

GROWING TOGETHER MARKETING DAY

April 28, 2025



The Ohio Department of Agriculture
8995 E. Main Street, Reynoldsburg, OH

REGISTRATION

2025 Growing Together Marketing Day Agenda

10 a.m. – 10:30 a.m. | Kickoff + Introductions

- **Christy Eckstein**, Director of Marketing, Ohio Department of Agriculture and Executive Director, Ohio Grape Industries Committee
- **Kayla Murphy**, Marketing Specialist, Ohio Grape Industries Committee

10:30 a.m. – 11:15 a.m. | Session 1: Marketing Trends + Insights

- **Mary-Kate Badalamenti**, Sales + Marketing Manager, Boundary Breaks Vineyard, Lodi, NY

11:15 a.m. – 12:15 p.m. | Session 2: Designing Winery Content That Stands Out

- **Alexandria Marshall**, Founder and Creator, Mouse House Marketing, Cleveland, OH

1 p.m. – 1:45 p.m. | Session 3: Fireside Chat – Harnessing the Power of Your Followers

- **Elaine Heffernan**, Director of Engagement, Hello, LLC, Chagrin Falls, OH
- **Amanda Knauer**, Director of Engagement, Hello, LLC, Chagrin Falls, OH

1:45 p.m. – 2:30 p.m. | Session 4: Leveraging the Power of Influencer Marketing for Your Winery's Success

- **Emily Steinberg**, Account Coordinator, Belle Communication, Columbus, OH

2:45 p.m. – 3:30 p.m. | Session 5: How to Leverage Email Marketing

- **Brian Matson**, Senior Director of Strategy & Education, TwoSix Digital, Brighton, MI

3:30 p.m. – 4 p.m. | Strategic Planning & Next Steps

- **Dan Whitmyer**, Owner, Whitmyer Thinks, Mason, OH

2025 Growing Together Marketing Day Featured Speakers



Christy Eckstein has been the Executive Director of the Ohio Grape Industries Committee (OGIC) since September 2007 and the Director of Marketing for the Ohio Department of Agriculture since January 2023. The OGIC is a quasi-state agency created in 1981 to create viable, income-producing grape enterprises in the state of Ohio by providing marketing and promotion efforts to generate and expand new markets for grapes and grape products and research to improve the quality of grapes and profitability of grape growing as an agri-business. There are currently 1,250 acres of grapes and more than 430 licensed wine manufacturers in the Buckeye state. Before being named the Executive Director of the OGIC, Christy was a Domestic Marketing Specialist for the Ohio Department of Agriculture's Marketing Division for four and a half years and served as the Assistant Program Manager for the OGIC for one and a half years. She is a 1997 graduate of The Ohio State University where she majored in animal science and minored in communications. Ms. Eckstein was inducted into the Ohio Wine Producers Hall of Fame in 2023.



Kayla Murphy has been the Marketing Specialist for the Ohio Grape Industries Committee since December 2022, where she has led engaging campaigns and helped drive brand awareness. With background knowledge in digital creative, content strategy, and event marketing, she brings a wealth of experience in designing and executing marketing initiatives that enhance user engagement and elevate brand presence. Kayla's previous roles in operations and event planning have honed her skills in project coordination, stakeholder communication, and digital platform management. Kayla holds a bachelor's degree in Sociology and minors in Communications and Communication Disorders from The Ohio State University.



Mary-Kate Badalamenti is the Sales, Marketing, and Wine Club Manager for Boundary Breaks Vineyards, located on the east side of Seneca Lake in the heart of the Finger Lakes. She was born and raised just five miles from the winery, so she is fully immersed in the region's rural culture and collaborative community.

With a bachelor's degree in public relations and international business, from St. John's University, Mary-Kate has brought a versatile perspective to practical use in marketing, direct-to-consumer and wholesale efforts for the winery.

With the mindset that 'high tides raise all ships,' Mary-Kate also holds positions and professional associations with the Seneca Lake Wine Trail, Finger Lakes Wine Alliance, the NYS Department of Ag and Markets associated with the NYWGF, and the Finger Lakes chapter of Women for WineSense, an endeavor to showcase the cross-collaborative network within the regional wine industry.



Alexandria Marshall is a marketing strategist, branding expert, and creative director with a passion for helping businesses thrive through compelling storytelling and digital engagement. As the Founder & Creative Director of Mouse House Marketing, she has built a boutique agency specializing in social media management, content creation, branding, and website design. With a deep-rooted expertise in the hospitality, health, and wellness industries, Alex has collaborated with brands such as Hospitality Restaurants, RED Steakhouse, Choolaah, and Veranda Bistro & Bar, crafting impactful marketing campaigns that drive customer engagement and brand growth.

With a background in graphic design, Alex brings a unique blend of creativity and strategic thinking to every project. She is also a dedicated supporter of local food systems, small businesses, and sustainable growth initiatives. Driven by a passion for community-based marketing, Alex thrives on helping businesses tell their stories, connect with their audience, and achieve lasting success.



Elaine Heffernan is the Director of Engagement at Hello LLC, where she leads strategic initiatives to foster meaningful connections between brands and their audiences. With a strong background in marketing, public relations, event and influencer management, and a passion for content creation, she works to create innovative campaigns that drive engagement and brand loyalty. Elaine holds a bachelor's degree in Broadcast & Cinematic Arts from Central Michigan University and a master's degree in integrated marketing communications from St. Bonaventure University.



Amanda Bricklebank is the Director of Engagement at Hello, LLC. Upon graduation from Kent State in 2015 with a degree in public relations, Amanda found herself in the technology and higher education industries before finding her niche at Hello, LLC in 2021. Here, she leads clients as a social media strategist, content creator, and community engagement expert by executing campaigns to drive results. Additionally, Amanda oversees and executes influencer activations, event management and media relations for clients.

On the weekends, you can frequently find Amanda sipping her way through the Grand River Valley region, exploring one of the many Cleveland Metroparks with her husband and golden retriever, or enjoying time on Lake Erie when the Northeast Ohio weather allows it.



Emily Steinberg is passionate about helping brands thrive, bringing deep experience in media relations, social media, influencers and creative strategy. A Cleveland native finding a home in Columbus, Emily's background ranges from CPG and tourism to insurance and B2B. She is an advocate for mental health and strives to leave a positive impact on every life she touches. When she isn't working, you can find her in the gym, reading thriller novels or spending time with loved ones.



Brian V. Matson has been a part of the travel and tourism industry since 2003. He was the longtime Marketing Director at the Fargo-Moorhead Convention and Visitors Bureau, where he pioneered several digital and social media promotional programs that included various forms of content development and distribution. Brian received the Explore Minnesota Travel Marketing Excellence Award and the North Dakota Governor's Award for Tourism Marketing for his efforts. He's a well-recognized speaker at state, regional, and national conferences and is known for his entertaining presentation style, which makes his talking points stick with attendees. He's a great asset to the development of any business or organization's marketing initiatives due to his vast experience working directly with destinations, *meetings & convention* teams, sports organizations, resorts, attractions, and small businesses.



Dan Whitmyer is a strategist and researcher who launched his own marketing consultancy — Whitmyer Thinks LLC — in 2024. Whitmyer Thinks leverages Dan's 20+ years of experience in strategy, research and analytics to craft powerful, strategic ideas, designed to help clients overcome their challenges.

Dan spent his career at small boutique, mid-size regional, and large global ad agencies working with companies like Procter and Gamble, Abbott Nutrition, Kroger, and Sodexo. Across these assignments, he learned that while many assignments focus on delivering tangible outputs, clients value the thinking behind those deliverables just as much as the deliverables themselves. That's how Whitmyer Thinks was

born — it's a name that embodies what he brings to every project: strategic thinking designed to drive decisive action.

2025 Growing Together Marketing Day Registration

April 28, 2025

Ohio Department of Agriculture,
8995 E. Main Street, Reynoldsburg, OH 43068

\$25/person (*to cover lunch expenses*)

Attendee Name (\$25):		Dietary Restrictions:	
Business Name:			
Address:		City	State
Phone:		Fax:	Email:
Additional Registrants:			Dietary Restrictions
Second Attendee Name (\$25):			
Third Attendee Name (\$25):			
Fourth Attendee Name (\$25):			
Fifth Attendee Name (\$25):			

Total Amount Enclosed for Lunch:	\$
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Select Form of Payment: ☐ Check (*made payable to Ohio Dept. of Agriculture*)

☐ Discover ☐ MasterCard ☐ Visa

Credit Card Number: _____ Verification Code: ____ Expiration Date: _____

If credit card billing is different than address above, please list billing information below:

Address: _____

City: _____ State: _____ Zip: _____

Please note, no refunds will be made after April 25, 2025.

Questions:

Contact: Christy Eckstein

Phone: 614-381-0412

christy.eckstein@agri.ohio.gov

Return form & payment to - Ohio Grape Industries Committee

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