

# Vineyard & Winery Management

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## Public Relations: How to Get Your Winery Noticed a seminar by *Vineyard & Winery Management* magazine

**Santa Rosa, Calif. (September 24, 2007)** -- Staying true to its commitment of providing the wine industry with timely educational events, *Vineyard & Winery Management* magazine presents the seminar **Public Relations: How to Get Your Winery Noticed** on November 8, 2007 at the FountainGrove Inn, Santa Rosa ([www.fountaingroveinn.com](http://www.fountaingroveinn.com)). The daylong program is targeted at all levels of winery experience, and features a lineup of speakers with relevant wine industry know-how. Attendees may register via [www.vwm-online.com](http://www.vwm-online.com) or obtain general information at 800.535.5670 ext. 106.



*Public Relations: How to Get Your Winery Noticed* comes at a time when competition among small and medium-size wineries is daunting. According to a January 2007 report by MKF Research LLC of Napa Valley, the number of US wineries reached 4,929 in 2005 -- a 70% increase since 2000. In the face of such adversity, and in an industry driven by a variety of print and online consumer wine publications, many producers rely on wine quality and public relations to garner the attention that drives their sales.

Recognizing the need for a seminar designed to improve public relations at the winery level is the work of Robert Merletti, president of *Vineyard & Winery Management*. "We are presenting six of the best public relations experts in the North American wine industry under one roof -- consultants whose collective fees would otherwise be unaffordable to most wineries -- at a reasonable price," he said.

Following a welcome by Merletti and opening remarks by Graham Parnell, the magazine's managing editor, the program hits the ground running with a session entitled "Strategic Public Relations". Paul Wagner of Balzac Communications will lead

attendees on a fascinating look at the role played by public relations in the wine industry.

Marie Gewirtz of Marie Gewirtz Public Relations details her approach to effective press kit writing, conducting successful interviews and creating a media list during the second session, "Tools of the Trade".

Next, Tim McDonald of Wine Spoken Here presents "Media Relations: New, Old and Unknown", a session about where to find media relationships and how to develop and sustain them as well as the "dos and don'ts" by media type.

Harvey Posert, the "Dean of Wine Public Relations", will discuss "Donations and Sponsorships: Getting the Biggest Bang for Your Buck" after a lunch break. Said Posert, "We'll explore the ways that sponsorships and donations bring funds into the industry".

Plugging into cyberspace, Joe Gargiulo of JAG Public Relations covers the latest techniques for wineries to employ as they communicate with the media, trade and customers in the session "Traditional Public Relations vs. the Online Age: Press Kits, Press Releases and Other Communication Tools".

In the final section, Ken Freeze of Brown-Miller Communications visits the realm of special events during the session "Planning and Executing Your Signature Event". This comprehensive overview examines the nuts and bolts of event planning, from setting a budget to sending out thank you letters.

*Public Relations: How to Get Your Winery Noticed* is special projects of Vineyard & Winery Services, the publisher of *Vineyard & Winery Management* magazine ([www.vwm-online.com](http://www.vwm-online.com)), a *Directory & Products Guide* and *Wineries of the Directory* on compact disc. With offices in Santa Rosa, California and Watkins Glen, New York, it conducts seminars, conferences and trade shows (Wineries Unlimited, Tasting Room Profitability Seminar, Managing the Winery Laboratory, Wine Club Summits East and West), and produces three wine competitions (Grand Harvest Awards, International Eastern Wine Competition, and West Coast Wine Competition).

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