

President's Message

Post Harvest, Pre-pruning time. Not a lot going on. But actually, we do have some important events coming up. First of all, from the RVWA perspective, we have a season de-briefing on **November 18**. We will have speakers from the Illinois Valley (Bill Wendover), the Applegate Valley (Herb Quady), and the Bear Creek Valley (Michael Moore), along with award winning winemaker Bryan Wilson to speak from that perspective. Each speaker will give a synopsis of the events of this growing season, and then we will all have a chance to chime in with our own individual experiences to get an overall picture of the growing year in the Rogue drainage of Southern Oregon.

One of the most important reasons for attending is to get a grip on the severity of the Red Blotch Virus epidemic many have experienced this year. Many people are seeing this as the most severe threat to our wine industry since the phyloxera outbreak, and that pre-dates the development of the real Southern Oregon industry. We have many growers struggling with the harsh realities of a decision to tear out huge blocks of vines. One of our purposes at this November meeting is to figure out a way our industry can get in front of this issue and pressure the plant material suppliers to certify that the plants they sell us for our vineyards are, in fact, disease free. We need to do more. Please come to our meeting on **November 18**, at Dancin Vineyards, for a great discussion, and afterwards, some wine cheese and a chance to mingle with your fellow winegrowers.

We recently lost one of the most generous and magnanimous people in our area. Dorothy Garvin passed away on October 5, and she will be missed by many of us who were graced by her warmth and welcoming spirit. Ruth and the Garvin family are having a Celebration of Life for Dorothy this Friday, November 6, between 2-5pm, at the Garvin home, 1019 McDonough Rd, Gold Hill, OR 97525.

We have a great opportunity to support the development of a new program at Southern Oregon University that could train the next generation of leaders for our industry. Please read the announcement below and PLEASE take 5 minutes to fill out the survey Greg Jones will send you. Paz--John

Upcoming Events

Wine Marketing Roundtable #9

When: Monday, November 9, 4:00-6:00 p.m.

Where: 2Hawk Winery, 2335 N. Phoenix Road, Medford

Program: “2015 Harvest Recap,” Randy Gold, Pacific Crest Vineyard Services; and Chris Hubert, OVS/Results Partners

“What Works Now: Three Game Changers for Wine Marketing,” Jean Yates, Oregon Wine Marketing

“How & Why We Blog,” Greg and Debbie Schultz, Schultz Wines

“Online Marketing Insights,” Laurel Briggs, Creative Marketing & Design

“Writing Smartly about Food & Wine,” Sarah Lemon, The WholeDish

“The Oregon Tempranillo Celebration,” coming January 22, 2016 to Ashland; Greg Jones, Southern Oregon University and Abacela

BRIEF GROUP DISCUSSION: “Wine Scores & Awards: Getting & Using Them,” Marilyn Hawkins, Hawkins & Company PR

RVWA Technical Group: 2015 Vintage Re-Cap

When: Wednesday, November 18, 2-5 pm

Where: Dancin Vineyards, South Stage Rd

Who: **Bill Wendover, Illinois Valley**

Herb Quady, Applegate Valley

Michael Moore, Bear Creek Valley

Bryan Wilson, Winemaker’s perspective

Each person will present the vintage summary from his area as a panel discussion, for about one hour, then we will have another hour for questions and comments from the assembled multitude, then the final hour for wine and appetizers (bring a bottle to share).

Southern Oregon University Survey

In the next couple of days you will be receiving a survey from Greg Jones at Southern Oregon University that your RVWA Board would strongly recommend that you complete to support the continuing development of our wine region.

In recognition of the rapid growth in the region’s wine industry Southern Oregon University (SOU) is examining ways to support the industry through education in the Wine Business sector. SOU currently has a Hospitality and Tourism Management Option and Minor in their Business program and is exploring the addition of a Wine Business or Wine Studies component. However, to help the Southern Oregon wine industry, they need to know what the industry's needs and interests are. Furthermore, the development of this program is meant to enhance the current associate degrees from other regional community colleges, including Umpqua Community College, ultimately producing a better-trained graduate to work in our industry and other aligned industries.

So when you receive an email from SOU, please complete the survey. It only takes approximately 5 minutes or less to do and will help guide the educational developments to support our industry.

Thank you,
John Pratt

Odes to Southern Oregon Wines

I have to share a url to a great blog article on Southern Oregon wines and three special wineries. Great focus on RVWA members Fred and Candy LaBrasseur at their own place above Eagle Point, and Kara Olmo and Greg Paneitz at Wooldridge Vineyard and Winery in Applegate.

<http://www.oregonwinepress.com/my-southern-oregon-wine-adventure>

Of course, many of you saw the great article in October Sunset Magazine, a testament to the fact that we are now not just an unsung bright spot on the West Coast wine scene, but rather a full fledged “Best of Wine Country” feature in one of the most influential lifestyle magazines in the USA. The article features what it claims to be “three of the West’s most exciting wine regions: Napa, Santa Barbara, and Southern Oregon.” Wow! Focus on RVWA Members Irvine Vineyards, Jaxon Vineyards, Dancin Vineyards, and Quady North, along with another handful of great culinary and recreational opportunities, our area came off as we all know it is: Wonderful! “Southern Oregon: Meet the undiscovered wine country of your dreams.”