

Oregon Career Development Association

The latest OCDA news and events! The Oregon Career Development Association promotes quality career development in Oregon and SW Washington. Visit us online at www.ocda.info

Friday, October 23, 2009

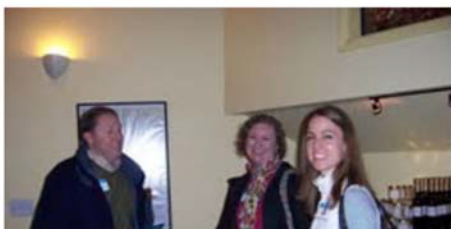
2009 Fall Industry Tour at Sokol Blosser Winery



The 2009 Fall Industry Tour was quite a success! Thirteen OCDA members attended and enjoyed learning about the field of winemaking at Sokol Blosser Winery in Dundee. Sokol Blosser was recently ranked #6 in the *Oregon Business* 100 Best Green Companies to Work for in Oregon.



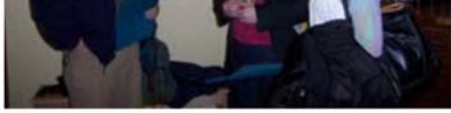
During the tour, as well as speaking to an HR representative and the Direct Sales Manager, we learned that the majority of the employees did not receive degrees in enology or viticulture. Enology is the science and study of all aspects of wine and winemaking and viticulture is the science and study of vine-growing and grape harvesting. However we did learn that there are colleges that have very strong programs in these areas, most notably U.C. Davis, Walla Walla Community College, and Chemeketa Community College. OSU is reportedly beginning a program. Higher up management tend to have MBA degrees, and this is even more common at larger wineries. In fact, some large wineries require their winemakers to have a MBA, as they control much of the business and make many large decisions for the company.



Approximately 30 employees work full-time at Sokol Blosser, ranging from two co-presidents, a chairman, the founder, a winemaker, assistant winemakers, sales representatives, tasting room specialists/tour guides, an accountant

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and controller, and more. Part-time seasonal harvesters often volunteer their time to gain experience and break into the field, as well as those who start out working in the tasting room.

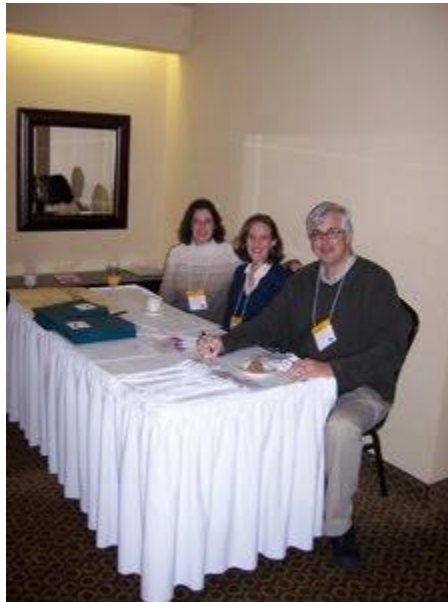


Networking and volunteering are the best ways to land a job at a winery. Education is helpful but if you don't have any experience, the likelihood of obtaining a position is very low.

Spring 2010 Annual Professional Development Institute Photo Album



President Angela J. Doty wishing Dick Bolles a happy (early) birthday on behalf of OCDA.



PDI Check-in crew: Board members Andrea, Anne, and Dan.



OCDA Board members with our keynote speaker Dick Bolles and wife Marci.



OCDA Board members Matt, Margie, Christine, and Dan preparing for attendees to arrive.



More than 60 career development practitioners registered for this year's PDI -- it was a great group!



Mini cupcakes in celebration of Dick's birthday provided by The Sassy Cupcake.



Keynote speaker Dick Bolles shares his insights and perspective on our 2010 theme, *"Keepin' it Fresh!"*



Fran Moga received the 2010 Esther Matthews award in recognition of lifetime achievement in the career development field.



Breakfast and networking with colleagues



Board member Matt Morscheck with Fran Moga, recipient of the Esther Matthews award.



Board member Anne Lapour gets her copy of *What Color is My Parachute?* signed by the author.



Beth Landy and Fran Moga pose for a picture after the awards luncheon.



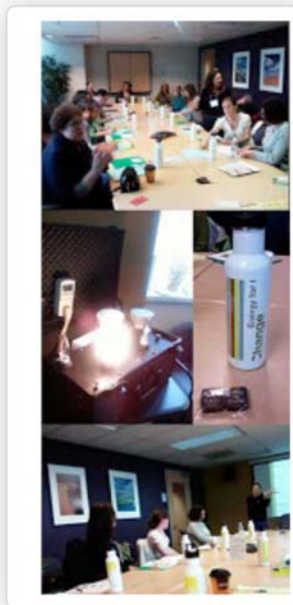
Afternoon guest speaker Beth Landy provided an engaging and informative presentation on Dependable Strengths.

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Spring Industry Tour Portland Energy Conservation, Inc. (PECI) Portland, OR

OCDA members enjoyed participating in the 2010 Spring Industry Tour on May 28th. As a result of several requests from OCDA members to learn more about "green jobs" and sustainability, the spring tour took us to Portland Energy Conservation Inc. (PECI). As with all our Industry Tours, it was a great mix of learning and networking. PEGI is an non-profit environmental consulting company that was founded in Portland in 1980. PEGI has grown dramatically over the past two years from about 150 employees to 300 employees. PEGI hosted an outstanding "tour", introducing OCDA members to all facets of the organization. In addition to meeting with the PEGI Human Resources Recruiter, we heard presentations from various specialists including: Lighting Program Manager, Field Energy Analyst, Mechanical Engineer and a Senior Marketing Manager.



From the recruiting representative we learned about the various roles within the organization, from entry level positions (Data Entry Clerk, Project Assistant, Senior Project Assistant and Project Coordinator) to senior management roles (Director, Associate Director, Senior Program Manager and Program manager.) Participants listened to these PEGI employees describe their own backgrounds, and gained valuable advice for individuals interested in working in this industry. We learned that PEGI employees have a wide variety in educational backgrounds (particularly within marketing), but some technical background or math/science knowledge is often necessary. Industry experience related to energy conservation is also appreciated. PEGI also offers a number of internship possibilities that span many interest and skill levels--great for students who may want to gain some initial exposure to the sustainable energy field.

PECI also attends a variety of recruiting events including career fairs, industry fairs (AEEE, ASHRAE, USGBC, AESP, IEPEC, Green Professionals Conference), and networking events (Future of Energy, Green Drinks). They can also be found on LinkedIn and Twitter (@PECIrecruiting).

Following PEGI's stellar presentation, OCDA members walked on over to a restaurant across the street for some delicious lunch and time to connect with colleagues. We hope to see everyone in the fall for our next Industry Tour--location TBA!

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