

OREGON WINE



SYMPOSIUM

February 3 & 4, 2025

DTC Manager Fireside Chat

PROGRAM
PRODUCER **oregon**
wine BOARD

TRADE SHOW
PRODUCER



Oregon
Winegrowers
ASSOCIATION EST 1981

WISE

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Jennifer Warrington



***The Glue &
Partner***

Liz Mercer



***Partner &
DTC Coach***

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Reimagining the Wine Club

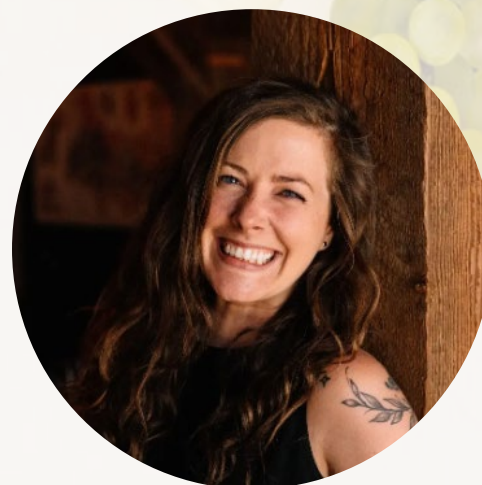


Leah McGlade
Managing Partner
Cépage Direct to Consumer Strategies



Tom Bassford
Managing Partner
Cépage Direct to Consumer Strategies

Personalizing Wine Club Engagement



Kellie Huffman
Wine Club & Direct Sales Manager
Flâneur



Wallace McKeel
General Manager
Raptor Ridge Winery

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Professional Development & Sales Training



Krista Lauer
VP Hospitality
Bryn Mawr Vineyards



Jillian Bradshaw
General Manager
Lemelson Vineyards

Employee Incentive/Compensation



Meg Ordaz
Director of Consumer Sales
Troon Vineyard



Jamie Kotler
Director of Experience
Soter Vineyards

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Reimagining the Wine Club

Leah McGlade & Tom Bassford

- Subscription Models
- Subscription Challenges & Loyalty Strategies
- Social Club Model
- Flat Rate Clubs
- Handling Cancellations
- Wine Wallet Concept

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Personalizing Wine Club Engagement

Wallace McKeel & Kellie Huffman

- Customization
- Shipping
- Retention Programs
- Virtual Tastings & Unboxing Videos of Shipments
- Texting
- Rewards & Subscriptions

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Professional Development & Sales Training

Krista Lauer & Jillian Bradshaw

- Internal Training & Resources
- Education Incentive Programs – WSET or other wine/sales training
- Who? When? How?

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Employee Incentive Compensation

Meg Ordaz & Jamie Kotler

- Club Bonuses
- Team Member On-line Reviews Incentives
- Volume Sales Incentives
- Tipping and/or Commissions

QUESTIONS & IDEAS

Scan for a complete summary
of today's fireside chat

