

SOWINE

SOUTHERN OREGON WINE MARKETING & SALES CONFERENCE

MONDAY, JUNE 14 8:00 A.M. – 4:30 P.M.
OSU/Jackson County Extension Service Auditorium
569 Hanley Road, Central Point, Oregon

TOPICS & FEATURED SPEAKERS

- **WINE SALES AND DISTRIBUTION STRATEGIES IN A TOUGH ECONOMY**
Eugenia Keegan, Keegan Consulting, Newberg, Ore.
- **DEVELOPING A SOLID MARKETING PLAN FOR WINE AND WINEGRAPES**
Dixie Huey, Trellis Wine Consulting, Vancouver, Wash.
- **CUSTOMER/MARKET RESEARCH TOOLS & TACTICS**
Don Morgan, GMA Research Corp. Bellevue, Wash.
- **MAKE YOUR WEBSITE WORK *MUCH HARDER***
Rachell Coe, 4theGrapes, Eugene, Ore.
- **MAXIMIZING THE VALUE OF TRADE ASSOCIATIONS, PANEL DISCUSSION**
Moderator: Laura Lotspeich, Trium Wine, Talent, Ore.
- **WINE SOCIAL MEDIA BASIC TOOLS**
Paul Mabray, Vintank, Napa, Calif.
- **CUSTOMER CONTACT INNOVATIONS FOR WINERIES & VINEYARDS**
Chris Oggenfuss, Oggenfuss Wine Marketing, Napa, Calif.
- **SPECIAL EVENT PLANNING & EXECUTION**
Porscha Schiller, marketing and events-management consultant, Jacksonville, Ore.

SPONSORS

Rogue Valley Winegrowers Assn., Southern Oregon Wine Institute at Umpqua Community College, Southern Oregon Winery Assn., Umpqua Valley Winegrowers Assn., Southern Oregon Visitors Assn., OSU/Jackson County Extension Service.

FOR MORE INFORMATION

Contact Marilyn Hawkins at (541) 552-9922 or mhawkins@prhawk.com

REGISTRATION

*Includes lunch and post-conference reception at South Stage Cellars, Jacksonville.
Registration limited to 100. Substitutions allowed, but no cancellations or refunds.*

____ @ \$35 for current members of the sponsoring organizations above

____ @ \$45 for non-members

AMOUNT enclosed \$ _____

Checks Payable to: RVWA (Rogue Valley Winegrowers Association)

Mail Checks to: M. Hawkins, 1130 Barrington Circle, Ashland, OR 97520

1. NAME _____ ORGANIZATION _____
PHONE () _____ EMAIL _____
2. NAME _____ ORGANIZATION _____
PHONE () _____ EMAIL _____