

**LLC Managing Committee Meeting Agenda  
Conference Call**

Monday, May 14, 2018  
3:00 PM

**Committee Members (8):**

Aaron Lange (CAWG Chair), Chair (January 2017 - June 30, 2018)

John Aguirre (CAWG President), Lise Asimont (ASEV Director), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order**
2. **Approval of May 14 Agenda**
3. **Approval of April 16 Meeting Minutes\***
4. **New Business**
  - a. Event Management Company – TPNI
  - b. Program Development Committee – First In-Person Meeting Update
  - c. Nomination of New LLC Managing Committee Chair
5. **Old Business**
  - a. Program Event Space in 2020
  - b. 2019 Keynote Luncheon Speaker: Rank Back-Up Options\*
  - c. State of the Industry 4<sup>th</sup> Speaker
6. **Next Meeting Date and Time**
7. **Adjournment**

*\*documents attached*

**LLC Managing Committee Meeting Minutes  
Conference Call**

Monday, April 16, 2018  
3:00 PM

**Committee Members Present:**

Aaron Lange (CAWG Chair), Chair (January 2017 - June 30, 2018)  
John Aguirre (CAWG President), Lise Asimont (ASEV Director), Tom Collins (ASEV Secretary/Treasurer),  
Nichola Hall (ASEV Past President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), and  
Tom Slater (CAWG Director)

**Others Present:**

Jenny Devine (CAWG Staff)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order.** Aaron Lange called the meeting to order at 3:04 PM.
2. **Approval of April 16 Agenda.** Dan Howard requested amend the agenda to add State of the Industry to New Business. John Aguirre moved to approve the agenda as amended, Tom Collins second. Motion was approved.
3. **Approval of March 26 Meeting Minutes.** Lise Asimont moved to approve the March 26 meeting minutes, Nichola Hall second. Motion was approved.
4. **New Business**
  - a. **State of the Industry Speaker.**
    - i. Dan Howard would like to discuss the 4<sup>th</sup> speaker.
    - ii. When the committee hosted this discussion last year, Tom Collins stated that this position was meant to rotate. He felt that someone from the on-premise world would be a good fit.
    - iii. John Aguirre asked if it would make sense for the Program Development Committee to discuss this 4<sup>th</sup> speaker, they would have a few good ideas on on-premise.
    - iv. This will be a carryover to the next LLC Managing Committee conference call agenda. Members from LLC can send in names for suggestions and float this idea out to the PDC.
5. **Old Business**
  - a. **2019 Keynote Luncheon Speaker Discussion.**
    - i. John Aguirre spoke to a few CAWG Board of Directors, to see what type of speaker they would want to see. They stated that they would be interested in seeing another industry leader's perspective. One company that we did not think about was Treasury Wine Estates, Michael Clarke, CEO, their comeback story. Experiences and success.

- ii. Nichola Hall. We are working hard to look for the best speaker for the podium – taking slightly less of an initiative than what the audience expects from us. We have had several larger distributors at the podium, which is great, but do we feel that they would give an honest and open presentation to our audience.
  - iii. Tom Collins. He would prefer to move forward with a company that keep a better track record. Diedre Mahlan, President of North America Diageo, since 2015. She was in the UK previous to that. It would be a great opportunity to hear from someone who is in the alcohol industry, not directly with the wine industry just yet, but with the knowledge. Another suggestion would be Debora Brenner.
  - iv. What are we doing for the next generation? What are we doing to attract the younger generation to our program? We want to make sure we are appealing with the younger generation.
  - v. The final decision is to continue to review the other speakers, whittle the names down a bit more, and reach out to Marvin Shanken with Wine Spectator. Tom Collins is working on contact information for Marvin Shanken.
- b. **2019 Program Development Committee Vice Chair.** Tom Collins gave an overview of where we left off on the next call with regards to the PDC Vice Chair. Nichola Hall is happy to support Tom Collins in a successful 2019 program and help support for the 2020 program with the transition. Tom Collins moved to approve Nichola Hall as the 2019 PDC vice chair, John Aguirre second. Motion was approved, Nichola Hall abstained from the vote.
- c. **Update on Sacramento Convention Center Construction and Renovation.** Additional 40,000 sq. ft ballroom is now a part of Phase 1. They are in the design phase currently. Construction will begin in January 2019, but will not impact our show, and the convention center will close in June 2019. It is set to open in November/December 2020. CalExpo is holding space in 2021, but there is an issue with the Hyatt. **Next Meeting Agenda:** Discuss space and what events will be held where, to assist with releasing space.
6. **Next Meeting Date and Time.** Jenny Devine will send out a Doodle Poll for availability on May 11 or 14.
7. **Adjournment.** Aaron Lange adjourned the call at 3:59 PM.

DATE May 14, 2018

TO Unified LLC Managing Committee

FROM John Aguirre and Dan Howard

RE 2020 Unified Facilities and Programming

The Managing Committee agreed to hold the 2020 Unified at the Cal Expo, located at 1600 Exposition Blvd, Sacramento. CalExpo is 4.5 miles from the Sheraton Grand, a 12-minute drive without traffic and up to 20 minutes during rush hour traffic. Unified attendees may drive to CalExpo or take shuttle from the two downtown hotels, Sheraton Grand and Hyatt Regency.

The committee needs to determine whether all Unified events, regularly scheduled for Tuesday thru Thursday, will take place at the CalExpo or whether some or all Tuesday events will remain in downtown Sacramento at the Hyatt and Sheraton hotels.

Specifically, the committee should determine the following:

1. Location of Keynote Luncheon and afternoon sessions – downtown Sacramento or CalExpo.
2. Location of Welcome Reception – downtown Sacramento or CalExpo.

The following lays out the pros and cons of each choice.

Tuesday Unified Program Elements	Pros	Cons
<p><b>CalExpo</b> - Keynote Luncheon: 11:30 AM – 1:30 PM</p> <p>And, afternoon sessions: 2 – 4:15 PM</p>	<ul style="list-style-type: none"><li>• Hosting all Tuesday events at CalExpo will reduce potential confusion among attendees.</li><li>• Regular shuttles will loop from downtown to CalExpo and back.</li><li>• A portion of the exhibitor community will be setting up booths at CalExpo on Tuesday and can easily participate in Tuesday events (luncheon, welcome reception, etc.).</li></ul>	<ul style="list-style-type: none"><li>• Many attendees will check-in to hotels on Tuesday and taking a shuttle to CalExpo adds additional time to schedule.</li><li>• Attendees are familiar with the facility layout at the Sheraton and Hyatt.</li><li>• Many attendees may only attend luncheon and welcome reception. Leaving CalExpo after lunch and returning for welcome reception is problematic.</li></ul>

	<ul style="list-style-type: none"> <li>• CalExpo offers ample parking.</li> </ul>	<ul style="list-style-type: none"> <li>• CalExpo is removed from the amenities of downtown. Many attendees want to meet for meetings and will want the convenience of staying downtown.</li> </ul>
<p><b>Sheraton/Hyatt</b> -Keynote Luncheon: 11:30 AM – 1:30 PM</p> <p>And, Afternoon Sessions: 2 – 4:15 PM</p>	<ul style="list-style-type: none"> <li>• Sheraton offers a tried and tested venue for the luncheon and there will be no surprises in terms of acoustics or the quality of food for lunch.</li> <li>• Attendees can remain close to their hotel rooms to work, rest when not participating in sessions or meet colleagues and clients at nearby bar/restaurant.</li> </ul>	<ul style="list-style-type: none"> <li>• Hosting luncheon in downtown Sac makes it less convenient for exhibitors to participate.</li> <li>• Attendees may be confused about where events are located – Tues downtown, Wed/Thurs at CalExpo.</li> </ul>
<p><b>Cal Expo</b> - Welcome Reception: 4:30 – 6:30 PM</p>	<ul style="list-style-type: none"> <li>• Hosting all Tuesday events at CalExpo will reduce potential confusion among attendees.</li> <li>• Regular shuttles will loop from downtown to CalExpo and back.</li> <li>• A portion of the exhibitor community will be setting up booths at CalExpo on Tuesday and can easily participate in Tuesday events (luncheon, welcome reception, etc.).</li> <li>• CalExpo offers ample parking for drive-in traffic.</li> </ul>	<ul style="list-style-type: none"> <li>• Many attendees use the Welcome Reception as a convenient meeting location before going out for drinks and/or dinner.</li> <li>• Hosting Welcome Reception at CalExpo will require a car ride or shuttle back downtown to receptions, bars and restaurants.</li> </ul>
<p><b>Sheraton/Hyatt</b> - Welcome Reception: 4:30 – 6:30 PM</p>	<ul style="list-style-type: none"> <li>• Keeping the Welcome Reception downtown is most convenient for attendees, particularly</li> </ul>	<ul style="list-style-type: none"> <li>• Hosting Welcome Reception downtown makes it inconvenient for exhibitors who are</li> </ul>

	<p>late arrivals, who only want to attend the Welcome Reception.</p> <ul style="list-style-type: none"><li>• CalExpo is removed from the amenities of downtown. Many attendees want to meet for drinks and dinner at downtown venues.</li><li>• Sheraton offers reliable food and beverage service for Welcome Reception.</li></ul>	<p>setting up their booths at CalExpo and who want to attend reception before returning to finish booth set-up.</p>
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## 2019 Unified Wine & Grape Symposium Keynote Speaker Selection

### **Proposed 2019 Keynote Speakers**

**Option #1:** Marvin Shanken, Editor Wine Spectator

<http://www.winespectator.com/author/show/id/137>

<http://www.winespectator.com/magazine/show/id/6790>

<https://www.mshanken.com/>

### **Other Speakers to be Ranked – Back-Up Speakers**

**Michael Clarke**, Managing Director and Chief Executive Officer, Treasury Wine Estates

<https://www.twglobal.com/about/board-directors#Michael-Clarke>

- New addition

**Ted Baseler**, CEO, Ste. Michelle

<http://www.altria.com/About-Altria/Our-Leadership/Pages/Theodor-P--Baseler.aspx>

<https://www.washingtonwine.org/wine/history/groundbreakers/ted-baseler>

<http://www.seattlebusinessmag.com/article/man-who-saved-washington-wine>

- Name should stay on the list for next round.

**Deborah Brenner**, CEO and Founder, Women of the Vine and Spirits

<https://www.womenofthevine.com/team/team>

<https://www.wineindustryadvisor.com/2018/01/08/women-vine-spirits-kicks-off-2018>

- Do we want to keep her on the list?

**Bill Foley**, Foley Estates Vineyard and Winery: In addition to being a passionate, adventurous vintner, Bill Foley is the Chairman, CEO and Governor of the National Hockey League's 31st franchise, the Vegas Golden Knights. He helped usher not only hockey but major professional sports to the Las Vegas Valley in 2016.

<https://www.foleyfoodandwinesociety.com/About-Us/About-Bill-Foley>

<https://www.foleyfoodandwinesociety.com/>

- Do we want to keep him on the list?

**Deirdre Mahlan**, President, Diageo North America

<https://www.diageo.com/en/our-business/executive-committee/deirdre-mahlan/>

- New addition

**Andrea Robinson**, Andrea Wine

<https://andreawine.com/>

[https://en.wikipedia.org/wiki/Andrea\\_Robinson\\_\(sommelier\)](https://en.wikipedia.org/wiki/Andrea_Robinson_(sommelier))

<https://www.youtube.com/watch?v=0rTnt1lpwA4>

- Keep her on the list. More of a consumer focus.

**Lance Winters**, Master Distiller/President, St. George Spirits:

<http://www.stgeorgespirits.com/story/cast-of-characters/lance-winters/>

<https://drinks.seriousseats.com/2013/07/lance-winters-distiller-st-george-spirits-interview-what-are-you-drinking-how-to-become-a-distiller-new-products.html>

- He is a big deal in the craft spirits world. Keep him on the list.

### **Past proposed Keynote Speakers**

- Vivek Wadhwa, Distinguished Fellow at Carnegie Mellon University's College of Engineering and a Director of Research at Duke University's Pratt School of Engineering  
<http://wadhwa.com/bio/>
- Rob Sands, Constellation Brands  
[http://www.cbrands.com/sites/default/files/2016%20Feb\\_RobSands\\_0.pdf](http://www.cbrands.com/sites/default/files/2016%20Feb_RobSands_0.pdf)
- Linda Bisson, UC Davis  
<http://ucd-advance.ucdavis.edu/profile/linda-bisson>  
<http://wineserver.ucdavis.edu/people/faculty.html?id=2>
- Jimmy Russell, Wild Turkey  
<http://wildturkeybourbon.com/about/jimmy-russell-bio/>  
<http://www.gobourbon.com/60-years-of-jimmy-russell/>
- John Lasseter, Pixar  
[http://pixar.wikia.com/wiki/John\\_Lasseter](http://pixar.wikia.com/wiki/John_Lasseter)
- Joseph Ciatti, The Ciatti Company
- Gina Gallo, E & J Gallo  
<https://webpages.scu.edu/womenwinemakers/view.php?id=83>
- Mike Veseth



**Past Keynote Speakers**

- 2014: Jerry Baldwin, founder Starbucks, past CEO at Peets
- 2015: Rick Tigner, CEO, Kendall Jackson
- 2016: Fred Franzia, CEO, The Bronco Wine Company
- 2017: Eric Asimov, The New York Times
- 2018: Gina Gallo, E&J Gallo

**Keynote Speakers: Speakers we have reached out to and who said no**

**2014**

- Francis Ford Coppola
- Howard Schultz, chairman and CEO, Starbucks
- Guy Fieri, American restaurateur and TV personality

**2015**

- Francis Ford Coppola
- Annette Alvarez-Peters, Head Wine Buyer, Costco
- Dan Bane, CEO and Chairman, Trader Joe's

**2016**

- Francis Ford Coppola
- Annette Alvarez-Peters, Head Wine Buyer, Costco

**2017**

- Francis Ford Coppola
- Jimmy Russell, Wild Turkey

**2018**

- N/A