

2021 TWGGA Candidate Bio

Director-at-Large Nominee - **Julie Kuhlken, Pedernales Cellars - Region 5**

What are your goals for TWGGA and how do you plan to achieve them?

“I would like to see the Texas Wine Brand marketing materials (videos, ads) that were prepared over the course of 2020 be rolled out as a coordinated marketing campaign. This requires creating a platform on which the materials can be housed, communicating with Texas wineries and vineyards as to how to best make use of them, and creating and implementing a marketing calendar. I would also like to work with other Board members to continue putting TWGGA on a firmer financial path. This will involve looking at event revenue, boosting the Lone Star wine competition, planning a successful 2022 annual conference, and looking for other potential sources of revenue.

I would like to improve communication between TWGGA members and stakeholders in the Texas wine industry, particularly as we gradually come out of the pandemic and can gather together.

I want to monitor the 2021 Legislative Session and support the legislative interests of the Texas wine industry with other Board Members.”

What is your professional experience, wine education/experience/achievements that would prepare you for this position?

I have been honored to serve on the TWGGA Board during the last two years, especially during the tumultuous 2020, and during my tenure, I have acted as the Chair of the Marketing and Fundraising Committee. My involvement in the Texas wine industry started in 1995 when I helped my parents plant Kuhlken Vineyards. In 2006 I founded Pedernales Cellars with my brother, and currently oversee the marketing and hospitality operations of this award-winning Texas Hill Country winery. A graduate of Stanford University, I received a doctorate in Philosophy and have taught at universities in Europe and North America.

I hold the WSET III certification, which I received with distinction. I have used my education to become a regularly published author, and an accomplished graphic designer, responsible for all brand materials for the winery including its award-winning labels. In addition to my service at TWGGA, I am active in the local community. I sit on the Board of the Gillespie County Economic Development Commission, chair the COVID-Recovery Task Force, am a past-president of the Texas Hill Country Winery Association and a current member of its Marketing Committee.

