



Evenstad
Center for Wine Education
LINFIELD UNIVERSITY

UPDATE & VISIONING

Wine Program

Tim Matz

Director, Evenstad Center for Wine
Education & Domaine Serene Chair in
Wine Business





Tim Matz

Director of the Evenstad Center for Wine Education,
Domaine Serene Chair in Wine Business

- It has been an amazing 90 days!
- History
- Vision, Mission & Priorities



History

Wine Studies Program founded in 2015 with a Minor;
a Major was introduced in 2018

Ellen Brittan first Director (14 months) followed by Greg Jones
from Summer 2018 until July 2021

Currently, the program has 18 Majors and 15 Minors offering 9
wine dedicated active courses on the Linfield campus and 1
student earning her Masters in the 5-year program
completing it in Europe

Guest Lecture Series, WSET certification for Linfield, and The
Oak and Vine Society (a Wine Club) developed

Grace and Ken Evenstad pledged a Gift to create the
Evenstad Center for Wine Education in 2018; this also
created the Chair position

“Ken and I were drawn to the fact that this new and unique program will focus on all aspects of running a successful and sustainable wine business.”

***Grace Evenstad
Co-Founder
Domaine Serene Winery***



**Linfield
University**



Today!

Wine Program Present & Future

September 1st 2021, Tim Matz commenced in the role as Director of the Evenstad Center for Wine Education, and Domaine Serene Chair in Wine Business

October 2021, Strategic Plan developed and approved by the Wine Board

October 2021, Oak and Vine Society Club event with 7 wineries and 57 members in attendance

November 2021 Graduate Wine Program developed and approved for September 2022 launch of Master of Science in Wine Business Leadership

December 2021 increase in WSET classes with marketing across the Pacific Northwest and beyond



International Wine Program: Vintage Masters

5-year International Wine Graduate program

- 3 years at Linfield University
- 4th year in 2 European countries
- 5th year in Burgundy, France



Grace Evenstad &
Domaine Serene Scholars



Maria Stuart



Bill Stoller



Lisa Sahra Hall

Investment in Students: Scholarships

- Domaine Serene Endowed Scholarship for Wine Education
- Rob & Maria Stuart Endowed Scholarship
- Lisa Shara Hall Wine Education and Journalism Scholarship
- Stoller Wine Group Scholarship
- Thomas Hellie and Julie Olds Endowed Scholarship
- foodguys Scholarship



Near Future Undergraduate Wine Program

The Undergraduate Wine Studies program is under review and will be expanded in the area of wine business and hospitality within 2 years



Near Future Wine Program: January Term



Toni Ketrenos

January 2022 destination:
The recreated vineyard at Pompeii,
in Campania, Italy





Near Future Online Wine Certificate Program

Professional Development & Wine
Enthusiast

- Wine Management
- Wine Marketing





Near Future Wine Symposiums

Wine-focused community engagement under development

- Wine Business Symposium
- Pinot Noir Immersion
- Wine Camp





Oak & Vine

SOCIETY

EST. 2015

Near Future Oak & Vine Society

Expansion Plan

- Attract additional members
- Invite Additional Winery participation
- Build connections beyond current Alumni and existing Linfield supporters



Near Future WSET Expansion

Expansion Plan

- Linfield University is 1 of only 2 programs Certified in Oregon to offer WSET
- 1, 2, & 3 Award in Wines, Spirits & Sake



WSET
WINE & SPIRIT
EDUCATION TRUST

An architectural rendering of a proposed new science building. The building is a long, single-story structure with a flat roof and several white cylindrical vents. It features a large glass-enclosed entrance on the left and a series of vertical red brick columns along its side. The building is situated on a green lawn with a winding white sidewalk. Numerous small figures of people are scattered throughout the scene, including on the sidewalk, on the lawn, and near the building, to provide a sense of scale. The background shows a residential neighborhood with houses and trees under a clear blue sky. A semi-transparent purple box with white text is overlaid on the right side of the image.

Near Future: New Science Building with Wine Lab & Classrooms



Oregon Wine History Archive

EST. 2011



Rich Schmidt



David Lett - 1965



Bill Wayne - 1988



Various wine labels

International Pinot Noir Celebration

Hosted by Linfield since 1987

Panelists discuss "The Personality of Vintages in Burgundy" during the 1994 International Pinot Noir Celebration.

(left to right): Neal Rosenthal, Pascal Marchand, Bill Fuller, Steve Tanzer, Gérard Potel



VISION

An exceptional, globally recognized interdisciplinary wine studies program developing future leaders of the wine industry

Traditional Undergraduate Studies

Graduate Studies with a Master of Science in Wine Business Leadership

Online wine courses to advance Adult lifelong learning

OCTOBER 2021

Linfield University Evenstad Center for Wine Education



MISSION

A unique, comprehensive, and interdisciplinary approach to wine studies providing learners a foundation to launch or advance their careers.

VALUES

Integrity

Honest, open, and transparent approach to the well-being of all our students/learners and stakeholders as our top priority always operating with the highest ethical standards

Adaptability & Innovation

Ability to change, maintain relevance, and manage reasonable risk with continuous improvement to meet the needs of our students/learners and stakeholders in the wine industry

Diversity & Inclusion

Welcome a shared commitment to being inclusive, equitable, and diverse while valuing individual talents and ideas in providing a foundation for students/learners to build their future

Collaboration & Resilience

Fostering an environment where everyone is working together to build a unique interdisciplinary studies program that will achieve our mission

Commitment to Excellence

Excellence in everything we do, we strive to provide the best in class to the students and stakeholders

STRATEGIC GOALS

Curriculum

- Graduate and Online Program for learners by September 2022.
- Build Adjunct pool and Guest Lecturers by 20%, Sept. 2022.
- Market WSET more aggressively to expand; minimally develop an Online program for WSET Level 1 by September 2022.
- Develop Study tours for wine enthusiasts who have a propensity to super and ultra-premium wines completing at least one event by Summer 2023.

Marketing

- Marketing materials and Social media strategy by April 2022.
- Advertise expanded Curricula in Wine media outlets by September 2022.
- Reach out to wine industry leaders and organizations, ongoing.
- Increase advertising efforts for WSET by September 2022.
- Expand Podcast to 10 podcasts by September 2022.

Partnerships

- Chemeketa Community College with shared resources between both campuses by September 2023.
- Willamette Valley wine industry professionals to create Internships, ongoing.
- Develop and expand the International Wine studies opportunities initially focusing on India, China, and Australia forming a partnership in at least one country by January 2024.

Symposiums

- Partner with the Business Advisory Council to offer a Symposium for wine industry leaders in 2022.
- Host a Symposium on the Linfield University campus by the end of 2022.
- Include research as a critical component to the Symposium.

Oak & Vine Society

- Expand the Membership to a minimum of 200 and enhance the experience by creating a tiered Wine Society with different levels of benefits by September 2022.
- A unique Wine Society in Oregon / Pacific Northwest offering multiple wines from many regions while helping build wineries and wine brands that support the Linfield wine program.



Evenstad
Center for Wine Education
LINFIELD UNIVERSITY



Uniquely Interdisciplinary



Virlena Crosley



Chris Dahlvig



Bill Fleege



Toni Ketrenos



Jessica Pierce



Jeff Peterson



Gayatree Sarma



Lisa Weidman



Jeremy Weisz

THANK YOU!



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