

# NOTES FROM THE OREGON WINE LONGEVITY PROJECT

## INTRODUCTORY STATEMENTS



**Dear Potential Board Member:**

Thank you for considering serving as a Director for the Oregon Wine Longevity Project. Individuals the world over all rely heavily upon charitable organizations for the myriad of public benefits and resources they provide, and it is the intention of the Project that lovers of wine, regardless of where they hail from, will likewise over time come to rely upon the Project's open-source database.

Although we hope you are already aware, the Oregon Wine Longevity Project exists:

- To identify and determine how each variable may impact the longevity of Oregon wine;
- To develop an open-sourced database of all such variables defined through quantitative and qualitative lenses over the next fifty years; and in sharing such a database;
  - Educate the public about the potential of aged wines and help consumers determine when the wines they have purchased will be at their prime;
  - Give winemakers across the world the information necessary to allow them to alter their winemaking style to ensure their wines last as long as they desire.

The Project's ability to achieve such ambitions will be heavily dependent upon volunteer Directors such as yourself who are willing to give of their time, talents, and knowledge.

Although non-profit and other public benefit organizations vary a great deal in size, structure and mission, there are a number of principles which apply to all. As such, the Project has assembled a "Guide to Board Service" that may help those new to board service understand the three "R"s associated with any board participation: your role, your rights, and your responsibilities.

That you are even contemplating devoting yourself to ensuring the proper oversight and governance of the Project is not something I take lightly, and, if you are still interested after conducting your own due diligence, I look forward to working alongside you to determine the true longevity of Oregon wines... And have a great time doing it!

Cheers,

Jason Raymond Werner, Chief Longevity Officer, Oregon Wine Longevity Project