OWB Team Annual Operating Calendar 2022-23

| Color Code: | | launch | | 2022 2023 | | | | | | | | | | | | |
|--|--------|--------------------|------|-----------|-----------|-------|-----------|-------------|-----------|----------|-----------|-----|-----------|-----|--|--|
| | work | | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | | |
| Initiative | Lead | Involved | | | | | | | | | | | | | | |
| Enhance the Reputation of Oregon Wine | | | | | | | | | | | | | | | | |
| Consumer Communications | | | | | | | | | | | | | | | | |
| Update and circulate calendar | NF | | | | | | | | | | | | | | | |
| Consumer newsletter | NF | | | | | | | | | | | | | | | |
| Social Media | | | - | • | • | | | | • | | • | | • | • | | |
| Notable event days - Pinot noir, Chardonnay, etc | NF | | | | | | | | | | | | | | | |
| Social media planning and management | NF | | | | | | | | | | | | | | | |
| Social media advertising | NF | Double Tap | | | | | | | | | | | | | | |
| Editorial Strategy | | | | | | | | | | | | | | | | |
| Year-round editorial calendar | NF | staff, reg. assoc. | | | | | | | | | | | | | | |
| Consumer website content | NF | BS, Freelancers | | | | | | | | | | | | | | |
| Oregon Wine Touring Guide | | | | | | | | | | | | | | | | |
| 2023 print edition | NF | | | | | | | | | | | | | | | |
| 2023 print content strategy | NF | | | | | | | | | | | | | | | |
| Communications roll-out strategy | NF, LG | | 1 | 1 | | | | 1 | | | | | | | | |
| Oregon Wine Month | | | | | | | | | | | | | | | | |
| Consumer rollout and plan | NF | | | | | | | | | | | | | | | |
| Industry DTC task force | NF | DD, BS | | 1 | | | | 1 | 1 | 1 | 1 | | | | | |
| Industry 3-Tier task force | DD | NF | | 1 | | | | 1 | 1 | 1 | 1 | | | | | |
| Programming | DD | NF, BS | 1 | | | | | | | | | | | | | |
| Develop 2023 OWM webinars/education | BS | BS, DD | | | | | | | | | | | | | | |
| Oregon Wine Trail Events Canada | MB | BS, MC | | | | | | 1 | | | | | | | | |
| Develop 4 masterclasses/events | BS | BS | | | | | | | | | | | | | | |
| NW Wine Advanced Certification | BS | MC, MB | | | | | | | | | | | | | | |
| Regional Research/industry engagement | BS | -/ | | | | | | | | | | | | | | |
| Develop program & content | BS | MB, MC | | | | | | | | | | | | | | |
| Rollout | | , | | | | | | | | | | | | | | |
| Prowein/Nordic Markets | MB/MC | MB, MC | | | | | | | | | | | | | | |
| Media Tours | | , | | | | | | 1 | | | | | | | | |
| Develop press tours involving positive and aspirational aspects of wine lifestyle of | | | | | | | | | | | | | | | | |
| Oregon. In July: IPNC or statewide FAM tour, August: OWE tour to Southern OR, | | | | | | | | | | | | | | | | |
| November: Tour in Will Valley with Zephyr, Taste of Umpqua, March 2023: Cross | | | | | | | | | | | | | | | | |
| Border AVA Tour with Washington | LG | | | | | | | | | | | | | | | |
| Deliver Knowledge & Insights | | | | | | | | | | | | | | | | |
| Industry & Marketplace Insights | | | | | | | | | | | | | | | | |
| Vineyard & Winery Report | CF | NF | | | 21 full r | enort | | | | | | | 22 pricir | α | | |
| Prepare, edit survey mailing list | CI | | | | 2110111 | | 22 511710 | y & mailing | list prop | launch ' | 22 survey | | | 'S | | |
| Press release on V and W report | LG | | | | | - | ZZ SUIVE | y & manifig | ist prep | | | | | | | |
| Salary & Labor Survey | BS | Dr. Jeff Peterson | | | | | | | | | - | | | | | |
| Nielsen report | CF | Danny Brager/DD | | | | - | | | | | | | | | | |
| Press release on Nielsen Report | LG | | | | | - | | - | + | - | + | | | - | | |
| | -0 | | | | | | | | | | | | | - | | |
| Integrate syndicated volume data, proprietary research & industry studies to | | | | | | | | | | | | | 1 | | | |
| communicate with media, policy makers, regulators & internal audiences about OR | | | | | | | | | | | | | 1 | | | |
| \$7.2 B wine sector & its global risks & opportunities | TD | | - | | - | | | - | | - | | _ | | | | |
| Economic Impact report, every 3 years due 2023 | CF | | 1 | | | - | | 1 | 1 | 1 | 1 | 1 | | _ | | |
| V&E Research Program | 65 | | | | | | | | 1 | | - | | | | | |
| Research project updates | CF | + | | | _ | | | | | | | | | | | |
| Research full committe meetings | CF | | | | _ | | | - | | | | | _ | | | |
| Research steering committee meetings | CF | | | | | | | | | | | | | | | |
| Research projects progress webinars | CF | | | | | | | | | | | | | | | |

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|--|--------|----------|---------------------------|---|----------|----------|---|--|-------------------------|---|--|---|---|---|
| | | laditeri | July Aug Sept Oct Nov Dec | | | | | | Jan Feb Mar Apr May Jun | | | | | |
| Grant proposal review process | CF | | | | | | | | | | | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | |
| Oregon Wine Symposium | | | | | | | | | | | | | | |
| Content development | BS | | | | | | | | | | | | | |
| Attendee marketing, save the date, registration open | CF | BS, LG | | | reg open | reg open | | | | | | | | |
| Industry awards | SK, LG | , | | | | | 1 | | | | | | | |
| Press events (plan dinners & send invitations) | LG | | | | | | | | | | | | | |
| Press releases (on programming, on award winners) | SK, LG | | | | | | | | | | | | | |
| Post-event analysis | CF | BS | | | | | | | | | | | | |
| Industry Website | • | • | • | • | • | • | • | | | • | | • | | |
| Upload and update content, reports, news letters, seminars | CF/NF | | | | | | | | | | | | | |
| Resource Studio Updates | CF/DD | DD | | | | | | | | | | | | |
| Monthly weather & climate summary on industry website | CF | NF | | | | | | | | | | | | |
| Create new pages as needed | CF/NF | | | | | | | | | | | | | |
| Community Benchmark & WISE Dashboard | • | • | | | | | | | | | | | | |
| Industry engagement & communications | BS | all | | | | | | | | | | | | |
| Industry town halls & symposium | | | | | | | | | | | | | | |
| Onboarding industry | BS | | | | | | | | | | | | | |
| Provide Leadership & Partnership | | | | | | | • | | | | | | | |
| Industry communications | CF | all | | | | | | | | | | | | |
| Grapevine Newsletter | CF | TD, NF | | | | | | | | | | | | |
| Informative emailings, SvB, Small Crop | | | | | | | | | | | | | | |
| Climate and circumstance specific Q&A and webinars | | | | | | | | | | | | | | |
| 2022 climate impact zoom forum - E.Tomasino / smoke | CF | | | | | | | | | | | | | |
| Monthly industry forums | SK | all | | | | | | | | | | | | |
| Media outreach plan | | | | | | | | | | | | | | |
| monthly positve stories across all regions | LG | | | | | | | | | | | | | |
| Strategic Partnerships | | | | | | | | | | | | | | |
| Relationship building with press | LG | | | | | | | | | | | | | |
| Reliable share of data with press | LG | | | | | | | | | | | | | |
| In-person visits with a number of press tours | LG | | | | | | | | | | | | | |
| Collaborate with organizations for effective press opportunities and events | LG | | | | | | | | | | | | | |
| Washington Wine, Travel Oregon, Visit Newberg, Visit Mcminnville, Rogue Valley | | | | | | | | | | | | | | |
| Vintners, Travel Lane County & more | LG | LG | | | 1 | | 1 | | | | | | | 1 |
| Canada, Asia, Nordic market activation | MB/MC | | | | 1 | | | | | | | | | |
| TEXSOM/TIWA | DD | BS, LG | | | | | 1 | | | | | | | |
| NW Wine Coalition/WA Wine | | | | | Sept. 1 | | | | | | | | | |