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Short Form
Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

OMB No. 1545-1150

2010

Open to Public
Inspection► Sponsoring organizations of donor advised funds, organizations that operate one or more hospital facilities, and certain controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$200,000 and total assets less than \$500,000 at the end of the year may use this form.
► The organization may have to use a copy of this return to satisfy state reporting requirements

A For the 2010 calendar year, or tax year beginning

and ending

B Check if applicable

Address change
 Name change
 Initial return
 Terminated
 Amended return
 Application pending

C Name of organization

UMPQUA VALLEY WINEGROWERS ASSOCIATION

Number and street (or P.O. box, if mail is not delivered to street address)

PO BOX 367

Room/suite

City or town, state or country, and ZIP + 4

ROSEBURG, OR 97470

D Employer identification number

26-1148945

E Telephone number

541-673-3709

F Group Exemption

Number ►

G Accounting Method: Cash Accrual Other (specify) ►I Website: ► [HTTP : //WWW.UMPQUAVALLEYWINERIES.ORG](http://WWW.UMPQUAVALLEYWINERIES.ORG)J Tax-exempt status (check only one) — 501(c)(3) 501(c)(5) (insert no.) 4947(a)(1) or 527K Check ► if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$50,000. A Form 990-EZ or Form 990 return is not required though Form 990-N (e-postcard) may be required (see instructions). But if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6c, and 7b, to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, line 25, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ ► \$ 145,953.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (see the instructions for Part I)

Check if the organization used Schedule O to respond to any question in this Part I

1	Contributions, gifts, grants, and similar amounts received	1	3,871.
2	Program service revenue including government fees and contracts	2	
3	Membership dues and assessments	3	30,300.
4	Investment income	4	
5a	Gross amount from sale of assets other than inventory	5a	
b	Less: cost or other basis and sales expenses	5b	
c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	5c	
6	Gaming and fundraising events		
a	Gross income from gaming (attach Schedule G if greater than \$15,000)	6a	
b	Gross income from fundraising events (not including \$ 3,871. of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000)	6b	110,827.
c	Less: direct expenses from gaming and fundraising events	6c	68,098.
d	Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)	6d	42,729.
7a	Gross sales of inventory, less returns and allowances	7a	
b	Less: cost of goods sold	7b	
c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c	
8	Other revenue (describe in Schedule O)	8	955.
9	Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8	9	77,855.
10	Grants and similar amounts paid (list in Schedule O)	SEE SCHEDULE O	
11	Benefits paid to or for members	10	5,000.
12	Salaries, other compensation, and employee benefits	11	
13	Professional fees and other payments to independent contractors	12	
14	Occupancy, rent, utilities, and maintenance	13	17,352.
15	Printing, publications, postage, and shipping	14	1,930.
16	Other expenses (describe in Schedule O)	15	918.
17	Total expenses. Add lines 10 through 16	16	41,849.
18	Excess or (deficit) for the year (Subtract line 17 from line 9)	17	67,049.
19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	18	10,806.
20	Other changes in net assets or fund balances (explain in Schedule O)	19	75,119.
21	Net assets or fund balances at end of year. Combine lines 18 through 20	20	0.
		21	85,925.

LHA For Paperwork Reduction Act Notice, see the separate instructions

Form 990-EZ (2010)

Part II Balance Sheets. (see the instructions for Part II.)Check if the organization used Schedule O to respond to any question in this Part II

	(A) Beginning of year	(B) End of year
22 Cash, savings, and investments	75,119.	22 85,925.
23 Land and buildings		23
24 Other assets (describe in Schedule O)		24
25 Total assets	75,119.	25 85,925.
26 Total liabilities (describe in Schedule O)	0.	26 0.
27 Net assets or fund balances (line 27 of column (B) must agree with line 21)	75,119.	27 85,925.

Part III Statement of Program Service Accomplishments (see the instructions for Part III.)Check if the organization used Schedule O to respond to any question in this Part III What is the organization's primary exempt purpose? **SEE SCHEDULE O**

Describe what was achieved in carrying out the organization's exempt purposes. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title

Expenses
(Required for section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts; optional for others.)

28 TO ENCOURAGE THE SCIENTIFIC DEVELOPMENT OF WINEGROWING IN OREGON, AND TO PROVIDE SCIENTIFIC AND EDUCATIONAL SERVICES IN CONNECTION THEREWITH.	(Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	► <input type="checkbox"/> 28a
29 TO ASSIST THE MEMBERSHIP, WITHOUT PROFIT TO THE CORPORATION, IN PROMOTING THE DEMAND FOR AND SALE OF VINIFERA GRAPES AND OREGON WINE PRODUCTS.	(Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	► <input type="checkbox"/> 29a 25,037.
30 TO ENHANCE THE IMAGE OF THE UMPQUA VALLEY UTILIZING MARKETING AND TOURISM ACTIVITIES.	(Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	► <input type="checkbox"/> 30a 10,730.
31 Other program services (describe in Schedule O)	(Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	► <input type="checkbox"/> 31a
32 Total program service expenses (add lines 28a through 31a)		► <input type="checkbox"/> 32 35,767.

Part IV List of Officers, Directors, Trustees, and Key Employees. List each one even if not compensated (see the instructions for Part IV)Check if the organization used Schedule O to respond to any question in this Part IV

(a) Name and address	(b) Title and average hours per week devoted to position	(c) Compensation (If not paid, enter -0-)	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
CHARLIE BECKER	PRESIDENT 6.00	0.	0.	0.
DEEDY PARKER	VICE PRESIDENT 3.00	0.	0.	0.
JENNIFER HENRY	SECRETARY 4.00	0.	0.	0.
SUSAN DEMARA	TREASURER 5.00	0.	0.	0.
DOROTHY WILLIAMS	DIRECTOR 1.00	0.	0.	0.
MARC GIRARDET	DIRECTOR 1.00	0.	0.	0.
GREG CRAMER	DIRECTOR 1.00	0.	0.	0.
DICK CALEFATO	DIRECTOR 1.00	0.	0.	0.
DAVID GLASER	DIRECTOR 1.00	0.	0.	0.

Part V Other Information (Note the statement requirements in the instructions for Part V)Check if the organization used Schedule O to respond to any question in this Part V 33 Did the organization engage in any activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O Yes No

33	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
33	X	

34 Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O (see instructions) Yes No

34	X
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35 If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, explain in Schedule O why the organization did not report the income on Form 990-T. Yes No

35a	X
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a Did the organization have unrelated business gross income of \$1,000 or more or was it a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements? Yes No

35b	N/A
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b If "Yes," has it filed a tax return on Form 990-T for this year? Yes No

36	X
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36 Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N Yes No

37a	0.
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37a Enter amount of political expenditures, direct or indirect, as described in the instructions. ► 37a | 0. Yes No

37b	X
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b Did the organization file Form 1120-POL for this year? Yes No

38a	X
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38a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return? Yes No

38b	N/A
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b If "Yes," complete Schedule L, Part II and enter the total amount involved Yes No

39a	N/A
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39 Section 501(c)(7) organizations. Enter: Yes No

39b	N/A
-----	-----

a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: Yes No

40a	N/A
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section 4911 ► N/A ; section 4912 ► N/A ; section 4955 ► N/A Yes No b Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year, that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I Yes No

40b	N/A
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c Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 Yes No

► N/A

d Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization Yes No

► N/A

e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T Yes No

40e	X
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41 List the states with which a copy of this return is filed. ► OR Yes No 42a The organization's books are in care of ► SUSAN DEMARA Telephone no. ► 541-673-3709 Yes No

42a	541-673-3709
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Located at ► 240 VINEYARD LN., ROSEBURG, OR ZIP + 4 ► 97470 Yes No

42b	X
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b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If "Yes," enter the name of the foreign country: ► Yes No

42c	X
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See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts Yes No c At any time during the calendar year, did the organization maintain an office outside of the U.S.? If "Yes," enter the name of the foreign country: ► Yes No 43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 - Check here and enter the amount of tax-exempt interest received or accrued during the tax year Yes No ► 43 | N/A Yes No 44a Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ Yes No

44a	X
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b Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ Yes No

44b	X
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c Did the organization receive any payments for indoor tanning services during the year? Yes No

44c	X
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d If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O Yes No

44d	
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Form 990-EZ (2010)	
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Department of the Treasury
Internal Revenue Service

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19,
or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.
► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

Name of the organization

Employer identification number

UMPQUA VALLEY WINEGROWERS ASSOCIATION

26-1148945

Part I **Fundraising Activities.** Complete if the organization answered "Yes" to Form 990, Part IV, line 17. Form 990-EZ filers are not required to complete this part

1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.

2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services?

b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

Total

3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing

Part II Fundraising Events. Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

		(a) Event #1 BARREL TOUR	(b) Event #2 GREATEST OF THE GRAPE	(c) Other events NONE	(d) Total events (add col (a) through col (c))
		(event type)	(event type)	(total number)	
Revenue	1 Gross receipts	63,806.	50,472.		114,278.
	2 Less Charitable contributions		3,871.		3,871.
	3 Gross income (line 1 minus line 2)	63,806.	46,601.		110,407.
Direct Expenses	4 Cash prizes				
	5 Noncash prizes				
	6 Rent/facility costs		3,586.		3,586.
	7 Food and beverages		774.		774.
	8 Entertainment		1,050.		1,050.
	9 Other direct expenses	40,411.	26,606.		67,017.
	10 Direct expense summary. Add lines 4 through 9 in column (d)				► (72,427)
	11 Net income summary. Combine line 3, column (d), and line 10				► 37,980.

Part III Gaming. Complete if the organization answered "Yes" to Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col (a) through col (c))
Revenue	1 Gross revenue				
Direct Expenses	2 Cash prizes				
	3 Noncash prizes				
	4 Rent/facility costs				
	5 Other direct expenses				
	6 Volunteer labor	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	
	7 Direct expense summary. Add lines 2 through 5 in column (d)				► ()
	8 Net gaming income summary. Combine line 1, column d, and line 7				►

9 Enter the state(s) in which the organization operates gaming activities: _____

a Is the organization licensed to operate gaming activities in each of these states? Yes No

b If "No," explain: _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? Yes No

b If "Yes," explain: _____

11 Does the organization operate gaming activities with nonmembers? Yes No

12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming? Yes No

13 Indicate the percentage of gaming activity operated in:

a The organization's facility	13a	%
b An outside facility	13b	%

14 Enter the name and address of the person who prepares the organization's gaming/special events books and records

Name ► _____

Address ► _____

15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? Yes No

b If "Yes," enter the amount of gaming revenue received by the organization ► \$ _____ and the amount of gaming revenue retained by the third party ► \$ _____

c If "Yes," enter name and address of the third party

Name ► _____

Address ► _____

16 Gaming manager information.

Name ► _____

Gaming manager compensation ► \$ _____

Description of services provided ► _____

Director/officer Employee Independent contractor

17 Mandatory distributions

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? Yes No

b Enter the amount of distributions required under state law to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ► \$ _____

Part IV **Supplemental Information.** Complete this part to provide the explanations required by Part I, line 2b, columns (ii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also complete this part to provide any additional information (see instructions)

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.
► Attach to Form 990 or 990-EZ.

2010

Open to Public
Inspection

Name of the organization

UMPQUA VALLEY WINEGROWERS ASSOCIATION

Employer identification number
26-1148945

FORM 990-EZ, PART I, LINE 8, OTHER REVENUE:

<u>DESCRIPTION OF OTHER REVENUE:</u>	<u>AMOUNT:</u>
INTEREST INCOME	95.
MISCELLANEOUS INCOME	860.
TOTAL TO FORM 990-EZ, LINE 8	955.

FORM 990-EZ, PART I, LINE 10, GRANTS AND ALLOCATIONS:

ACTIVITY CLASSIFICATION: FESTIVAL

GRANTEE NAME: UMPQUA COMMUNITY COLLEGE

GRANTEE ADDRESS: ROSEBURG, OR 97470

DATE OF GIFT: 09/01/10

AMOUNT GIVEN: 2,000.

ACTIVITY CLASSIFICATION: SOWI DONATION

GRANTEE NAME: UMPQUA COMMUNITY COLLEGE

GRANTEE ADDRESS: ROSEBURG, OR 97470

DATE OF GIFT: 09/01/10

AMOUNT GIVEN: 3,000.

TOTAL INCLUDED ON FORM 990-EZ, LINE 10

5,000.

FORM 990-EZ, PART I, LINE 16, OTHER EXPENSES:

<u>DESCRIPTION OF OTHER EXPENSES:</u>	<u>AMOUNT:</u>
ADVERTISING AND MARKETING	35,768.
OFFICE EXPENSES	916.
INSURANCE	1,196.

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.
► Attach to Form 990 or 990-EZ.

Name of the organization

UMPQUA VALLEY WINEGROWERS ASSOCIATION

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<u>MEMBERSHIP</u>	1,465.
<u>TRAVEL - MILEAGE</u>	673.
<u>EDUCATION</u>	1,074.
<u>RETREAT EXPENSES</u>	510.
<u>WINE JUDGING</u>	250.
<u>ROUNDING</u>	-3.
<u>TOTAL TO FORM 990-EZ, LINE 16</u>	41,849.

FORM 990-EZ, PART III, PRIMARY EXEMPT PURPOSE - TO ENHANCE THE IMAGE OF
UMPQUA VALLEY WINES, ASSIST LOCAL WINE PRODUCERS IN PROMOTING THEIR
PRODUCTS, AND TO ENCOURAGE THE DEVELOPMENT OF WINEGROWING IN THE UMPQUA
VALLEY.

FORM 990-EZ, PART V, INFORMATION REGARDING PERSONAL BENEFIT CONTRACTS:
THE ORGANIZATION DID NOT, DURING THE YEAR, RECEIVE ANY FUNDS, DIRECTLY,
OR INDIRECTLY, TO PAY PREMIUMS ON A PERSONAL BENEFIT CONTRACT.
THE ORGANIZATION, DID NOT, DURING THE YEAR, PAY ANY PREMIUMS, DIRECTLY,
OR INDIRECTLY, ON A PERSONAL BENEFIT CONTRACT.