



PHOTO PROVIDED

FROM LEFT: Omar Garcia; Omar Chavez, Hawks View Winery vineyard supervisor; Natividad Ramos; Marco Coronado; Alejandro;) Moreno Velador; DeAnna Ornelas, AHIVOY president; Daniel Barajas; Alejandro Avalos Corona; Miguel Angel Azua; Don Crank, Hawks View Winery winemaker and AHIVOY instructor; Elizabeth Cryan, Spanish support facilitator; Sergio Reyes; Adrian Mendoza; Ben Hernandez; José Martínez Lopez; Elena Rodríguez, AHIVOY education committee member.

AHIVOY Presses On

HISPANIC GROUP RAISES FUNDS FOR EDUCATION

BY NEAL D. HULKOWER

Less than two months after AHIVOY's wine industry professional training began, it was abruptly paused on March 13, with one week left in the first term, when the coronavirus forced the closing of Chemeketa Community College in Salem. In the interim, planning and fundraising have continued in the manner that evidences the determination and resilience that has characterized the Asociación Hispana en la Industria Vinícola de Oregon since its inception less than two years ago. In addition, AHIVOY has been increasing the awareness in the Oregon wine industry of the benefits of the training for their vineyard stewards, the suitable designation adopted for the participants.

Jessica Sandrock, a member of the education committee and coordinator of programs and grants, wrote in an e-mail: "All students are expected to return. Eleven vineyard stewards started the

program in 2020. Ten will be able to complete the program. We are sad to share that one of the students, Ben Hernandez (Lange Winery) lost his battle with cancer and passed away in August." When I spoke with him on the first day of class in January, Hernandez had said he wanted to become a manager.

During a Zoom update session in October, Sandrock mentioned, "According to employers [of the participants]...the general consensus was that all of the vineyard stewards were eager to get back and finish the program..." In addition, the employers asked the organizers to "consolidate the program a little bit to meet the seasonal needs of when work ramps up."

Montinore reported that its two participants have already stepped

up to more responsibility. After speaking with some of the students, AHIVOY co-founder Sofia Torres-McKay of Cramoisi Vineyard noted, "All of them have...very positive feedback. They want to go back. They are also thinking about what they can do after..." If all goes as planned, the first cohort will return in person Jan. 13, 2021 — picking up from where it had left off — and end March 3.

During the last weekend of September, the organization held its first online auction. AHIVOY president DeAnna Ornelas of Windlelea Vineyard & Winery reported 117 folks from around the West registered to bid on 36 donated lots, which included wine packages, private virtual tastings, two-night getaway vineyard stays, and tours of two American Viticultural Areas. The auction raised \$18,000. "We wanted to give the bidders an opportunity to learn, to give them wine learning experiences, not just give them wine," Torres-McKay explained. "Our goal is to bring people to the Valley and [have them] get to know the

"According to employers [of the participants]... the general consensus was that all of the vineyard stewards were eager to get back and finish the program..." JESSICA SANDROCK, AHIVOY COORDINATOR OF PROGRAMS & GRANTS

people who are making wines, the vineyards, who's in the frontlines." AHIVOY wants to "do something good not just for our vineyard stewards but also for our donors," she emphasized.

With revenue from the auction and other donations, there are enough funds to cover scholarships for the second cohort, says Sandrock. Because the staff members are volunteers, less than 5% of the budget — a remarkably small percentage — goes to administration, operations, business expenses and specialized contractor fees.

The second cohort is being recruited and will include at least one woman. In her e-mail, Sandrock stated, "There are nine interested students right now. However, AHIVOY is still accepting applications, and we encourage vineyard stewards and employers to turn in applications at their earliest convenience." There will be an orientation after harvest for new students and employers. The 2021 cohort will start their studies Jan. 12 and complete the program April 27. AHIVOY can award 11 scholarships for this new group. "The limited number of scholarships this year is so we can meet social distancing requirements in place at campuses where most classes will take place," Sandrock explained.

Rich Schmidt, director of Linfield University Archives and Resource Sharing, and member of AHIVOY educational committee, told of a parallel effort predating the formation of the association to do bilingual interviews of 25 to 30 vineyard workers and perhaps assemble them into a short documentary. Sandrock added that through Greg Jones, director of the Linfield University Evens-tad Center for Wine Education, and Bree Stock, a WSET Level I instructor, will be included in the second-term curriculum of the wine industry professional training, with Stock donating her time to teach. Also, Chemeketa is "attaching continuing education

See AHIVOY on page 54

Word around Wine Country

ROGUE VALLEY CARES

Rogue Valley wineries have come together to support families impacted by the wildfires that struck the region in early September. In collaboration with 24 wineries, as well as key sponsors, **Rogue Valley Vintners** launched a relief program called **Rogue Valley Wine Country Cares**.

"These devastating fires have affected many of our winery members' employees, friends and colleagues," said Gina Bianco, executive director of Rogue Valley Vintners. "The goal of Rogue Valley Wine Country Cares is to bring hope to those hit hardest. So many families have lost everything and have no insurance or other means to rebuild."

Through Oct. 26, participating wineries donated at least \$10 for every bottle of "Cares" wine sold — more than 50 exceptional wines comprised the selection.

"The fundraiser idea was conceived by Valley View Winery and Red Lily Vineyards. Rogue Valley Vintners developed the campaign and is collecting the funds of which 100% will go directly to families in need," added Bianco.

During its first few days, the fundraiser generated more than \$10,000 in cash donations from supporters like Troon Vineyard, Michael Donovan Consulting and Quady Sweet Wines from California. Oregon Wine Experience has pledged to match up to \$5,000 in proceeds donated from "Cares" wine purchases.

Wineries include: Anchor Valley, Apricity, Belle Fiore, Cliff Creek, Cowhorn, DANCIN, Del Rio, Edenvale, Eliana, Goldback, Grizzly Peak, Hummingbird Estate, Irvine & Roberts, Naumes Suncrest, Plaisance Ranch, Quady North, Red Hill, Red Lily, Rellik, RoxyAnn, Schultz Glory Oaks, Troon, Valley View and Weisinger Family.

To learn more, visit www.roguevalleywinecountry.com.

CRASH AT CRUSH

The night of Oct. 4, a motorist drove through the front of winery supplier **Crush2Cellar** and **ETS Laboratories** in Newberg. No staff members were present at the time, and the driver did not sustain injuries. Employees cleared the entrance so customers could continue coming in to purchase products for harvest, and drop off or pickup samples for ETS.

For more about these businesses, visit www.crush2cellar.com or www.etslabs.com.



ART OF SPARKLING

On Oct. 1, **Argyle Winery** and the **Pacific Northwest College of Art (PNCA)** celebrated the unveiling of the 2020 Art of Sparkling artwork at a special online event. Created by Argyle, the program is a unique collaboration with PNCA. Each year, three student artists are selected to receive a scholarship from Argyle.

As part of the scholarship, the artists create an original piece of art reflective of their interpretation of Argyle, which is then turned into a label for a special three-bottle set, this year featuring 2017 Argyle Vintage Brut. The winning labels were created by Eduardo Soto, Roger Schuff and Shannon Driscoll. The wine is available for purchase at www.argylewinery.com.



BO KNOWS

Based in Minneapolis, Beverage Dynamics magazine recently announced **Bo's Wine Depot** among the winners of its second-annual Top 100 Retailers Awards, which recognize off-premise retailers

throughout the U.S. demonstrating innovation, excellent customer service and superior beverage knowledge. Retailers are nominated by industry members and judged by the magazine's editorial team.

"Innovatively operating in a control state such as Oregon takes creativity, especially during a pandemic, and our customers have shown us that our concept is one that was long overdue," said CEO Boris "Bo" Wiedenfeld. "We are excited about the future as we are preparing to open more locations around Oregon."

Currently, find stores in Eugene and Springfield. Visit www.bosdepot.com for more information.

AHIVOY

Continued from page 17

units to the program,” which will automatically convert to credits for the introductory courses at the college and are transferable to the wine studies program at Linfield, OSU and Umpqua Community College.

AHIVOY serves as an excellent example for any unrepresented group seeking to increase participation in an industry. It brilliantly balances individual initiative with community support to expose participants to the widest range of options and begin their preparation to assume new roles. It is an organization worth cloning. As Schmidt noted: “[AHIVOY] speaks to Oregon again being a trailblazer... in the industry. No doubt...other [wine regions] will look at this as a model.”

To learn more or donate, visit www.ahivoyoregon.org.

Hip Chicks

Continued from page 20

With COVID in particular, Hip Chicks has adapted to follow the state's standards. They have been seating everyone outdoors and installed an air filter. When it rains, they use pop-up tents called “wine cabanas” so customers can be better protected, but Lewis recognizes that eventually they'll have to seat customers inside. Owning the warehouse next door, they'll use it for storage to free as much space as possible; in the winter, they plan to set up portable heaters and keep the doors open.

“It's interesting to see how everyone is trying to think outside the box,” she said.

Lewis has also been excited by the Oregon Wine Board's shift, taking more interest in selling wine to Oregonians. She called it a “hugely positive step.”

“It's been something I've been saying for well over a decade,” she

said. “It's not that I don't support selling wines outside Oregon, I do, but we're small, and we're never going to be distributed liked that. Many people in the state aren't realizing how good the wine is here. To have the Board put effort into selling to our neighbors is exciting to see.”

Looking ahead, Lewis wants to continue to see support for Oregon wine to grow. Programs like the PDX Urban Winery Association are making it easier for consumers, too, offering a joint discount across participating wineries to bring awareness to the small business.

“We're all thinking outside the box and different ways to make it fun and easy; if we don't have that support, we won't be around,” she said. “It's been 21 years; we'd like to have 21 more.”

Harvest

Continued from page 13

little to no cold, wet weather at bloom for her and other area vineyards. Not far away, Brandborg in Elkton noted up to a 50% drop in yield for him and nearby growers because of the cold, wet factors. Tom Danowski, OWB president, mentioned reports from growers that the smoky east side of the Eola-Amity Hills exhibited dramatically different conditions from mostly clear skies on the west.

Despite what's happened in Oregon's vineyards during the crazy year that's been 2020, this year's vintage looks promising.

Thanksgiving Sides

Continued from page 25

vinaigrette to prevent oxidation. Toast hazelnuts for around 10 minutes at 300 degrees, once cool enough to handle, give them a rough chop and season with a little salt. Toss together chicories, apples, most of the pomegranate seeds, a handful of hazelnuts with a couple spoonfuls of vinaigrette. Season with salt and taste, making sure to get both some lettuce and apple for a balanced bite. Is it too

bitter? Maybe a little more apple, and a little more vinaigrette. Too sweet? A little more vinaigrette or some hazelnuts. Feel free to play with proportions and balance here.

② To plate: spoon some pomegranate yogurt onto plate or bowl, spreading it out to a thin, even layer. Lay dressed salad on top. Take some pieces of hazelnut tuile and arrange artfully on top. With vegetable peeler, make thin long shavings of Comté and lay on top as well. Garnish with a few more of chopped hazelnuts and remaining pomegranate seeds. ③ Note: Hazelnut tuile, pomegranate yogurt and vinaigrette can be made ahead; everything else can be assembled right before guests arrive.)

Pomegranate Yogurt

1 cup plain yogurt
¼ cup pomegranate juice
* pinch of salt

Directions

① Bring pomegranate juice to a boil in pot and reduce by half. Once cool, whisk all ingredients together.

Hazelnut Tuile

1½ sticks butter
½ cup sugar
1 ounce corn syrup
1 egg
½ cup hazelnuts, pulsed
½ cup all-purpose flour
* pinch of salt

Directions

① Cream sugar, butter and corn syrup. Add egg on low speed until incorporated. Fold in remaining ingredients until fully incorporated. Roll out on full sheetpan between parchment and Silpat. Chill for at least 2 hours. Bake at 300 degrees for 10 minutes, or until evenly golden brown, turning halfway through. Cool at room temperature. Break into pieces.

Herbes de Provence Vinaigrette

¼ cup cider vinegar
½ cup canola oil
¼ cup olive oil
¼ teaspoon salt
¼ teaspoon herbes de Provence

Directions

① Chop the herbes de Provence finely, and then whisk the rest of the ingredients together.

Wine Pairing

James Rahn 2018 Pinot Gris, Weber Vineyard or Analemma 2019 Mencia Rose, Mosier Hills Estate



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