



June 2013

How to get the most out of your membership!

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Welcome to the Wine Council of Ontario! Whether you are a **new member** or an **existing member**, this overview will help you get the most out of your membership!

The most significant measure of the strength of any industry association is that of membership—ensuring we meet your needs and that you find value in what we do—that is the true measure of success.

Our membership base continues to grow and we welcome wineries from across the province, including those wineries in non-traditional

areas. We look forward to the development of the South Coast and Georgian Bay area and other new areas in the future and the continued growth in Niagara Peninsula, Prince Edward County, and Lake Erie North Shore.

The broadening of our fellowship can only make us stronger and more effective in our relationships with the government and other industry partners.

To ensure all members are benefiting from the work of our committees, staff and Board of Directors, we have

created this overview for you.

Inside you will find information on who we are; ways to connect with us; tools available to help your business; and programs we run throughout the year.

Remember, we are here to help you be successful and provide support on many issues and programs. Please never hesitate to ask questions or give us a call. We welcome your questions and will do what it takes to support you.

Hillary Dawson
President
Wine Council of Ontario

Roles of the Wine Council of Ontario

New members for FY2014:

- LENS
 - Oxley Estate
- NIAGARA
 - Vieni Wine & Spirits
- PEC
 - Harwood Estates
 - Lacey Estates
- Emerging
 - Coffin Ridge
 - Georgian Hills

The Wine Council of Ontario is a non-profit trade association that represents 85+ winery properties throughout Ontario. The WCO provides the following key benefits to our member wineries:

- Government Lobbying—on issues such as providing marketing funds for Wine Country Ontario marketing and the VQA support program and other growth opportunities in the LCBO.
- Industry Lobbying—on issues such as the preservation of agricultural land, grape vine importation, annual grape negotiations and ongoing discussions with OMAF and FPMC to modernize the wine and grape industry.
- Marketing Programs—building consumer interest in Ontario VQA wines, with multi-media advertising, promotional and social media programs.
- Ancillary benefits—such as networking, Knowledge Sharing Seminars, Town Halls and various industry committees that allow members to increase their skill-set and play an active role in helping develop industry policies
- Wine Policy Development—on issues such as environmental sustainability, food safety and retailing options, including our Sustainable Winemaking Ontario program.

Meet the Team

PRESIDENT (Government & Industry Relations, Regulatory and LCBO issues, Policy, Association Management)

Hillary Dawson

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905-562-8070 ext 227

DIRECTOR OF FINANCE (Statistics, Research, Financial Reporting, Regulatory issues)

Duncan Gibson

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ADMINISTRATIVE LEAD—CORPORATE AFFAIRS (General Office, Meeting information, Member support, Board administration)

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tanya.gorchynski@winesofontario.org

905-562-8070 ext 221

SPECIAL PROJECTS (Trade membership, member support initiatives)

Alison Oppenlaender

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905-562-8070 ext 0

DIRECTOR OF MARKETING (Strategy, Branding, Research, Advertising)

Wendy Cheropita

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PUBLIC RELATIONS DIRECTOR—MARKETING AND TOURISM (PR & Media, Social Media)

Magdalena Kaiser-Smit

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905-562-8070 ext 228

MARKETING PROJECT MANAGER (Tourism, LCBO Programs, Sustainability)

Regina Foisey

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MARKETING PROJECT MANAGER (Consumer Engagement, Interprovincial, Licensee and Trade, Export)

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Coming Soon—Trade Supplier Membership

"by creating this tier of membership, it addresses the need of members looking for information"

Coming Soon is a new membership category for Associate Members—specially designed for Trade/Suppliers to Ontario wineries.

The Trade / Supplier Membership Program is designed for suppliers to the winery trade, to allow direct access to members of the Wine Council of Ontario to promote their products, services and be able to reach the appropriate contact at each winery. Businesses ideal for membership are glass suppliers, winemaking supplies, insurance providers, inventory control programs, and much more.

Access to the information will be available to winery members through the Member's Portal and can be accessed at any time, day or night.

Often members reach out to us for contacts for supplies, and other businesses that provide products or services to their winery operations, by creating this tier of membership, it addresses that need as well as generates revenue for the association to allow for more programs.

We are excited on the launch of this program, and are

confident both winery members and trade supplier members will see the benefits of joining the Wine Council of Ontario.

NEXT STEP

Be sure to complete the contact list on the member's portal for your winery to indicate the correct department/person so trade suppliers know who to reach. A hard copy will be handed out at the AGM for completion.

For more information contact Alison Oppenlaender or Regina Foisey.

Communication and how you receive them

At the Wine Council of Ontario, we are here for you—to answer questions, provide information and send you information throughout the year to assist you in your business. While we are always available to answer calls, we have a full set of programs and tools in place to allow you to find and access on your schedule.

Weekly Eblast

Each week on Monday mornings, we distribute a weekly eblast which includes information on:

- Upcoming meetings
- Government relations issues/activities
- Marketing Program updates and opportunities

- Public Relations updates and opportunities
- Reminders for upcoming deadlines
- Other relevant information

The eblast is available to be sent to anyone at your winery.

Urgent Matters

Periodically, we will have information on a government issue or industry update; these are communicated out through email to our members list.

Time-Sensitive Opportunities

Sometimes, opportunities might arise that can't wait for the weekly eblast and will be sent out directly to members e.g. PR opportunity

LCBO Notices to the Suppliers

Through our partnership with the LCBO we distribute their notices to wineries.

Member's Portal!

This member-only site is developed for you—it contains information on all programs we execute, all deadlines, summaries of past meetings, and

newsletters—and it's available 24 hours a day, 7 days a week!

Meetings

Quarterly Town Hall

Each quarter, we host a Town Hall meeting for ALL members. Presentations include Chair Welcome; President's Report; Marketing & PR Update; Sustainable Update and Guest speakers. Format of the meeting is 2pm-5pm followed by a social gathering.

Annual General Meeting

Scheduled in June, this meeting combines Town Hall content; financial overview; annual elections and recap of past and look to the future.

Committees

Marketing, Tourism and Green committees meet 4-6 times per year. Nominations for these committees take place prior to the AGM and remember, committee meetings are open for any member to audit throughout the year. Check the member's site for meeting dates.

"Keep up-to-date through the Wine Council of Ontario Members Portal. Available 24 hours a day!"



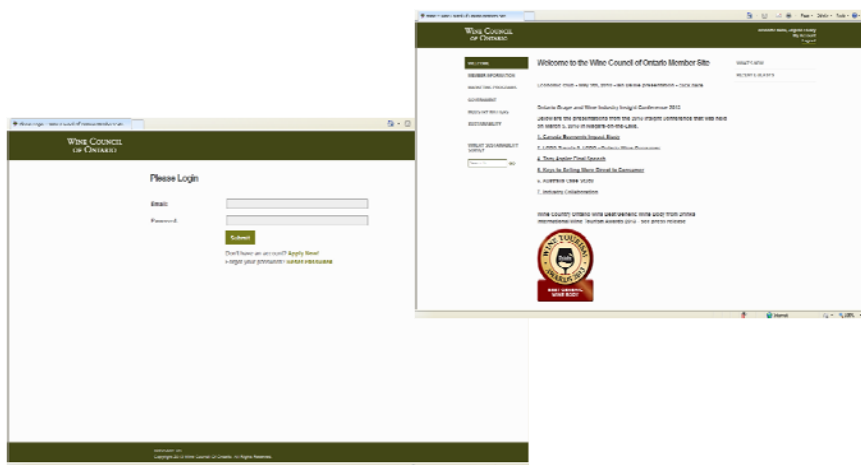
Register today on the Member's Portal!

Visit

www.members.winecouncilofontario.ca

Don't have an account? Click Apply Now

Follow the instructions and your application will be authorized within 24 hours.



Wine Council of Ontario

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Who we are

The Wine Council of Ontario is the champion of Ontario's high quality, authentically local Vintner's Quality Alliance (VQA) wines and of promoting wine country as a destination.

As a non-profit trade association, WCO represents 85+ wineries from across the designated viticulture areas of the province: Niagara Peninsula, Prince Edward County, Lake Erie North Shore as well as new emerging regions in Ontario.

Our members are grape growers, manufacturers and leaders in tourism in their communities. We are the future of Ontario's wine industry, which is a source of new investment, jobs and award-winning wines.

Celebrating our Members

The following wineries have been proud members of the Wine Council of Ontario for 15+ continuous years!

Reif Estate Winery (1982)
Vineland Estates (1983)
Pelee Island Winery (1984)
Cave Spring Cellars (1986)
Henry of Pelham (1988)
Konzelmann (1988)
Small Talk Vineyards (1991)

Southbrook Winery (1992)
Pillitteri Estates Winery (1993)
Marynissen Estates (1995)
Sunnybrook Farms (1996)
Joseph's Estate Wines (1997)
Strewn Winery (1997)



Wine
Country
Ontario

The Wine Council of Ontario is the organization tasked with executing the Wine Country Ontario brand. This brand is a trademark of the Wine Council and supported by government funds for the promotion of authentic VQA Ontario wines.

As members, you are able to participate in the Wine Country Ontario programs. Details are available in the accompanying package and on the Wine Council of Ontario member's site.