

**LLC Managing Committee Meeting Agenda  
Zoom Meeting**

Thursday, March 11, 2021  
2:00 PM

**Zoom Meeting Details:**

Join Zoom Meeting

<https://us02web.zoom.us/j/89373014837?pwd=Szh2TWxNS0REYnl3VE8wQlVPWFpMQT09>

Dial by your location

+1 669 900 6833 US (San Jose)

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+1 253 215 8782 US (Tacoma)

Meeting ID: 893 7301 4837

Passcode: 157450

**Committee Members (8):**

Keith Striegler (ASEV 2<sup>nd</sup> Vice President), Chair (July 1, 2020 - June 30, 2021)

John Aguirre (CAWG President), Mike Boer (CAWG Director), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV Past Board Member), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order**
2. **Approval of March 11 Meeting Agenda**
3. **Approval of February 4 Meeting Minutes\***
4. **New Business**
  - a. 2022 Unified Program Development Committee Status
  - b. Keynote Speaker Discussion
5. **Next Meeting Date and Time**
6. **Adjournment**

*\*documents attached*

**LLC Managing Committee Meeting Minutes  
Zoom Meeting**

Thursday, February 4, 2021  
2:00 PM

**Committee Members (8):**

Keith Striegler (ASEV 2<sup>nd</sup> Vice President), Chair (July 1, 2020 - June 30, 2021)  
John Aguirre (CAWG President), Mike Boer (CAWG Director), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV Past Board Member), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director)

**Others Present**

Jenny Devine (CAWG Staff)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order.** Keith Striegler called the meeting to order at 2:01 PM.
2. **Approval of February 4 Meeting Agenda.** Mike Boer moved to approve the February 4 Meeting Agenda. Tom Slater second, motion was approved.
3. **Approval of January 8 Meeting Minutes.** Anita Oberholster moved to approve the January 8 Meeting Minutes. Bill Pauli second, motion was approved.
4. **New Business**
  - a. **2022 Unified Program Development Committee Chairs.** John Aguirre started the discussion and stated that it is our duty as a committee to select the next year's PDC chairs. Mike Boer and Leticia Chacon Rodriguez are both willing and available to serve as co-chairs for the 2022 Unified program, which will take place back at the Sacramento Convention Center. Keith Striegler is very pleased to hear this information, it is great news. John Aguirre continued to state that we need to start thinking about future years to help groom people to take over the chair positions. Bill Pauli made a motion to approve both Mike Boer and Leticia Chacon Rodriguez as the 2022 Unified PDC co-chairs. Jim Harbertson second, motion was approved.
  - b. **Session Video Availability for Promotional Use: Diversity & Herstory.** Dan Howard began the discussion by providing background on this request. Leticia Chacon Rodriguez reached out to him to see if we would be willing to release the two sessions for free to the industry. Typically, we do not release the sessions for free, but these two are very different and special sessions because they are very current topics, and they would be good PR for the wine industry, as there were very good take away messages from both sessions. He would like to encourage the managing committee to approve that we release the two sessions. Distribution would include a press release and a newsletter, in addition to posting them on our website. The potential issue could be alienating those who were registered for the symposium, but Bill Pauli stated that this can be a nonissue by the way we communicate and how we share the presentations. We can communicate how important it is to both organizations, how timely both sessions were, and how important it is to share with the industry. Jim Harbertson agrees that it is a great idea, it welcomes diversity in the industry. A great idea, a better advertisement for Unified in welcoming diversity in the industry and welcoming everyone. Bill Pauli moved to approve the promotional use of the Diversity and Herstory videos with the industry. Anita Oberholster second, motion was approved.

5. **Old Business**

- a. **Registration Report.** Dan Howard stated that we had budgeted for 576 session registrations and we had a total of 434 session registrations. Overall, we had a total of 3,540 registrants. We thought we would have more exhibit hall only registrations because it was free for the industry, but we have now realized that the exhibit hall is a social event. Financially, it will not be a huge downfall, at the end of the day we will breakeven and be able to cover our expenses.
- b. **Final Exhibit Sales Update.** Overall, we did not meet our projected budget, but we were very close. We sold 339 exhibit booths, and we had budgeted for 375 exhibit booth, and we were able to upsell to a few larger booths.
- c. **Overall Symposium Feedback.**
  - i. Overall, we did not meet our projected income, but with lower expenses, we will breakeven.
  - ii. Bill Pauli: It is important to start promoting now, for the 2022 Unified. There are those who may have not spent the money this year to attend the symposium, but still found a way to connect with their clients and vendors. Dan Howard stated that we start selling booths in March, and several vendors allowed us to hold their funds and roll them over to 2022.
  - iii. John Aguirre stated that he has heard nothing but positive things about coming back in-person, and members are already booking restaurant reservations for 2022. Marketing and PR is going to be very important; it is not necessarily the program that gets people there, the selling point is people meeting with each other, the networking is huge.
  - iv. Anita Oberholster asked about other trade shows, if they are cancelling or going online. Keith Striegler stated that both Washington and Oregon have gone virtual.
  - v. Dan Howard emphasized that networking is just not the same virtually with exhibitors; live exhibit halls work, and virtual exhibit halls do not.
  - vi. Anita Oberholster and Jim Harbertson stated that they felt the talks were well attended overall. There were questions being asked of the speakers, and good discussions. Mike Boer felt very proud to be a part of the program, that it went very smooth, and the moderators did a great job. It looked very professional. Jim Harbertson agreed, he was a part of pre-record and live, and both formats worked well.
  - vii. John Aguirre wanted to recognize Mike Veseth; he really takes ownership of the SOI in a positive way. He suggested that we should look at thanking him for his service. Keith Striegler has an idea on how we can thank Mike, and he will share this at a later point.
  - viii. For 2022:
    1. It will be about people feeling comfortable with gathering again in large groups. Most are looking forward to getting out there to network again.
    2. Success of the diversity session has shown that this is something that we need to continue to drill down and be a fixture.

6. **Next Meeting Date and Time.** Thursday, March 11, at 2 PM.

7. **Adjournment.** Keith Striegler adjourned the meeting at 2:37 PM. No motion was made due to the recording of the thank you video for the Unified 2021 speakers.