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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.

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**2020-2021 Board of Directors:****Josh McDaniels**

Doubleback  
Large Winery Seat  
*Board President*

**Eric McKibben**

Pepper Bridge Winery &  
Amavi Cellars  
Estate Winery Seat  
*Board Vice President*

**John Blair**

Dunham Cellars  
Large Winery Seat  
*Board Treasurer*

**Jordan Dunn Small**

Woodward Canyon Winery  
Large Winery Seat  
*Board Secretary, Celebrate  
Committee Chair*

**Mary Derby**

DAMA Wines  
Small Winery Seat  
*Marketing Committee  
Chair*

**Muriel Kenyon**

Otis Kenyon Wines  
Small Winery Seat

**Katie Sadler**

Tamarack Cellars  
Large Winery Seat

**Jason Fox**

Lagana Cellars  
Small Winery Seat  
*Membership Committee  
Chair*

**Jason Magnaghi**

FIGGINS Family Wine  
Estates  
*Grower Seat*

**Tim Donahue**

Walla Walla Community  
College Center for Enology  
& Viticulture  
Education Seat

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**2020-2021 Marketing Committee:****Mary Derby**

DAMA Wines  
*Committee Chair*

**Lisa Anderson**

Foundry Vineyards

**Mike Berghan**

Gifford Hirlinger

**Sydney Martinez**

Precept (Waterbrook,  
Canoe Ridge, Browne  
Family Vineyards)

**Abbie Clark**

Reininger Winery

**Cameron Kontos**

Kontos Cellars

**Kristine Bono**

Tertulia Cellars

**Rebekah Zale**

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

**Alyson LaVarnway**

L'Ecole N° 41

**Emma Crockett**

Walla Walla Vintners

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**Staff:****Robert Hansen**

Executive Director

robert@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**

Communications & 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**

Communications & Marketing Coordinator

shelby@wallawallawine.com

info@wallawallawine.com

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

## **MARKETING PROGRAMS**

### **Walla Walla Wine in 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 (July)**

#### **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
- Wineries of the Walla Walla Valley 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"> <li>• Over 500 Million potential reach each year</li> </ul>
Winery Guide (print and digital)	Included in maps and listings for \$300 per year. Option for additional advertisements. <ul style="list-style-type: none"> <li>• 50,000 guides printed per year.</li> <li>• Distributed through direct mail by request to all 50 states and Canada, tasting rooms, hotels, visitor bureaus.</li> <li>• Available digitally on website, approximately 18,000 sessions per year.</li> </ul>
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"> <li>• Approximately 96,000 sessions and 230,000 pageviews per year.</li> </ul>
Social Media	Facebook, Twitter, and Instagram posts when appropriate. <ul style="list-style-type: none"> <li>• Over 13,000 fans/followers.</li> <li>• 20% fan growth in last year.</li> </ul>
Walla Walla Wine in Events	Option to participate. <ul style="list-style-type: none"> <li>• Approximately 800 trade attendees per year.</li> <li>• Approximately 800 consumer attendees per year.</li> </ul>
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"> <li>• Over 600 attendees each year.</li> <li>• Over 1,100 tickets sold each year.</li> <li>• Approximately 10 media guests each year.</li> </ul> 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 order glass through a discounted rate.
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.