

February 14, 2011

Upcoming Meetings

- **Friday, February 18, 2011**
WCO Marketing Committee Meeting
10:00am – 12:00am
WCO Office

WCO Membership Renewal Forms

You should recently have received the annual WCO membership renewal form for the upcoming fiscal year (for the period from April 1, 2011 to March 31, 2012). Please sign and return (fax or e-mail) the applicable page to Tanya at the WCO office. If you have any questions on the form, please contact D. Gibson at the WCO office.

J10 Monthly Reporting Deadlines

The LCBO has asked us to remind members that the J10 reporting forms are due to the LCBO by the 10th of the following month.

As you know, the recent implementation of the Wine Taxes includes the filing of the Wine and Wine Cooler Tax Return by the 20th of the month. During the presentations by the Ministry of Revenue on the new (at the time) wine taxes, it was suggested that they might coordinate these filing dates, moving the J10 'back' to the 20th. However, this did not happen, so please ensure that you do file J10's by the 10th of the month.

Export Training Seminar

Thursday, March 24, 2011, 9:00 to 4:30 PM at Pillitteri Estates Winery

The session will provide an overview of the US market and assist you in preparing to export into the US market by providing information on three-tiered distribution system, obtaining and managing the distributor and sales network, how the 3-tier system affects sales and marketing along with basic marketing strategies for the US market. Three presenters including a distributor and a representative from the US Alcohol and Tobacco Tax and Trade Bureau. Contact Linda Watts to register.

Competition Consolidations Reminder

This week is the consolidation for the International Wine & Spirit Competition. Contact Linda Watts for information or check the member's site for information on all competition consolidations.

Winery Sales and Profitability Symposium – March 1st, 2011 – REGISTER TODAY

Keynote Speaker: G.M. “Pooch” Pucilowski is a dynamic and exciting speaker and his enthusiasm for wine is balanced by his 30+ years of teaching and educating both consumers and members of the wine trade--Key Note Speaker March 1st, 2011

Shaun Belding “Customer Relationship Building”

Shaun Belding is the CEO of The Belding Group of Companies, a performance development company with three divisions that include customer service training, mystery shopping and employee performance measurement. He is recognized as one of the leading global experts on customer service, service recovery and building positive workplaces

Anthony Gismondi & David Lawrason Ontario “PR- Media Training session “

Learn how to showcase your best winery experiences to media so they can help share your story and understand how to create a successful visit on a FAM tour. Hear what is important for media in PR materials and learn how media uses websites and media centres.

For the full agenda and to register visit: <http://www.winerysalesandprofitability.ca/> to register.

You are cordially invited to the Launch Celebration of:



- What:** See the new look of Wine Country Ontario, hear the story behind it and why we are so much more than just wine in a bottle.
- Why:** Find out ways to support the new brand Wine Country Ontario at your wineries and receive the tools to make it happen.
- Who:** This launch celebration is for all front-line winery staff (Retail Managers, Tasting Bar staff) Each attendee will receive ‘goodies’ and tips on how to support the program.
- When:** February 24th, 2011 following the WCO Town Hall Meeting
12:00pm -1:30pm
- Where:** Cave Spring Cellars, Windows Room

Lunch will be provided so please **RSVP by February 18th** to info@winesofontario.org

WCO Member’s Site

We have launched the new member-only site which gives WCO Members and easy-to-use source for all your member needs. Topics will include: meeting notices, marketing programs, member benefits, industry statistics and sales data, government updates and much more. Meeting notices and minutes, upcoming events, past weekly e-blasts will all be available. Be assured, this site will not replace any of the current WCO communications but be an easy-to-access portal to find misplaced emails, documents etc.

To ensure you, as a member, have access please follow the link below to create your account. Once your application is complete – you will be sent a confirmation, within a day, to your email address to indicate your account is created.

Create your account today! Go to: <http://members.winesofontario.org/login.php> - Click on "Don't have an account? Apply Now!"

If you have any questions, please do not hesitate to contact Regina at the WCO office.

WCO Social Media campaign

Be sure to submit your winery's event to www.winesofontario.org/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.

Blog is launched – <http://blog.winesofontario.org>

Check out lots of new updates including photos and videos on Icewine Festival activities by guest blogger Suresh Doss.

Ontario Wine Society

The Ontario Wine Society (Toronto) Presents "Seriously Cool Chardonnay". If you missed last year's historical "Seriously Cool -Ontario Chardonnay" OWS event, you get a second, better, chance to taste the best that Canada has to offer... all in one place.

This year, Bill Redelmeier and gang, and the Seriously Cool - Great Canadian Chardonnay Grape, take on the Big Apple's critics and trade.

Selected by a panel of experts from the 100 submitted, this year's top Chardonnays from 31 Ontario and British Columbia wineries will be tasted by OWS members, guests and the public in a dress rehearsal before the wines head to the McGraw Hill building high up in the skyline of New York City in midtown Manhattan.

As a special treat, you will taste the Chardonnays in a commemorative Ontario Wine Society 20th Anniversary, Schott Zwiesel Cru Classic glass that you keep and take home.

Location: Toronto Lawn Tennis Club, 44 Price St. in Toronto
Date: Tuesday, February 22, 6:30 pm
Price: \$43 each - member and 1st guest, \$53 each - addition guests and non-members.

For more details and to register, visit: <http://www.ontariowinesociety.com/events.html>

Ontario Wine Society

The Ontario Wine Society (Niagara) Presents "***The Art and Design of Contemporary Wine Labels***".

Tanya Scholes' book "The Art and Design of Contemporary Wine Labels" has received wide critical acclaim. The book features labels from all over the world. But, we'll be examining labels and featuring wines from 8 Ontario wineries whose labels appear in her book: Foreign Affair, Megalomaniac, Organized Crime, Henry of Pelham's Sibling Rivalry, Southbrook, Five Rows, Malivoire and Truffle Pig. Tanya will have copies of her book available for purchase and autographing.

Date: Wednesday, February 23, 2011

Reception: 6:30 pm, Tasting: 7:00 pm

Location: Grantham Lions Club Hall, 732 Niagara Street, St. Catharines.

Cost: \$40 each - member and 1st guest, \$50 each - addition guests and non-members.

For more details and to register: <http://www.ontariowinesociety.com/events.html>

Ontario Wine Society

The Ontario Wine Society Toronto Presents "***A Taste of Québec's Tasting Soirée***".

This *Tasting Soirée* event promises to be a fun and educational evening with an assortment of artisanal Québec cheeses explained by fromager Thom Sokoloski from 'A Taste of Québec' complemented by an in depth exposure to Canadian Wine Awards' Winery of the Year for 2010 - Tawse Winery. Thom is also going to demonstrate to us how we can make cheese at home!!

Date: Tuesday, March 22, 2011

Reception: 6:45 pm, Tasting: 7:00 pm

Location: Taste of Quebec Shop, 55 Mill St., Building 32, the Distillery District

Cost: \$45 per person. For more details <http://www.ontariowinesociety.com/events.html>

Brock University Funding

Brock University has received \$750,000 in federal research funding to help local businesses innovate.

The federal government's Applied Research and Commercialization (ARC) program is designed to help small and medium-size enterprises (SMEs) in Niagara partner with Brock to innovate and bring new products and processes to market.

To date, Brock has received submissions from outstanding homegrown companies specializing in such knowledge-based industries as biomanufacturing, applied health, and digital and interactive media. And there is room for more companies to apply.

Eligible companies are strongly encouraged to take advantage of this unique opportunity to partner with Brocks' world-class researchers in bringing innovation to their products

and services.

The Federal Economic Development Agency for Southern Ontario has provided up to \$750,000 to the University for the overall program, which aims to include up to 15 projects at a maximum of \$50,000 each. Companies whose projects are selected to be part of the program are asked to provide \$25,000 in cash or in kind.

Using these funds, Brock will offer research and development support services to SMEs in areas like product and process applied research, engineering design, technology development, product testing, and piloting and problem solving.

The program addresses the unique research and innovation challenges faced by SMEs, defined as having less than 1,000 employees.

The application form to apply for the ARC program is available on Brock's website: <http://brocku.ca/government-relations/research-and-commercialization>

Once an application has been submitted, applicants will receive a confirmation email within one business day. Applications are being reviewed by a committee of internal and external business and industry leaders on an ongoing basis and the University will contact successful applicants.

All projects will be identified, approved and initiated by March 31, 2011 and completed by March 31, 2012.

For more information, please contact Carlene Thomas, Government Relations, Brock University, 905-688-5550 x4295; governmentrelations@brocku.ca