

OREGON WINE



SYMPOSIUM
EDUCATION UPDATE

Bree Stock MW
Education Director



TRADE PROGRAMS ALIGNED WITH STRATEGIC PRIORITIES

ENHANCE THE REPUTATION OF OREGON WINE

Define, protect and promote the reputation of Oregon wine globally

DELIVER KNOWLEDGE & INSIGHTS

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

PROVIDE LEADERSHIP & PARTNERSHIP

Harness statewide strength to unite and empower the Oregon wine industry

- Trade Masterclasses across US & Canada to 200 trade
- Virtual masterclasses on Oregon wine in London & US and developing US Wine School partnerships reaching more than 500 trade in 2020
- Wrote and developed first of its kind Oregon Wine Specialist Certification for International trade & importers
- Certified 70 Oregon Wine Specialists in Korean & Japan in February 2020
- Partnered with Wine Unify partnership to support wine education for BIPOC wine professionals



OREGON
WINE
BOARD

OREGON WINE
SYMPOSIUM
FEBRUARY 16-19, 2021

INDUSTRY PROGRAMS ALIGNED WITH STRATEGIC PRIORITIES

ENHANCE THE REPUTATION OF OREGON WINE

Define, protect and promote the reputation of Oregon wine globally

DELIVER KNOWLEDGE & INSIGHTS

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

PROVIDE LEADERSHIP & PARTNERSHIP

Harness statewide strength to unite and empower the Oregon wine industry

- Oregon Wine Symposium 2020 in-person across two days to 1500 industry members
- Wine Business Education – Profit Planner & Workbooks to 400 industry member accounts
- April 2021 – Profit Planner workbooks and accounting management with
- WISE Academy DTC Training and Town Halls during June/July
- Feb 2021 Sponsoring DTC VX workshops
- VingDirect Online DTC workshops for 115 industry during May – Aug
- Wildfire Smoke Toolkit & Funded Wildfire research \$30,000 more than 80 samples. Webinars from academic and regional experts attended by more than 600 industry members in September
- Commitment to improving DEI
 - Continue to support the Labor & Salary Survey and Diversity, Equity & Inclusion Survey
 - OWB Board Directors and staff completed DEI workshop
 - Sponsor 16 AHIVOY students to symposium



OREGON
WINE
BOARD



OREGON WINE
SYMPOSIUM
FEBRUARY 16-19, 2021

Thanks to the Education Committee & Advisors

- Education Chair: Eugenia Keegan
- Education Vice Chair: Bertony Faustin
- Track Chairs: Enology – Anthony King, Viticulture – Leigh Bartholomew
Sales – Carrie Kalscheuer, Marketing – Vanessa Hadick

Advisors: Patricia Skinkis, James Osborne, Alexander Levin, Bryan Gruber, Kylie Evans, Herb Quady, Scott Kelley, Alison Sokol Blosser, Luisa Ponzi, Billo Naravane MW, Nicholas Quille MW, Janie Heuck, Hallie Whyte, Gina Hennen, Remy Drabkin, Sofia Torres, Ben Casteel

Working Committee: Anthony King, Leigh Bartholomew, Carrie Kalscheuer, Patricia Skinkis, James Osborne, Gina Hennen, Vince Vidrine, Remy Drabkin, Thomas Savre, Nichole Schulte, Clare Jerreau, Carrie Kalscheuer, Hallie Whyte, Jeff Lewis, Collin Eddy, Vanessa Hadick

JOIN A COMMITTEE

- Education Committee (Symposium Curriculum focus)
bree@oregonwine.org
- International Marketing Committee
marie@oregonwine.org
- Marketing Committee
kai@oregonwine.org