

One-Day Workshop

# The Business of Making Wine

This business development workshop deals with the business aspects of producing wine. Industry professionals will provide information about production, finances, business plans, and marketing strategies that will help you complete the business planning process.

**DATE:**

June 28, 2008

**FEE:**

\$75 - Lunch included  
(\$85 after June 15)

**LOCATION:**

Skagit Valley Comm. College  
Nelson Bldg., Rm 120  
2405 E. College Way  
Mount Vernon, WA 98273

Visit: [www.AgBizCenter.org](http://www.AgBizCenter.org)  
for more information

**Presented By:**



Northwest Agriculture Business Center  
419 S. 1st St., Suite 200  
Mount Vernon, WA 98273  
Phone: (360) 336-3727  
[www.AgBizCenter.org](http://www.AgBizCenter.org)



## Program Topics Include

- ♦ **Economics:**  
“Small Winery Investment and Operating Costs”  
Trent Ball, Yakima Valley Community College
- ♦ **Sourcing Wine Grapes:**  
“Buying and Selling Grapes from the Vineyard”
- ♦ **Marketing:**  
“Positioning and Selling Your Wine”  
Tom Boucher, Carpenter Creek Winery
- ♦ **Risk Management:**  
“Minimize Your Exposure to Risk”  
Dave Kaiser, Liberty Mutual Insurance Co.
- ♦ **Business Plans:**  
“Putting the Pieces Together”  
Northwest Agriculture Business Center
- ♦ **Wine Tasting:**  
Wine and Cheese Pairings, Libation Station

Please print and complete the following form, and return it to our office with payment enclosed by June 20th. **SPACE IS LIMITED: Class will be filled on a first-come, first-served basis. Register by June 15th for a \$10 discount per person!**

## Workshop: The Business of Making Wine Saturday, June 28, 2008

### Applicant Information

Farm/Business Name: \_\_\_\_\_

Name(s): \_\_\_\_\_

Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Special Needs (please list):

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ County: \_\_\_\_\_

### Company Information

Please select all that apply:

Start-up business:  Grape grower:  Wine producer:  Wine shop:

What is your interest in taking this class?

### Registration

Number of participants: = \_\_\_\_\_ X \$75 each if postmarked by June 15th  
X \$85 each After June 15th

= \$ \_\_\_\_\_ **TOTAL ENCLOSED**

Please make checks payable to:

Northwest Agriculture Business Center  
P.O. Box 2924 Mount Vernon, WA 98273