

OPC OREGON PINOT CAMP

December 11, 2024

Gina Bianco
Executive Director
Oregon Wine Board

Dear Gina,

On behalf of the Oregon Pinot Camp Steering Committee, we are seeking budget approval from the Oregon Wine Board for the following:

Cost of attendance for both Oregon Pinot Camp 2025 (June 22-27, 2025) and the proceeding OWB Summer Tour for one US State Monopoly Wine buyer (\$6,000 value). The buyer would most likely be Justin Gunter, State Wine Buyer, from the New Hampshire Liquor Control Commission (NHLCC) or Megan Painter, Director of Product Management, from the Pennsylvania Liquor Control Board (PLCB).

Pennsylvania Liquor Control Board (PLCB) employees are prohibited from using any state dollars for professional education and travel. If funding is approved, our OPC Steering Committee would select one of these excellent candidates to attend OPC and the Summer Tour that has never previously attended and would benefit from greater exposure to our wineries that participate in Oregon Pinot Camp and beyond.

The PLCB, continues to be one of the top 5 states purchasing Oregon wine. The NHLCC is one of the fastest growing distribution markets in the US at this time. Having a representative from either organization attend OPC and the OWB Summer Tour would be a worthy investment to further advance wholesale sales of Oregon wine in the US marketplace. Thank you for your consideration of providing funding for this purpose.

Sincerely,

Morgen McLaughlin

Morgen McLaughlin
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