Generations of great wine and great winemakers

ELK COVE VINEYARDS

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The dream of many successful businesses owners is to have their children take an interest in the work that provides the family livelihood, with the idea in mind that one day they will want to take the reins.

As the Oregon wine industry matures, it's not surprising to see a second generation of growers and winemakers emerge. Enticed by the unique challenges and rewards of this fascinating profession, they are carrying forward a family legacy.

...Talent, dedication and sheer enjoyment of what they do describes the next generation of winery owners and managers who have begun to make their own mark on a maturing industry well on its way toward world acclaim.

...Joe and Pat Campbell turned over management of Elk Cove Vineyards to their son, Adam in 1999. The winery's co-founders held the helm of their winery just south of Gaston for years, guiding it from modest beginnings to a 46,000-plus case producer.

Adam was the only one of the Campbell's five children who chose to follow his parents into the business. "All of us helped out when we were kids," he said. "But dad and mom encouraged us to pursue our passion. We weren't pressured to work for the winery."

...By 1999, having worked side by side with his parents for five years and learned all sides of the business, Adam was ready. "My parents said, 'It's your baby now,' and retired to Portland," he said. "They love the winery and they're still involved. Just not day to day."



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