

Meg Maker, MA

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<http://megmaker.com> | <http://terroirreview.com> | <http://linkd.in/megmaker>

SUMMARY

Writer, fine artist, editor, and illustrator curious about the intersection of nature, culture, food, and place. Key interests include terroir, traditional foodways, the vocabulary of taste, and the cultural and physical nature of sustenance. Literary production includes nonfiction, lyric essay, personal narrative, and memoir. Fine art production includes oil, digital, and mix media works exploring nature and place. Also serve as editor and editorial adviser to individuals and publications.

EDUCATION

Dartmouth

- 2011 M.A. Liberal Studies – Creative Writing
GPA 4.0
Creative nonfiction thesis: “Making it Home”
2011 Byam Shaw-Brownstone Thesis Excellence Award in Creative Writing
- 2009 Future Faculty Teaching Workshop
Dartmouth Center for the Advancement of Learning
- 1996 Post-Baccalaureate Coursework
Cell, Molecular, and Developmental Biology
Biology of Plants
Ecology and Evolution (audit)
Plant Physiology (audit)
- 1987 B.A. Visual Studies *summa cum laude*, Phi Beta Kappa
GPA 3.85
1987 Adelbert Ames Fine Arts Award for top achievement in the major
1984 Citation: French Literature, Twentieth-Century French Drama
1983–1987 Rufus Choate Scholar

POSITIONS

- 2010–present Owner and Principal, Megmaker Communications
- 2008–present Publisher and Editor in Chief, *Terroir Review* (formerly *Maker's Table*)
- 2017, 2018 Invited Lecturer, *Climate Change Across the Curriculum: Science, Stakes, and Solutions*, Tulane University
- 2014–2016 Editor at Large, *Grape Collective*
- 2010–2012 Consumer Marketing Director, Bonny Doon Vineyard
- 2009–2013 Executive Editor (2009), Contributor, and Columnist, *Palate Press*
- 2003–2010 Director of External Information Services, Dartmouth College
- 2000–2003 Director of Product Management, Nextmark, Inc.
- 1998–2000 Product Manager, Footage.net and Emotion, Inc.

AWARDS AND FELLOWSHIPS

- 2022 Finalist, IACP Food Writing Awards, Beverage-focused column
- 2020 “Notable Travel Writing of 2019,” in *The Best American Travel Writing 2020*
- 2019 First place, Best Editorial / Opinion Wine Writing, Born Digital Wine Awards
- 2017 Editor’s Choice Fellowship, Symposium for Professional Wine Writers
- 2017 Third Place, Best Investigative/Journalistic Wine Story, Born Digital Wine Awards
- 2015 Best Writing, Wine Blog Awards
- 2014 Favorite Wine News Blog, Millésima Awards
- 2011 Byam Shaw-Brownstone Thesis Excellence Award for Creative Writing, Dartmouth College
- 1987 Adelbert Ames Fine Arts Award, Rufus Choate Scholar, Academic Citation, Dartmouth College

EXHIBITIONS

- 2022 Quail Hollow Community, West Lebanon, NH, Aug. 1 – Sep. 30 (solo)
- 2022 AVA Gallery, Lebanon, NH Juried group show: “As We Tilt Toward the Sun,” June 17 – July 9
- 2021 AVA Gallery, Lebanon, NH Holiday exhibition (group)
- 2021 AVA Gallery, Lebanon, NH “All Roads Narrow at the Border,” June 11 – July 11 (group)
- 2021 Quail Hollow Community, West Lebanon, NH, Jan. 1 – Mar. 31 (solo)

PROFESSIONAL MEMBERSHIPS AND CERTIFICATIONS

Phi Beta Kappa Society
Circle of Wine Writers
Wine Scholar Guild
Society of Wine Educators, Certified Specialist of Wine

VOLUNTEER ACTIVITIES

Circle of Wine Writers Committee member (2021–present); Hon. Secretary (2022–present)
AVA Gallery & Arts Center: member, Board of Directors; chair, marketing and communications committee; member, development committee (2020–2022)

INVITED TRAVEL — GASTRONOMY RESEARCH

- 2024 January: Napa Valley, California
- 2023 September: Mt. Etna, Sicily
- 2023 June: Tuscany, Umbria, and Marche, Italy
- 2023 April: Umbria, Italy
- 2022 September: Conegliano-Valdobbiadene, Italy
- 2022 June: Alto Adige and Collio, Italy
- 2019 December: Lake Garda, Italy
- 2019 September: Douro
- 2019 June: Burgundy and Champagne
- 2019 June: Bordeaux
- 2019 May-June: Liège, Belgium
- 2019 April: Loire, France
- 2019 February: Emilia-Romagna, Italy
- 2019 January-February: Vermont
- 2018 October: British Columbia, Canada
- 2018 July: Beaujolais, France

2018 June: Alsace, France
2018 May: Vancouver, B.C.
2018 April: Languedoc, Roussillon, and Loire Valley, France
2018 March: Chile
2017 Sept: Sicily, Italy
2017 June: Rhône Valley, France
2017 April: Cognac, Paris, Champagne, Beaujolais, Northern Rhône, and Provence, France
2017 March: Washington State
2017 February: New York City (Italian Trade Commission)
2016 November: Sonoma County, California
2016 September: Sicily, Veneto, and Apulia, Italy
2016 July: Bordeaux, France
2016 June: Northern California
2016 May: Vinho Verde, Portugal
2016 March: Rioja, Rias Baixas, and Priorat, Spain
2016 March: New York City (Wines of Portugal)
2015 September: Champagne, France
2015 August: Finger Lakes, New York
2015 July: Sicily and Tuscany, Italy
2015 June: Various wine regions including Mallorca, Spain
2015 April: California
2015 April: Buenos Aires, Patagonia, and Mendoza, Argentina
2015 March: Rhône Valley, France
2015 January: California
2014 October: California
2014 September: Tuscany, Italy
2014 July: Oregon
2014 June: Burgundy and Chablis, France
2014 April: Languedoc, France
2014 April: California
2013 September: Trento, Italy
2013 September: Douro and Porto, Portugal
2013 June: Southern Spain
2013 March: New York City
2012 October: CIA Hyde Park, New York
2010 September: Mosel, Pfalz, and Rheingau, Germany

SELECTED PUBLICATIONS

Note: See additional food writing at <https://terroirreview.com>

Cider Can Learn from Wine's Lexical Missteps; Malus, August 2023

Celebrate With Cider; American Cider Association Annual Report, Summer 2023

Epokale: A New Gewürztraminer for the Ages; Trink, September 2022

Sparkling Wine, That Quizzical Fizz; Pix/The Drop, December 2021

Is That Dill in Your Wine? Pix/The Drop, December 2021

Is There Butter in That Chardonnay? Pix/The Drop, December 2021

Wine Fining and Filtration Explained; Pix/The Drop, November 2021

Vegan Wines And Where to Find Them; Pix/The Drop, October 2021

Wine Acidity Can Be Good. Except When It's Not. Pix/The Drop, September 2021

What's the Difference Between Oxidized and Oxidative? Pix/The Drop, September 2021

What is Whole Cluster Fermentation? Pix/The Drop, August 2021

The Most Important Grape You've Never Tasted; Pix/The Drop, July 2021

How to Nail the Impossible Pairing: Wine and Vegetables; Pix/The Drop, July 2021

Once and Future St. Laurent; Trink, Feb. 2021

Six Easy Ways to Improve a Winery Website; Meininger's Wine Business International, Nov. 2020

Vermont Terroir Cider: A Moment in Time (video writer/producer), May 2020

Young Red Wine: A Critic's Doubts; Planet of the Grapes on Medium, Feb. 2020

Why This Bottle, Really? A Finger Lakes Riesling; The Art of Eating, Issue 98

Don't Call Them Lesser: Obscure California Grapes Worth Discovering; Tasting Panel Magazine, July 2017

Fresh-Washed: Washington State Wines Balance Ripeness and Restraint; Tasting Panel Magazine, June 2017

Something for Everyone: Central Coast Chardonnay Can Please All Palates; Tasting Panel Magazine, May 2017

Wine List Economics: Nitty-Gritty Advice; SOMM Journal, Apr.–May 2017

Beyond the Auction: There's Lots to Say About the Rest of Premiere Week, Too; SOMM Journal, Apr.–May 2017

Balancing Act: California Red Blends with Personality; Tasting Panel Magazine, Apr. 2017

An Entrée to Oregon Pinot Noir; Tasting Panel Magazine, Mar. 2017

Gina Gallo on Her Palate, Her Winemaking Style, and What's in Her Way Now; Nomaticorc, Feb. 2017

Red, White, and Wind: The Best of the Petaluma Gap; Tasting Panel Magazine, Jan.–Feb. 2017

It's Truffle Time; The Clever Root, Jan. 2017

Evergreen Ingredients; The Clever Root, Jan. 2017

It's All in The Mix; The SOMM Journal, Dec. 2016/Jan. 2017

Ten Cool Wines from the Finger Lakes; Tasting Panel Magazine, Dec. 2016

Unique Wines for Winter Cuisine; Tasting Panel Magazine, Nov. 2016

Where There's Smoke; Tasting Panel Magazine, Oct. 2016

Transition Wines; Tasting Panel Magazine, Sept. 2016

Seriously, Who is Your Customer? Nomaticorc, July 2016

Five Great Uses for Leftover Wine; eBay, May 2016

Pairing Sparkling Wine with Cheese; eBay, May 2016

Nine Great Books for New Wine Lovers; eBay, May 2016

Wine Tips for Vegetarian Cuisine; eBay, May 2016

Five Red Grapes to Know Right Now; eBay, May 2016

Tapping Trends to Win New Wine Consumers; Nomacorc, Sept. 2015

Tasting Premium Wines Under Nomacorc: Reds; Nomacorc, Aug. 2015

Talk to Real People: Values-Based Models for Wine Marketing; Nomacorc, July 2015

Tasting Premium Wines Under Nomacorc: Whites and Pinks; Nomacorc, June 2015

Honoring the Wente Tradition, Refreshing the Wente Brand; Nomacorc, Mar. 2015

Storytelling is the New Marketing: Five Lessons for Wine Brands Shifting Toward Narrative; Nomacorc, Feb. 2015

Stephanie Gallo Keynotes April 2014 Nomacorc Exchange; Nomacorc, Aug. 2014

The Best and Worst Wines for a Potluck; Serious Eats, Mar. 2014

For Valentine's Day, Pour Wines from Winemaking Couples; Serious Eats, Feb. 2014

Vermont Wine Party; Edible Green Mountains, Feb. 2014

How to Pair Wine with Super Bowl Snacks; Serious Eats, Jan. 2014

The Serious Eats Guide to Port; Serious Eats, Dec. 2013

The Serious Eats Cheese and Wine Pairing Cheat Sheet; Serious Eats, Dec. 2013

The Fifth Annual Palate Press Grand Tasting: A Judge's Report; Palate Press, Nov. 2013

What is Port? Myths and Tips; Wine4.me, Nov. 2013

Training Matters: 8 Effective Strategies for Efficient, Effective Staff Education; Beverage Media, Oct. 2013

Deirdre Heekin: Vermont Garagista with a European Sensibility; Edible Green Mountains, Oct. 2013

What I Learned Inside the CIA; Palate Press, Sept. 2013

Monastrell: It's from Murcia; Palate Press, July 2013

Lingering Flavors, Lingering Questions: Tasting Grüner Veltliner with Aldo Sohm; Palate Press, May 2013

Wine with Salad: Pairing Tricks from The Pros; Palate Press, May 2013

Social Media for a Social Business; Beverage Media, April 2013

Learning About Writing About Wine: A Shifting Target; Palate Press, March 2013

Wine Writing: No Laughing Matter; Palate Press, Feb. 2013

Five Bottles: A New Old Way to Evaluate Wine; Palate Press, Jan. 2013

Drinking Stars: Sparkling Wines for Holiday Celebrations; Palate Press, Dec. 2012

Best Wines for Comfort Food; Palate Press, Nov. 2012

Five Reasons to Love Austrian Reds; Palate Press, Oct. 2012

Best White Wines for Fall; Palate Press, Sept. 2012

Top Ten Wine Accessories: Gizmos That Earn Their Keep; Palate Press, Aug. 2012

Wine Expert, So-Called: or How I Survived My 25th Reunion; Palate Press, July 2012

Try Zweigelt This Summer; Palate Press, June 2012
Tasting Wine, Broadly Speaking; Palate Press, May 2012
You Just Opened A What? Cooking Tips to Make Food More Wine-Friendly; Palate Press, May 2012
Wine Sample Request Etiquette—For Bloggers and Others; Palate Press, March 2012
Riesling Goes with Everything, And Sixteen Other Rules for Pairing Wine with Food; Palate Press, Feb. 2012
Tea and Wine; Alimentum: The Literature of Food, Winter 2011
Being Cameron Hughes; Palate Press, Nov. 2010
Dottie and John Share Their Thoughts About “Open That Bottle Night”; Palate Press, Feb. 2010
A Trip to the Rhône, Part 1 and Part 2; Palate Press, Jan. 2010
Deirdre Heekin’s Bitter Alchemy; Palate Press, Oct. 2009
The Upside of Doon; Palate Press, Sept. 2009

INVITED LECTURES AND TEACHING

Speaker, Panelist, and Panel Moderator, Wine Writers’ Symposium, Napa, Calif., January 2024
The New Languages of Wine, Opening a Bottle, January 2024
Rethinking the Lexicons of Wine, Wine Scholar Guild, November 2023
The Mystery of Minerality, Wine Blast Podcast, July 2023
Rethinking the Lexicon of Wine, Circle of Wine Writers, May 2023
Toward a New Lexicon For Wine, Sheffield Hallam University, March 2023
Panel moderator, *Toward a New Lexicon For Wine*, Unified Symposium, January 2023
Panel moderator, *Rhone Rangers Red Blends for the Holidays*, December 2021
Media Matters: How to update your website to help journalists tell your story. Colorado Wine Industry, April 2021
Writing the Artist Statement. Two-part course, AVA Gallery and Arts Center, Lebanon, NH, March 2021
Media Matters: How to update your cidery website to help journalists tell your story. CiderCon, February 2021
Media Matters: How to update your website to help journalists tell your story. Wine2Wine Verona, November 2020
Keynote Speaker and Panel Moderator. Top Drop Vancouver, Vancouver, BC, May 2018
Stories Matter: Harnessing Narrative to Write Truth. Tulane University: Climate Change Across the Curriculum: Science, Stakes, & Solutions, February 2018

Heroes, Goals, and Obstacles: Harnessing Narrative to Write Truth. Tulane University: Climate Change Across the Curriculum: Science, Stakes, & Solutions, January 2017

Secrets of Wine Writing Success (panelist). North American Wine Bloggers Conference, Finger Lakes, NY, August 2015

Using Analytics to Guide Editorial Strategy: Tactics for the New Information Landscape.
Boston College, Newton, MA, May 2014
Dartmouth College, Hanover, NH, March 2014

Editorial Strategy for the New Information Landscape. CASE D1, Boston, MA, January 2014

Measuring Outcomes: Using Analytics to Inform Editorial Strategy (multi-session training course):
Mount Holyoke Advancement, South Hadley, MA, Spring 2014
Dartmouth College Office of Public Affairs, Hanover, NH, Fall 2013
Tufts University Advancement, Medford, MA, Spring 2013
Dartmouth College Advancement, Hanover, NH, Winter 2013

Your Writing, Online (workshop). The Writer's Center, White River Junction, VT, December 2012

What's Social Got to Do with It? eBay user experience design group, eBay, Inc., San Jose, CA, June 2011

Social Media Marketing for Wineries. Invited lecture in "Global and Local Food Communications, Marketing, and Advertising," Amy Winans and Rami Zurayk, Ph.D., instructors. University of New Hampshire, Durham, NH, July 2010

More Effective Writing on Your Blog. Panelist, North American Wine Bloggers' Conference, Walla Walla, WA, June 2010

Conference chair, CASE Online Strategies (3-day conference), New Orleans, LA, November 2009

Connecting and Re-connecting: Facebook Pluses and Minuses. Institute for Security, Technology, and Society (ISTS), Dartmouth College, Hanover, NH, May 2009

An Engaging Experience: Designing a Customer-centered Online Fundraising Program. Big 12 Development Conference, Oklahoma City, OK, March 2009

Yes, We Do: Reaching Women Online. CASE Rich Conversations: (Re)Defining Women's Philanthropy, Boston, MA, June 2007

An Engaging Experience: Customer-centered Web Design and Site Bling: Special Functionality for Fundraising? CASE Online Strategies: Maximizing Fundraising Results and Alumni Participation, Boston, MA, November 2006

Optimizing Your Website: Special Functionality and the User Experience. Ivy Plus Annual Fund Conference, New York, NY, March 2006

Designing an Effective Fundraising Web Presence. CASE District V Annual Conference, Chicago, IL, December 2005

Using Qualitative Research to Drive Decisions. Web Conference. Academic Impressions, October 2005

Entering the Blogosphere: Blogging in Higher Education. Dartmouth College, Hanover, NH, October 2005

Designing an Effective Fundraising Web Presence, and Special Functionality to Make Your Site Powerful Academic Impressions, Westminster, CO, August 2005

INTERVIEWS

Guest, *Wine Words Matter: Meg Maker and a New Language for Wine*, Sip Sip Hooray podcast, Ep. 81, March 2024

Guest, *The Mystery of Minerality*, Wine Blast podcast, Season 4, Ep. 22, July 2023

Meg Maker in conversation with Jason Haas, Tablas Creek Instagram Live, October 2020

Essentially Nonessential: Wine in Strange Times, Planet of the Grapes, March 2020

The Wine Moments That Defined 2017, Opening A Bottle, December 2017

LeBron James' Incredible Taste in Wine, Explained By 4 Experts, SBNation, November 2017

How to Make the Wine Industry More Sustainable—The Bloggers'-eye View, Tetrapak, May 2017

Women in Wine Fridays: Meet Meg Houston Maker of Makerstable.com, Avvinare, December 2016

Q&A with A Wine Influencer: Who is Meg Houston Maker? Social Vignerons, January 2016

Meg Houston Maker Shares the Pleasures of the Table on Her Blog, Maker's Table, VinVillage Radio, December 2014

The Best Wines Under \$20, According to Wine Bloggers, Serious Eats, March 2014

LANGUAGES

French: professional proficiency

Spanish: intermediate proficiency

Italian: basic proficiency