



**LLC Managing Committee Meeting Agenda  
Zoom Meeting**

Tuesday, June 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 June 20 Meeting Agenda**
3. **Approval of May 22 Meeting Minutes\***
4. **Old Business**
  - a. 2024 Program Development Committee Update
  - b. Keynote Speaker Discussion
    - i. Status of Jancis Robinson
    - ii. Additional names
  - c. Next LLC Managing Committee Chair
5. **New Business**
  - a. State of the Industry Format
    - i. 2023 Unified Speakers
      1. **Moderator:** Mike Veseth, The Wine Economist, Washington
      2. **Speakers:**
        - a. Jeff Bitter, Allied Grape Growers, California
        - b. Danny Brager, Brager Beverage Alcohol Consulting, California
        - c. Greg Livengood, Ciatti Company, California
        - d. Liz Thach, Sonoma State University, California
    - ii. 2024 Unified Speakers
6. **Next Meeting Date and Time**
7. **Adjournment**

*\*documents attached*



## LLC Managing Committee Meeting Minutes Zoom Meeting

Monday, May 22, 2023  
3:00 PM

### 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), Anita Oberholster (ASEV 2<sup>nd</sup> Vice President), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair)

### Others Present:

Jenny Devine, CAWG Staff

### LLC Managing Committee Meeting Agenda

1. **Call to Order.** Jim Harbertson called the meeting to order at 3:02 PM.
2. **Approval of May 22 Meeting Agenda.** Anita Oberholster moved to approve the May 22 meeting agenda. Bill Pauli second, the motion was approved.
3. **Approval of March 20 Meeting Minutes.** Natalie Collins moved to approve the March 20 meeting minutes. Bill Pauli second, motion was approved.
4. **Old Business**
  - a. **2024 Program Development Committee Update.** Natalie Collins opened the discussion, providing an update on the first PDC meeting, which was held on Friday, April 21. The discussion was very energetic and productive. She continued to state how excited she was that the sub-committees are thinking outside of the box on session format and discussion, versus a general panel discussion. Jenny Devine continued to state that each sub-committee has met at least once and will be meeting a second time before the second virtual PDC meeting taking place on Thursday, June 1. Collins added that the Thursday General Session will be focusing on the most influential people in the industry, celebrating Unified's 30<sup>th</sup> anniversary.
  - b. **Keynote Speaker Discussion.** Natalie Collins opened the discussion around what was discussed during the PDC Meeting, and a potential theme for the Keynote Speaker is "chasing cool" and we could look at bringing someone in from Nike or Levi's.
    - i. Another name that has been discussed before and the committee would like to bring forward again is Jancis Robinson, wine critic. Collins asked the committee if this would be another interview type discussion. Anita Oberholster stated that she did see Jancis speak at an event, where she was interviewed by a journalist. We could work with Jancis on who she would like to conduct the interview, similar to the McBride sisters, to keep the discussion moving along. Bill Pauli stated that Jancis would do a very good job at being candid about the state of the industry and on some of the criticisms, i.e. more or less promotion, more private branding. She will have an open dialogue on the bigger picture that we are facing as an industry – health issues, sustainability, marketing, etc. She would be a draw and she will get the attendee's wheels turning and leave people talking.
    - ii. Bill Pauli made a motion to invite Jancis Robinson as our keynote speaker for our Tuesday Keynote Speaker luncheon. Tom Collins second the motion, motion was approved.



5. **New Business**

- a. **Next LLC Managing Committee Chair.** Jim Harbertson's term as chair will be ending on June 30, 2023, and it will turn over to CAWG. A discussion has not yet taken place among the three members, but Natalie Collins will discuss and come back with a chair identified at the next meeting.
- b. **Operating Agreement.** Dan Howard stated that the current Operating Agreement expires in May 2024, and it has been proposed to extend the agreement for another 15 years. CAWG's attorney has reviewed and made suggested edits due to the change in language over time. Once Natalie Collins reviews, she will send it to Howard for final review and approval.

6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Tuesday, June 20, 2023, at 3:00 PM.

7. **Adjournment.** Jim Harbertson adjourned the meeting at 3:25 PM.