

OREGON'S WINE INDUSTRY & EXPERIENTIAL LEARNING: CULTIVATING RELATIONSHIPS PRODUCES A THREE-WAY HARVEST

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Justine Haigh and Deb Sepich, George Fox University

Martha Andrews Karson, Vista Hills Vineyard & Winery

Abstract

Yamhill County is the epicenter of Oregon's wine industry. Linfield College and George Fox University share not only this geographical location with over 100 wineries, but also mutual relationships with industry members that provide students with various experiential learning opportunities. One of these unique relationships is with Vista Hills Vineyard & Winery. Using Kolb's experiential learning model as a conceptual umbrella, panelists from Vista Hills Vineyard & Winery, George Fox University and Linfield College will share how they collectively connect students through the four stages of experiential learning. Panelists will make recommendations for ways to create and engage with student experiential learning activities. Two undergraduate students will share their insights on how active experimentation better enabled their learning through an internship and a real-client engagement.

Concrete Experience: Creating Connections

In or outside the classroom, students need organizations to create experiential learning opportunities. Two panelists will discuss the role each organization plays—business and college—to establish an experiential learning platform for marketing students and will offer several keys to creating and growing a successful partnership.

Vista Hills Vineyard & Winery

Giving undergraduate students ways to learn about the wine industry before determining if it "is for them" is one way industry, college/university, and students can work together. Students and educational settings gain direct industry experience and the industry gains the opportunity to understand and plan for future employment and staffing opportunities with those familiarized with the given industry. There are four keys to making this relationship work.

Martha Andrews Karson, Vista Hills Vineyard & Winery

Linfield College

Developing internships with local industry businesses lays the foundation not for students to

only reflect and apply their experiences directly in course work and projects, but students also gain important contacts to enhance networking and gain knowledge to supplement career decision-making. Three ways to build relationships with local businesses are offered.

Kristi Mackay, Career Services, Linfield College

Reflective Observation: *Course & Internship Design*

Ensuring students can observe and reflect on their concrete experiences to enable reflective observation occurs requires course design that scaffolds these learning opportunities.

Classroom Projects: Graduate & Undergraduate

Graduate Marketing Communications & Strategy: Focused on developing a brand promise and leveraging social media, graduate student groups completed audits of local wineries. Audits included: reviewing materials in light of the target market, analyzing the effectiveness of current marketing plans from social media to advertising, and providing feedback along with a plan for improving and measuring the results of current and future marketing efforts. Three keys to this graduate-level approach of reflective observation are offered.

Justine Haigh, George Fox University

Undergraduate Promotions Management: Undergraduate student groups at Linfield College formed account teams and worked with real clients—two from the winery industry including Vista Hills Vineyard—to conduct an integrated brand audit and make recommendations to their client. Three keys to this undergraduate reflective observation approach are offered.

Tyler Laird-Magee, Linfield College

Internships

How do businesses like wineries move from grape growing and cultivation to sales and social engagement? Internships created to help students learn the complete process of product management through sales channel development is one way. Experience at local wineries help students bring theory, application and analysis of other business elements together. One example given is the management and monitoring of pricing strategies, analyzing how lean manufacturing impacts marketing, and the development of contingency plans. Three ideas to this approach are offered.

Deb Sepich, George Fox University

Abstract Conceptualization: Connecting Concepts & the Real World

How did T.J.'s winery internship help him 'connect the dots' between his classroom instruction and his real-world experience? He will share three "ah-has" he gained as a result.

T.J. Fronius, Senior, George Fox University

Active Experimentation: *Delivering Value to a Real Client*

A Promotions Management class (described above) undergraduate student and member of the Vista Hills class 'agency' team, Eddie will share his three "ah-has" he gained through this semester-long client engagement project.

Eddie Fennimore, Senior, Linfield College

Panel Discussion & Audience Engagement