Andi Hawk  
Viticulture and Enology, Class of 2016  
CALS NYS Internship Program 2015  
Finger Lakes Wine Lab & the Greater Ithaca Community

My Profile
- Raised in rural Cayuga County  
- Nontraditional student returning to college after some years  
- Earned an AAS in Viticulture and Wine Technology at FLCC  
- Transferred to CALS Cornell for a BS in Viticulture and Enology  
- Planning to start a small farm in the Finger Lakes Region

Learning Goals Met
PROFESSIONAL
- Become better acquainted with the service marketing process.  
- Learn more about how to market to the wine industry.  
- Become familiar with the way plans get converted to action in a ‘community building’ setting

PERSONAL
- Become a more involved member of my community through participation.  
- Develop new leadership skills.

Additional Skills Acquired
- Market survey development  
- Market research  
- Sales/marketing writing  
- Business communications

Host Organization
Finger Lakes Wine Lab
A division of Dairy One, the Finger Lakes Wine Lab was created in 2008 to address the juice and wine testing needs of the expanding winemaking industry in the Finger Lakes Region.

Community Engagement
My community-focused research sought to explore potential barriers to attracting and retaining the young and educated population within the Finger Lakes grape and wine industry. With increasing opportunities due to the growing number of farm wineries, distilleries, and breweries in the region, are young educated individuals able to and interested in staying to pursue a career within the Finger Lakes?

Method of study
I asked winery owners, winemakers, and young viticulture and enology graduates a series of questions aimed at finding out:
- How they feel about their community?  
- What are their staffing challenges?  
- What are the challenges to staying in the region?  
- What has kept them in the region?
- Are they planning to stay? Why? Why not?

Findings
- Natural beauty and outdoor recreational opportunities.  
- Small growing region = opportunity to stand out.  
- Tight knit, supportive community.  
- Difficult to find affordable rental housing.

Proposal
This proposal is intended to break down some of the barriers to retaining young people in the grape and wine business in the Finger Lakes, barriers such as:
- Finding affordable housing, adequate employment, and social engagement.  
- Making connections in the communities in which they hope to work and live. These connections are important in a community which does not have a large number of people from which to choose.

With the help of partner organizations such as The Finger Lakes Wine Lab, and current industry professionals, I propose that a casual but structured network be created to facilitate an easy transition into the local industry.

CALS NYS Internship Program: [http://blogs.cornell.edu/calsnysinternshipprogram/](http://blogs.cornell.edu/calsnysinternshipprogram/)  
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