

NGWB Grant Final Report (FY15-16)

Contract 18-13-283
NWGGA – NWGGA National Industry Organization

Grant Amount

\$4,500

Contact Information

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Issue of Interest

The national organization which represents the wine industry as well as provides a forum for executive directors from associations like NWGGA is WineAmerica. Membership with this organization allows for information regarding national initiatives which could impact every grape grower and winery. It also allows for networking with other similar state Associations to share ideas and initiatives and to assist the NWGGA and its members in finding innovative ways to solve problems and improve the Nebraska wine industry.

Approach to Problem

This grant allowed for the NWGGA's Wine America's State and Regional Association dues as well as travel expenses for the NWGGA Executive director to attend the 2015 Wine America Fall Policy and Membership Meeting in Lexington, Kentucky and the 2016 Wine America National Policy Meeting in May in Washington DC. The information learned at these meetings allowed us to monitor issues occurring in other states that could also occur in Nebraska as well as being abreast of national issues for the industry.

Goals/Achievement of Goals

The Executive Director Lori Paulsen attended the State Association meetings at both conferences which allowed her insight into national issues impacting the Nebraska Wine industry. Updates regarding music licensing were especially important and will lead the NWGGA to help to solve issues with unfair business practices by the PROS towards wineries. Paulsen was then able to communicate these findings back to the membership. Networking with other state associations provided solutions to local challenges as well and created information sharing for marketing projects, festival organization and ideas for solutions to herbicide drift.

Results, Conclusions, Lessons Learned

We learned that it is important to have a seat at the table when vital information is shared. These educational and networking opportunities cannot be obtained in other ways and therefore an active presence at this meeting is vital. Another important lesson learned was that some states had found great solutions to Nebraska Winery problems such as music licensing. Those were able to be shared back with Nebraska members.

Progress Achieved According to Outcome Measures

Lori Paulsen shared information with NWGGA members regarding herbicide drift, Music licensing, TTB issues and federal tax issues. One of the most important activities included the opportunity to

hear about legislative threats in other states such that we can monitor similar issues in Nebraska.

Financial Report

The total grant amount was \$4,500. Total expenditures in the amount of \$4,181.50 were used to for meeting registration fees, travel expenses for the Executive Director to attend the 2015 National Wine and Grape Policy and Membership Meeting in Lexington, Kentucky, October 2015 and the 2016 Wine America National Policy Meeting in Washington DE in May of 2016..