

# Agenda - Dundee Tourism Committee

**Date:** Wednesday, August 22, 2018      **Start:** 8:30 am

**Attendance:** Chair Ted Crawford \_\_\_\_, Joe Buck \_\_\_\_, Megan Carda \_\_\_\_, Ayla Holstein \_\_\_\_, Nancy Ponzi \_\_\_\_, Jennifer Sitter \_\_\_\_, Marque Wright \_\_\_\_, Noel Johnson \_\_\_\_, Matt Daley \_\_\_\_.

<b>Agenda Items</b>	<b>Presenter</b>	<b>Time allotted</b>
1. AJ Ramadan Update and Social Media Discussion	AJ	30
<b>Action:</b>		
2. Oregon Truffle Festival Support	Ted	10
<b>Action:</b>		
3. Façade Improvements – getting anything done?	Rob/Megan	5
<b>Action:</b>		
4. New Sign Update	Rob	5
<b>Action:</b>		
5. County Tourism Collaboration Efforts	Ted/Megan	5
<b>Action:</b>		
6. Area Updates	All	5
<b>Action:</b>		

## Meeting of the Tourism Committee June 27<sup>th</sup> 2018

Committee Chair, Ted Crawford called the meeting to order at 8:30am at the Dundee City Hall. Members of the committee present at the May 30th tourism meeting included: Ted Crawford, Joe Buck, Megan Carda, Matt Daley, Noel Johnson, Marque Wright.

The minutes from the previous committee meeting, May 30<sup>th</sup> 2018, were approved.

Ted discusses AJ's social media contract and whether or not they are getting their money's worth. Noel discusses how AJ has come out to Duckpond and that she has been disappointed and doesn't believe he is posting any original content. Megan believes that AJ is driving up the numbers and has done a great job getting people to follow the social media pages but agrees that more original content needs to be posted. The committee believes that he needs to take the links off of Instagram. Marquee also believes he is not posting original content and said he took a lot of pictures but only made a repost. Megan suggests that AJ use an online storage folder to put all the pictures in for the committee to have access to. Rob discusses giving AJ feedback on what the committee wants. Rob suggests that a sub-committee be made to give AJ more direction. Joe asks for the marketing budget to be explained. Rob explains how much the budget is and talks about AJ's base fee and the social media marketing budget. Rob also explains the other hours AJ has charged for. The committee members all want to be admins on social media, so they can see the activity. The committee doesn't believe AJ is paying \$600 dollars a month and wants to see analytics. The committee wants more feedback from AJ. Rob asked if there was a marketing sub-committee. Joe discusses how he thinks it's nice having AJ continue to run the social media but believes the committee should give AJ more feedback. Rob suggests that the committee send Ted their constructive feedback to send to and discuss with AJ. The committee discusses how the events in Dundee should be promoted on social media more. The committee discusses how AJ has considerably raised the followers on social media. Cathy discusses how AJ has come into Argyle to talk to her. Cathy discusses how she was alarmed by the YCTP listed him as the city of Dundee representative and doesn't believe AJ should be placed at that level. Megan discusses how she doesn't believe AJ should be paid to sit at the YCTP meetings since they are volunteer meetings. The committee discusses how AJ maybe shouldn't be writing grants and doing social media since they are two different skill sets. Ted talks about how if AJ gets good at writing grants then he would be a bigger asset. The committee discusses sitting down with AJ and giving him the feedback, they have been discussing. Megan discusses the YCTP updates and discusses the sub-committee meetings that have been created. Ted briefly discusses why the YCTP committee was created. Megan discusses how the last YCTP was about getting to know each committee member and their strengths. Ted discusses how Travel Dundee has \$19,000 to spend from a grant from Waste Management and some lottery dollars from the county. Ted discusses using the grant to upgrade the city center market. Ted discussing using some of the money to upgrade Lumpy's parking lot and street view. Noel discusses upgrading

the old Dogs in Heat building. The committee discusses trying to get the building torn down. Rob discusses that someone in the community is possibly buying the property and will tear down that old building. Rob suggests that the committee pay a larger percent to help pay for the community upgrades but give the Staffers a list of improvements that have to get done by a certain time. Rob discusses talking to Staffers and Lumpy's. Megan says she will approach the owners if Rob would send her the list of upgrades and verbiage to use. Marquee discusses the old Panther Creek building being leased. Rob discusses how he met with the city engineer to discuss where the new sign will be put in and what the logistics will be to put it in. Ted discusses getting rid of the RV under the bridge. Rob said he will follow up with the owners and tell them to move the RV. Cathy discusses the Field by Fine Wine and where the committee can deliver the charms for the gift bags for the runners. Cathy discusses doing the media tour with the Dundee Hills group and how Jennifer came and talked about the city of Dundee. The committee discusses how tourism is going up but he would like to see vertical industries making more money from tourism rising.

The meeting was adjourned at 9:30am

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Ted Crawford, Chair

## Travel Dundee Committee Social Media To-Do

Before reading this please understand that I appreciate all of your constructive feedback and that my rebuttals and responses to this feedback is in no way aggressive or upset. When I started with Travel Dundee I was working full time with the Portland Marathon. I wanted an extra side job, so I could create more money. I took the job knowing that I would only get paid for 30 hours a week and up to \$750 a month flat fee. In my contract it states that if I work past my allotted hours that I would be paid \$50 an hour but for the first 2 months working with Travel Dundee I donated more of my time because the Marathon kept me floating and had a flexible schedule, so I could do more for Dundee. However, since the Marathon is no longer running I have to create and find other ways to supplement my income. This has taken a toll on the extra time I was able to put into Dundee.

The first minutes I ever wrote up for Travel Dundee Jennifer mentioned that they were getting me for a steal at \$750 a month. At my first meeting Noel brought it to the committee's attention that asking me to get fresh content to post every week would become a full-time job and suggested that the other members help connect me to the wineries they knew and to send me pictures to help produce more fresh content. Getting content is the hardest part of social media. Since I don't have hours to give I've only been researching the internet and different social media sites to get content. I came out last month and brought a photographer since the photos I take on my phone can only do so much. And most of the pictures do not turn out in dark or over lit areas. I don't want to post ugly pictures so most of what I take doesn't get used. I personally paid for a photographer to come out last month to help me create content. This is not money I charged to Dundee, but I did charge for the hours I worked that day. To give you perspective we took 100 photos and only about 8 of them could be used after editing, and we were in Dundee for almost 6 hours.

Most of the hours for social media and the website get soaked up from the hours researching content and then scheduling and creating each post twice. Whatever hours remain are taken by the boosts and me analyzing which boost did better and why. Social media is a vast ocean and we are in a lifeboat in it. It is always changing and creating new ways to post things. For example: It used to be ok to post as many hashtags as you wanted but then it became ugly to post too many, so it became popular to post only 3-4 hashtags. But hashtags are so good for finding cool posts, so the popular vote decided it was ok to post a decent number of hashtags in your first comment, but still not too many. Facebook (and Instagram because Facebook owns Instagram) will always have the popular vote by changing their social media triggers that help you get more organic views. It's ever evolving. If the committee doesn't like a post I make I have no problem changing the style or the hashtags. I'm always trying to keep up with the trends.

To rebuttal a few concerns I heard. I want to add that I have reached out to a few different wineries and business to discuss social media via email and have not gotten any responses. Again, please take this rebuttal with sincerity, I am just communicating my side of

the job through writing, since I don't have the opportunity to do it in person. Noel I emailed you, Nick, and Amanda after the wine blending event asking when we could all get together and discuss how we could work together on social media, but you never responded. Also, I mentioned the water balloon fight to you because Amanda and I had been emailing each other trying to figure out a way to get Duck Pond involved into the water balloon fight to reach a younger demography. I mentioned it to you in front of Becca and Tori, Dundee's RDMO's, because they told me getting businesses from Dundee involved in events in Portland or the surrounding area was a great way to bring more awareness to Dundee's brands. I was trying to get a conversation started so that maybe we could figure out a way to make this idea happen with the two people who could help us succeed the most. My last email to Amanda was two weeks ago letting her know that we weren't going to be able to bring Duck Pond on as a sponsor.

I also emailed Joe asking if there was a way we could work on getting the Inn and Babica hen on social media, but never received a response. I know that you all are busy and that your committee seat is a volunteer position and I do not take it personal when people don't email me back, but there isn't much we can do if we don't keep communication flowing and discussing our thoughts and ideas. I recommend we create a Slack channel and communicate through there. Slack is a program that helps groups that meet in person only a few times a month stay in a flowing and organized communication. To address Marquees feedback, I remember having the conversation about the Instagram links. I was under the impression that if you boosted the Instagram post that it would make the link live. False information I read online researching social media tactics. I won't be posting links in the Instagram feed anymore.

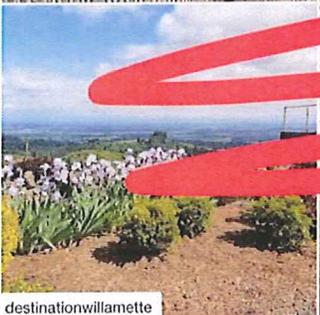
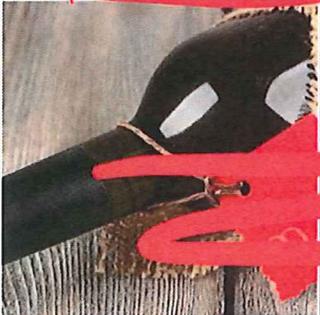
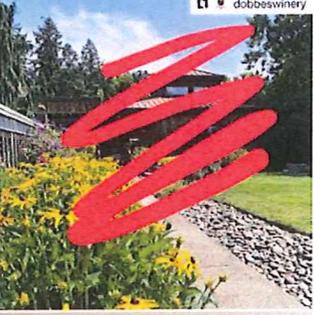
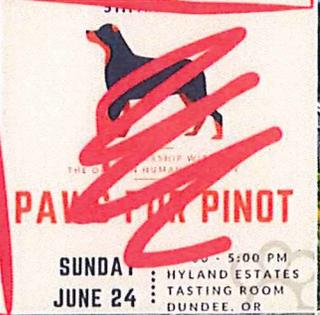
The last two months I have been working on getting Dundee a \$20,000 grant to create a media campaign that will put more heads in beds, create a huge amount of content for social media, and possibly promote Dundee/Newberg in Portland through strategic billboards. Rob from Newberg's TLT committee has agreed to meet with me and possibly split the match to help get the full grant. Becca and Tori said we would have a better chance at receiving the grant if we work with another region of the Willamette Valley. I am charging for these hours because writing a grant is not hard but incredibly time consuming and takes effort.

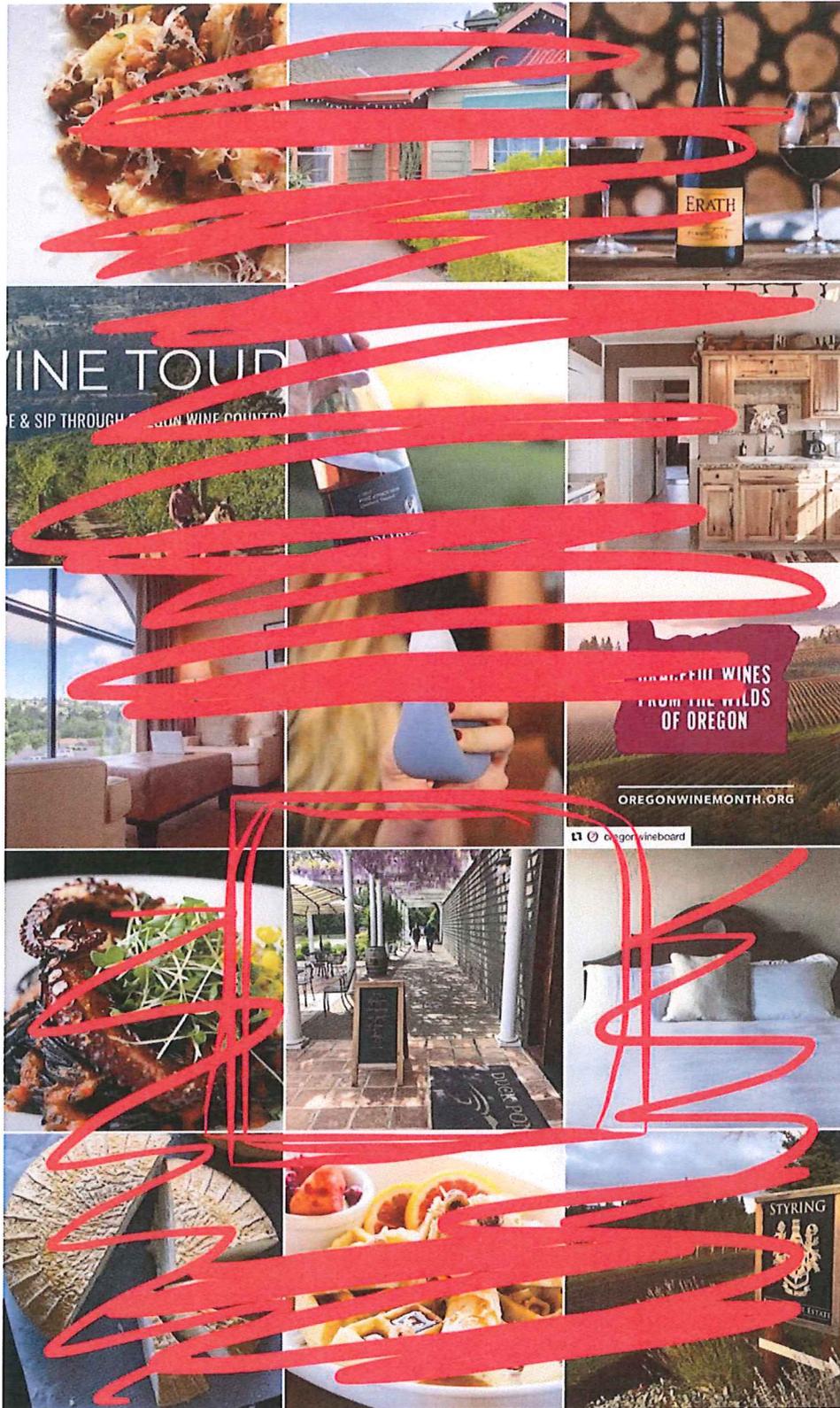
When I started working with Travel Dundee both the Facebook page and Instagram had under 400 followers. Instagram under 300. I usually create 5 posts a week and put a \$1 a day for two weeks on each post. I don't boost the re-posts because they are meant to let the other businesses know you are supporting them by sharing their posts. It's the same as retweeting some one's tweet. It helps get other people to re-share Travel Dundee's other posts. Since I don't boost on the reposts I use the remaining monthly marketing budget to boost both the Facebook and Instagram pages to get more likes and followers.

I have attached screen shots to show the original content I was able to produce with the photographer I hired to come take pictures in Dundee. The original content we created is outlined in red. I've also included screen shots of one of the posts I boosted to show you the analytics.

Doing social media for one company is a full-time job and usually requires a team of three, sometimes more. Doing social media for a fast growing and popular town is like doing social media for every business in the town. For the budget I am doing Travel Dundee's social media I cannot do much more than what I have been doing. However, with your help, we can populate the social media pages with fresh content all year long. Below is a list of to-dos' I need you all to do to help keep the social media pages fresh. One thing I ask is to please do not make any posts yourself. Having one voice on social media is very important.

1. Send me 5 pictures a month
2. Send me 2 boomerangs or 2 thirty second videos
3. Comment, react, and share every post to your personal page. (Don't "like it" use the other reactions) on every Travel Dundee post
4. Connect me to 1 Dundee business owner a month
5. Send me links to any event you hear about in Dundee (preferably two weeks before the event so I can put a boost on it and add it to the website)
6. Send me links to any promotions happening in Dundee
7. Send me any hashtags you want me to use
8. If you have any ideas or thoughts on Travel Dundee's social media, please email or call me and I am happy to create any social media post ideas you have.







9:00 ↗

📶 LTE 🔋



Promotion



[traveldundee](#)



[Learn More](#)



405 likes

**traveldundee** The Dundee Bistro is a place for vintners and friends since 1999. Always local, inevitably delicious and the deepest selection of Oregon pinot noirs anywhere!

<https://loom.ly/P4jjtjU>





## Travel Dundee Oregon



Sponsored · ⚙

Whether this is your first visit to the Willamette Valley or you are a frequent wine country visitor, [Duck Pond Cellars](#) wine educators look forward to welcoming you in their tasting room!

[https://loom.ly/xmaY\\_3w](https://loom.ly/xmaY_3w)

[#traveldundee](#) [#traveloregon](#)

[#duckpondcellars](#)



Lifetime

7 days

1 day

May 25, 2018 - Jun 6, 2018

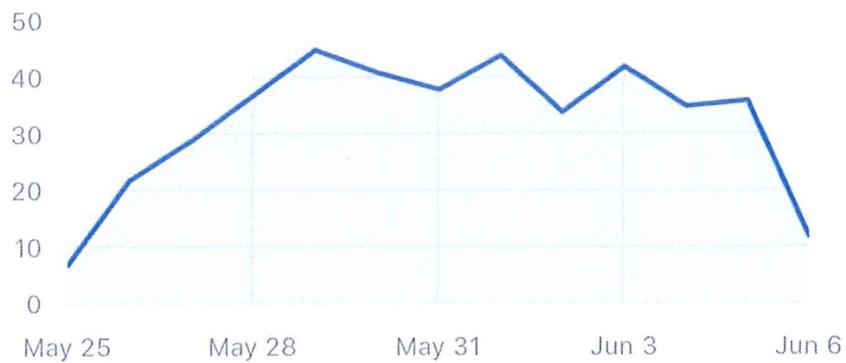
422

Post Engagements

\$15.00 spent

\$15.00

Post Engagements per Day



PERFORMANCE

Cost per Post Engagement \$0.04

Total Reach *i* 1,549

Frequency *i* 1.09

## Audience



**Gender**

Age

Placements

Location

### LIFETIME RESULTS

#### Women

Post Engagements	196
Cost per Post Engagement	\$0.03
Reached	694

#### Men

Post Engagements	213
Cost per Post Engagement	\$0.04
Reached	821

#### Unknown

Post Engagements	13
Cost per Post Engagement	\$0.03
Reached	34

## 18-24

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Post Engagements	108
Cost per Post Engagement Reached	\$0.03
	371

## 25-34

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Post Engagements	102
Cost per Post Engagement Reached	\$0.04
	414

## 35-44

---

Post Engagements	73
Cost per Post Engagement Reached	\$0.04
	307

## 45-54

---

Post Engagements	72
Cost per Post Engagement Reached	\$0.03
	245

## 55-64

---

Post Engagements	43
Cost per Post Engagement Reached	\$0.03
	129

## 65+

---

Post Engagements	24
Cost per Post Engagement Reached	\$0.03
	83

Audience



Gender

Age

**Placements**

Location

LIFETIME RESULTS

Mobile News Feed

Post Engagements	3
Cost per Post Engagement	\$0.01
Reached	25

Instagram Feed

Post Engagements	419
Cost per Post Engagement	\$0.04
Reached	1,530

## United States

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### Country: United States

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Post Engagements	366
Cost per Post Engagement	\$0.04
Reached	1,372

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### California

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Post Engagements	264
Cost per Post Engagement	\$0.04
Reached	910

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### Hawaii

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Post Engagements	37
Cost per Post Engagement	\$0.04
Reached	163

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### Oregon

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Post Engagements	33
Cost per Post Engagement	\$0.03
Reached	147

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### Washington

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Post Engagements	30
Cost per Post Engagement	\$0.04
Reached	127

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### Alaska

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Post Engagements	2
Cost per Post Engagement	\$0.08
Reached	25

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## Canada

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### Country: Canada

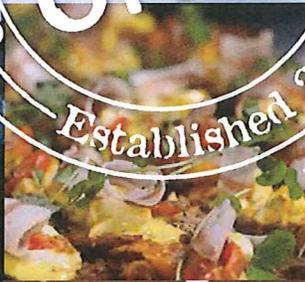
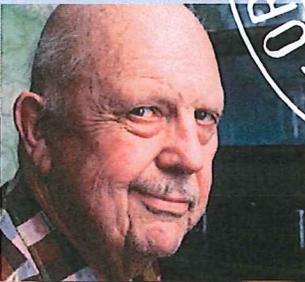
Post Engagements	56
Cost per Post Engagement	\$0.03
Reached	177

### British Columbia

Post Engagements	56
Cost per Post Engagement	\$0.03
Reached	177

*Thank You!*

*We could not have done it  
without you.*



# *Oregon Truffle Festival 2019*

*January  
24*

The Joriad North American  
Truffle Dog Championship

*January  
25-27*

Eugene and the  
surrounding countryside

*February  
15-17*

Yamhill Valley  
wine country

Mark your calendars! And, check [oregontrufflefestival.org](http://oregontrufflefestival.org) for updates. Tickets on sale September 1.



RECAP



2018

# Oregon Truffle Festival



[oregontrufflefestival.org](http://oregontrufflefestival.org)



# TABLE OF CONTENTS

FESTIVAL STATISTICS.....3

DEMOGRAPHICS\*

    EUGENE AREA.....4

    YAMHILL VALLEY .....6

MEDIA COVERAGE.....8

ADVERTISING & SOCIAL MEDIA.....9

MARQUEE EVENTS

    EUGENE AREA..... 10

    YAMHILL VALLEY ..... 12

THE JORIAD™ ..... 13

EDUCATIONAL EVENTS..... 13

SPONSORS & PARTNERS..... 14

2019 FESTIVAL DATES..... 15

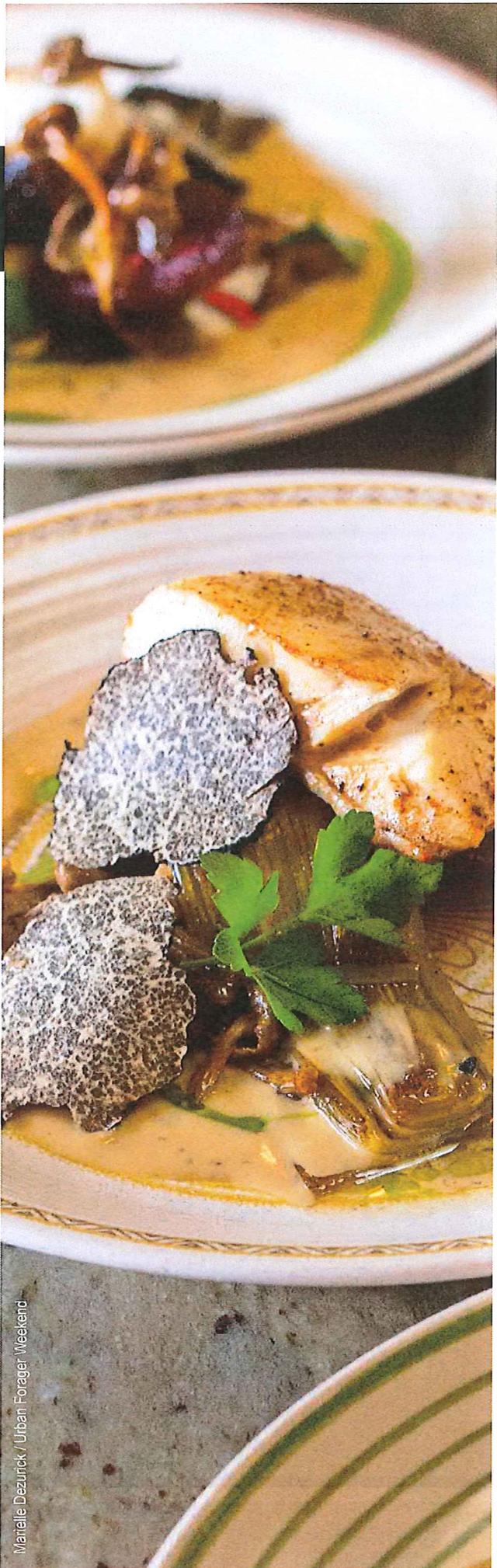
**Cover Photos Front**  
 1, 2, 5, 6 & 7 David Barajas  
 3 Kathryn Elsesser  
 4 Marielle Dezurick  
 8 Gregor Halenda

1	2
3	4
5	6
7	8

**Cover Photos Back**  
 1, 5, 6 & 8 Kathryn Elsesser  
 2, 4 & 7 David Barajas  
 3 Public Domain

1				
2	3	4	5	
6		7		
8				

\*Data from post festival survey



Marielle Dezurick / Urban Forager Weekend

## FESTIVAL STATISTICS

**34** CULINARY EVENTS

**42** CHEFS

**26** CULINARY STUDENTS

**22** SPEAKERS & TRAINERS

**78** MARKETPLACE ARTISANS

**25** WINERIES, BREWERS  
& DISTILLERS

**63** TRUFFLE DOGS

**62** LBS OF BLACK TRUFFLES

**54** LBS OF WHITE TRUFFLES

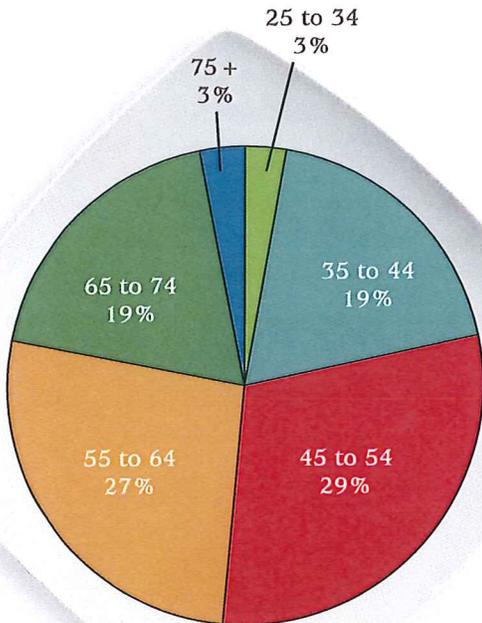
**2,512**

TICKETS SOLD  
+ 290 MEDIA,  
SPONSORS AND  
SPECIAL GUESTS

# DEMOGRAPHICS – EUGENE & SURROUNDS



## AGE

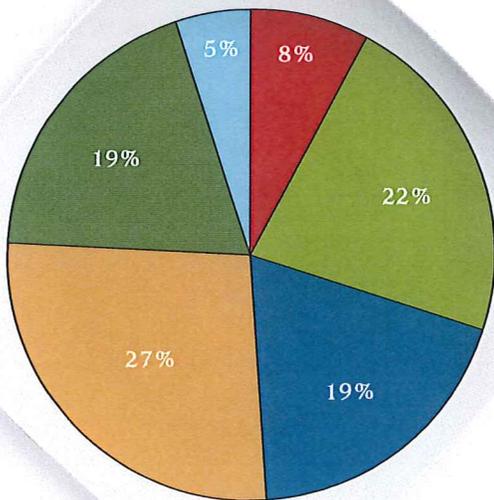


The Oregon Truffle Festival attracts a diversity of ages to indulge in this international culinary event.

*It's an event full of everything we enjoy - friends, food, wine.*

Eugene Weekend Attendee

## INCOME



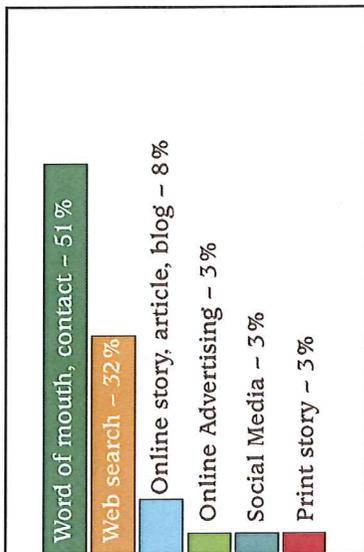


David Barajas

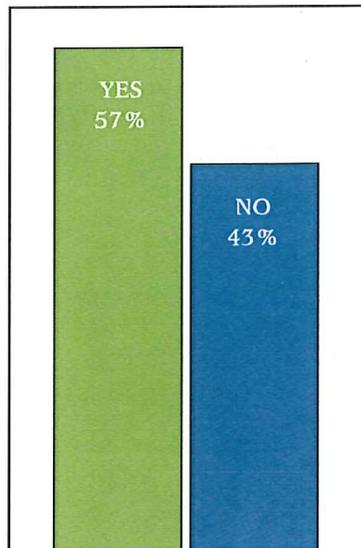
## DEMOGRAPHICS – EUGENE & SURROUNDS

Almost all of our attendees come from more than 200 miles away and stay for awhile, enjoying more of what Oregon has to offer.

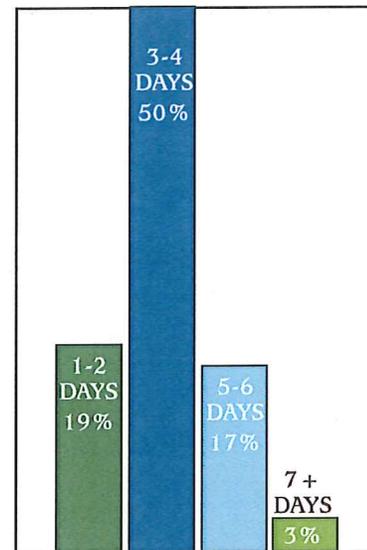
HOW DID YOU HEAR ABOUT THE OTF?



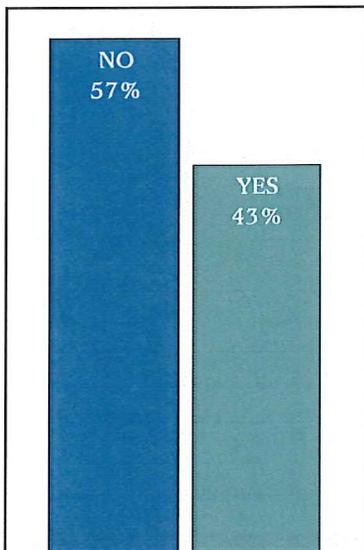
CULINARY TRAVELER



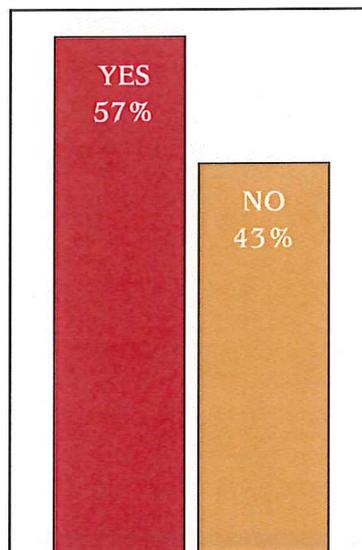
DAYS IN OREGON



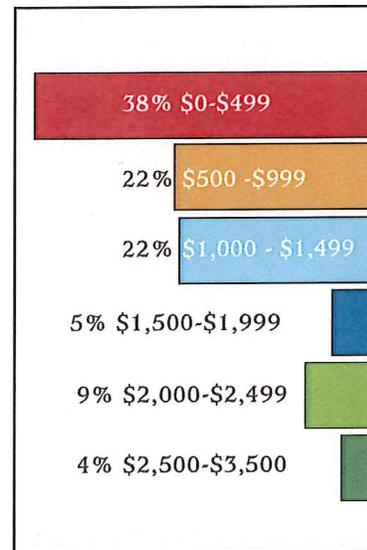
FIRST TIME ATTENDING THE FESTIVAL



EXPERIENCED OREGON BEYOND FESTIVAL



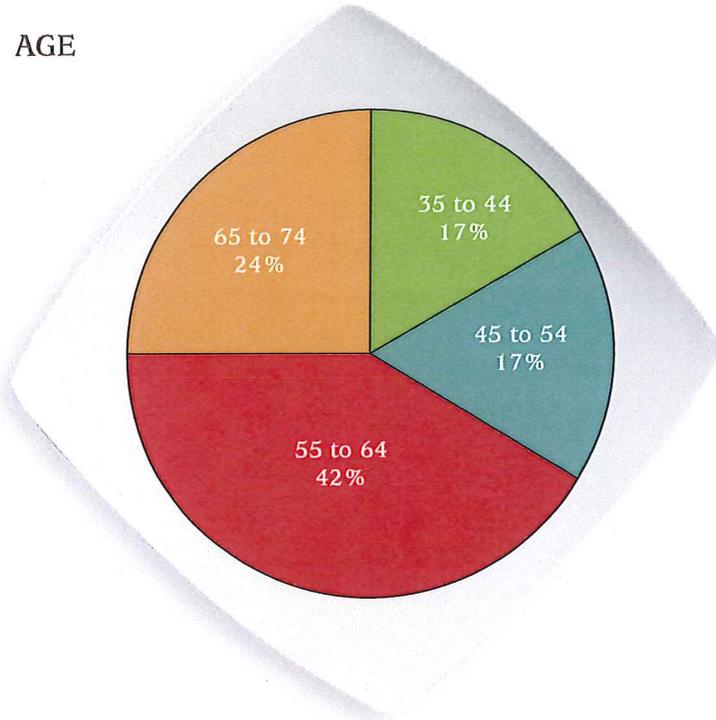
\$ SPENT BESIDES FESTIVAL TICKETS



# DEMOGRAPHICS – YAMHILL VALLEY



## AGE



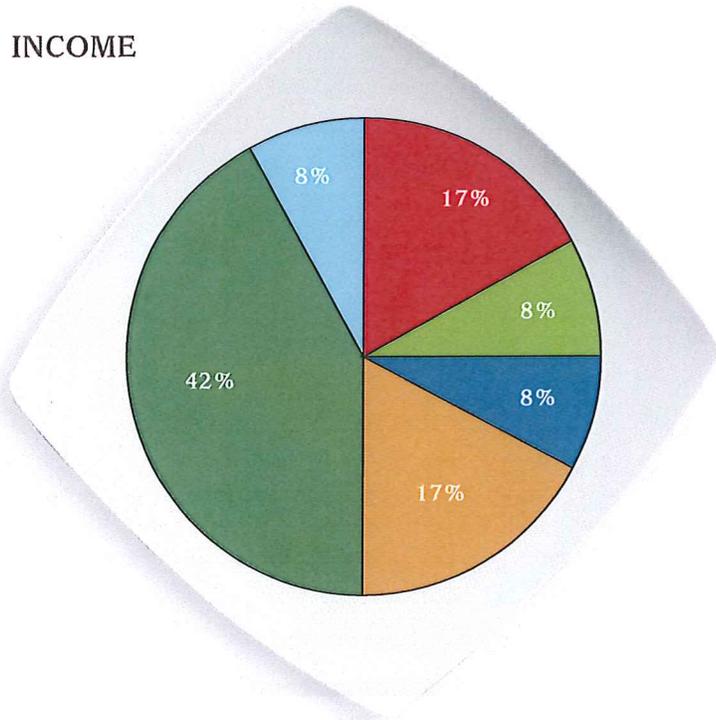
OTF attendees seek out adventuresome travel and elegant food and drink experiences that feed body, mind and spirit.

*“My son and I had a most memorable experience. We are both foodies and we both agree this event is one of the best we attended in our travels. We are experienced gourmands and both look forward to next year’s event.*

*This will become my annual weekend getaway with my son.”*

Yamhill Valley Weekend Attendee

## INCOME



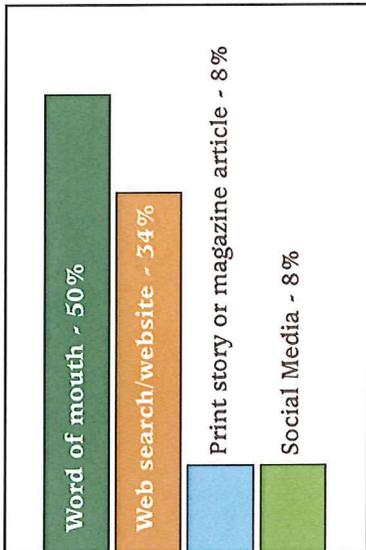
- \$300,000 to \$400,000
- \$200,000 to \$300,000
- \$150,000 to \$199,000
- \$100,000 to 149,999
- \$50,000 to \$99,000
- Less than \$50,000



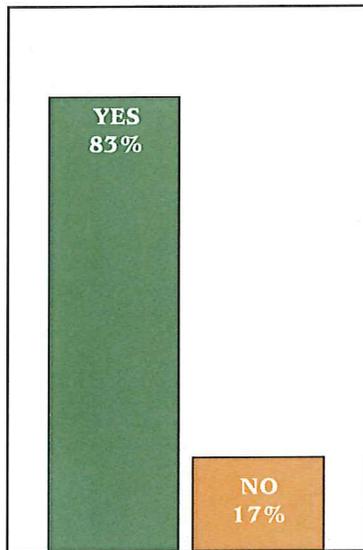
## DEMOGRAPHICS – YAMHILL VALLEY

The Festival attracts new travelers to Oregon year after year. Many stay and enjoy our state before and after the festival, infusing the economy with tourist dollars.

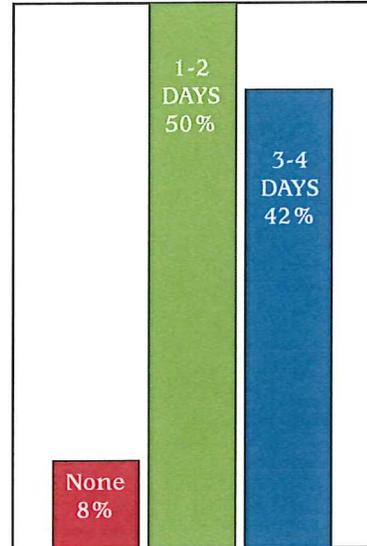
HOW DID YOU HEAR ABOUT THE OTF?



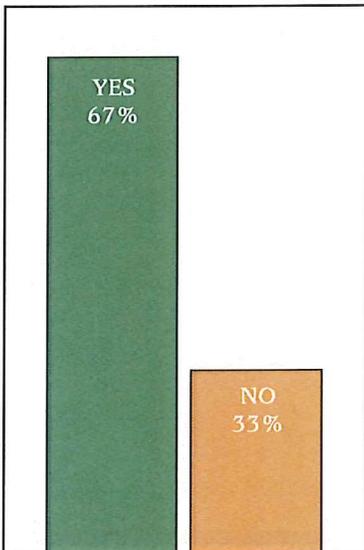
CULINARY TRAVELER



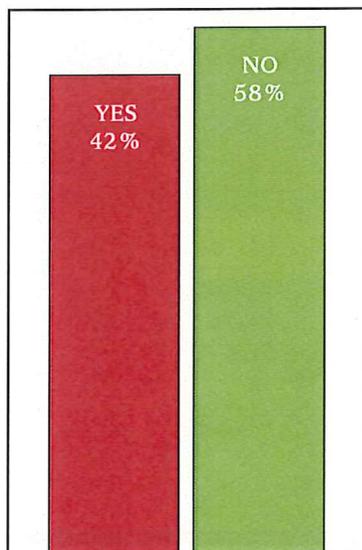
DAYS IN OREGON



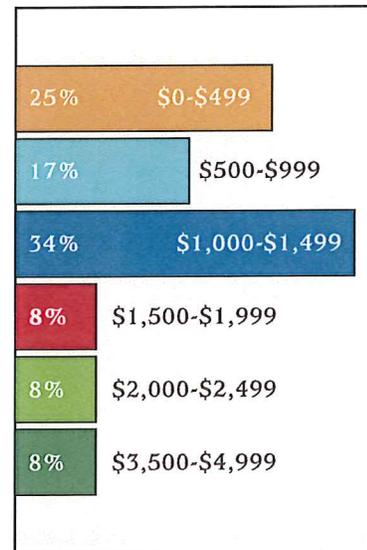
FESTIVAL INSPIRED TRIP



EXPERIENCED OREGON BEYOND FESTIVAL



\$ SPENT BESIDES FESTIVAL TICKETS



# MEDIA COVERAGE

PRINT, ONLINE, SOCIAL MEDIA

# 84

PIECES OF COVERAGE

# 92M

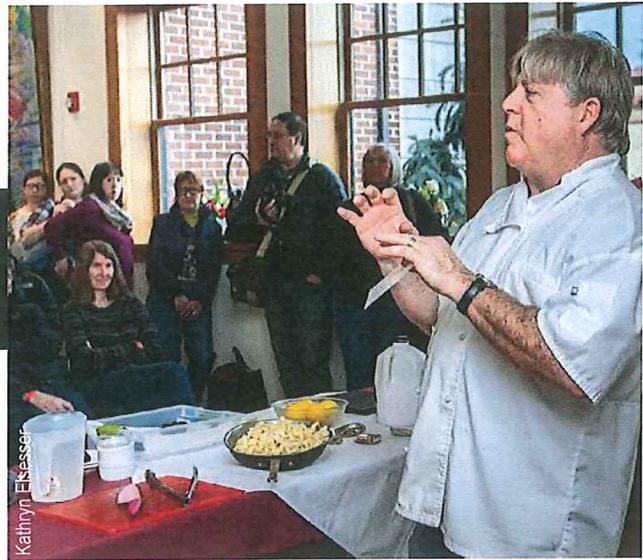
COMBINED IMPRESSIONS

# 88M

ONLINE IMPRESSIONS

# 4M

PRINT CIRCULATION



Click logo to view one media piece from each outlet.

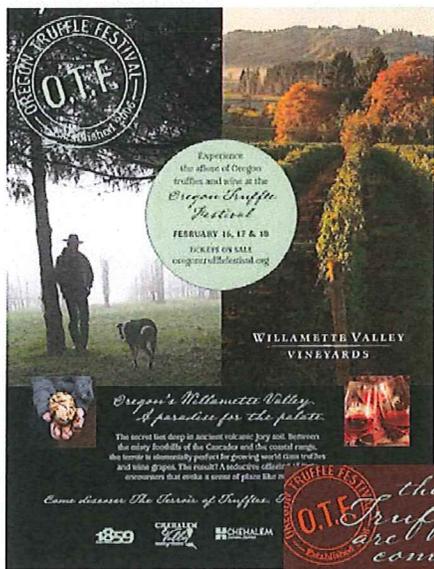


# ADVERTISING & SOCIAL MEDIA

The OTF has built an engaged social media following with over 6,000 people across Instagram, Facebook, and Twitter. 800 of these followers were gained as a result of the 2018 festival. Facebook proved to be a popular place for our followers to engage with the festival and with other truffle lovers, demonstrated by the 154,000+ people who interacted with our 2018 event pages.

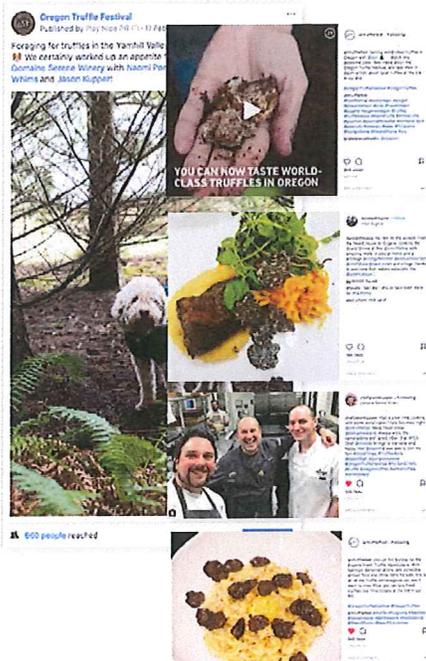
## PRINT ADS

OTF purchases a wide range of print and online advertising including magazines, newspapers, and their respective websites, concert programs, online publications, blogs, and more.



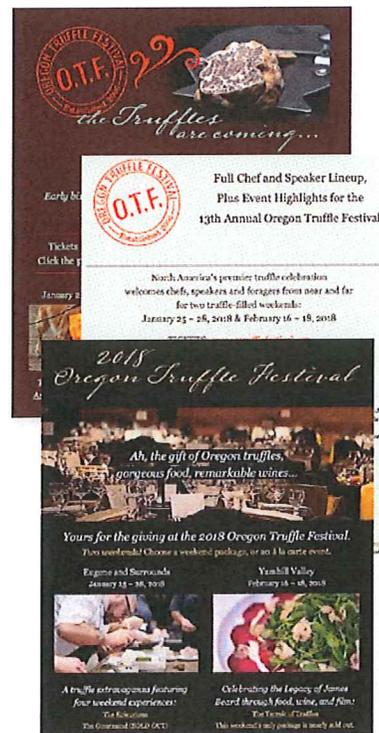
## SOCIAL MEDIA

#oregontrufflefestival #oregontruffles



## EMAIL ADS

6 email Blasts  
28,500 Total Sends



## MARQUEE EVENTS – EUGENE AREA

Friday, January 26

### Oregon Truffle MacDown

Multiple chefs elevate comfort and pub food to new heights with the abundant inclusion of Oregon's black and white winter truffles. Attendees experienced firsthand why truffles are not solely the province of fine dining or Michelin stars. The MacDown provides a wonderful new "high comfort" twist to the gastropub experience.

Saturday, January 27

### The Urban Forager Tour

This tour explores one of Eugene's oldest neighborhoods that has become a hub for great food, craft beer and urban wine tasting. Saturday's adventure included Ninkasi Brewing, Oregon Wine Lab, and lunch at Grit Restaurant, a standout in Eugene's local food scene. The Urban Forager tour concluded at Heritage Distilling for dessert. Each stop on the tour included truffle bites accompanied by beverage tasting.

### Truffle Foray & Winery Luncheon

Weekend guests experienced a real truffle hunt lead by a trained dog followed by winery luncheons featuring top culinary talent and foraged Oregon truffles. Held at King Estate and Pfeiffer Winery, this is wine country immersion and winter truffle excursion at its most authentic.

### Grand Truffle Dinner, Hilton Eugene

Almost 300 guests enjoyed an evening of conviviality around the table, as we presented our 13th Grand Truffle Dinner. Oregon's native winter white and black truffles were designed and brilliantly executed in a six-course feast by award winning chefs known for their love of fresh, seasonal ingredients, and their skill and creativity with Oregon truffles.



## Oregon Truffle Marketplace

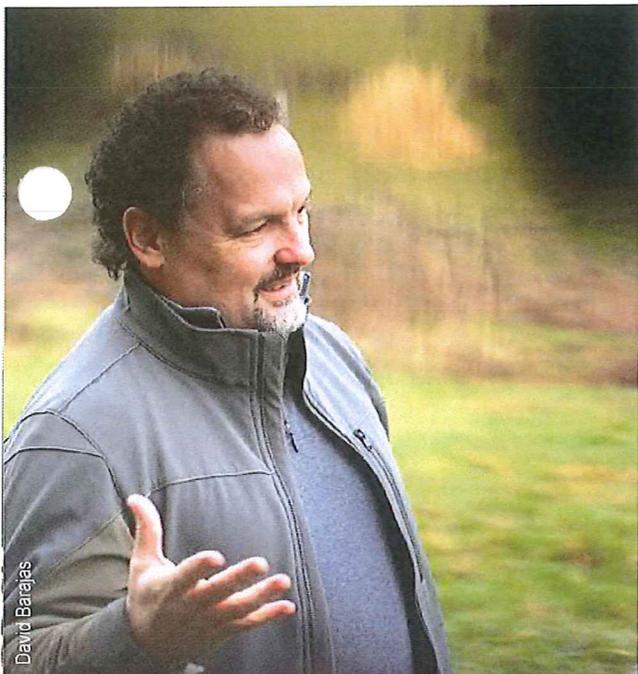
Sunday, January 28

### Eugene

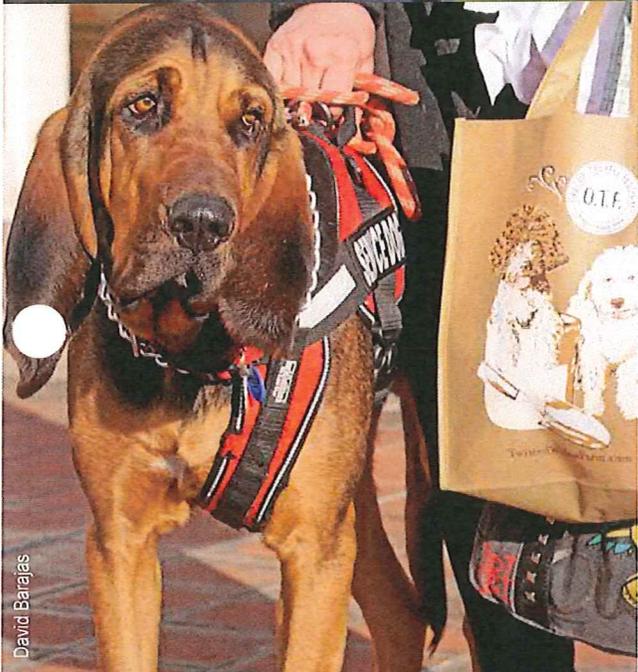
The Eugene fresh truffle Marketplace buzzed with energy and excitement, as 44+ artisan food vendors, authors, fresh Oregon and European truffle vendors, and 9 craft distillers, brewers, and wineries offered their wares for tasting and sales. The Eugene Marketplace is accompanied by 2 cooking demonstrations, a lecture series, and a truffle dog demonstration.

*The food, the wine, to see  
our "truffle friends" that  
we have made over  
the years...*

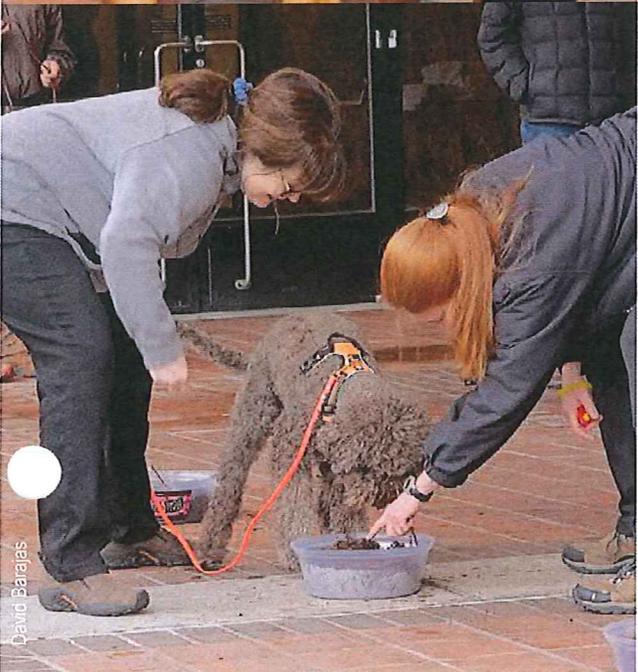
Eugene Festival Attendee



David Barajas



David Barajas



David Barajas

## EDUCATIONAL EVENTS

### January 26 & 27 Truffle Growers' Forum

The 2 day TGF is an annual gathering and focal point for the international truffle industry, and as always featured a range of speakers with expertise in the science of truffle cultivation, the practicalities of truffle farming, and the realities of marketing truffles. It is an opportunity unique in North America to engage with experts from around the world and make essential contacts within the industry. Day 1 is a series of lectures and conversations, while Day 2 takes participants to a newly planted orchard, a producing truffle orchard, and a winemaker's luncheon.

*"The truffiere tour was invaluable, not only on seeing first-hand orchards but mostly for the opportunities it gave us to meet and talk with other participants and speakers."*

Truffle Growers' Forum Participant

### January 26 & 27 Truffle Dog Training

Launched at the festival in 2008, this one of a kind experience sells out quickly every year with space for only 24 dogs. Led by nationally recognized trainers from Oregon and Tennessee, Day 1 is spent in the classroom and nearby parks with dogs of all kinds learning to recognize the scents of both Oregon and Perigord truffles. Day 2 takes the group out to an Oregon truffle patch where dogs are challenged to begin seeking out truffles in their native habitat. A number of TDT grads have gone on to participate in the Joriad™ truffle dog championship.

*"Absolutely loved it! The instructors were very helpful. Was really fun to see the dogs working, and successfully at that. It was an incredible experience to be in a real truffle patch!"*

Truffle Dog Training Participant

## MARQUEE EVENTS – YAMHILL VALLEY

Friday, February 16

### *“America’s First Foodie.” The Legacy of James Beard told in film and story*

Kicking off the 2018 Yamhill Valley weekend in grand style, Friday evening began with a winery reception featuring acclaimed pinots and chardonnays from Willamette Valley Vineyards, accompanied by truffled hors d’oeuvres from James Beard award winning chef Ken Forkish. Held in the Grand Ballroom at the Chehalem Cultural Center, the film’s Director and Co-Producer talked about James Beard’s Oregon roots, and what inspired them to create this lovely film. The film showing was accompanied by Oregon truffle beer and popcorn made especially for the evening.

Saturday, January 21

### *Forage & Feast in Yamhill County: Truffle Hunt and Winery Luncheons*

Each year, weekend package holders experience a real truffle hunt lead by a trained dog followed by an unforgettable winery luncheon featuring top culinary talent and foraged Oregon truffles. Held at unique Oregon winery venues, this is wine country immersion and winter truffle excursion at its most authentic. Enjoy the best of the Old World right here in North America.

Saturday, February 17

### *The Romance of Rosé followed by Bliss Food: A Sensual, luxurious dinner with James Beard honored chefs*

Weekend guests attended a Rosé release tasting at the spectacular new Clubhouse at Domaine Serene. Beard film Director Beth Federici and Co-Producer Kathleen Squires joined guests for the evening. Following the Rosé release, guests moved upstairs to the gracious dining room for a four course dinner featuring Oregon black and white truffles paired with Domaine Serene’s award winning wines.



Sunday, January 22

### *Pinot + Chocolate, a Love Story*

Angela Estate’s Pinot Noir wines paired with gourmet chocolate from Honest Chocolates created a perfect Valentine’s weekend finale.

### *Fresh Truffle Marketplace at the Chehalem Cultural Center*

The Oregon Truffle Festival’s most popular culinary day-long experience concluded the weekend in grand style for a day of truffle cooking demonstrations with take-home recipes, wine, beer and spirits tastings, artisan foods samples, fresh Oregon truffles for sale and a truffle dog demonstration.

*We had a great time, and really liked the whole experience. The truffle hunt with the dogs was excellent!*

Yamhill Valley Weekend Attendee



David Barajas



David Barajas



David Barajas



David Barajas

# FOR THE DOGS

## The JORIAD™

### 4th Annual North American Truffle Dog Championship

Thursday, January 25, Eugene  
Round 1 Competition

Held at Lane County Fairgrounds, ticket holders got to watch some of the world's most talented truffle dogs as they competed in the 4th annual Joriad™ Truffle Dog Championship. The Joriad™ began in the morning with a series of qualifying events where spectators cheered on the teams as they raced to search for hidden truffle-scented targets. Finalists were announced at the end of the morning's qualifying events.

### Championship Finals

The morning's finalists advanced to the Joriad™ Field Trial in the afternoon for authentic head-to-head and nose-to-ground action in the wild where nature alone determines location, variety, and quantity of Oregon truffles. Because truffle hunting in the field does not lend itself to spectator participation, this event was not open to the public. Ticket holders were all invited to attend the Gala Awards Ceremony in the early evening at the Hilton Eugene.

*"The Joriad exceeded our expectations! We enjoyed the entire experience from start to finish. This was our first time seeing a truffle hunt and to say we learned a lot is an understatement. The organizers of this event put a great deal of care to ensure the competitors AND their dogs enjoyed the day. We are grateful for this wonderful experience."*

Joriad™ Participant

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