

#### Industry Resources

[SquireGuide Brand Directory](#)  
[Distributor/Brand Index](#)  
[Wholesaler & Importer Directory](#)  
Seattle-area beverage distributors  
[Wine Industry Employment](#)  
Opportunities around [Local Events Calendars](#)  
Our comprehensive, multiple-source resource [People on the Move](#)  
Keep up to date [Wine Tasting Terminology](#)  
The 'official' tasting lingo reference

#### Calendar

The Washington Wine Commission maintains a useful [calendar of events](#).  
lights

#### Job Board

Current Job Openings:  
[Merchandiser](#)  
[Wine Dept. Assistant](#)

#### Feedback

Questions? Comments?  
[Email us](#)

#### Industry News

[Home](#) > [Industry News and Resources](#) > [News Item - Published January 2005](#)

## Wine Education Conference: Wine Industry Marketing and Public Relations in the Pacific Northwest

By [John Schultz](#)

Join WineSquire.com President and Founder John Schultz for an exceptional two day conference: Wine Industry Marketing and Public Relations in the Pacific Northwest.

Monday, May 9th & Tuesday, May 10th, 2005 at Central Washington University, Ellensburg. A 2-day seminar sponsored by Vineyard and Winery Management in conjunction with CWU World Wine Program.

An extensive list of well-experienced industry professionals will be presenting cutting edge information on topics that will enhance the effectiveness and profitability of any Northwest wine businesses.

"Every business needs Marketing & PR, but who can afford it? The reality: You can't afford to ignore this vital part of a successful business."

Sponsored by [Vineyard & Winery Management](#), the leader in wine industry education for the past 30 years, the 2005 Marketing & Public Relations Conference is filled with exciting sessions lead by our industry's top Marketing & PR professionals.

The topics of discussion will include:

- Differentiating Pacific Northwest Wines
- Be Smart, Be Successful
  - Strategies For Clear & Consistent Marketing
- Consumer Education
  - Don't Expand Your Brand, Expand Your Market
- Communicating With The Press
- Marketing for Export
- Internet Insights
  - Increase Awareness & Sales For Both Consumer & Trade
- Developing a Media Kit
- What Sells - A Retailer's Point of View
- Guerilla Marketing Techniques
  - for Small & Medium Sized Wineries
- Writing a Good Press Release
- Blind Tasting Contest
- Evening Northwest Wine Celebration

**Cost: \$345.00 per guest, group discounts available.** Cost includes full seminar participation, two lunches, two continental breakfasts, the Northwest Wine Celebration, blind tasting conference and a full year subscription to Vineyard & Winery Management magazine.

**To Register:** please contact Vineyard and Winery Management  
1-800-535-5670, ext.199 or [www.vwm-online.com](#)

**Questions?** Please contact:  
Amy Mumma, CWU World Wine Program  
400 East University Way, Ellensburg, WA 98926  
[MummaA@cwu.edu](mailto:MummaA@cwu.edu)  
(509) 963-1754

### SCHEDULE OF EVENTS

#### Monday, 9 May 2005

##### 8:30am : Registration and Continental Breakfast

9:30am : Welcome and Introductions, Robert Merletti, Vineyard and Winery Management President

9:45am : Welcome to Central Washington University, Dr. Wayne Quirk, Associate Vice President for Graduate Studies, Research and Continuing Education

##### 10:00am – 10:45 : Opening Session

The Pacific Northwest Wine Industry: Past, Present and Future  
Mr. Sid Morrison

##### 11:00am – Noon : Building A Global Reputation for Washington Wines

A look at how Washington wine industry pioneers have put Washington into the top ten wine regions of the world in only 30 years.  
Ted Baseler, CEO of St. Michelle Estates, Chairman of the Washington Wine Commission, Chairman of the Wine Market Council.

#### Ask the Squire

[Questions and answers about wine.](#)

#### Local Wine Personalities

[Tom Allan](#)  
[Eric Awes](#)  
[Sean Boyd](#)  
[Andrew Campbell](#)  
[Stephen Carroll](#)  
[Doug Charles](#)  
[Tom DiNardo](#)  
[Mark Elwell](#)  
[Chris Gorman](#)  
[Amy Grape](#)  
[Kathy Kongelbak](#)  
[Jake Kosseff](#)  
[Dawn Marti](#)  
[Scott Miller](#)  
[Ken O'Hara](#)  
[Rowena Saturday](#)  
[John Schultz](#)  
[Jens Strecker](#)  
[Olé Thompson](#)  
[Nick Tomassi](#)  
[Kenneth Winch](#)

If you would like to contribute, please [contact us](#).

#### WineSquire Links

Check out the sites that have received the WineSquire [Seal of Approval](#).

**12:30pm – 1:30 : Lunch and Speaker**

Tasting Profiles and Consumer Education

Are you bitter sensitive or do you take your coffee black? Why does this matter in the wine business? This fun seminar will examine tasting profiles and how to use them to sell wine.

Amy L. Mumma, CWU World Wine Program Director

**1:45pm – 2:30 : Communicating with the Press**

A highly personal and informative look at the ways in which wineries and wine writers can communicate as well as examples of the best and worst techniques for attracting press attention. Differences in PR and journalistic writing will be covered along with the value and uses of tasting scores, medals and reviews.

Paul Gregutt, wine writer – Seattle Times, Wine Enthusiast, Pacific Northwest Magazine, Yakima Herald and the Walla Walla Union Bulletin.

**2:30pm – 3:15 : Marketing for Export and Trade Development**

When Braniff translated the slogan “Fly in Leather” touting its upholstery, it came out in Spanish as “Fly Naked.” Don’t let this happen to you! Is your winery ready for export? Research and evaluation of potential markets and financial considerations will be covered along with ethnocentrism and creating shared meanings between cultures to develop successful trade agreements and international partnerships.

Ingo Grady, Trade Development and Export Director for Mission Hill Winery.

**3:15pm – 3:30 : Break**

**3:30pm – 4:15 : Getting the Most from the Wired World and**

**Maximizing the Return on your Internet Efforts**

Internet and Wine History, E-commerce, Shipping Laws, Internet resources, Winery Websites, Content Management, e-mail marketing and customer relationship management will all be included in this seminar.

John W. Schultz, State Liquor Control Board accounts Manager for Alaska Distributors, President of WineSquire Key Accounts, Founder of online trade magazine WineSquire.com.

**4:15pm – 5:00 : Tell Your Story: Developing a Media Kit**

Media kits are not just for the press, they provide an overall image for your company and should be well thought out and maintained. This seminar will provide practical advice for creating a media kit, how to reach your intended audience, and strategies to get your company noticed.

Andy Perdue, Editor for Northwest Wine Press Magazine, contributor to Vineyard and Winery Management.

**5:30pm – 7:30 : Northwest Wine Celebration**

Don’t miss this incredible showcase of Northwest wines with regional hors d’oeuvres. This is a great opportunity to network while sampling some of the Best of the Northwest!

Sponsored by CWU College of Business

**Tuesday, 10 May 2005**

**8:00am – 8:45 : Continental Breakfast**

**9:00am – Noon : Rotating Breakout Sessions**

**1. Seminar: Guerilla Marketing Techniques for Small and Medium Sized Wineries**

“Marketing on a Dollar a Day” is nearly impossible in the wine industry, but this seminar will show you how to maximize your marketing budget with some creativity and by targeting the right markets.

Phil Cline, General Manager for Yakima Cellars

**2. Seminar: What Sells – A Retailer’s Point of View**

What will make your wine move off the shelves at the store or be ordered in a restaurant? This seminar will cover several elements of wine marketing and how they relate to the customer’s perception of quality. Topic will include: packaging, closures, labeling, and some dos and don’ts of restaurant sales.

Retail Wine Specialist, and a Restaurant Wine Specialist

**3. Workshop: Writing a Good Press Release**

Who is it for and why should it be published?

Press Releases should be short, interesting and to the point. In this workshop you will determine the goals of a press release and where you should send it. You will then write and critique a press release for a new product, development, brand or vintage from your own company.

CWU Department of Communications

**12:15pm – 1:30 : Lunch and Blind Tasting Contest**

Focus your palate and get those competitive juices flowing! Each lunch table will be presented with 4 wines. In a set amount of time, each team must identify for each wine the grape varieties, the State/Region and the AVA. Prizes will be awarded to the winners!

**See you there!**

**John Schultz**

*John W. Schultz is President and Founder of WineSquire.com*