p>DeAnna Ornelas</p>
<p>Leita Catoria Director of Oregon Farming Jackson Family Wines</p>	<p>Following work in her native Argentina as well as California and New Zealand, Leti Catoira began her career in Oregon in 2010, gaining experience at Argyle and the Stoller Wine Group. She joined Jackson Family Wines in 2014, and in her current role as Director of Farming, oversees roughly 600 acres throughout the Willamette Valley. A respected female leader in a traditionally male-dominated field, Catoira's well-earned reputation is that of expertise, communication, and collaboration. She has demonstrated a commitment to the Oregon winegrowing community, chairing the LIVE Willamette Valley Regional Technical Committee and serving on the Oregon Wine Board Research Committee and Willamette Valley Technical Committee. She has also lent her talents to numerous viticulture research projects with Oregon State University and has taught viticulture classes in Spanish at Chemeketa Northwest Wine Studies Center.</p>	<p>Erin Inman</p>
<p>Rudy Chavez Vineyard Manager Anderson Family Vineyard – Dundee Hills</p>	<p>I would like to nominate Rudy Chavez for Vineyard Excellence. Rudy has been managing vineyards in Oregon for over 40 years. Rudy just finished managing his 31st year at Anderson Family Vineyard (1992-present). Anderson Family Vineyard is considered one of the most unique and challenging vineyards to manage in the valley. The vineyard has steep slopes, a basalt rock pile for soil and all the terracing out the rock. Everything Rudy does is old world way of farming with vineyard conditions, all the hand labor that needs to be done on taking of it.</p> <p>Rudy also worked with a Oregon pioneer in Jack Myers. Rudy worked with Jack for a couple years before becoming Anderson Family Vineyard manager. He learned a lot from Jack Myers that he still uses today.</p> <p>Before working with Anderson Family Vineyard and Jack Myers, Rudy was the vineyard manager at Durant for over 10 years in the 1980's. Besides managing Durant's vineyards,</p>	<p>Marc Harwood</p>

	<p>Rudy was also in charge of putting dozens of vineyards in the 80's and 90's here in valley (Warren Hill Road, a lot of the vineyards here are ones that Rudy put in the ground.) Rudy also worked down in California for a couple years in the 70's before moving up to Oregon.</p> <p>Rudy is a vineyard pioneer, who has manged vineyards for over 40 years in the valley and still going today. Talking to Rudy, you would never suspect he has been here that long or if its a big deal to him to be in an industry that long. This award couldn't go to a better person out there. Please let me know if you need more information.</p>	
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Oregon Wine Industry Awards Recipients

Lifetime Achievement Award

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

Danuta & Robin Pfeiffer ('23)
Maria Ponzi ('22)
Maria Stuart ('22 – posthumous)
Kevin & Carla Chambers ('21)
Jesus Guillen ('19)
Patricia Green ('18)
Sue Horstmann ('17)
Cole Danehower ('16)
Earl and Hilda Jones ('15)
David Adelsheim ('12)
Lonnie Wright ('11)
Myron Redford ('10)
Susan Sokol Blosser & Bill Blosser ('08)
Dick & Nancy Ponzi ('07)
Dick Erath ('06)
David & Diana Lett ('05)
Sarah Powell ('04)
Barney Watson ('03)
Richard Sommer ('01)

Legacy Leadership Award

The Legacy Leadership Award honors an industry veteran who has contributed significantly over the decades to the positive development of Oregon's wine community and the wines it produces. In addition to lifetime achievements, this award recognizes a particular milestone accomplishment judged to have special significance to the industry's reputation and advancement.

Harry Peterson-Nedry ('22)

Founders Award

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

Robert Gross ('23)
Bill & Tom Cattrall ('22)
Doyle Hinman ('21)
Herb Quady ('20)
Ken & Grace Evanstad ('19)
Casey McClellan ('18)
Harry Peterson-Nedry ('17)
Drouhin Family ('16)
Jim Maresh ('15)
Norm McKibben ('11)
Pat & Joe Campbell ('10)
Don & Traute Moore ('10)
Bob & Lelo Kerivan ('09)
Marilyn Webb & Terry Casteel ('09)
Dick Daniel ('08)
Ed King, Jr. and Ed King III ('07)
Vuylsteke Family ('06)
Wisnovsky Family ('06)
Pat Dudley & Ted Casteel ('05)
Philippe & Bonnie Girardet ('05)
Jim Bernau ('04)
Richard Troon ('04)
Laura Lotspeich ('03)
Bill Fuller ('02)
Luci Wisniewski ('01)
Ted & Meri Gerber ('00)
Scott Henry ('98)
Larry Preedy ('97)
Myron Redford ('96)
Dick Erath ('95)
Cliff Blanchette ('94)
Richard Sommer ('93)
Porter Lombard ('92)
David Lett ('91)
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.

Drs. Jeanne & David Beck ('23)
Sofia Torres-McKay ('22)
Leigh Bartholomew ('21)
Anthony King ('21)
Mike McNally ('21)
Steve Robertson ('20)
Alison Sokol Blosser ('19)
Bob Martin ('18)
Leigh Bartholomew ('17)
Jason Tosch ('16)
Chad Vargas ('15)
Patty Skinkis ('11)
Joel Meyers ('11)
Betty & Dick O'Brien ('10)
Allen Holstein ('10)
¡Salud! ('09)
Michael Donovan ('08)
Rob & Maria Stuart ('08)
Eric Lemelson ('08)
Steven Cary ('08)
Scott Shull ('07)
Katie Stoll Bray ('07)
John Weisinger ('07)
Amy Wesselman ('06)
Dai Crisp ('06)
Greg Jones ('06)
Sue Horstmann ('05)
Norm McKibben ('05)
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.

Alejandro Avalos ('23)
Pedro Martinez ('23)
Javier Marin ('22)
Miguel Ortiz ('22)
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.

Jackie Crawford ('23)
Bob Parker ('22)
Rebecca Sweet-Smith ('22)
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*

2024 Proposed OWB Board Meeting Schedule

DATE	RECOMMENDED FORMAT	LOCATION
Friday, March 8 or Thursday, March 14	In-person	TBD (need suggestions) This would be the first Board meeting with the new Exec. Director
Tuesday, April 23 or Thursday, April 25 (Research proposals)	Zoom	N/A
Wednesday, August 7	Zoom	N/A
Thursday, December 5 (Board & staff dinner) Friday, December 6 Board meeting	In-person	TBD (need suggestions)