Working together as a state grape and wine industry

For the 2003 IGGA Conference

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Strategic Planning

- Lock yourselves in a room
- Create a ‘possibilities list’
- Set priorities
- Pick some ‘winners’
- Agree to disagree
- Don’t re-invent the wheel – steal unabashedly
- Find a passionate ‘leader’ or two
- Develop partnerships
- Look for financial ‘security’
Lock yourselves in a room

- Get some professional help
- Storyboarding – SWOT analysis
- KISS principle
- Broad based buy ins
- Distribute the plan widely
- Post it everywhere
- Stick to it
- Adjust as situations warrant
Create a possibilities list

- Goals: realistic to optimistic
  - Wine tasting opportunities?
  - Media recognition?
  - 20% annual industry growth?
  - 100 new acres planted per year?
  - 85% industry sales based on tourism?
  - Restaurant/retail outlet sales?
  - $25 bottle of Iowa wine?
Set priorities

- Can’t do everything at once
- 1 - 3 - 5 year plans
- Everyone needs to understand their time will come
- Balance between needs of old, new, large, small, public, private
Pick some winners

- Want to show some very successful accomplishments
- Tie in media/consumer/winery events – maybe even politicos
- Seek opportunities that promote winery cooperation
- Focus on mutual benefit – feel good is very important for a fledgling industry
- Get together as a ‘family’
Agree to disagree

- Everyone needs to know the plan
- Enough work to do – ignore the toughest of the issues
- One voice to media and politicos
- Private ‘tweaking of plans annually
- Make clear distinctions between public and private good – leadership MUST have a global view of the Iowa wine world
Don’t reinvent the wheel – steal away

- No secrets, just ‘theft’ with adjustments
- Look at a wide range of programs:
  - IL, MO, VA, TX, OH, IN, NY, CA even Europe --- personalities and programs
- Get involved nationally
  - WineAmerica, WGA – DC and otherwise
- Get involved regionally
  - State conferences, ‘License to Steal’ group
- Use e-mail – we like each other
- Divide workload, share lots
Things to consider in your planning

- Create partnerships – develop leadership
  - University
  - Private growers and wineries
  - Government
  - Tourism community
  - Economic development coordinators
  - Media
  - Affinity groups
Find a leader or two

- Passion, talent, long term commitment, good ‘eye’ and good ‘ear’ – let them grow into the job
- Sources: university, existing wine family, wine ‘groupie,’ young college grad – ‘not for profit’ mindset
- Keep overhead down
Develop partnerships

- You are NOT soybeans
- Amazing what a bottle of wine will do
- Winemakers are ‘American Idols’
- Identify who has access and or who may become a champion:
  - Media - Dept. of Agriculture
  - Tourism - Dept. of Transportation
  - Politicos - Free lance writers
  - NPR, PBS - University
Establish financial security

- Private dollars
  - Dues
  - Events – activities
- Public dollars
  - Look around at the states’ best plans
- Grants: foundations, government, university, others
- DO NOT PUT ALL OF YOUR EGGS IN ONE BASKET – maintain dollars your industry can control
Do the best that you can do

- More is not always better
- Attention to detail
- Follow-up – internal and external
- Global vision
- Patience
- Have fun, respect each other, love what you do