

NGWB Grant Final Report (FY18-19)

Contract #18-13-332 NWGGA Vindemia Nebraska Grant

Grant Amount \$20,000

Contact Information

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Issue of Interest

The Nebraska Winery and Grape Growing industry in the state of Nebraska needs to allow current industry members the opportunity network and learn more about the industry. An event which focuses on both the needs of current industry members as well as attracting new growers and wine makers will enable the industry to continue to grow. It is important for the wine industry to have access to national and local experts who can share their knowledge in a variety of area to broaden the knowledge of wine leaders in the state of Nebraska. The Vindemia Conference will be designed to meet the educational needs of attendees interested in the industry.

Approach to Problem

This grant allowed for the following:

- Provided funding to pay for travel, lodging, registration, and honorariums to speakers who are presenters at the 2018 Vindemia Conference

Goals/Achievement of Goals

The Conference had the following income and expenditures associated with the event:

Income:

➤ Eventbrite Income \$19,111.80

Expenses:

➤ Lied Lodge \$36,197.92
➤ AAA Rents \$729.74
➤ Discount Mugs \$792.75
➤ Speakers (Honorarium/Expenses) \$8,228.84
➤ Awards Unlimited \$21.94
➤ Advertising/Promotional \$4,291.65

Total Expenses: \$50,262.84

NDA Reimbursement: -\$20,000.00

Balance due from NWGGA for expenses: \$30,262.84

Net Income: -11,151.04

The total number of attendees for 2018 was 99 participants which was down from 2017 which had 103 attendees. There were 28 individual exhibitors with five industry booths that were complimentary. The five

complimentary booths include the following organizations: Tourism, NLCC, Agriculture, Ward Labs and the Grape Board. A survey was conducted following the event to allow individuals an opportunity to provide feedback to analyze for future events.

The following instructors presented on the topics below:

- ❖ Tim Hanni – Who Needs Another Cabernet: Celebrating the Diversity of our Regional Cold Climate Wines and Positive Cash Flow & Financial Metrics;
- ❖ Dr. Allen Dutcher – Current Climate Conditions/Outlook for the Coming Growing Season;
- ❖ Dr. Dean Vollenberg – Japanese Beetles and Other Invasive Species;
- ❖ Todd Steiner – Essential Issues in Fermentation Management and Cellar Aging: Now What? Making Good Wines Great;
- ❖ Susie Tucker – Growing Sales with a Superstar Team, Like Attracts Like: Fostering Successful Community Partnerships;
- ❖ John & Jennifer Thull – There’s a Fungus Among Us: Understanding the Bot Fungus, Managing Vineyards for High Quality, and Rethinking Customers’ Red Carpet Treatment;
- ❖ Denise Gardner – Enology (Part 1 & Part 2), Winery Sanitation;
- ❖ Dr. Reid Smeda – Challenges in Vineyard Weed Management and Unwanted Chemical Trespassing;
- ❖ Odee Ingersoll & Catherine Lang – Succession Planning Beginning Your Business Exit Strategy;
- ❖ Josh McDonald – Lessons from the Washington Wine Institute;
- ❖ Dr. Ray Ward – Soil Health;
- ❖ Tom Plocher – Crimson, Petite Pearl and Verona: From Vine to Wine;
- ❖ Caitlyn Andrews – Understanding Food Safety for Wineries and the Produce Safety Rule;
- ❖ Sarah Sortum – Making Your Winery a Tourism Destination

The Vindemia Conference brought together a wide range of individuals in the industry to share information and learn for area experts. This type of education can only better our industry by lessons learned from professionals who understand a host of topics as listed above. Providing a targeted audience with a range of talented speakers enhances the offering in one place and encouraging networking in for individuals interested in winemaking in Nebraska.

Results, Conclusions, Lessons Learned

The focus of the Conference was to bring individuals together to focus on issues in the wine industries. The Conference topics were related to marketing, branding, and sustainability in the midwestern grape scene. The goal was to provide high level education to increase knowledge of the wine industry; that goal was met with the Conference.

Overall, it was a very successful event and the education is valuable to the wine industry. However, the NWGGA will need to reevaluate the offering in its current form to address the shortfall.

Progress Achieved According to Outcome Measures

Participation in the event was very successful and many attendees stated they are excited to attend in 2020.

Financial Report

The total grant amount was \$20,000. Total income of \$19,111.80 and expenditures in the amount of \$50,262.84. Net loss paid by NWGGA of -\$11,151.04.