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2015 Oregon Wine Symposium Registration Now Open

PORTLAND, ORE. (Dec 12, 2014) — Registration for the 2015 Oregon Wine Symposium, the largest annual wine industry educational event in the Pacific Northwest, is now open. Scheduled for Feb. 24-25 at the Oregon Convention Center in Portland, the Oregon Wine Symposium offers an unprecedented depth of information, insight and resources for all members of the wine industry. Registration can be accomplished by visiting symposium.oregonwine.org.

Symposium speakers and seminars will present timely information of immediate value to the Oregon and Northwest wine industry, and more than 145 trade show exhibitors will showcase a wide range of products and solutions.

Keynote speaker Michael Dorf, Founder and CEO of City Winery, a unique urban wine venue that combines live music with winemaker tastings and talks, will share his inspirational entrepreneurial journey of growing his innovative wine business from scratch. With City Winery venues now in New York, Chicago, Nashville and Napa, Michael is redefining the experience of wine and culture across generations. His powerful personal perspective will be relevant to anyone involved in Northwest wine.

Always a popular speaker, Dr. Gregory V. Jones will present his widely anticipated Climatology Report to attendees. Dr. Jones, Professor of Environmental Science and Policy at Southern Oregon University, is considered the foremost climate scientist working in viticulture. His thorough analysis of climate data will give attendees an authoritative overview of current climate trends in the Northwest and globally, as well as a retrospective of the 2014 harvest.

Master of Wine and Master Sommelier Doug Frost will lead a business-track panel composed of working Master Sommeliers and titled "Inside the Head of A Sommelier." As one of only three in the world to have earned both Master titles, Doug is an engaging speaker who has a truly insider perspective to share on how sommeliers and restaurant professionals choose among the myriad wines of the world to feature on their lists.

A variety of other sessions will give Symposium attendees specific advice and guidance on how to deal with subjects of direct business importance:

- Getting everything you can out of your POS system
- Drivers of profitability on the wine industry
- Differentiating your brand through storytelling
- Dealing with compromised fruit in the winery
- Choosing a fermentation vessel

Also open for registration is the annual Oregon Wine Symposium Awards dinner, held at the Doubletree Portland on Feb. 24, which includes the annual Oregon Wine Industry Awards presentation and the announcement of the inaugural Oregon Wine A-List Award winners.

For additional information on Symposium events, please visit symposium.oregonwine.org.

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About the Oregon Wine Board.

The Oregon Wine Board is a semi-independent Oregon state agency managing marketing, research, and education initiatives that support and advance the Oregon wine and wine grape industry. The Board works on behalf of all Oregon wineries and independent growers throughout the state's diverse winegrowing regions. Visit www.oregonwine.org.