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# WELCOME TO WALLA WALLA VALLEY WINE

We are honored to have you as a member and help grow the Walla Walla Valley Wine brand! This guide is meant to provide an overview of Walla Walla Valley Wine's (WWVW) mission, marketing programs and ongoing efforts to 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.

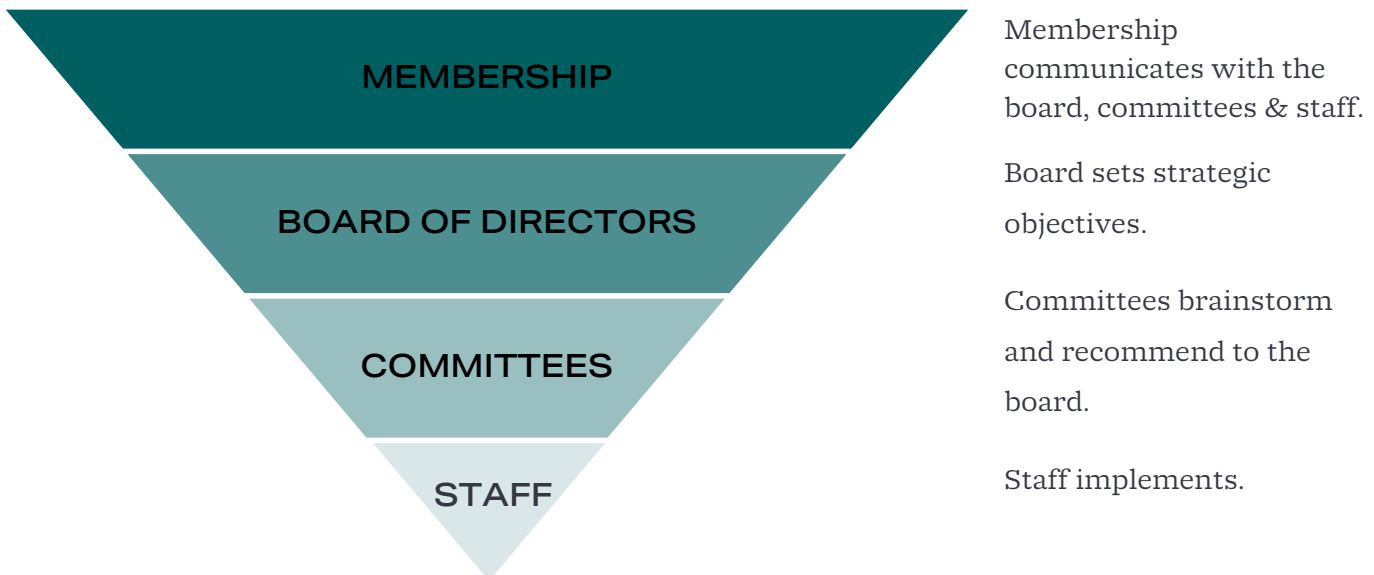
## OUR OBJECTIVES

- 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



## 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*

### **Jason Fox**

Lagana Cellars  
Small Winery Seat  
*Membership Committee  
Chair*

### **Katie Sadler**

Tamarack Cellars  
Large Winery Seat

### **Muriel Kenyon**

Otis Kenyon Wines  
Small Winery Seat

### **Jason Magnaghi**

FIGGINS Family Wine  
Estates  
*Grower Seat*

### **Tim Donahue**

Walla Walla Community  
College Center for  
Enology & Viticulture  
Education Seat

## 2020-2021 MARKETING COMMITTEE

### **Mary Derby**

DAMA Wines  
*Committee Chair*

### **Lisa Anderson**

Foundry Vineyards

### **Mike Berghan**

Gifford Hirlinger

### **Abbie Clark**

REININGER Winery

### **Cameron Kontos**

Kontos Cellars

### **Kristine Bono**

Tertulia Cellars

### **Alyson LaVarnway**

Brook & Bull Cellars

### **Emma Crockett**

Walla Walla Vintners

### **Rebekah Zale**

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

### **Teagh Gustin**

Precept Wines  
(Waterbrook, Canoe  
Ridge, Browne Family  
Vineyards)



## 2020-2021 CELEBRATE COMMITTEE

### **Jordan Dunn-Small**

Woodward Canyon  
Winery  
*Committee Chair*

### **Chelsea Tennyson**

Dusted Valley

### **Alyson LaVarnway**

Brook & Bull Cellars

## WALLA WALLA VALLEY WINE 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 Director**

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

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

*January & 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

*Event Date TBD, 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.



## CELEBRATE WALLA WALLA VALLEY WINE, CONT.

### *July*

#### **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 Months*

#### **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
- Walla Walla Valley Wine Guide: annually produced wine touring guide
- Monthly Consumer E-Newsletters
- Spring & Fall Wine Weekend Promotions
- Community Benchmark DTC Monitoring & Comparison Tool
- Walla Walla Valley Wine Month - April
- Give the Gift of Walla Walla Wine - November/December Gift Campaign
- Walla Walla Valley 12 Consumer Awareness Program
- Barrel Full of Money: annual fundraiser for Blue Mountain Action Council Food Bank
- Membership Meetings
- Vineyard Tour
- Pre-Harvest Party
- Vineyard Inventory Tracking
- Websites:
  - WallaWallaWine.com
  - CelebrateWallaWalla.com
  - RevealWallaWalla.com
- Social Media: Facebook, Twitter, Instagram, LinkedIn
- Operations



## MEMBERSHIP BENEFITS

PROGRAM	MEMBER BENEFIT
Press and Media	<p>Represented in local, regional, national, and international media inquiries and facilitation of contact when appropriate.</p> <p>Over 500 Million potential reach each year</p>
Winery Guide (print and digital)	<p>Included in maps and listings for \$300 per year.</p> <p>Option for additional advertisements.</p> <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	<p>Full winery listing including description, tasting room hours, contact information, social media links on WallaWallaWine.com and the mobile wine tour website.</p> <ul style="list-style-type: none"> <li>• Approximately 96,000 sessions and 230,000 pageviews per year.</li> </ul>
Social Media	<p>Facebook, Twitter, and Instagram posts when appropriate.</p> <ul style="list-style-type: none"> <li>• Over 16,500 fans/followers.</li> <li>• 33% fan growth in last year.</li> </ul>
Walla Walla Wine in Events	<p>Option to participate with an event fee.</p> <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	<p>Option to participate in all events with a donated auction lot.</p> <p>Develop relationships with trade and media attendees.</p>
Celebrate Walla Walla Valley Wine Events	<p>Full participation option, including wine receptions, Vintage Pour, winemaker dinners, and media tour with an event fee.</p> <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> <p>Option for additional advertisements.</p>
WWander Walla Walla Valley Wine	<p>Option to submit a winemaker itinerary for use in campaign.</p>
Community Benchmark DTC Monitoring & Comparison Tool	<p>Winery members receive a complimentary basic membership and participation includes a monthly custom report comparing DTC activity to peers and Valley-wide performance. \$150 start-up fee</p>



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 WWVWA 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.





# UNLAWFUL HARASSMENT POLICY

The Walla Walla Valley Wine Alliance is committed to providing a work environment free from all forms of unlawful discrimination, including racial and sexual harassment. The WWVWA is an equal opportunity employer and will not tolerate conduct by a Board Member, employee or WWVWA Member which harasses, disrupts, or interferes with another's work performance or which creates an intimidating, offensive, or hostile environment. Actions, words, jokes or comments based on an individual's sex, race, ethnicity, national origin, age, disability, religion, citizenship, veteran's status, sexual orientation, marital status or any other legally protected characteristic will not be tolerated.

## **Definition of Sexual Harassment**

Sexual harassment is a form of unlawful harassment by members of the same or opposite sex. In general, it is defined as unwelcome conduct that is of a sexual nature or based on gender.

Sexual harassment may include a range of subtle and explicit behaviors and may involve individuals of the same or different gender. Depending on the circumstances, these behaviors may include, but are not limited to: unwanted sexual advances or requests for sexual favors; sexual jokes and innuendo; verbal abuse of a sexual nature; commentary about an individual's body, sexual prowess or sexual deficiencies; leering, whistling or touching, insulting or obscene comments or gestures; display in the workplace of sexually suggestive objects or pictures; and other physical, verbal or visual conduct of a sexual nature. Employees have the right to be free from such harassment on the job, from co-workers, supervisors, and management. Conduct prohibited by this policy is unacceptable in the workplace and in any work-related setting outside the workplace, such as during business trips, business meetings and business-related social events.

Harassment is prohibited by state and federal antidiscrimination laws when:

Submission to or rejection of such conduct is used as the basis of a tangible employment action affecting the individual, such as decisions relating to hiring, firing, promotions, assignments, or pay.

The conduct creates an intimidating, hostile, or offensive work environment, which affects the terms and conditions of a person's job.

## **Other Harassment**

Like sexual harassment, harassment on the basis of any other legally protected characteristic is strictly prohibited and will not be tolerated. Unlawful harassment includes harassment on the basis of a person's sex, race, ethnicity, national origin, age, disability, religion, citizenship, veteran's status, sexual orientation, marital status, or any other protected characteristic. Harassing conduct can include inappropriate jokes and innuendo, epithets, slurs, negative stereotyping, display in the workplace of offensive materials, and other physical, verbal, and/or visual conduct.



## **Reporting Procedures and Guidelines**

The WWVWA encourages reporting of any perceived incident of discrimination, harassment or retaliation regardless of the offender's identity or position. Anyone who believes that he or she is a victim of such conduct by any Board Member, employee, vendor, or client of the WWVWA should do the following:

If comfortable and practical, identify the offensive behavior to the harasser and request that it stop.

If it is not comfortable or practical to confront the harasser directly, or if you have done so and the harassment persists, notify the Executive Director or the Harassment Board Representative, who may in her or his discretion involve the WWVWA Executive Director. If it is inappropriate or uncomfortable to bring such concerns to the attention of the appointed Harassment Board Representative, or if the Harassment Board Representative has not addressed the concern to the employee's satisfaction, notify the WWVWA Executive Director or the WWVWA Chairperson.

Concerns or complaints about harassment will be promptly investigated. No one will suffer retaliation for reporting such concerns or cooperating with any investigation. Whenever possible, the confidentiality of the complaint and the identity of the complainant will be maintained. However, there may be instances where the details of the complaint or identity of the complaining party must be disclosed in order to investigate or address the complaint. In those instances, the complaining party will be notified before disclosure is made, and the WWVWA will take all reasonable steps to assure that the complaining party does not suffer any reprisals or retaliation.

## **Discipline**

If an investigation shows that any employee has engaged in unlawful harassment or discrimination, the WWVWA will take appropriate disciplinary action or corrective measures, which may include mandatory counseling, suspension, demotion, and/or termination of employment.



# CODE OF CONDUCT FOR ALL WALLA WALLA VALLEY WINE ALLIANCE MEMBERS

The Members of the Walla Walla Valley Wine Alliance (WWVWA) are committed to maintaining the highest standard of conduct in carrying out our organization's mission. As such, each member shall adhere to the following code of conduct. All members shall:

## **Bylaws & Policies**

1. Be familiar with and comply with the By-laws of the WWVWA in regards to all policies, procedures, regulations and contractual requirements of the organization.
2. Respect the decisions made by the Board of Directors and staff members in regards to conducting business according to the By-laws, Articles of Incorporation, policies and procedures, and Membership Manual.
3. Respect the work and recommendations of committees, offering constructive criticism and proactive solutions.
4. Understand that employment of the Executive Director is the responsibility of the Board and direct any criticism or concerns regarding the Executive Director to the Board as opposed to the Executive Director. The Executive Director is responsible for employment and supervision of staff and any concerns or criticism regarding them should be directed to the Executive Director.

## **Informed Participation**

1. Attend if possible, the WWVWA membership meetings such as the Mid-Annual and Annual Meetings.
2. Constructively and appropriately bring to the attention of the Board, officers, committee chairs and/or Executive Director any questions, personal views, opinions and comments regarding governance and policymaking that are of relevance to the goals and objectives of the WWVWA.

## **Conflict of Interest, Representation & Confidentiality**

1. Represent the best interests of the WWVWA and act in good faith.
2. Refrain from sharing or forwarding any proprietary information provided by the WWVWA and perceived as a membership benefit, such as newsletters, member contact information, press contacts, Web page passwords, etc.
3. Refrain from speaking on behalf of the WWVWA with members of the press or other agencies unless approved by the Board of Directors or Executive Director.
4. Not take any position, whether it is public or private, as a representative of the WWVWA on any issue that is not in conformity with the official position of the WWVWA such as endorsements, sponsorships, etc.



### **Interpersonal**

1. Speak clearly, listen carefully to and respect the opinions of fellow WWVWA members, the Board of Directors and staff members.
2. Be “solution focused”, offering criticism in a constructive manner.
3. Promote collaboration and camaraderie amongst all members.
4. Endeavor not to speak poorly of other members of the Walla Walla Valley wine industry or of fellow Washington and Oregon wine industries outside of the Walla Walla Valley.

