



OWB EDUCATION UPDATE

BREE STOCK MW



OREGON WINE BOARD

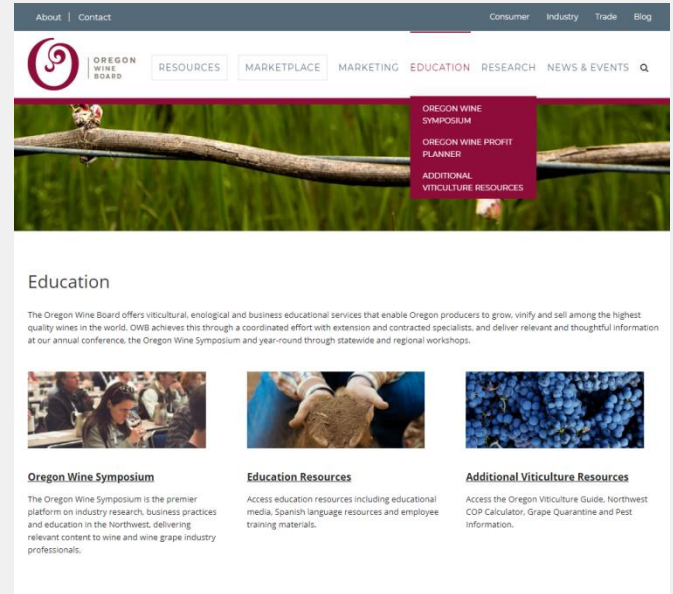
OWB EDUCATION TARGET AUDIENCES

Two main audiences:

- **Industry:** growers, winemakers, tasting room, sales
 - Oregon Wine Symposium
 - Deliver educational workshops and webinars
 - Share research findings

industry.oregonwine.org/education

- **Trade:** On-trade, retail buyers, distributors, educators
 - Develop and deliver curriculum targeted to these audiences, both domestic & international
 - In-market master classes, webinars, on-line learning



The screenshot displays the Oregon Wine Board website's navigation and content. The top navigation bar includes links for 'About | Contact', 'Consumer', 'Industry', 'Trade', and 'Blog'. Below this is a secondary navigation bar with 'RESOURCES', 'MARKETPLACE', 'MARKETING', 'EDUCATION', 'RESEARCH', and 'NEWS & EVENTS'. A prominent banner image shows a wooden branch with a small bird perched on it, overlaid with a purple sidebar menu containing 'OREGON WINE SYMPOSIUM', 'OREGON WINE PROFIT PLANNER', and 'ADDITIONAL VITICULTURE RESOURCES'. The main content area is titled 'Education' and features a paragraph describing the board's educational services. Below this are three columns of featured content: 'Oregon Wine Symposium' (with an image of people at a table), 'Education Resources' (with an image of hands holding a small animal), and 'Additional Viticulture Resources' (with an image of blue grapes).

Education

The Oregon Wine Board offers viticultural, enological and business educational services that enable Oregon producers to grow, vinify and sell among the highest quality wines in the world. OWB achieves this through a coordinated effort with extension and contracted specialists, and deliver relevant and thoughtful information at our annual conference, the Oregon Wine Symposium and year-round through statewide and regional workshops.

Oregon Wine Symposium
The Oregon Wine Symposium is the premier platform on industry research, business practices and education in the Northwest, delivering relevant content to wine and wine grape industry professionals.

Education Resources
Access education resources including educational media, Spanish language resources and employee training materials.

Additional Viticulture Resources
Access the Oregon Viticulture Guide, Northwest COP Calculator, Grape Quarantine and Pest Information.



INDUSTRY EDUCATION 2018 ACTIVITY RECAP / 2019 KICKOFF

- **Oregon Wine Symposium 2019**
 - 26 separate learning opportunities spanning viticulture and farming, enology, sales, marketing and finance
- **Spray Calibration Workshop** with Andrew Landers with Spanish translation – 100 attendees
- **Tractor Safety Workshop** with Spanish translation for 50 attendees
- **Salary Survey** seminars & webinar (recorded) 120 producers surveyed
- **Profit Planner** – more than 300 active industry members
 - Two workshops in Southern Oregon & Willamette Valley for 40
 - Four webinars delivered by Tim Hanni MW accessible online
 - Nearly 300 registered for the webinars
- **WISE Academy workshops** – more than 320 attendees total
 - 7 Secrets of Sales in Southern Oregon & Willamette Valley (April '18)
 - Tasting Room Management Professional in Portland & WV (Feb. '19)
 - DTC Metrics Management in Portland (Feb. '19)



INDUSTRY EDUCATION OREGON WINE PROFIT PLANNER

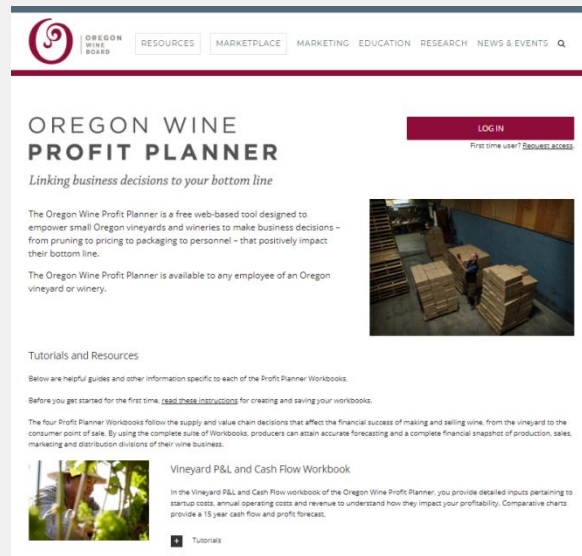
OREGON WINE PROFIT PLANNER

Linking business decisions to your bottom line

Web-based financial planning forecasting tool developed for the Oregon wine industry, by the Oregon wine industry

- Explores financial implications of decisions across the key areas of vineyard and winery business management
- Includes four workbooks:
 - Vineyard P&L and Cash Flow
 - Winery Cost of Goods
 - Tasting Room Profitability
 - Marketing, Sales & Portfolio Management
- Attend seminar at 11:30 a.m.: *The Bottom Line – How Understanding COGS Can Increase Your Profitability*

[INDUSTRY.OREGONWINE.ORG/PROFITPLANNER](https://industry.oregonwine.org/profitplanner)

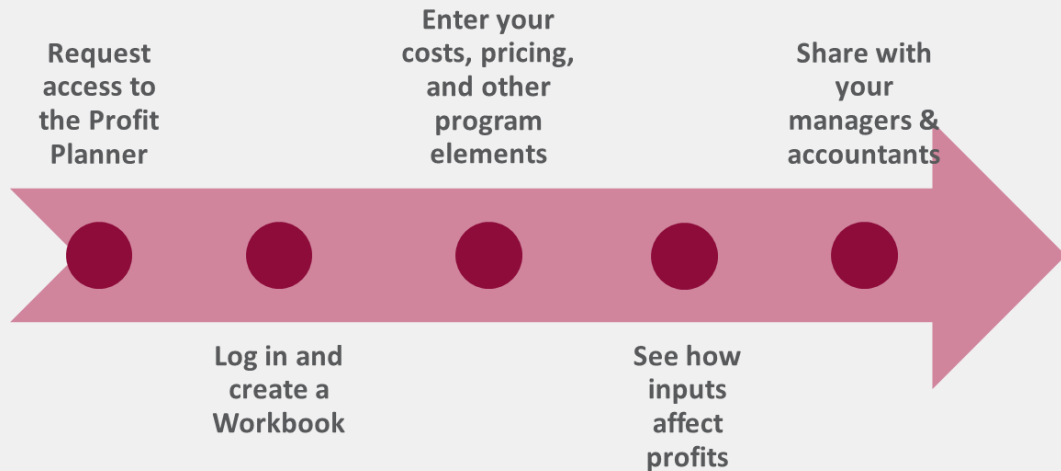


The screenshot shows the Oregon Wine Profit Planner website. At the top, there is a navigation bar with the Oregon Wine Board logo and links for RESOURCES, MARKETPLACE, MARKETING, EDUCATION, RESEARCH, and NEWS & EVENTS. Below the navigation bar, the main heading reads "OREGON WINE PROFIT PLANNER" with the tagline "Linking business decisions to your bottom line". A "LOG IN" button is visible, with a note "First time user? Request access". The main content area features a photograph of a person in a vineyard. Below the photo, there is a section titled "Tutorials and Resources" which includes a link to "read these instructions" for creating and saving workbooks. A sub-section titled "Vineyard P&L and Cash Flow Workbook" provides a brief description of the workbook's purpose and a link to "Tutorials".



BENEFITS OF THE OREGON WINE PROFIT PLANNER

- Enables vineyard, winery and sales channel planning that stimulates financial success across the whole business
- Empowers small Oregon vineyards and wineries to make better-informed business decisions
- Engages entire teams to increase profitability through financially responsible management by linking business decisions to the bottom line
- Free and easily accessible to all members of the Oregon wine industry





TRADE EDUCATION INITIATIVES

Oregon Wine Month Webinar in April 2018: 200+ trade registered

Oregon Wine Trail “Mastering Oregon” Seminar

- Los Angeles in April 2018 (68 attendees, 100+ on the waitlist)
- Toronto in April 2019
- New York City in May 2019

TEXSOM Conference presentation to 100 certified Sommeliers

International master classes in London, Copenhagen, ProWein, Mexico

Learn Oregon an online education curriculum developed to train trade members to sell Oregon wine confidently.

- Begins week of March 4
- Reach out to your distributor and trade contacts and register your tasting room and sales staff
- Registration deadline is March 1

TRADE.OREGONWINE.ORG/LEARNOREGON





GET INVOLVED JOIN THE EDUCATION COMMITTEE

VIT & ENO COMMITTEE MEMBERS

Leigh Bartholomew, Anthony King, David Beck, Jeanne Beck, Ashley Champion, Emily Terrell, Mark Chien, James Osborne, Patty Skinkis, Andrew Bandy-Smith, Gina Hennen, Claire Jarreau, Karl Weichold, Scott Dwyer, Dan Rinke, Geoff Hall, Vince Vidrine, Bryan Gruber, Nicole Schulte

BUSINESS COMMITTEE MEMBERS

Chairs: Eugenia Keegan & Ellen Brittan

Carrie Kalscheuer, Hallie Whyte, Jeff Peterson, Greg Jones, Meg Murray, Vanessa Haddick, Chris Cullina, Jess Willey, Natalie Sigafoos

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VISIT [INDUSTRY.OREGONWINE.ORG](https://industry.oregonwine.org) TO LEARN MORE



info@oregonwine.org / (503) 228-8336

THANK YOU



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