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RECRUIT | DEVELOP | RETAIN

The forum for wine industry HR professionals

How to Solve the Seasonal Worker Shortage? Think Diversity

Speakers: Courtney Guntz-Summers, Tahlia Suggs, Apprentices at Silver Oak

Moderator: Veronica Jauregui, VP of HR, Silver Oak Cellars

Silver Oak Cellars – Apprenticeship Program



- Silver Oak's DEI Committee had idea for an apprenticeship program
- Opportunity to work at Silver Oak
 - Commitment of 12 months
 - Receive Reg FT benefits
 - Rotate through various departments to learn the industry
- Partnered with: The Veraison Project to recruit

Silver Oak Apprentice Assignment Rotation

Department	Months
Vineyard	July – August
Cellar – Harvest Production	September – early October
Shipping & Receiving	October
Customer Care	November – December
Marketing	January – February
Sales	March – April
Retail/Hospitality	May - June

Tasks and Assignments

- Vineyard
- Cellar
- Shipping & Receiving
- Customer Care



Benefits of the Program



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Highlights of the Program



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Events



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Harvest



Company Fun



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What's next?

