



**LLC Managing Committee Meeting Agenda  
Zoom Meeting**

Monday, March 20, 2023  
3:00 PM

**Committee Members (8):**

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2022 - June 30, 2023)  
Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG President), Tom Collins (ASEV Past President), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 2<sup>nd</sup> Vice President), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order**
2. **Approval of March 20 Meeting Agenda**
3. **Approval of February 16 Meeting Minutes\***
4. **Old Business**
  - a. 2024 Program Development Committee Update
  - b. Final 2023 Unified Registration Update\*
5. **New Business**
  - a. Keynote Speaker Discussion
    - i. 2023: Robin McBride, McBride Sisters; facilitated by Julia Coney
    - ii. 2022: Steve Ostoja, USDA California Climate Hub
    - iii. 2021: No Keynote; Virtual
    - iv. 2020: Jeff O'Neill, O'Neill Vintners and Distillers
    - v. 2019: Lance Winters, St. George Spirits
    - vi. 2018: Gina Gallo, E&J Gallo
    - vii. 2017: Eric Asimov, The New York Times
    - viii. 2016: Fred Franzia, CEO, The Bronco Wine Company
    - ix. 2015: Rick Tigner, CEO, Kendall Jackson
    - x. 2014: Jerry Baldwin, founder Starbucks, former CEO at Peets
6. **Next Meeting Date and Time**
7. **Adjournment**

*\*documents attached*



**LLC Managing Committee Meeting Minutes  
Zoom Meeting**

Thursday, February 16, 2023  
10:00 AM

**Committee Members Present:**

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2022 - June 30, 2023); Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG President), Tom Collins (ASEV Past President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair)

**Committee Members Not Present:**

Anita Oberholster (ASEV 2<sup>nd</sup> Vice President)

**Others Present:**

Jenny Devine (CAWG Staff), Jen Smalley (ASEV Staff)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order.** Tom Collins, standing in as chair for Jim Harbertson, called the meeting to order at 10:01 AM.
2. **Approval of February 16 Meeting Agenda.** Bill Pauli moved to approve the February 16 meeting agenda. Tom Slater second the motion, motion was approved.
3. **Approval of January 26 Meeting Minutes.** Mike Boer moved to approve the January 26 meeting minutes. Tom Slater second the motion, motion was approved.
4. **Old Business**
  - a. **2024 Program Development Committee 2nd Chair Discussion.** A special LLC Managing Committee meeting was called to discuss the following names below who were identified for the 2<sup>nd</sup> PDC Chair, who will sit alongside Alisa Jacobson for the 2024 Unified.
    - i. The committee feels that the following three listed below has the energy and the leadership skills to successfully fill the PDC chair role. Additional names were brought forth and discussed, highlighting the many talents of members on the program development committee to consider in future years. Tom Slater moved to approve the list below in order of invitation. Jim Harbertson second the motion, motion was approved.
      1. **Eva Bertran, Eva Bertran Business Consulting LLC**
        - a. Years on Committee: 2021 – present (3 years)
        - b. Location: Sonoma
        - c. Sub-Committees
          - i. Spanish Workshop Winemaking
          - ii. Business & Operations
        - d. Information
          - i. <https://www.linkedin.com/in/evabertran>
          - ii. <https://www.unifiedsymposium.org/profile/eva-bertran>



2. **Kimberly Charles, Charles Communications**
    - a. Years on Committee: 2020 – present (4 years)
    - b. Location: San Francisco
    - c. Sub-Committee: Marketing & PR
    - d. Information:
      - i. <https://www.charlescomm.com/>
      - ii. <https://www.send2press.com/wire/charles-communications-associates-celebrates-20-years-in-2023-wine-marketing-agency-reflects-on-two-decades-of-excellence/>
  
  3. **Devin Parr, Devin Parr & Associates**
    - a. Years on Committee: 2023 – present (1 year)
    - b. Location: Temecula
    - c. Sub-Committee: Marketing & PR
    - d. Information
      - i. <http://www.devinparr.com/>
      - ii. <https://www.linkedin.com/in/devinparr>
- i. **Next Meeting Date and Time.** The next originally scheduled LLC Managing Committee Meeting will take place on Monday, March 20, 2023, 3:00 PM.
  
  - ii. **Adjournment.** Tom Collins adjourned the meeting at 10:24 AM.

## 2023 Unified Wine & Grape Symposium Registration Summary Report

3/10/2023

	2023	2023	Budget	2020	Year
Paid Registrations	Actual	Budget	Variance	Actual	Variance
3-Day General	610	451	159	670	(60)
1-Day General	496	420	76	589	(93)
Keynote Luncheon	257	223	34	295	(38)
Spanish Track	74	71	3	94	(20)
	1,437	1,165	272	1,648	(211)
<b>Overall Attendance</b>					
ASEV Members	211			244	(33)
CAWG Members	288			339	(51)
Non-members	410			486	(76)
Exhibitors (Pd Sessions)	144			116	28
Exhibitors (Comp Sessions)	464			490	(26)
Exhibitor Staff	3,185			3,473	(288)
Exhibits Only	5,129			5,950	(821)
Keynote Luncheon (incl comps)	337			374	(37)
Spanish Track	84			94	(10)
Comp (press, speakers, VIP)	242			257	(15)
<b>Sub Total</b>	<b>10,494</b>			<b>11,823</b>	<b>(1,329)</b>
Duplicate Reg Types	(320)			(329)	9
<b>Total</b>	<b>10,174</b>			<b>11,494</b>	<b>(1,320)</b>