

Contract

NWGGA Executive Director and Marketing - #18-01-189

Grant Amount

\$10,500

Contact

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Issue of Interest

The NWGGA Board found that the association had grown and realized relative success in its grant writing and funding requests. With these successes and new opportunities came an overwhelming amount of paperwork. Because the NWGGA Board consists of volunteers, they voted to request funding from the Nebraska Grape and Winery Board to finance an Executive Director on a part-time basis. The Executive Director would greatly assist in the NWGGA's efforts to apply for grants and maintain a greater degree of organization.

Approach to Problem

A search committee was organized, consisting of the NWGGA Board and council chairpersons. They discussed the criteria that the candidate would need to possess in order to successfully fill this position. This desired individual would have association management experience, an interest in the Nebraska grape and wine industry, and some understanding of the legislative process. The goal of the NWGGA Board was to retain an Executive Director to help facilitate grant writing, grant reporting, newsletters, updates, legislative monitoring, and general organization for the association. An advertisement was placed in industry newsletters and papers. After collecting resumes and applications, the Executive Committee scheduled interviews at Deer Springs Winery.

Goals/Achievement of Goals

Carey Potter was hired in June 2008 as the first Executive Director of the NWGGA. Carey was available to respond to telephone calls and e-mails on behalf of the NWGGA, as well as continually promoting of the industry. The ability of one person to evaluate expenses, revenue, grants, and reports has enabled the NWGGA Board to utilize funding that would have expired. In addition, the Board was able to reallocate these funds for projects that had fallen by the wayside or were failing.

Results, Conclusions, Lessons Learned

Of the funding provided by the Nebraska Grape and Winery Board, \$3,000 was expended to pay one month of the Executive Director's salary. Ms. Potter has been very beneficial to the NWGGA's efforts. Members are now better connected to NWGGA and she responds to inquiries on behalf of the NWGGA. Continued management and fiscal reporting will benefit the long-term goals of the NWGGA.

Progress According to Outcome Measures

\$10,500 of the grant awarded was spent with Idea Bank to finalize and print the 2008 Passport brochures. The Passport Program, explained in greater detail in an additional final report, continues to be a successful promotional program. The Executive Director continues to provide critical coordination and oversight within the NWGGA, improving efficiency and raising the profile of the industry.