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the Washington Wine Institute  
is the voice on regulatory & legislative issues that affect the Washington wine industry

## Washington State Wine Commissioner Appointment, Wine Producer

### MEMORANDUM

To: Washington Wine Institute Members  
Date: March 31, 2012

Re: Washington State Wine Commissioner Appointment, Wine Producer

Two Washington State Wine Commission wine producer positions will expire on June 30, 2012. One seat must be held by a person producing wine from their own grapes.

Jay Soloff (DeLille Cellars) and Daniel Wampfler (Dunham Cellars) currently hold the positions that are set to expire; both will be seeking reappointment. The effective dates for the terms up for appointment are July 1, 2012, through June 30, 2015. There are no term limits on the Commission's board member positions.

Individuals interested in consideration for appointment to the two producer positions must submit a letter of interest indicating background and qualifications along with a résumé and brief statement on why you wish to be a commissioner no later than April 16th, 2012. Please send submissions by email to the Washington Wine Institute at [Info@WashingtonWineInstitute.org](mailto:Info@WashingtonWineInstitute.org), or by mail to:

Washington Wine Institute  
Attn: WWC Application  
1501 Capitol Way S, Ste. 204B  
Olympia, WA 98501-2200

The Washington Wine Institute Board of Directors will conduct interviews April 30th at the Col Solare Winery in Benton City and then recommend two wine producers for appointment by Director of Agriculture Dan Newhouse. Two grower positions are also expiring effective June 30, 2012. For more information on the grower appointment process contact the Washington Association of Wine Grape Growers (WAWGG) [HERE](#).

For more information about the producer positions please contact the WWI office at (360) 352-1557 or send an email to [info@washingtonwineinstitute.org](mailto:info@washingtonwineinstitute.org).

## CURRENT WASHINGTON WINE COMMISSIONERS

**Kent Waliser**, Chair  
Sagemoor Vineyards

**Martin Johnson**, Treasurer  
Ste. Michelle Wine Estates

**John Bookwalter**  
J. Bookwalter Winery

**Dick Boushey**  
Boushey Vineyards

**Dan Ewer**  
Young's Columbia Wine  
Company

**Patricia Gelles**  
Klipsun Vineyards

**Daniel Wampfler**  
Dunham Cellars

**Rebecca Weber**  
Washington State Department of  
Agriculture

**Chad Johnson**  
Dusted Valley Vintners

**Steve Newhouse**  
Upland Vineyards

**Kim Roberts** (non-voting)  
Westport Winery

**Jay Soloff**  
DeLille Cellars

**Chris Sparkman**  
Sparkman Cellars

According to [RCW 15.88](#), each voting member of the commission shall be a citizen and resident of this state and over the age of 21. Each voting member, except the member holding position 11 (held by a distributor), must be or must have been engaged in that phase of the grower or wine producer industry that he or she is appointed to represent, and must during his or her term of office derive a substantial portion of wine from vinifera grapes as an owner, lessee, partner or a stockholder owning at least ten percent of the voting stock in a corporation engaged in the growing of vinifera grapes or the wine production from vinifera grapes; or the manager or executive officer of such a corporation.

## WASHINGTON STATE WINE COMMISSION COMMISSIONER ROLES AND RESPONSIBILITIES

The Washington State Wine Commission was created by the Washington State Legislature in 1987 to promote the growth of the wine industry for the benefit of all of the state's citizens. Its mission is to raise awareness and demand for Washington State wine through marketing and education, while supporting viticulture and enology research to drive industry growth.

The Commission was constituted under the Washington State Department of Agriculture and is governed by an appointed board of commissioners.

The Commission is composed of twelve voting members and one non-voting member; five voting members shall be growers, five voting members shall be wine producers, one voting member shall be the Director of the Washington State Department of Agriculture and one voting member shall be a wine distributor. The non-voting member is a producer of non-vinifera fruit wine.

Each voting member is to be a resident of the state of Washington and over the age of 21. Each voting member is to also be currently, or have been involved in, the phase of the industry for which they represent, i.e. grower, producer, or distributor. Members serve three year terms.

#### **Commissioner Duties and Responsibilities:**

- Be actively involved in commissioner board meetings through regular attendance and engagement in discussions
- Have a clear understanding of the mission of the organization and be able to articulate its purpose and structure to the industry and general public
- Represent and speak for the broader interest of the industry, not that of one's own business nor that of any particular subset of the industry
- Serve as an Ambassador for the Commission, educating the broader constituency about the Commission's strategic direction and tactical programs
- Be knowledgeable about industry trends, particularly as it relates to supply and demand
- Be available to serve on committees and attend Commission-sponsored events and activities
- Be knowledgeable about state agency governance rules and regulations, i.e. Open Public Meetings Act, State Ethics laws, wine and grape assessment process, etc.

#### **Key Qualifications:**

- A strong grasp of marketing principles and tactics
- Global perspective of the wine business
- Strong understanding of the various wine marketing channels, including trade, media, distribution, and the consumer
- Extensive contacts and relationships throughout the industry and in the broader community (both within Washington and beyond)
- A collegial and collaborative approach to decision making and problem solving
- Strong leadership and management skills
- Strong communication skills
- A strong record of participation or involvement in industry activities
- A high level of integrity