

Southern Oregon Wine Marketing & Sales Conference

June 12, 2012



Speaker Biographies

Marianne Allison:

Principal, Good Strategy

Marianne Allison has worked for more than 25 years as a communications strategist and has developed tools for storytelling to help her clients develop trust, differentiate from competition, build momentum and manage risk. She is principal of Good Strategy, which supports organizations large and small with communications strategy, narrative development and thought leadership counsel.

Prior to forming Good Strategy, Marianne was Chief Innovation Officer and Executive Vice President at Waggener Edstrom Worldwide, a global firm started in Portland, where among other things she incubated the firm's Digital Strategies and Research functions. She also developed the agency's core approaches, including a Storytelling System, Master Narrative Process and Narrative Path, and will share some of the concepts from these tools in her approach to day.

Marianne has trained hundreds of communications and marketing professionals to "discover their inner storyteller" and has led workshops and strategy sessions with such diverse organizations as Mercy Corps, mobile phone company HTC, the Bill and Melinda Gates Foundation, online jewelry retailer ice.com, Microsoft, The Lemelson Foundation, and UNICEF.

She has spoken at numerous colleges, universities and conferences, including Stanford University; the University of Oregon; the University of California-Berkeley; The International Association of Business Communicators, and PR Week's "Next" Conference.

Marianne has a BA from Oberlin College and completed Masters Degree coursework in Mass Communications and Journalism at San Jose State University.

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Tari Donohue:

Owner/Manager, Grace Studio

Tari Donohue owns Grace Studio, a boutique design firm in Portland, Oregon, that utilizes visual design and digital media to create tools for digital branding, and advises clients on search, social media and analytics for a robust web presence. Tari conducts Digital Marketing Workshops for wineries and others who endeavor to choose online and social tools and put them to work as part of an overall marketing plan. Other specialties include interactive media production and website UX (user experience) consulting. Tari has a degree in Telecommunications Management from Marylhurst University and certificates in Interactive Media Production and Digital Marketing Strategies from Portland State University.

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Deb Hatcher:

Chief Marketing and Sales Officer, A to Z Wineworks/REX HILL

A true Gemini with interests, background and degrees to prove it, Deb asked Bill (her husband of 276 dog years), Sam Tannahill and Cheryl Francis to join her in founding A to Z Wineworks ten years ago in her kitchen. Deb fell in love with Oregon and Oregon Pinot Noir at first taste in 1985 so Bill and Deb abruptly left their lives back East to work harvest three weeks later. She subsequently worked for Veritas and Eyrie Vineyards and did her part during the thirteen years Bill launched and ran Domaine Drouhin Oregon. A to Z Wineworks purchased REX HILL in 2007 and, while A to Z continues to grow consistently offering "Aristocratic Wines at Democratic Prices™" that embody "The Essence of Oregon™," REX HILL has reclaimed its Willamette Valley legacy and production was reduced 75% to focus on quality.

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www.REXHILL.com www.pinotnoir.com

Charles Humble:

Director of Communications and Interactive Marketing, Oregon Wine Board

Charles joined the Oregon Wine Board staff in 2011 from a successful career in communications consulting at several agencies in the Portland area. . In his current position, he is responsible for all internal and external OWB communications as well as all online and interactive communications. During his tenure at OWB, he has established a strong track record of communicating the successes and opportunities of the Oregon wine industry.

His accomplishments have included producing the winning bid for the 2012 Wine Bloggers Conference to be held in Portland, August 17-20, 2012. He also orchestrated the communications plan that turned the media environment for the 2011 grape harvest from negative to positive with a focused an hard-hitting campaign that was dubbed "the miracle harvest." Charles was responsible for the broad and positive coverage of the 2011 Oregon Wine Industry Economic Impact Study which was released in July 2011. Recently, he launched the [Oregon Wine Newsroom](http://www.oregonwine.org) (OWN), a one-stop website for finding the most current information and coverage of the Oregon wine industry.

He is a graduate of Linfield College in McMinnville, OR, where he earned a degree in communications. He was a journalist at the Albany Democrat-Herald, Oregon Journal and The Oregonian before joining the public relations profession. He was president and CEO of Insync Communications in Portland before the agency was acquired by Waggener Edstrom Worldwide where he was a senior vice president. Charles resides in Beaverton with his wife, Lynne. His hobbies include wine, sports, reading, running and technology.

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H. Earl Jones:

Founder and principal, Abacela Winery

Earl and his wife, Hilda are partners in a vineyard and winery in Southern Oregon's Umpqua Valley. Fondness for the Tempranillo wines of Spain's Rioja Valley led them to take on the challenge to produce America's first fine wine from that grape.

Study of the role soils and climate play in winegrowing lead the Joneses – to change careers and move west 2,700 miles to establish Abacela on sunny, south-sloping rocky hills in the Umpqua Valley. Abacela's 1998 vintage became the first American Tempranillo to best Spanish Tempranillos, and their

wines, including Albariño another grape Earl pioneered in the US continue to excel in international wine competitions. Today, Abacela farms 76 acres of Tempranillo, Albariño and other site matched European varietals with production currently at 11,000 cases and increasing.

Jones has worked tirelessly to enhance the scientific underpinnings of grape and wine quality and to extend the reputation of Oregon wine by serving as President of the Oregon Wine Board, Oregon Winegrowers Association, Umpqua Valley Winegrowers Association, and the Southern Oregon Winery Association. In addition he was the founding president of a national trade association, Tempranillo Advocates, Producers and Amigos Society better known by its acronym "TAPAS".

Jones earned a medical degree at Tulane University and as a professor at the University of California, University of Michigan and Emory University researched immunological host defense mechanisms that resulted in more than 100 papers in the worlds scientific literature.

Jones thrives on diverse challenges that have ranged from creating clay pottery and serving as attending physician for a Hansen Disease (leprosy) hospital, to racing ocean sailboats and serving as an advisor to U.S. Food and Drug Administration. He pursues an active interest in genealogy and the firing of antique military cannons.

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Andrew Kamphuis:

President and Lead Programmer, Vin 65

Andrew holds a business degree from Simon Fraser University. He first started building web pages in 1993 during the early years of the internet, while also attending university. Andrew wrote a booklet titled "What Is The Internet" - and pedaled it around to businesses to put himself through school. Much of his time was spent educating people about the internet during its earliest stages. After University, Andrew worked as a marketing manager at Tiger Tool for three years. He then decided to go out on his own to pursue his passion for building new tools and exploring the internet's potential for business by starting K1 in 1999. After working with several clients in the wine industry, Vin65 was created in 2008 as a provider of solutions for managing winery websites. Vin65 is currently being used by more than 700 wineries for ecommerce, customer relationship management, and content management.

Currently, Andrew enjoys being hands-on by driving the strategic direction of Vin65 while designing software, programming and as the company's front man. He spends an enormous amount of time staying abreast of internet marketing and technology. When he's not geeking out, he enjoys talking about direct-to-consumer wines sales. He has written over 100 blog posts on the subject and has spoken at the DTC Wine Symposium and Unified Symposium as well as several smaller events. In his free time, he enjoys snowboarding, wakeboarding, being random, loving life and sharing good food and great wine.

Vin65, #200-34434 McConnell Road, Abbotsford, BC, V2S 7P1; (604) 852-8140 www.vin65.com

Kim Kinderman:

General Manager, Agate Ridge Vineyard, LLC

Kim was born in San Francisco and spent the first 30 years of her life in Sonoma County. After graduating with a degree in Marketing in 1981 she work in the family reinforcing steel business for a time where the closest she got to the wine industry was the rebar that her family installed in many Sonoma County winery facilities. She later moved to Germany where she lived with her family until returning to the United States to raise her two daughters.

In 2000, Kim and her family made the decision to pursue their dream to plant a vineyard and farm in the Rogue Valley area of Southern Oregon. They began an exhaustive search for the perfect site upon which to embark upon their new venture and Agate Ridge Vineyard was established in 2001. Eleven years later, following numerous UC Davis classes, with local farm community support and extensive studies, Kim is today the managing partner in a thriving 30 acre vineyard.

Shortly after the initial planting, the winery was added in 2005 and now houses both the Agate Ridge Brand as well as a successful Custom Crush facility. Kim is responsible for the overall management of the Custom Crush facility along with the Agate Ridge estate vineyard, winery and tasting room where 16 different varietals are grown, produced, promoted, and sold.

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Jeff Lorton:

Co-Founder and Managing Partner, LynkSnap Mobile Marketing Solutions

Jeff's experience in the NW wine industry began in 1999 when he founded the Vancouver-based wine packaging design firm J&H Design Co. In 2004, after working with over 100 northwest wine brands, J&H Design Co. was acquired by Etched Images of Napa. Jeff is considered an expert on QR codes and their current/future marketing use. He and his firm have advised civic leaders, city service heads and business groups on the mobile potential.

LynkSnap™ - a small advertising agency based in Carlton, Oregon - provides mobile, online, and conventional advertising strategy to small and mid-sized wineries in the form of consulting, planning and campaign oversight. LynkSnap also produces video content for PR and marketing. Recently Jeff's new firm LynkSnap™ brought the state of the art mobile web app solution oregonwinemap.org to the Oregon Wine Board and Willamette Valley Wineries Association through a partnership with SiteCrafting.

With his collaborative partner Val Anctil, Jeff also co-owns Valley Emporium, a retail store and wine tasting room in Carlton. Valley emporium represents several small wine producers.

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Jason Mendell:

Director of Sales and Strategic Relationships, dotCal.com

Over the last few years Jason Mendell has positioned himself and his business dotCal.com as the leader in social event marketing and publishing. His finance and marketing background has helped build dotCal which is based in Portland, Oregon. The company serves over 130 wineries across the US.

Jason built and fostered the network of Oregon wine events, a single entry syndication service for wineries and their events which now aggregates to over 35+ other website calendars. He also works with wineries to develop and grow new direct to consumer relationship channels. Other industries for which dotCal has a strong marketing influence include schools, restaurants, and non-profits.

His natural love and passion for Oregon wine stems from growing up in close proximity to local vineyards. Jason has a BS from St. Lawrence University in New York where he ski raced Division I. He now lives in Portland with his 6-month-old baby girl Avery, wife Keely and furry friend Remy. His wife Keely Chalmers is an Emmy award winner news reporter for KGW in Portland. On the weekends they can be found skiing the slopes, sipping wines of Oregon, and spending time as a family.

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Herb Quady:

Winemaker, Troon Vineyard; Owner, Quady North.

Herb grew up on his family's vineyard and winery in Madera, Ca. After a short venture in legal studies at UCSC, he opted to join the crew at the eclectic Bonny Doon Vineyards in Santa Cruz. At BDV, he discovered that he loved making Rhone reds and whites, (his family specializes in dessert wines) and that the most interesting wines always came from the coolest, most marginal sites. In 2003, after completing the Viticulture and Enology program at CSU Fresno, Herb and his family moved to the Applegate Valley in Oregon, and in 2004 he became winemaker at Troon Vineyard. In 2006, with his family's help, and the Martin's blessing, he started his own brand, calling it "Quady North" and specializing in Syrah, Viognier and Cabernet Franc. Today, Quady North produces a little over 2000 cases, and sells its wines in Denmark, the Netherlands, Germany, Washington, California, and throughout Oregon.

Herb and his wife Meloney have two daughters, Margaux and Serafina. He studies the martial arts and enjoys competitive point-sparring. He and Meloney enjoy new culinary experiences, especially finding new cheeses.

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Laurie Way:

Technology Educator, Umpqua Community College

Laurie is a part time technology educator for UCC and former Business Technology Advisor for the Roseburg Small Business Development Center. Over the past 15 years she has taught technology courses for the University of Northern Colorado, Umpqua Community College and advised a variety of businesses in technology applications, including Roseburg Forest Products. She is the Owner and Buzzmaster of the social media start up Umpqua Valley Wines and Vines. Outside of her professional life, Laurie enjoys being outdoors as much as possible, driving her Jeep, holds a 1st Degree Black Belt in Taekwondo and loves being both a wife and mother. She has an undergraduate degree in Agricultural Business Management from Cal Poly, San Luis Obispo, California, and a Masters of Business Administration from Oregon State University.

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