

NGWB Grant Final Report (FY14-15)

Contract 18-13-253
NWGGA – Executive Director

Grant Amount
\$65,200

Contact Information

Group: Nebraska Winery and Grape Growers Association Contact:
 Lori K. Paulsen
Phone: (402) 310-7264
Address: P.O. Box 82081
 Lincoln, NE 68501-2081
Email: lpaulsen@nebraskawines.com

Issue of Interest

This grant funded an executive director position for the NWGGAm, designed to help promote and grow Nebraska's grape and wine industry.

Approach to Problem

The grant was used to continue the ongoing salary and benefits of the NWGGA's executive director position which equated to a *gross* monthly amount of \$5,433.33 over a twelve-month period (salary and health insurance), for a total of \$65,199.96

Goals/Achievement of Goals

This grant was used by the NWGGA to pay salary and health insurance for NWGGA Executive Director, Jennifer Montgomery through October 2014 for interim services from Jason Hayes; and for Lori Paulsen from January 1 through June 30, 2015; the Executive Director handled passport program reimbursements, served as spokesperson for the industry; handled all direct contacts with the media, tourism, university and governmental entities. Other responsibilities included seeking, writing, and applying for grants to increase association funding; provide administrative support to the Board of Directors and association committees; creating an annual plan and budget for the association and provide regular updates and reports to the members.

Additional responsibilities are the supervision of projects conducted in the name of the Nebraska Winery & Grape Growers Association including publications, volunteer activities, promotional events, association and trade meetings, internal educational programs, legislative informational programs and training programs; and providing leadership in meeting the goal areas of the association's strategic plan.

Many of the association members work either full-time in the wine and grape industry or have outside fulltime employment while working part time in the wine and grape industry. Therefore, a full-time executive director who has the expertise to manage all operations of the Association and serve as its public face is viewed as vital to the continued growth of the NWGGA.

Results, Conclusions, Lessons Learned

The NWGGA continues to advance the industry with the assistance of an executive director. The significance of having one individual responsible for association operations and knowledgeable about the grape and wine industry has been instrumental in enabling the association to undertake the goals as stated in NWGGA's Strategic Plan, thereby increasing competitiveness and sustainability of Nebraska's grape and wine industry.

Progress Achieved According to Outcome Measures

The use of this grant helps in the long-term sustainability of the wine and grape industry in Nebraska because it recognized that the industry is of a sufficient nature and size to require an individual directly connected to the grape and wine industry, with broad experience on issues of importance to the industry. Given the overall size and number of wineries, growers and tasting rooms across the state, centralized communication between the leadership and the NWGGA members is crucial in coordinating events and working together to expand the industry within the state.

Financial Report

The total grant amount was \$65,200. The actual spent was \$64,766.30 which funded the salary and health insurance of the executive director position and provided for services of a contractor during the transition from Montgomery to Paulsen.

The overall goal is to increase competitiveness and sustainability of Nebraska's grape and wine industry. The NWGGA believes that the best way to undertake this effort is to have a full-time executive director who can oversee all association matters and initiatives.