



## WALLA WALLA VALLEY WINE WINERY MEMBERSHIP GUIDE





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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.

WHO WE ARE	3
ORGANIZATIONAL STRUCTURE	3
MARKETING PROGRAMS	6
MEMBERSHIP BENEFITS	8
UNLAWFUL HARRASMENT POLICY	10
CODE OF CONDUCT FOR ALL WALLA WALLA VALLEY WINE	
ALLIANCE MEMBERS	12
USE OF TERM 'WALLA WALLA' IN WINE BRANDS	13
DIVERSITY PLEDGE	15



# WHO WE ARE

## OUR MISSION

To build an internationally acclaimed Walla Walla Valley wine brand among consumers, media, and trade by executing collaborative marketing programs with member wineries, vineyards, and partners.

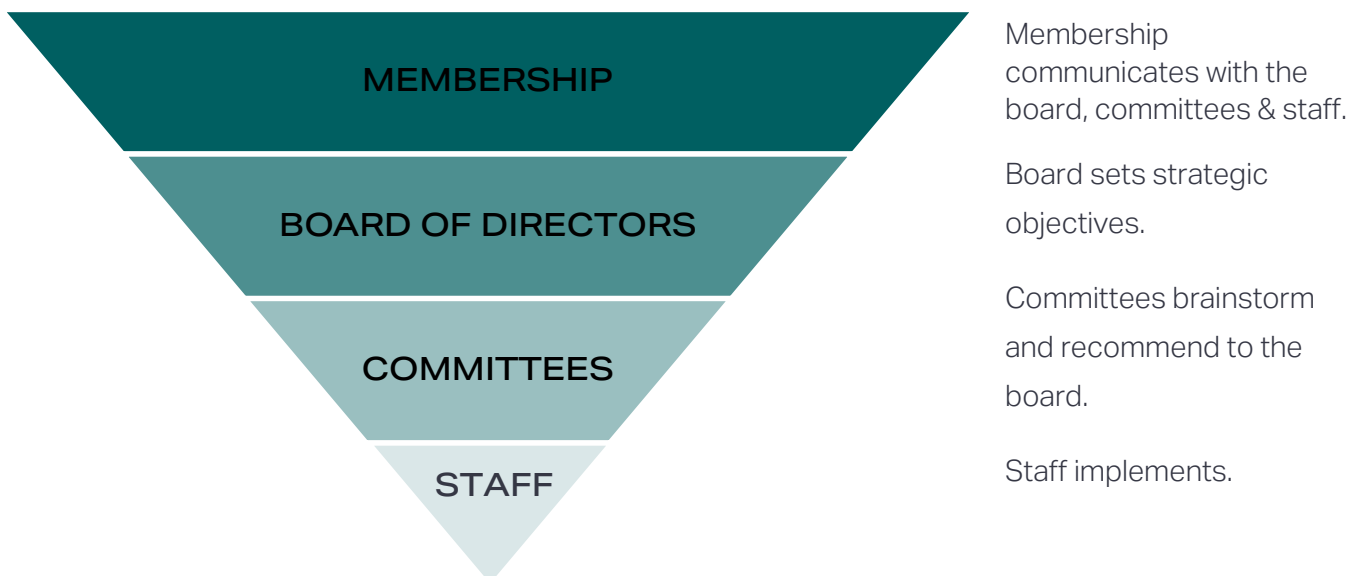
## OUR OBJECTIVES

- 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 | in all things will

1. Collaborate & Focus on Members
2. Operate with Integrity
3. Strive for Diversity & Inclusion
4. Relentlessly Pursue Quality
5. Lead with Empathy and Strong Ties to our Community

## ORGANIZATIONAL STRUCTURE



## 2025-2026 BOARD OF DIRECTORS

**Katie Davis, Board President**

Corliss & Tranche  
Large Winery Seat

**Jordan Small, Board Vice President**

Woodward Canyon Winery  
Large Winery Seat  
Marketing Committee Co-Chair

**Kai Itämeri, Board Treasurer**

Garrison Creek Cellars  
Small Winery Seat

**Jason Fox**

Lagana Cellars  
Small Winery Seat

**Trevor Dorland**

Cayuse Vineyards  
Large Winery Seat

**Danny Gordon**

Sagemoor Estates  
Small Winery Seat

**Brandon Moss**

Gramercy Cellars  
Large Winery Seat

**Jesús Martínez Bujanda Mora**

Valdemar Estates  
Small Winery Seat  
Celebrate Committee Chair

**Tim Armstrong**

Armstrong Family Winery  
Estate Winery Seat  
Marketing Committee Co-Chair

**Brad Sorensen**

Les Collines Vineyard  
Grower Seat

**Martin Fujishin**

Walla Walla Community College  
Education Seat



## 2025-2026 MARKETING COMMITTEE

**Jordan Small – Co-Chair**

Woodward Canyon  
*Committee Co-Chair*

**Tim Armstrong – Co-Chair**

Armstrong Family Winery

**Andrea Harwood**

Pepper Bridge Winery

**Nicole McCauley**

College Cellars of Walla  
Walla

**Erin Fogarty**

Precept Brands

**Cameron Kontos**

Kontos Cellars

**Karissa Yarrington**

Bledsoe Wine Estates

**Ben Dimitri**

L'Ecole N° 41

**Selena Kritsonis**

Woodward Canyon

**Molly Gordon**

Corliss/Tranche

**Tim Norris**

Echolands

**Danielle Knott**

The Walls Vineyard

**Alyson LaVarnway**

Force Majeure

## WALLA WALLA VALLEY WINE TEAM

**Tracy Parmer, Executive Director**

Responsible for day-to-day operations and administration, budgets, membership, staff, official spokesperson to media, overseeing and supporting Wine Alliance events/projects, funding, and collaboration with community, regional, and industry partners. Also responsible for trade relationships and events, public relations, Walla Walla Wine On Tour, sponsorship and revenue development.

**Jaiden Eskil, Marketing Manager**

Responsible for advertising, social media, email marketing and member communications, Wine Alliance websites, winery guides, and content creation.

Kristin Dayton, Administrative & Membership Assistant

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## MARKETING PROGRAMS

### WALLA WALLA WINE ON TOUR

January - April

#### What is the program?

Grand tasting events for member wineries to pour for trade, media, and consumers in our two largest PNW markets and new for 2023, the addition of Boise.

#### 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.

#### Participation Fee:

\$400 per event

### CELEBRATE WALLA WALLA VALLEY WINE

June

#### What is the program?

Since 2013, Celebrate Walla Walla Valley Wine has given attendees a comprehensive taste of the three most prominent wine varieties grown in the region - Cabernet Sauvignon, Syrah, and Merlot. As wine and tourism trends shift toward experiential elements, new dimensions of wine destinations and lesser-known wines, it was time to evolve.

Celebrate's legacy events have been renovated to provide a taste of the three most widely grown & produced varietals, and to fully immerse them in all the region has to offer for an unforgettable wine experience - highlighting the land, the wine, and the people. These reimagined events preserve what attendees value most - tasting aged wines, enjoying wine and food pairings, and conversing with winemakers - while offering a fresh perspective on the vast variety of wine styles the Walla Walla Valley has to offer, and the unique terroir that makes it all possible.

#### 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 Walla Walla Valley wine.

#### Participation Fee:

From no fee - \$150 per event



# WANDER WALLA WALLA VALLEY WINE

Seasonal – Fall/Winter, Early Spring, Late Summer

## What is the program?

Wander 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.

## 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 & Media Tours
- 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
- Annual fundraiser for Blue Mountain Action Council Food Bank
- Membership Meetings, Trainings, and events
- Vineyard Tour
- Pre-Harvest Party
- Vineyard Inventory Tracking
- Website - WallaWallaWine.com
- Social Media: Facebook, Instagram, LinkedIn, TikTok
- Operations



## MEMBERSHIP BENEFITS

PROGRAM	MEMBER BENEFIT
Press and Media	Represented in local, regional, national, and international media inquiries and facilitation of contact when appropriate. 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"> <li>• 30,000 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>
Website	Full winery listing including description, tasting room hours, contact information, social media links on WallaWallaWine.com. <ul style="list-style-type: none"> <li>• Approximately 100,000 sessions and 250,000 pageviews per year.</li> </ul>
Social Media	Facebook, Instagram, LinkedIn and TikTok posts when appropriate. <ul style="list-style-type: none"> <li>• Over 22k fans/followers.</li> <li>• 20% fan growth in last year.</li> </ul>
Walla Walla Wine On Tour Events	Option to participate with an event fee. <ul style="list-style-type: none"> <li>• Approximately 1,000 trade attendees per year.</li> <li>• Approximately 1,500 consumer attendees per year.</li> </ul>
Celebrate Walla Walla Valley Wine	Full participation option, including tastings, dinners, and classes <ul style="list-style-type: none"> <li>• Over 900 tickets sold each year.</li> <li>• Approximately 10 media guests each year.</li> </ul> Option for additional advertisements.
Wander Walla Walla Valley Wine	<ul style="list-style-type: none"> <li>• Option to submit a winemaker itinerary for use in the campaign.</li> </ul>
Community Benchmark DTC Monitoring & Comparison Tool	Winery members receive a complimentary basic membership and receive a monthly custom report comparing DTC activity to peers and Valley-wide performance.
Cision Point Media Database and Story Monitoring System	Option to purchase full access to the system at \$1,000 annually or one-time media contact list at \$200.
Seminars/Training Sessions	Receive communications about Walla Walla 101 training class and other 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 regard 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 regard 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 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.





## USE OF TERM "WALLA WALLA" IN WINE BRANDS

The Walla Walla Valley Wine Alliance would like to express its support for the current and future TTB regulations regarding use of the "appellation of origin" or "geographic areas" in the brand name.

As such, the Alliance would like to encourage and support its membership to comply with these statements in order to ensure the integrity, consumer confidence, and perceived quality of the term "Walla Walla" as it applies to wine. The Alliance interprets the statements as follows:

If a winery uses "Walla Walla" or "Walla Walla Valley" anywhere in the brand name, they must meet the requirement of the geographic area named in the brand name. That is, they must be sourcing at least the AVA percentage for those wines with the brand.

Below are excerpts from regulations and TTB Rules that support "appellation of origin" and "geographic areas" use in a brand name.

### APPELLATION REQUIREMENTS CHART

IF THE BRAND NAME INCLUDES THE NAME OF	THE WINE
A U.S. state	1) Must be derived from not less than 75% of grapes, citrus or other fruit or other agricultural commodity grown in the named state AND 2) Must be fully finished (except for cellar treatment* and blending which does not result in an alteration of class and type) in the named state or an adjacent state AND 3) Must conform to the laws and regulations of the named state
The foreign equivalent of a U.S. state	1) Must be derived from not less than 75% of grapes, citrus or other fruit or other agricultural commodity grown in the named foreign equivalent of a state AND 2) Must conform to the laws and regulations of the country in which the wine was produced
APPELLATION REQUIREMENTS CHART, cont.	APPELLATION REQUIREMENTS CHART, cont.
A U.S. county	1) Must be derived from not less than 75% of grapes, citrus or other fruit or other agricultural commodity grown in the named county AND 2) Must be fully finished (except for cellar treatment* and blending which does not result in an alteration of class and type) in the state in which the named county is located AND 3) Must conform to the laws and regulations of the state in which the named county is located



The foreign equivalent of a U.S. county	1) Must be derived from not less than 75% of grapes, citrus or other fruit or other agricultural commodity grown in the named foreign equivalent of a county AND 2) Must conform to the laws and regulations of the country in which the wine was produced
IF THE BRAND NAME INCLUDES THE NAME OF -	THE WINE -
An approved/American viticultural area	1) Must be derived from not less than 85% of grapes grown in the named viticultural area AND 2) Must be fully finished (except for cellar treatment* and blending which does not result in an alteration of class and type) in the state in which the named viticultural area is located AND 3) Must conform to the laws and regulations of the state in which the named viticultural area is located
An approved foreign viticultural area	1) Must be derived from not less than 85% of grapes grown in the named viticultural area AND 2) Must conform to the laws and regulations of the country in which the wine was produced
A geographic area that: a) Actually exists and b) Is described in at least two (2) reference materials as a grape-growing area	CANNOT be labeled with such a brand name

Beverage Alcohol Manual 5120.2 Paragraph 4 "Geographic Brand Names":

A "New" geographic brand name may be used PROVIDED the wine meets the appellation of origin requirements for the geographic area named in the brand name.

Proposed TTB Rule 78:

DEPARTMENT OF THE TREASURY  
Alcohol and Tobacco Tax and Trade Bureau  
27 CFR Parts 4,9, and 70  
[Notice No. 78]  
RIN 1513-AB39

Proposed Revision of American Viticultural Area Regulations (2006R-325P)

AGENCY: Alcohol and Tobacco Tax and Trade Bureau, Treasury.

ACTION: Notice of proposed rulemaking.

SUMMARY: The Alcohol and Tobacco Tax and Trade Bureau (TTB) proposes to amend its regulations concerning the establishment of American viticultural areas (AVAs). The proposed changes address the effect that the approval of an AVA may have on established brand names. In addition, the proposed changes provide clearer regulatory standards for the establishment of



AVAs within AVAs. The proposed amendments also clarify the rules for preparing, submitting, and processing viticultural area petitions. Finally, we propose to add to the regulations statements regarding the viticultural significance of established viticultural area names, or key portions of those names, for wine labeling purposes.

The full text of the Notice can be read here:

[http://www.ttb.gov/regulations\\_laws/all\\_rulemaking.shtml](http://www.ttb.gov/regulations_laws/all_rulemaking.shtml)

The Walla Walla Valley Wine Alliance has formally submitted a letter to the TTB opposing the first section of Notice 78 and supporting the section regarding the use of viticultural area names or key portions of those names.

## DIVERSITY PLEDGE

**By adopting this Walla Walla Valley Wine Diversity Pledge, our wine business and its management shows our support for these principles:**

- We strive to be a welcoming industry that values all people and reflects the Walla Walla community.
- Everyone who works in the wine business here or visits Walla Walla Valley to enjoy our wines should always feel safe and welcome.
- We believe that diversity strengthens us as a community and as a business.
- We are committed to actions that support these principles and enable the Walla Walla Valley wine industry to continuously improve upon how we live up to them.
- We will ensure that the physical and behavioral environment of our business demonstrates our commitment to supporting diversity and inclusion.
- We will seek diversity in the businesses who work with us as suppliers and vendors.
- We will thoughtfully consider diversity and inclusion objectives in our hiring and development of employees at all levels. We will seek diversity at all levels of our business.
- We will educate our individual organizations and our teams on the subject matter of diversity and inclusion.
- We will support efforts in wine media and promotions to reflect Walla Walla as a diverse and welcoming place.

Each year, we will hold ourselves accountable and evaluate our progress in successfully meeting these commitments. We will collaborate with other wine businesses in the Valley to identify new and more effective ways to live up to our stated principles and commitments.

We will also hold the Walla Walla Valley Wine Alliance accountable for establishing annual goals to support diversity and inclusion in how we, as a group, act, communicate and promote to our stakeholders and audiences.

We encourage all members who would like to do so to add this Pledge to their website and share with their customers in any manner of their liking. The Wine Alliance will not be tracking members who endorse the Pledge, and this is a purely optional resource for your business.