

Southern Oregon Wine Marketing & Sales Conference

June 12, 2012



Agenda

- 8:30-9:00 AM Registration and Coffee
- 9:00-9:15 AM Welcome and Opening Remarks
- 9:15-10:30 AM How to Write a Compelling Story -
Marianne Allison, Waggener Edstrom
- 10:30-10:45 AM Break
- 10:45 - 12:00 Noon Concurrent Sessions - Social Media
Building Competence with Social Media- *Laurie Way, Umpqua
Community College*
Advanced Tools for Social Media Networking – *Jason Mendell,
dotCal; Tari Donohue, Grace Studio; Jeff Lorton, LynkSnap*
- 12:00 - 1:00 PM Lunch and Keynote Speaker - *Charles
Humble, Oregon Wine Board*
- 1:00 - 2:15 PM Basics of Customer Relations Management -
Andrew Kamphuis, Vin 65
- 2:15 - 2:30 PM Session Transition and Break
- 2:30 - 3:30 PM Building a Realistic Sales Plan - *Deb
Hatcher, A to Z Wineworks/REX HILL*
- 3:30 - 4:30 PM Discussion Panel: The Smartest Ways We
Market Our Wine - *Deb Hatcher, Moderator; Earl Jones,
Abacela Winery; Herb Quady, Quady North and Troon
Vineyard; Kim Kinderman, Agate Ridge Vineyard*