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Welcome to the **Walla Walla Valley Wine Alliance**

We're so glad to have you join the membership and help grow the Walla Walla Valley wine brand! This guide is meant to provide an overview of WWVWA marketing programs to help you understand our mission and maximize your member benefits through active participation.

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WHO WE ARE

Our mission

Build an internationally acclaimed Walla Walla Valley wine brand among consumers, media, and trade by providing marketing programs on behalf of member wineries, vineyards, and partners.

Our objectives

- Raise awareness regionally, nationally and internationally among consumers, trade, and media for the Walla Walla Valley wine industry.
- Ensure continued growth on a financially sustainable basis.
- Sustain the organization’s management infrastructure and technology.
- Create marketing programs that lead to increased retail sales.
- Create marketing programs that lead to increased wholesale sales.

Our values

1. Membership Focused
2. Honest
3. Open
4. Collaborative
5. Accurate
6. Financially Savvy
7. Connected to our Community
8. A Leader
9. Fair
10. Respectful

Organizational Structure



Membership communicates with the board, committees, & staff.

Board sets strategic objectives.

Committees brainstorm and recommend to the board.

Staff implements.

2018-2019 Board of Directors:

2019-2020 Board Seats TBD at May 7 annual membership meeting

Muriel Kenyon

Otis Kenyon Winery
Small Winery Seat
Board President

Josh McDaniels

Doubleback
Large Winery Seat
Board Secretary

Jerry Solomon

Sleight of Hand Cellars
Large Winery Seat

Eric McKibben

Pepper Bridge Winery &
Amavi Cellars
Estate Winery Seat

Mary Derby

DAMA Wines
Small Winery Seat
*Marketing Committee
Chair*

Jason Fox

Lagana Cellars
Small Winery Seat

John Blair

Dunham Cellars
Large Winery Seat
Board Treasurer

Amy Alvarez-Wampfler

Abeja
Large Winery Seat
*Reveal Committee Chair
Board Vice President*

Jason Magnaghi

FIGGINS Family Wine
Estates
Grower Seat

Tim Donahue

Walla Walla Community
College Center for Enology
& Viticulture
Education Seat

2018-2019 Reveal Committee:**Amy Alvarez-Wampfler**

Abeja
Committee Chair

Allison Peck

Cadaretta
Secretary

Lauri Corliss

Corliss & Tranche
Audience Development

Chelsea Tennyson

Dusted Valley
Program Development

2018-2019 Marketing Committee:**Mary Derby**

DAMA Wines
Committee Chair

Mike Berghan

Gifford Hirlinger

Abbie Clark

Reininger Winery

Lisa Anderson

Foundry Vineyards

Sydney Martinez

Precept (Waterbrook,
Canoe Ridge, Browne
Family Vineyards)

Cameron Kontos

Kontos Cellars

Kristine Bono

Tertulia Cellars

Katie Sadler

Pepper Bridge Winery &
Amavi Cellars

Ryan Pennington

St. Michelle Wine Estates
(Northstar & Spring Valley
Vineyards)

Alyson LaVarnway

L'Ecole N° 41

Staff:**Ashley Riggs**

Chief Operating Officer
ashley@wallawallawine.com

Responsible for: day-to-day operations and administration, budgets, membership, staff, official spokesperson to media, oversee and support on Wine Alliance events/projects, sponsorship opportunities, collaboration with local and regional partners (Visit WW, Chamber, Wine Commission, Washington Wine Institute etc.).

Liz Knapke

Marketing Manager
liz@wallawallawine.com

Responsible for: public relations/media, advertising, social media, email marketing & member communications, Wine Alliance websites, winery guide, event logistics.

Shelby Pryor

Administrative & Marketing Assistant
shelby@wallawallawine.com
info@wallawallawine.com

Responsible for: assist in day-to-day management of office, phone calls, information requests, winery guide mailings, tracking various lists and data points, process documents, vineyard inventory updates, assist basic accounting functions, support marketing manager with events and the winery guide.

MARKETING PROGRAMS

Walla Walla Wine @ Seattle and Portland (February)

What is the program?

Grand tasting events for member wineries to pour for trade, media, and consumers in our two largest PNW markets.

Goal Priorities:

1. Provide a platform for member wineries to build relationships with trade and media.
2. Expose consumers to member wineries and inspire visitation to the Walla Walla Valley within the next year.

Reveal Walla Walla Valley (April event, year-round program)

What is the program?

A wine-futures auction consisting of small, one-of-a-kind Walla Walla Valley wines produced by member wineries.

Goal Priorities:

1. Provide a national stage for member wineries to build relationships with wholesalers and retailers.
2. Create income for additional WWVWA marketing programs.

Celebrate Walla Walla Valley Wine (June)

What is the program?

Celebrate Walla Walla Valley Wine is the region's signature wine event held annually in June. The event series is structured to showcase a different wine varietal each year, historically focusing on Cabernet Sauvignon, Syrah, and Merlot. Over the course of three days, the events demonstrate how wines can vary among the world's leading regions resulting from different growing conditions, winemaking styles, and vineyards through special tastings of rare vintage wines, educational seminars, and one-of-a-kind winemaker dinners.

Additionally, the Wine Alliance plans an in-depth, four-day familiarization tour for invited media in conjunction with the three-day consumer events. Participating media are given the opportunity to visit vineyards, private tastings and dinners, and meet community officials and other important principles in the local food and wine industry.

Goal Priorities:

1. Educate consumers and media about the Walla Walla Valley wine region as an internationally acclaimed wine brand.
2. Show the depth and breadth of quality in the Walla Walla Valley.

WWander Walla Walla Valley Wine (Fall/Winter)

What is the program?

WWander Walla Walla Valley Wine is a curated winemaker itinerary series available to consumers during late fall and early winter. The itineraries are created by local winemakers and they focus on experiencing Walla Walla as they do: through the things they love to drink, eat and enjoy in and around this celebrated wine region. WWander is funded by the City of Walla Walla's lodging tax grant.

Goal Priorities:

1. Encourage visitors to Walla Walla during the "shoulder season".
2. Showcase personalities of wineries and the people behind the brands with authentic programming.

Other Projects:

- Ongoing Public Relations Efforts
- Barrel Full of Money: annual fundraiser for the Blue Mountain Action Council Food Bank
- Walla Walla Winery Guide: wine touring guide produced annually
- Membership Meetings
- Vineyard Tour
- Pre-Harvest Party
- Vineyard Inventory Tracking
- Websites:
 - WallaWallaWine.com
 - CelebrateWallaWalla.com
 - RevealWallaWalla.com
- Social Media: Facebook, Twitter, Instagram, LinkedIn
- E-Newsletters
- Operations

MEMBERSHIP BENEFITS

Program	Member Benefit
Press and Media	Represented in local, regional, national, and international media inquiries and facilitation of contact when appropriate. <ul style="list-style-type: none"> • Over 500 Million potential reach each year
Winery Guide (print and digital)	Included in maps and listings for \$300 per year. Option for additional advertisements. <ul style="list-style-type: none"> • 50,000 guides printed per year. • Distributed through direct mail by request to all 50 states and Canada, tasting rooms, hotels, visitor bureaus. • Available digitally on website, approximately 18,000 sessions per year.
Websites	Full winery listing including description, tasting room hours, contact information, social media links on WallaWallaWine.com and the mobile wine tour website. <ul style="list-style-type: none"> • Approximately 96,000 sessions and 230,000 pageviews per year.
Social Media	Facebook, Twitter, and Instagram posts when appropriate. <ul style="list-style-type: none"> • Over 10,000 fans/followers. • 27% fan growth in last year.
Walla Walla Wine @ Events	Option to participate. <ul style="list-style-type: none"> • Approximately 800 trade attendees per year. • Approximately 800 consumer attendees per year.
Reveal Walla Walla Valley Program and Events	Option to participate in all events with a donated auction lot. Develop relationships with trade and media attendees.
Celebrate Walla Walla Valley Wine Events	Full participation option, including wine receptions, Vintage Pour, winemaker dinners, and media tour. <ul style="list-style-type: none"> • Over 600 attendees each year. • Over 1,100 tickets sold each year. • Approximately 10 media guests each year. Option for additional advertisements.
WWander Walla Walla Valley Wine	Option to submit a winemaker itinerary for use in campaign.
Riedel Glassware Volume Purchase Discount	Option to participate at Wine Alliance Member discount two times per year (20%-35% discount on glassware).
Cision Point Media Database and Story Monitoring System	Option to purchase full access to system at \$1,000 annually or one-time media contact list at \$200.
Seminars/Training Sessions	Receive communications about special sessions. The Wine Alliance will negotiate free participation or discounted participation fees.
Walla Walla Valley Wine Alliance Social Gatherings (e.g. Pre-Harvest Party)	Option to attend.

Communications Assistance	Wine Alliance will share your message with membership for invites to industry nights and other WWWA member-only or educational opportunities that you are organizing.
Job Listings and Grapes for Sale	Option to list job opportunities and grapes/land for sale on WallaWallaWine.com.



Please complete the application, sign, save a copy for your records, and submit to info@wallawallawine.com. Please don't hesitate to call (509)526-3117 if you have any questions.

2019-2020 WINERY MEMBERSHIP APPLICATION

Winery Members: Annual Wine Alliance membership is calculated based on the number of gallons bottled or gallons of bottled wine received in bond in 9L case equivalents, during the 2018 calendar year. Based on the number entered below from your TTB form 5120.17, the Alliance will calculate and send you your dues with a follow-up email within 48 business hours. A follow-up paper invoice will also be emailed within ten business days.

APPLICANT INFORMATION

Owner/Winemaker/GM Contact Name(s):

Winery Name (Brand(s)) Applying for Membership:

Physical Address:

City:

State:

ZIP Code:

Public Email:

Website:

Phone:

MEMBERSHIP CONTACTS FOR COMMUNICATIONS

WWVWA Primary Contact Name & Email:

WWVWA Secondary Contact Name & Email:

Marketing/PR/Event Contact Name & Email:

Billing Contact Name & Email:

STEP 1

TTB form(s) 5120.17 "Report of Wine Premises Operation" Section B – Bottled Wines, Line 2 "BOTTLED" The amount of wine bottled and packed during the 2018 calendar year in gallons:

(a) =

STEP 2

TTB form(s) 5120.17 "Report of Wine Premises Operation" Section B – Bottled Wines, Line 3 "RECEIVED IN BOND" The amount of non-tax paid bottled wine received from another bonded winery or bonded wine cellar during the 2018 calendar year in gallons:

(b) =

STEP 3

Total number of gallons bottled or bottled received in bond during 2018:

(a+b) =

STEP 4

Subtract gallons for brands that are excluded and/or gallons produced for other wineries. Value of Step 3 (a+b) subtracted by non-brand gallons¹ OR gallons produced for others²:

(a+b) – d =

STEP 5

Take the value from STEP 4 above (a+b)-d and divide by 2.3775 (gallons per 9L case equivalent). This is the number of cases bottled or bottled received in bond that determines your level of membership.

((a+b) – d) / 2.3775 =

WINERY MEMBER APPLICATION SIGNATURE

Name of individual completing application:

Title:

Signature of applicant (electronic accepted):

Date:

¹ Definition of "non-brand gallons": Your Brand is the winery you feature on Wine Alliance websites, printed guide and that you pour at Wine Alliance functions. Non-Brand wines **will never** be poured at Alliance events, nor promoted or advertised by the Wine Alliance.

² Definition of "Gallons produced for others": Wine your winery produces for a winery that **will not** be featured at Wine Alliance events under your licensed Winery brand.



Please complete the application, sign, save a copy for your records, and submit to info@wallawallawine.com. Please don't hesitate to call (509)526-3117 if you have any questions.

2019-2020 WINERY MEMBERSHIP INTENT FOR PROGRAM PARTICIPATION

Winery Members: Please indicate your intention to participate in the programs produced by the Wine Alliance. We hope this page provides you with a yearlong outlook on Wine Alliance marketing programs for your planning and calendar scheduling. Wine Alliance staff will send event registration forms and details throughout the year. Your intention to participate will help Wine Alliance staff with event planning and garnering media attention.

Participation fee invoicing will occur after a final confirmation of participation, closer to the dates of the activities.

Disclaimer: dates subject to change. Please contact WWWVA staff before making arrangements.

PLEASE CHECK THE ACTIVITIES AND MARKETING PROGRAMS YOUR WINERY WOULD LIKE TO PARTICIPATE IN:

- Alaska Airlines Taste & Tote Program – provide complimentary tastings with current Alaska Airlines boarding pass
- Vineyard Tour Attendance, July 2019 (free participation)
- Pre-Harvest Party Attendance, August 20, 2019 (\$8 meal fee per person)
- WWander Walla Walla Valley Wine – Winemaker Itinerary Submission, Fall/Winter 2019 (free participation)
- Barrel Full of Money fundraiser benefiting Blue Mountain Action Council Food Bank:
 - Auction Donation, Donation Canister Host, Tasting Fee Donations, Other Donation
- Mid-Annual Membership Meeting Attendance, December 2019 (free attendance, request of 1 bottle of wine to share)
- Walla Walla Valley Wine @ Seattle, February 2020 (\$400 participation fee)
- Walla Walla Valley Wine @ Portland, February 2020 (\$400 participation fee)
- Reveal Walla Walla Valley (creation & donation of auction wine required, contact us for the Reveal participation handbook)
- Annual Membership Meeting Attendance, May 2020 (free attendance, request of 1 bottle of wine to share)
- Celebrate Walla Walla Valley Wine – The World of Syrah (this is in the 2020-2021 member year)
 - Vintage Pour (participation fee TBD)
 - Grand Tasting (participation fee TBD)
 - Collaborative Winemaker Dinner (no participation fee)

2020 WINERIES OF THE WALLA WALLA TOUR GUIDE \$300 PUBLICATION FEE PER WINERY LOCATION/LISTING IS REQUIRED The \$300 publication fee will be invoiced along with your membership dues.

- I wish to be placed in the 2020 Wineries of the Walla Walla Valley Tour Guide

Please list your wine offerings:

- I wish not to be placed in the 2020 Wineries of the Walla Walla Valley Tour Guide

NEW WALLAWALLAWINE.COM WEBSITE DESIGN COMING THIS SUMMER PLEASE PROVIDE THE FOLLOWING:

Please provide a winery description with no more than 120 words:

- Submit an image of your winery/tasting room along with your application to be included on wallawallawine.com.



Please complete the application, sign, save a copy for your records, and submit to info@wallawallawine.com. Please don't hesitate to call (509)526-3117 if you have any questions.

2019-2020 GROWER MEMBERSHIP APPLICATION

Grower Members: Annual Wine Alliance grower memberships are \$250 per vineyard.

APPLICANT INFORMATION

Owner/Vineyard Manager/GM Contact Name(s):		
Vineyard Name(s) Applying for Membership:		
WWVWA Primary Contact Email:		
Physical Address:		
City:	State:	ZIP Code:
Total Number of Acres Planted:	Varietals Planted:	
Has your acreage changed since this time last year?	Yes	No
Please list the number of acres planted of each varietal:		
Would you like to be considered to host the annual Membership Vineyard Tour in July?	Yes	No
Would you like to be considered to host vineyard tours for media when opportunities arise?	Yes	No
Please list any options or ideas for hosting guests at your vineyard (i.e. covering & tables available for hosting a meal, hands-on activity, a unique attribute that sets your vineyard apart):		
Mailing Address (if different from physical address):		
City:	State:	Zip:
GROWER MEMBER APPLICATION SIGNATURE		
Name of individual completing application:	Title:	
Signature of applicant (electronic accepted):	Date:	