

Subject: Pacific Northwest Mkt/PR Conference
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Vineyard & Winery Management

FOR IMMEDIATE RELEASE

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WINE MARKETING AND PUBLIC RELATIONS CONFERENCE Targets the Pacific Northwest

Windsor, California (April 11, 2005) -- *Vineyard & Winery Management* magazine, Central Washington University and Marie Gewirtz Public Relations & Marketing have joined forces to produce "Wine Marketing & Public Relations in the Pacific Northwest," a two-day conference to be held May 9-10 in Ellensburg, Washington. The timely agenda of the on-campus event addresses the marketing challenges that are unique to vintners in Washington, Oregon, Idaho and British Columbia.

Covering topics in wine marketing and public relations will be an esteemed group of speakers that includes former U.S. and Washington state legislator Sid Morrison, now a member of the Central Washington University board of trustees; Amy Mumma, director of the World Wine Program at Central Washington University; Marie Gewirtz, Marie Gewirtz Public Relations & Marketing; Ted Baseler, CEO of Ste. Michelle Estates; Paul Gregutt, wine writer for the *Seattle Times*; Andy Perdue, editor of *Wine Press Northwest* magazine; and Phil Cline, general manager of Yakima Cellars. Morrison launches the conference in an opening session entitled "What Differentiates Pacific Northwest Wines" while Baseler discusses "Building a Global Foundation for Washington Wines" as keynote speaker.



"We're committed to supporting the state wine industry through our academic programs," said Mumma. "We focus on the business and marketing end of the industry, so the conference is a perfect fit."

Size does matter in the wine business. Since 90% of Washington wineries produce less than 5,000 cases per year, many operate without the funding or manpower needed to mount effective marketing and public relations campaigns. "Most small wineries, lacking time, expertise and outside help, waste their efforts and risk creating counterproductive impressions with their misguided attempts at self-promotion," said Gregutt.

Keeping these challenges within its sights, day one of the conference provides small wineries with expert advice in the areas of branding, e-commerce, exporting, press relations and media kit development. The "Northwest Wine Celebration," a showcase of regional wines with hors d'oeuvres, closes the curtain on the first day of programming.

Sessions from day two include the roundtable discussion "Guerilla Marketing Techniques for Small & Medium-Sized Wineries" and the workshop "Writing a Good Press Release". "We'll review the key guerilla marketing techniques that small wineries can apply to increase awareness and sales," said Cline, roundtable moderator.

See www.vwm-online.com for details and information.

"Wine Marketing & Public Relations in the Pacific Northwest" is a special project of Vineyard & Winery Services, the publisher of *Vineyard & Winery Management* magazine, a *Directory & Products Guide* and the *Wine Industry Phone Book*. With offices in Windsor, California and Watkins Glen, New York, it conducts seminars, conferences and trade shows (Tasting Room & Profitability Seminar, Managing the Winery Laboratory and Wineries Unlimited), and three wine competitions (The Grand Harvest Awards judges wines in the context of their own viticultural areas; the International Eastern Wine Competition features entries from the East Coast and Europe; the West Coast Wine Competition includes wines of the western United States as well as producers in British Columbia, Australia, New Zealand and Western Mexico).

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