



oregon wine BOARD

2025 Strategic Planning
Listening Session

Board Purpose and Duties (ORS 576.859)

The Oregon Wine Board is established as a semi-independent state agency

The Oregon Wine Board shall:

- Operate for the purpose of **supporting enological, viticultural and economic research** to develop sustainable business practices for wine grape growing and wine making within Oregon and **supporting the promotion of Oregon's wine grape growing and wine making industries.**
- Create and maintain a long-term strategic plan and use that plan **to guide the granting and funding decisions of the board.**
- To the extent practicable, the board shall allocate funds and award grants in a manner that **encourages coordinated, cost-effective projects that are integrated to implement the board's strategic statewide objectives** for the development of world-class wine grape growing and wine making within Oregon.

The Oregon Wine Board of Directors

The Board is comprised of 9 members of the industry representing growers and producers across Oregon. Directors are appointed by the Governor for a 3-year term and are eligible for reappointment.

2025 Board of Directors

Greg Jones – Board Chair & Research Committee Chair

Tiquette Bramlett – Vice Chair

Gary Mortensen – Treasurer & Marketing Committee Co-Chair

Dionne Irvine - Industry Partnership Committee Co-Chair

Cristina Gonzales

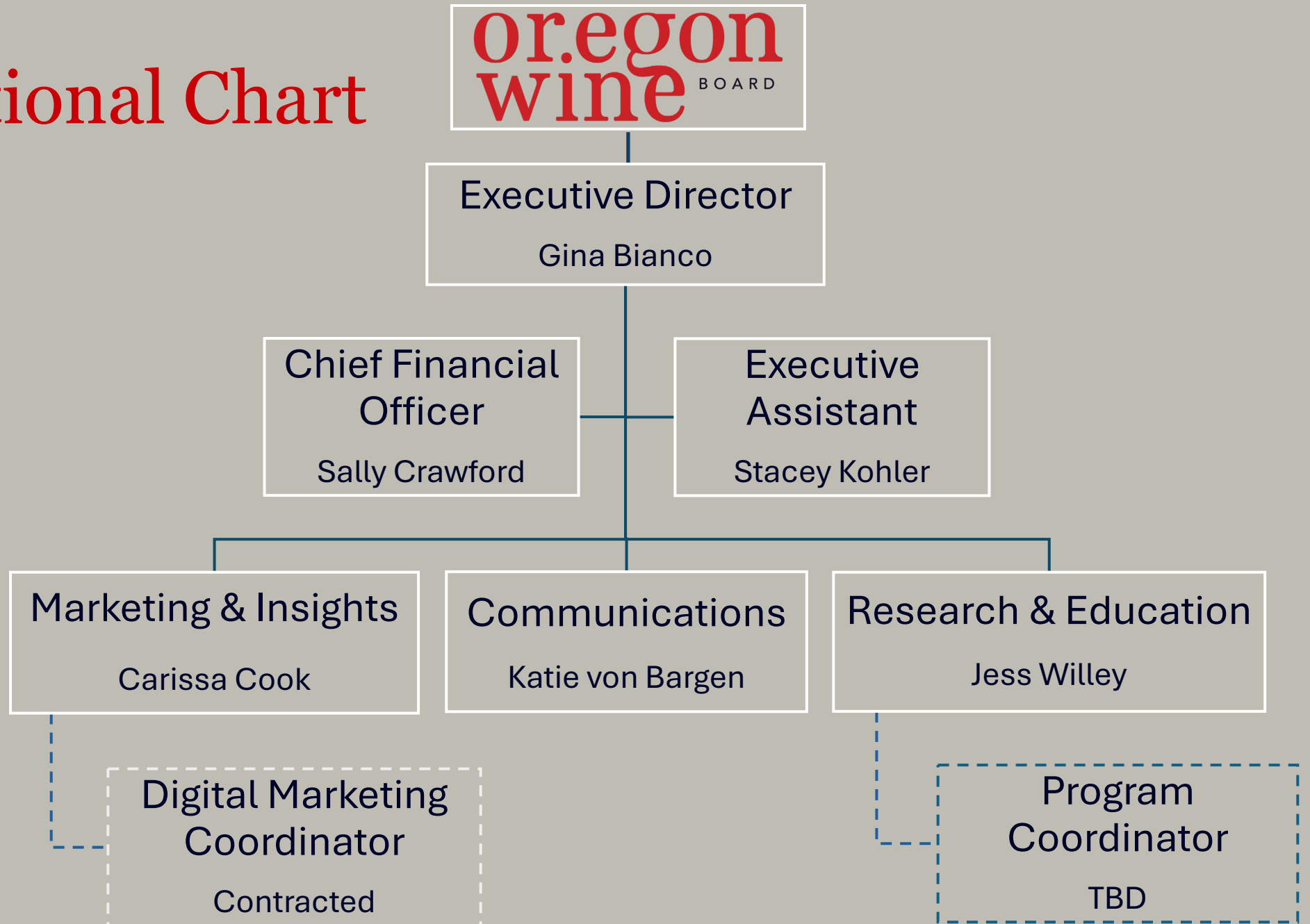
Maria Ponzi - Marketing Committee Co-Chair

Adam Ramirez – International Marketing & Export Committee Chair

Austin Kraemer – Education Committee

Robert Moshier

Organizational Chart



OWB Primary Programs

Marketing

Oregon Wine Month

Advertising & Promotion (e.g., OR Wine Film)

Trade Engagement & National Activations

Social Media Engagement

Wine Tourism Strategic Plan (WCLP Grant)

Communications

Media Engagement

Critical Reviewer Coordination

Collaboration with Other Communications Teams

Consumer, Industry & Trade Communications

Common Thread Across All Programming

Research & Education

Oregon Wine Symposium

Economic Impact Study

Viticulture & Enology Research Grants

Vineyard & Winery Census

Salary Survey

International Marketing & Export Programming

Trade Events & Education

Market Research to Expand Exports

International Marketing Film & Photos

Relationship Management with Key Markets

Additional Priorities

- Develop stronger relationships with regions, tourism organizations, trade and key wine adjacent stakeholders (i.e., Travel Oregon, Oregon Department of Agriculture, Oregon Wine Research Institute, Oregon Restaurant and Lodging Association, OLCC, and more)
- Developing year-around educational offerings (business, marketing, sales, consumer behavior, viticulture and enology best practices, brand management, etc.)
- Updating and modernizing OWB website (industry, consumer and trade)
- Making research findings more accessible to aid and benefit the Oregon wine industry.

What is Out of Scope for OWB

- Lobbying activities
- Regulatory activities
- Brokering distribution relationships for growers and producers
- Providing operational or business consulting
- Selling wine on behalf of producers or growers