
2009 Kemper Internships

Kemper Internships

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Vista Hills Vineyard: Wine Industry Exploration Internship

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Vista Hills Vineyard: Wine Industry Exploration Internship



Lindsay Gardner
2008-2009

Personal History

- France
- Goal: learn more about wine!
- Get more involved with McMinnville area



Vista Hills Vineyard



- John and Nancy McClintock
- 10% of sales go to Clint Foundation
- First vines:1997; First vintage 2000
- Treehouse tasting room: 2007
- 42 acres; 2008 production: 3600 cases

Oregon Wine Industry

- 4th largest wine producing state
- “The birthplace of new world Pinot Noir”
- 55% Pinot Noir, 17% Pinot Gris
- Revival in early 1960’s
- Community



The Internship

- “Guinea pig” intern
- Three components:
 - Harvest
 - Research and writing
 - Business and hospitality

Harvest

- Cluster sampling
- Fruit sorting
- “Punching down”



Business



- Budget & Distribution – Bill Hansen, Sales and Marketing Manager, Panther Creek Cellars
- Tasting room: serving, sales, etc.: Stephanie Eads-Paul
- Grape contracts & Vineyard Management: David and Jeanne Beck
- Economics of non-pinot varietals: Mary Olsen of Airlie Winery
- Small business ownership: Kathy Campbell of Wednesday Wines

The Becks

- Crawford-Beck vineyard
- Contracts
- Comparative tastings



Tasting!



- Barrel tasting
- Comparative tasting
- Technical tasting
- “Recreational” tasting
- Non-pinot varietals

Independent Work

- Wine & Philosophy
- The Boys up North
- Information from “Oregon Pinot Camp” 2007
- Wine for Dummies
- Export market for Oregon wine?
- A plan for a hypothetical Oregon winery considering exporting

Kemper Program

- Different internships
- The only “for profit;” “me” focused
- Community & support
- Structure & reflection
- Financial support -- allowing and promoting these kinds of internships

What I'll Take Away

- General Skills
 - Customer service
 - Communication
 - Project planning
/implementation
- Specific Skills/
Experience
 - “winespeak”
 - Harvest experience
 - Tasting room
experience
 - General knowledge of
the industry

The Future

- In the industry :
 - harvest?
 - import/export?
- Lifelong learning:
Oregon Pinot Noir...
the World!

