



Welcome to the first newsletter from the Central Washington University **World Wine Program**! We look forward to providing you with local, regional, national, and global wine news and information.

We will also tell you about what is happening in the World Wine Program, where our former students are now, how our graduates are making their marks on the wine industry, and what projects we are working on to improve the business of wine.

The **World Wine Program (WWP)** is unique in the U.S. as it focuses on the *business* of wine along with professional evaluation aimed at assessing and improving wine quality. The WWP offers the following academic programs:

- Global Wine Studies Degree
- Wine Trade Professional Certificate
- Wine Trade and Tourism Minor
- Trade Training for the Industry
- Consumer Courses

For more information about the programs offered through the World Wine Program, visit

www.worldwineprogram.org

WORLD WINE PROGRAM

Central Washington University

WINTER 2009

WINE TRADE PROFESSIONAL CERTIFICATION

The **Wine Trade Professional Certificate Program** is an intensive, professional development program that focuses on the business and trade aspects of wine. The curriculum covers the following subjects:

- Major wine regions of the world
- Professional wine analysis
- Fundamentals of viticulture and enology
- Wine marketing and branding

Graduates of the program have gone on to the following positions:

- Wine steward at Costco in Union Gap, WA
- Wine buyer for Laithwaites in London, England
- Beverage manager for a multinational firm in India
- Event coordinator for Constellation Brands
- Owner of Vintage Vine wine retail shop in Roslyn, WA
- Sales position for Bordeaux Wine Locators
- Operations manager at Bottle of Grapes, Ellensburg, WA
- Personal wine consultant and journalist, Seattle, WA
- Owner and winemaker of Icicle Ridge Winery, Peshastin, WA
- Owner and winemaker of Severino Cellars, Zillah, WA



Wine Trade Professional Certificate students try their hand pruning vines while on a field trip to the Yakima Valley wine growing region.

To learn more about the program, please visit
www.cwu.edu/wine-education/professional-certificate.asp

CONSUMER CLASSES BEGIN - GREAT TOPICS! GREAT WINE!

A Wine Odyssey: Beyond the

Bottle. Our popular wine education series for consumers will kick off again in January 2009. These courses are a fun and non-intimidating way to learn about wine and the great winemaking regions of the world. Wine expert Amy Mumma leads this fun and educational series, and this year she is joined by Angelo Tavernero, the first and only master sommelier and certified wine educator in the state of Washington.

Participants will learn how a region's climate and soil, as well as its grape growing and wine-making traditions make each wine taste the way it does.

Whether you are new to wine or a professional winemaker, you are sure to learn something new and have fun. You might taste a wine you have never tasted before, or even discover a new favorite. Call soon to reserve your place in one or more of these classes. Remember, space is limited and you must be twenty-one years of age or older to participate. To learn more about these classes, visit www.cwu.edu/wine-education/consumercourses.asp. To sign up, please call 509-963-1504 or 1-800-720-4503.



**2008 Wine Trade Professional
Certification Class**

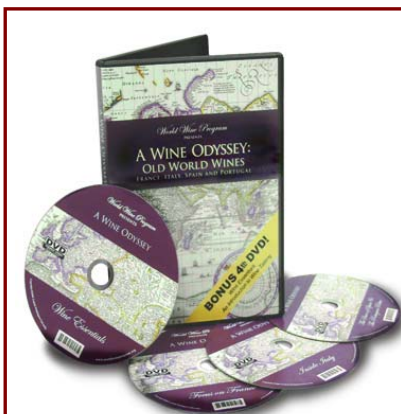
About Our Instructors



Amy Mumma founded the Central Washington University World Wine Program in 2003 to share her knowledge and love of wine. As program coordinator and lead instructor, her academic, trade, and consumer courses have reached thousands of people across the United States and around the world. Amy is a highly sought-after conference speaker, lecturer, and wine judge. She was awarded the prestigious title, Professional Wine Woman 2005-2006, the top award of the International Wine Women Awards competition in Paris, France. She holds an MBA in wine from the University of Bordeaux, the Advanced Certificate of Wine and Spirits from the Wine and Spirit Education Trust in London, and a Diploma of Tasting from the Université de Bourgogne in Dijon, France. The study and enjoyment of wine has been her lifelong passion and her mission is to teach others about the vast and exciting world of wine.



Angelo Tavernero is the first and only master sommelier and certified wine educator in Washington. A very charming and intelligent host, he has taught food and wine pairing in the great wine regions of the world. A walking encyclopedia of wine, he has experienced firsthand the gastronomic delights of the world. Born and raised in northern Italy, Angelo has worked throughout Europe as well as in the Caribbean and the United States. Angelo has had the honor of serving presidents Eisenhower, Kennedy, and Johnson, as well as famous singers and celebrities, including Frank Sinatra, Celine Dion, Julio Iglesias, Paul Anka, Jerry Lewis, the late George Burns, Anthony Quinn, and many others during his twenty years at Caesars Palace in Las Vegas, Nevada. Additionally, Angelo has made fourteen guest appearances on HGTV's *Spencer Christian's Wine Cellar* series.



A WINE ODYSSEY OLD WORLD WINES

This four DVD set will help you learn about wine, improve your tasting skills, and be fun to watch at your next wine tasting party.

To order your set, visit:

www.cwu.edu/wine-education

Only \$49.95 + shipping

Makes a Great Gift!

The World Wine Program at Central Washington University is a part of the Continuing Education Department. We are located in Boullion Hall, room 206 on the main CW campus.

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In each edition of the World Wine Program newsletter we will focus on a student or person of interest from the World Wine Program. This time we are talking with Laura Bainter, a 2008 graduate of our Wine Trade Professional Certificate program.



Laura Bainter

WILDCATS IN WINE

Tell us about your background. What caused you to have an interest in wine? I grew up in a very small town, Zillah Washington, where vineyards surrounded my neighborhood. There are at least fifteen wineries in Zillah, so I grew up knowing quite a few people in the wine business. Also, my parents owned a restaurant and bar my entire childhood. Food and wine became such a commonality to me that it didn't interest me until I actually moved away from home. During my second year of college I was working as a server at a restaurant that was in the process of building their wine list to reach over 100 different wines. Being actively involved in this process was what inspired my huge interest in wine.

When did you figure out that wine would become a focal point in your career? During my junior year at Central. As I was taking tourism management classes, I learned a little bit about wine and tourism. I instantly knew that was the direction I wanted to go. I confirmed my decision as I was going through the Wine Trade Professional Certificate Program.

How did you learn about the Wine Trade Professional Certificate Program? I learned about the WTP certificate from one of my tourism management professors. She passed out brochures and applications in class. There were a few students in my class that had previously taken the program and they couldn't say enough about it.

What do you feel was the most important part of the Wine Trade Professional Certificate Program? It is hard to pinpoint only one most important part of the program, because every single part of the program was so important. Looking back on the certificate program, I would say learning about viticulture and winemaking was the most important part. I say this because as I was going through the program, I thought that viticulture and winemaking would have been the least important part of the program. Now that I am working in the wine industry, I realize that no matter what your job title is, you have to have an understanding of each process in order to be able to talk wine.

Tell me about your role at Tsillan Cellars. My role at Tsillan Cellars is the Marketing Director. Some of my duties as the marketing director are to manage the PR for the winery, increase and enhance marketing strategies and media channels of Tsillan Cellars, manage distribution protocols, develop and maintain strong relationships with suppliers and retailers, and manage wine submissions for in-state and national competitions.

What is the best part about working at Tsillan Cellars? Everything about Tsillan Cellars is such an incredible experience. The best part about my job is being able to travel throughout Washington, promoting and selling Tsillan Cellars wine, as well as the story of Tsillan Cellars.

Would you recommend the Wine Trade Professional Certificate program to others who are interested in getting into the wine industry? I would definitely recommend the Certificate Program to anyone who is interested in getting into the wine industry. I say this because the certificate program gives you such a real understanding of what the industry is all about. It is such a great program because you learn the fundamentals of viticulture, winemaking, global wine knowledge, global trade structures, wine branding, wine marketing, and the list goes on. It is incredible how much information you are exposed to, and even more incredible how much you actually learn throughout the program. Participating in the Wine Trade Professional Certificate was honestly the best decision I have ever made. I can't say enough about it!

How about the Global Wine Studies Degree? I am currently considering going back to school to achieve the degree in Global Wine Studies. I think it would be a huge advantage for me to have a Bachelor of Science in Tourism Management *and* a Bachelor of Science in Global Wine Studies. What will be great about the four-year degree is being able to receive more in-depth and detailed information. Also, it is the only four year Global Wine Studies degree program in the nation, so being able to experience that would be amazing!



Tsillan Cellars

NEW PROFESSOR HIRED TO ASSIST IN GLOBAL WINE STUDIES CLASSES



Dr. John E. Hudelson, assistant professor of Global Wine Studies, brings a world of experience to the CWU World Wine Program. He has worked as a viticulture researcher at Cornell University's Agricultural Experimental Station, served as vice president of Operations for the Hudson Valley Wine and Grape Association, been the chemist of a large U.S. winery, and taught at several colleges in the Northeast. Furthermore, John has been a vineyardist for twenty-one years. Having lived and worked in Europe, Africa, South America, and the U.S., he brings a unique global perspective to the classroom.

WONDERFUL WASHINGTON WINE AND CUISINE EVENT DRAWS RECORD CROWD

In its third year, the WWWC 2008 event brought over forty wineries and restaurants to the Central Washington University SURC ballroom on May 16, 2008. In addition, over 300 consumers, anxious to sip and taste some of the best wine and food that the state has to offer, flooded the ballroom to partake in the outstanding offerings. Throughout the evening guests were entertained by the soulful jazz interpretations of Lenny Price and enjoyed the sounds and smells of fine wine and food. Amy Mumma provided an overview of global wine commerce with an emphasis on the regional wine industry.

Surveys returned by the participating wineries and restaurants encouraged the World Wine Program staff to continue on with the event. Even though the crowd was 50% larger than previous years, the winemakers felt they were able to connect well with their guests and provide them with the tastes and education they were searching for. Guests left the event with new favorite wines and wineries to visit, and well satisfied from the outstanding food, wine, and entertainment. Please watch this space for information about the next big event coming from the World Wine Program. It is our mission to bring fun and education to all those with an interest in wine.



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“Wine is bottled poetry.” Robert Louis Stevenson