

# Why Being Part of a Group Matters

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“Shared marketing, stronger visibility, community support, and better long-term sustainability”

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Being part of a group organization gives small farms & farmers, wineries, ranches, and rural businesses big advantages.

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I personally am on the boards of the Ramona Valley Vineyard Association(RVVA) and the San Diego Women’s Wine Alliance, and a committee member of the Small Family Winemaker's of California.



Co-owner of Ramona Ranch Vineyard & Winery,  
San Diego County's *only* Certified Sustainable  
Vineyard & Winery

20+ years of hands-on experience in vineyard  
management, winery operations, marketing, and  
community involvement

U.S. Navy veteran with a passion for land  
stewardship, wildlife habitat, and regenerative  
farming; retired Health Care Director.

Long-serving board member and volunteer within  
the Ramona Valley Vineyard Association, Women's  
Wine Alliance, and local & State community groups

Dedicated to supporting small farms and  
recognized for advocacy.

[teri@ramonaranchwines.com](mailto:teri@ramonaranchwines.com) Cell – 619-925-5008  
Winery – 760-789-1622



# Why Agritourism Is Important to me

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Connects visitors to our land, vineyards, wildlife, and sustainable practices

Supports small farms, wineries, artists, and food producers

Keeps family farms and small vineyards financially viable

Teaches sustainability and what it takes to grow and make local wine

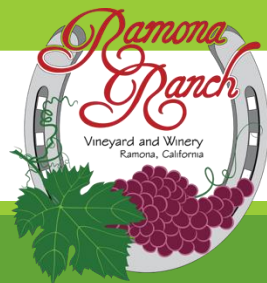
Builds community through events, classes, education, and gatherings

Showcases the Ramona Valley AVA and our handcrafted wines

Creates memorable experiences that boost tourism and keep the valley thriving



Promote and protect	Promote and protect the Ramona Valley AVA
Support	Support local growers and wineries through education and resources
Strengthen	Strengthen the region's wine identity and tourism economy
Advocate	Advocate for reasonable, workable regulations for vineyards and wineries
Encourage	Encourage sustainable farming and responsible land stewardship
Build	Build community through collaboration, events, and networking



# History of the RVVA

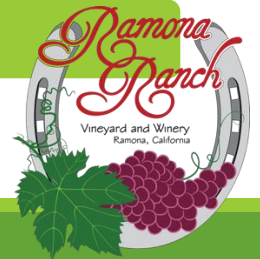
- 2002: 14 locals meet at someone's home to form the core of the RVVA.
- Early days: 1 bonded winery and <50 amateur vineyards in Ramona; joined in 2005.
- RVVA Presidents have included Bill Schweitzer, Rich McClellan, John York, Micole Moore, Susanne Sapier, and now Sue Robinson.
- 2006: Ramona Valley becomes an official AVA.
- 2010: RVVA helps pass the Boutique Winery Ordinance, allowing small wineries to offer tastings.
- Today: Hundreds of vineyards and many wineries; RVVA leads on community, education, sustainability, and industry leadership, with membership from all over San Diego County.



# Benefits of Group Membership

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1. Increased Visibility & Shared Marketing
2. Stronger Community & Collaboration
3. Access to Education, Training & Best Practices
4. Credibility, Trust & Professional Recognition
5. Advocacy & Representation
6. Joint Events & Tourism Experiences
7. Cost Savings & Shared Resources
8. Support for Sustainable & Responsible Tourism
9. A Sense of Belonging



# Increased Visibility & Shared Marketing

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Group organizations open the door to collaborative marketing efforts that individual businesses couldn't achieve alone.

RVVA Members benefit from:

- Joint advertising campaigns
- Shared Tasting Representation
- Tourism maps
- Social media cross-promotion
- Website listings with travel itineraries

This boosts traffic, reaches new customers, and expands brand awareness across a wider region.







Grow in the open air to eat and sleep with the earth.  
It's time to come outside. The hills and the valleys  
of Ramona welcome you. Take a deep breath.  
Enjoy family, friends and handcrafted  
local award winning wines.  
This is a great moment.



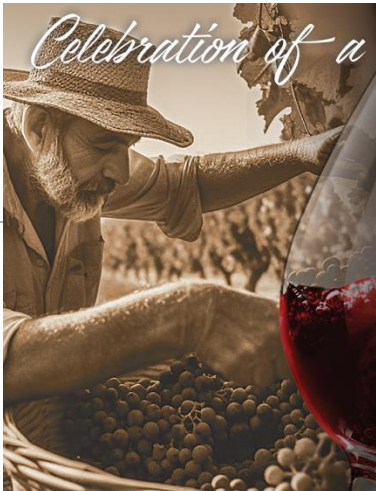


[www.rvva.org](http://www.rvva.org)  
Ramona Valley Vineyard Association [f /ramonavalleyvineyards](https://www.facebook.com/ramonavalleyvineyards)

## Celebration of a Grapefull Harvest

Just 35 minutes to the east of San Diego, quality, award-winning wines are being produced by over 45 boutique wineries, ranging from tiny "labors of love" to larger operations. All of which offer a unique selection of red wines, white wines, and even the occasional sparkling wine.

Across the valley, in the wineries and the vineyards, the pace of life is slowing just a bit. The new wine is in the bottle or resting in the barrels and we have time to reflect and be grateful.

The previous vintages are delicious and ready to drink now. We invite you to come to Ramona and celebrate with us. See you soon!

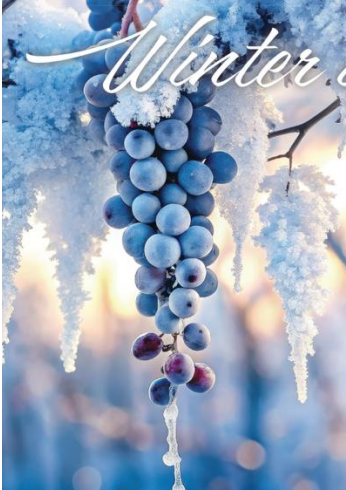


[www.rvva.org](http://www.rvva.org)  
Ramona Valley Vineyard Association

## Winter in Ramona

Winter in the vineyard is a time of quiet preparation. Harvest is over. The days are shorter. The land breathes, and everything waits patiently for spring's renewal. We snuggle up for a cold California winter and pray for rain.

Just 35 miles to the east of San Diego, hand crafted, award-winning wines are being produced by over 45 boutique wineries. Try a unique selection of red or white wines.

Come visit the Ramona Wine Region and experience a tradition of excellence from the finest winemakers in the country.

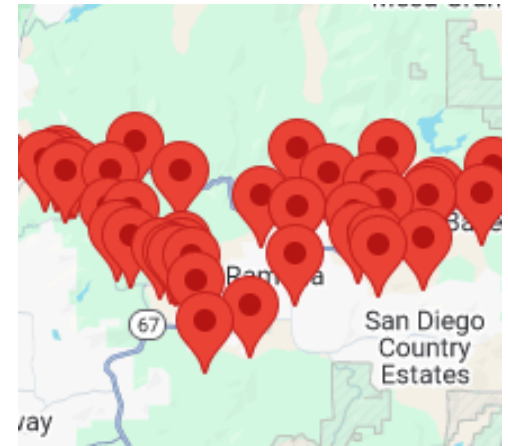
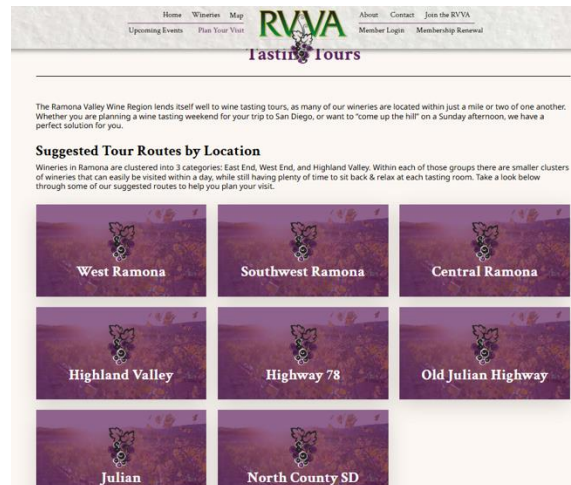




Ramona Valley Vineyard Association



# RVVA Website

rvva.org



There is real power in working together.

RVVA membership provides:

- A built-in network of peers
- Shared problem-solving and resources
- Skill-sharing and mentorship
- Collective advocacy
- Central Communication via email updates, announcements and shared resources
- For agritourism businesses, collaboration helps create themed trails, multi-stop visitor experiences, and deeper community ties.

## Stronger Community & Collaboration



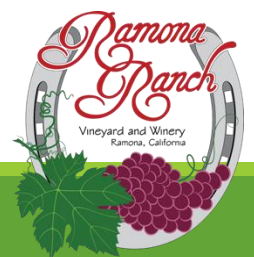


COME  
OVER  
OCTOBER



**This October,  
Let Wine Bring You Closer.**

Bold Wines. Warm Hearts. Real Connections.



# Access to Education, Training & Best Practices

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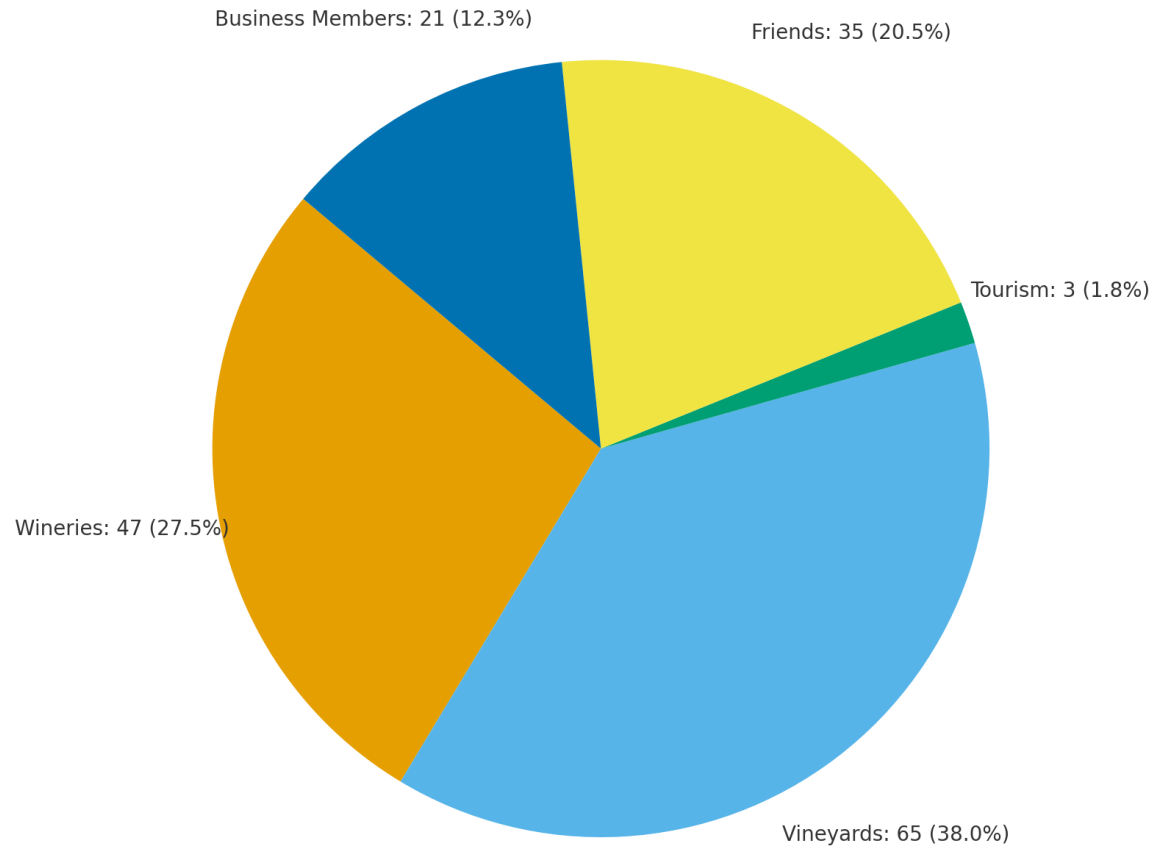
RVVA provides monthly education at our meetings, including:

- Workshops & Networking
- Industry presentations on viticulture, pests & diseases
- Technical demonstrations
- RBS, ABC and Regulatory trainings
- Vineyard, farming, or hospitality classes
- Historical advantage of learning from those who have been doing, for example monthly vineyard tips by Bill S.

This ensures members stay informed, compliant, innovative, and prepared for industry challenges (like drought, sustainability, and changing visitor expectations).



## RVVA Membership Breakdown



# Credibility, Trust & Professional Recognition

Membership in a reputable group signals legitimacy and professionalism to visitors, partners, and regulators.

RVVA Member Benefits include:

Increased tourist confidence

Positive public perception

Support during inspections or permitting

Stronger partnerships with restaurants, hotels, and travel partners



This is especially important in agritourism, where consumers want authentic, trustworthy local experiences.







## Advocacy & Representation



Well-organized groups, like the RVVA, Women's Wine Alliance and the Small Family Winemakers of California advocate for the interests of their members, including:

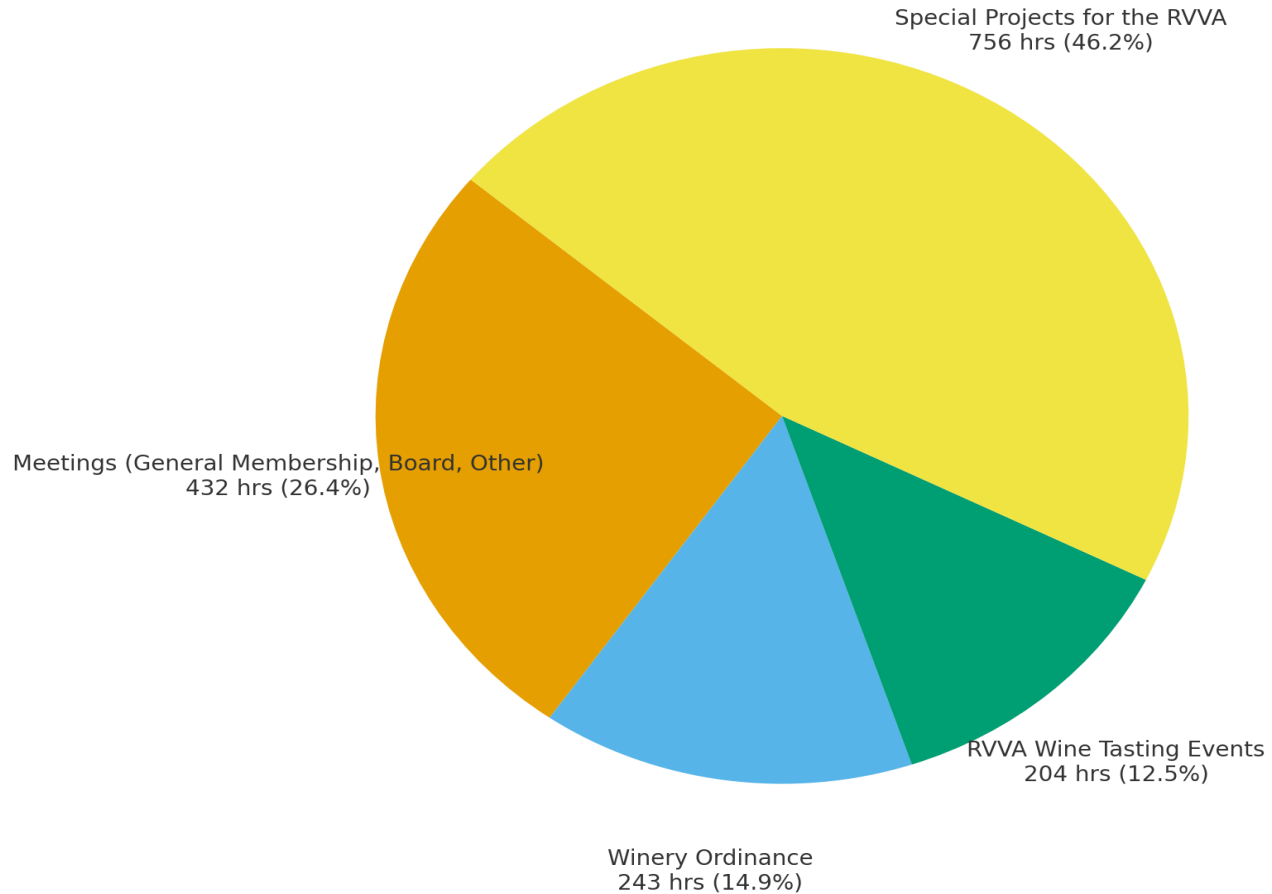
State, Local and County ordinances	Farm and winery regulations; currently working on updates to the SD Winery Ordinance, engaging with SD Planning and PDS Staff	Land-use policies; providing a unified voice on potential restrictions and regulations	Tourism Education and Support
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A single small business has little leverage alone — but unified, the industry has a voice that decision-makers listen to.



## RVVA Volunteer Hours by Category



# Joint Events & Tourism Experiences

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Agritourism thrives on creativity and shared experiences. Through group collaboration, RVVA members can participate in:

- Holiday wine trails
- Shared Marketing Events like our Summer of Rosè
- Representative Pouring at Local Wine Festivals
- Ramona Valley Wine Competition, providing feedback to wine-makers while raising visibility to the AVA
- Regional celebration weekends, like “Cheers to the Valley,” in collaboration with our Chamber

Regional Branding helps to create an identity as a wine destination for the Ramona Valley AVA.



# Summer of Rosé

Over 45 Wineries in Ramona  
[www.rvva.org](http://www.rvva.org)



Come and enjoy refreshing rosé and white wines all summer.

WELCOME

# Summer of Rosé

Over 45 Wineries to Choose From!



Now through August, Visit Ramona Valley and  
 Sip into Summer with Your Favorite Rosés!



# Cost Savings & Shared Resources

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RVVA Membership helps to reduce expenses and increase efficiency with:

- Shared marketing costs
- Co-op buying programs
- Lower-cost advertising opportunities
- Member Discounts

This keeps small businesses competitive and sustainable.





# Ramona Holiday Wine Trail

Visit **15+ participating wineries**  
and enjoy 3 for \$5 wine tastings,  
activities, music, and more!  
*Only 45 minutes from downtown San Diego!*



**\$20**  
Entry Ticket



**DEC** • 6 & 7  
• 13 & 14  
• 20 & 21

# Ramona Holiday Wine Trail

**15+ participating wineries**  
DEC 6 & 7, 13 & 14, 20 & 21

Details in caption! ↘

# Ramona Holiday Wine Trail

Visit **15+ participating wineries** for wine tasting,  
pairings, activities, music, and more!



**\$20**  
Entry Ticket



**DEC** • 6 & 7  
• 13 & 14  
• 20 & 21

Check [rvva.org](http://rvva.org) for more details and to  
purchase tickets starting November 1!



# Support for Sustainable & Responsible Tourism

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RVVA promotes the stewardship of the land by offering:

- Sustainability education opportunities
- Wildlife and habitat awareness
- Promoting locally grown and made wines (AVA)
- Water-use and soil health information
- Responsible visitor-management tools, like our website, RVVA.org and RBS Training

This aligns perfectly with agritourism values — and with our mission, here at Ramona Ranch.



Above all, joining a group organization means you're not doing it alone; it brings:

- Friendship, Net Working & Social events
- Encouragement & Education
- Shared celebration of successes
- Help during challenges

For rural and family-run businesses, this support is invaluable.

Cell 619.925.5008

Winery 760-789-1622

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

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

[teri@ramonaranchwines.com](mailto:teri@ramonaranchwines.com)



Thank  
you!