



**April 2013**  
**Volume 2 Issue 1**

## **Don't underestimate the power of grassroots efforts**

by Scott Osborn, President

Over the past few years, NYWIA has worked to serve as an industry "watchdog." Members of NYWIA have passionately and tenaciously kept abreast of legislative issues and often taken action on behalf of the industry. As an example, in our last newsletter we reported that California wines were predominant in the Empire Room restaurant during the New York State Fair and that we took action by issuing a press release and writing a letter to Governor Cuomo that was signed on by New York Farm Bureau, The Business Council, Associated NY State Food Processors, Inc. and the NYS Wine Grape Growers. That action got the Governor's attention and, as a result, there are changes in management at the State Fair, and you can expect to see New York State wines well represented at this year's fair.

Currently, NYWIA is working towards having all state legislators commit to serving only New York produced wines at all official events.

Over the years, we've taken on a number of challenges, always to support your ability to be profitable in New York State. Some of our issues concerned expanding wine outlets and others were to foster a regulatory environment that would not inhibit growth potential. Some of these issues had broad support while others were controversial, but every issue was about the successful growth of our industry.

Recently, Suzy Hayes, co-owner of Miles Wine Cellars, authored an article that appeared in New York Farm Bureau's *Grassroots* publication. Her article included excellent pointers on how to be effective when communicating to legislators:

- Be in contact with your legislators and their staffs. Start now, before you have an issue. Offer to be their constituent "expert" in case they have questions about whatever industry you represent.
- Always be polite. Manners matter! Even when legislators are not receptive, there will be someone present that will note that you kept your composure.
- Organize your group prior to going into a legislator's office. Establish a facilitator and decide who will address each point.
- Develop a one-page list of talking points. Make sure everyone involved has them, sends them, and leaves them in legislators' offices.
- Ask legislators what questions they have regarding your issue or industry.

- Follow up. Send letters, thank you notes and emails when you do get appointments.

Finally, whenever Suzy organizes lobby trips, she makes sure that this Margaret Mead quote is with the group, either on the paperwork she hands out or even posted in the front of the bus, "Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it is the only thing that ever has."

Remember, while the stick can often be long, the carrot is big. Don't give up!

## Viticulture 2013 - par excellence!

By Carol Doolittle

NYWIA members played an active role in Viticulture 2013, February 6-8 in Rochester, N.Y. The symposium and tradeshow is held every three years, and if you weren't able to attend this time, you'll want to make it a priority for 2016. I left the event with some great vendor contact info and specific information on the latest trends, techniques, cultivars, and laws eagerly planning to implement some of what I learned at our family's winery.

### Working with the media

Of particular interest was the session entitled, "Working with the Media." As someone who's experienced in this area, I had the honor of moderating the session. The speakers reinforced some of what I know and emphasized some points that I'll be sure to use in my future media contacts. There's no doubt that dealing effectively with different types of media can boost your business. Here are some useful tips:

#### The "Do's"

- Be sure to follow-up with phone calls to your media contacts after sending a press release to a newspaper, radio or TV station
- If you want to be successful in telling your story, get to know a few media contacts
- Be persistent in your efforts to get your press releases published
- Fold your story into a "theme." Paint a broad picture with your message highlighted to get more attention; for instance, focus on
  - Your new wine in the context of other wines that are gaining or losing popularity
  - Your event in the context of others, highlighting what is better or different about yours
- Use a 12 or 14 point font so the recipient can quickly scan your piece, and remember you'll need to get their interest in one or two lead sentences

#### The "Don'ts"

- Send a press release right before you leave town. You'll shoot yourself in the foot if you're not available to take follow-up calls
- Send lists of awards to media who don't use awards (check out your target media beforehand to see what type of information they are likely to use)
- Send a release, story idea, etc., longer than one page (reporters don't have much time to read).



*Above: Laure Missick explains what NYWIA is all about to a tradeshow attendee at Vit 2013*

## Complying with New York's Alcoholic Beverage Control Law - A Guide for Wineries and Farm Wineries

This not-to-be-missed session offered a wealth of factual information from the licensing application process to violation penalties and everything in between. Moderated by Jim Trezise, President - New York Wine & Grape Foundation, the presenters addressed a packed audience. Speakers from the New York State Liquor Authority included Dennis Rosen, Chairman; Kerri O'Brien, Deputy Commissioner of Licensing; and Thomas Donohue, Special Counsel. While New York's Alcohol Beverage Control Law (created following the repeal of Prohibition in 1934) has been amended often and is just as often hard to understand, we learned that under the leadership of Dennis Rosen, the Authority is striving to update its rules and regulations focusing on eliminating the archaic and making them more clear and understandable.

The Symposium wrapped up on Friday with sessions focused on bud variety production and wine technology with emphasis on soils, nursery stock, IPM, winery wastewater, and sustainability programs. In summary, a high quality, jam-packed three days, and you didn't have to travel to California to find it. While I'm still digesting everything that was presented, I'm already looking forward to Viticulture 2016. Thank you New York Wine & Grape Foundation and Cornell for a superb symposium.

## **This year's Unified Wine & Grape Symposium - Sacramento, Calif.**

by John Martini



### **Australian Wine Sales Hampered**

This year's attendance topped 13,000. The session on global grape and wine supply addressed a full house as presenters explained how prices are affected by exchange rates and other factors that growers have little or no control over. For instance, Australia's exchange rate had risen because of both its mining activity and China's demand for raw materials. The Australian dollar that was valued at 50 cents U.S. has a current exchange rate of \$1.05 U.S. That increased exchange rate along with the impacts of Australia's drought has hampered Australian wine sales around the world.

### **California's Crop Exceeds Estimates**

Nat DeBudo of Allied Grape Growers reported that Allied had estimated California's 2012 crop at 3.85 million tons -- the largest estimate around. All grapes were sold at elevated prices resulting in happy growers. (It turns out that the total crop exceeded 4 million tons, a record.) Nat suggested that a net planting of 15,000 acres per year would keep supply and demand in balance. Additionally he said that investors are putting their dollars in nuts -- almonds and pistachios.

### **Barefoot Brand is Flying High**

Jon Fredrikson of the Gomberg-Fredrikson Report, which monitors monthly and annual comparative shipments, offered an insightful commentary and analysis of current conditions and trends. He said that bulk wine moves all around the world in "balloons," but overall, the supply of grapes and wine is in short supply because grapes in Europe suffered a disastrous year. Jon also recognized both Gallo and Constellation as wineries of the year. He noted that Gallo's Barefoot brand is flying high with consumers purchasing one million cases of Riesling as well as millions of cases of Barefoot's other varietals.

### **Next Year's Unified Dates**

Jim Trezise, my wife, Ann, and I poured a selection of New York wines on the tradeshow floor. The

line waiting for tastes with both long and patient -- good sign! Mark your calendar for next year's Unified Symposium set for January 28-30. It promises to be well worth your time and investment.

## Winestock New York 2013

June 29, Geneva, N.Y

Don't pass up this opportunity to meet more wine lovers and sell some additional cases. This year's event again takes place at Three Brothers Winery in Geneva, N.Y. More than 2500 wine consumers attended in 2012. NYWIA has an aggressive marketing campaign, and we expect to draw even more attendees this year. Participation is free for NYWIA members, which is a good reason to join if you're not already a member. You can find out more info regarding Winestock New York at [www.winestockny.org](http://www.winestockny.org).



Become a NYWIA member for only \$50. Support our industry by mailing your check payable to the New York Wine Industry Association along with your business name and contact information, including your email address to: **NYWIA, P.O. Box 44, Hector, NY 14841-004**

## Martinis host NYWIA's annual meeting

Ann and John Martini hosted this year's annual meeting on April 3 at their home on Anthony Road in Penn Yan, N.Y. After some social time that included great wine, great cheese and a superb dinner prepared by Ann, the meeting went full swing.



All current officers were re-elected to serve for the next 12 months. Topics discussed included the bylaws, an initiative to get all elected officials to serve only New York wines at all official events, Winestock NY 2013, our newsletter, and website development. Tina Hazlitt reported that we are at our highest number of membership renewals in addition to new members since NYWIA's inception.

*Ann & John Martini*

The next meeting is tentatively scheduled for May 1 at the home of Doug Miles and Suzy Hayes in Himrod, N.Y. All members are welcome to attend. Watch for an official meeting announcement.

Officers:

President - Scott Osborn - [scott.osborn@foxrunvineyards.com](mailto:scott.osborn@foxrunvineyards.com)

Vice President - Suzy Hayes - Mileswincellars@msn.com  
Treasurer - Dave Mansfield - threebrothersm@yahoo.com  
Secretary - Tina Hazlitt - smcviueyard@htva.net

Send comments & questions to editor:  
**Charlene Ryder** - cryder@roadrunner.com

**STAY CONNECTED**



**[Forward this email](#)**



This email was sent to nywineindustryassociation@gmail.com by [nywineindustryassociation@gmail.com](mailto:nywineindustryassociation@gmail.com) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

NYWIA | PO Box 147 | Dresden | NY | 14441-0147