

## 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

- 2024–present Chair, Circle of Wine Writers
- 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**

- 2024 Finalist, IACP Food Writing Awards, narrative beverage writing
- 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  
Society of Wine Educators, Certified Specialist of Wine

## **VOLUNTEER ACTIVITIES**

Circle of Wine Writers Committee member (2021–present); Hon. Secretary (2022–24); Chair (2024–present)  
AVA Gallery & Arts Center: member, Board of Directors; chair, marketing and communications committee; member, development committee (2020–22)

## **INVITED TRAVEL — GASTRONOMY RESEARCH**

- 2024 September: Mt. Etna, Sicily
- 2024 June: Languedoc, France
- 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>**

*Critical Thinking Skills*, The Circular, December 2024

*Cheap and Expensive Wine Words*, The Circular, November 2024

*Why Keep Writing About Wine?*, The Circular, October 2024

*Ask Three Questions*, The Circular, September 2024

*What's in a Name?*, The Circular, August 2024

*Wine Writing Reimagined, The Circular*, July 2024

*Celebrate with Cider, Cidercraft Magazine and CIDER: The State of the Industry 2023*

*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; Nomacorc*, 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?* Nomacorc, 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**

*Meg Maker Lobbies for Greater Diversity and Personalization in Wine Writing,* The Fizz #81, August 2024

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

*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: intermediate proficiency

Spanish: intermediate proficiency

Italian: basic proficiency