



**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Tuesday, September 5, 2023
3:00 PM

Committee Members (8):

Bill Pauli (CAWG Past Chair), Chair (July 1, 2023 – June 30, 2024)
Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG President), Tom Collins (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 1st Vice President), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of September 5 Meeting Agenda**
3. **Approval of August 1 Meeting Minutes***
4. **Old Business**
 - a. Keynote Speaker Update: Invitation to Secretary Ross and Governor Newsom
 - a. State of the Industry: 4th Speaker Discussion
 - b. 2024 Program Development Committee Update
 - a. Update on status of 30th Anniversary & Partnership Video
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*



LLC Managing Committee Meeting Minutes Zoom Meeting

Tuesday, August 1, 2023
2:00 PM

Committee Members Present

Bill Pauli (CAWG Past Chair), Chair (July 1, 2023 – June 30, 2024)

Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG President), Tom Collins (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 1st Vice President), Tom Slater (CAWG Chair)

Others Present

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

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Bill Pauli called the meeting to order at 2:01 PM.
2. **Approval of August 1 Meeting Agenda.** Mike Boer moved to approve the August 1 meeting agenda. Tom Collins second, motion was approved.
3. **Approval of June 20 Meeting Minutes.** Mike Boer moved to approve the June 20 meeting minutes. Natalie Collins second, motion was approved.
4. **Old Business**
 - a. **Keynote Speaker: Invitation to Secretary Ross and Governor Newsom.** Natalie Collins stated that she reached out to Secretary Karen Ross last week, with the proposal we had discussed, inviting Governor Newsom as the keynote and the secretary as the moderator. The secretary has been traveling and Natalie will hopefully hear back from her shortly. She will send out an update to the group once she hears back.
 - i. Jim Harbertson asked the group; how long do we want to wait to hear back? We should hear back very soon, and we should have a pretty good idea by end of week or next if this will work.
 - b. **State of the Industry: Speaker Update.** The last LLC Managing Committee meeting, we discussed having Dan Sumner as the 4th speaker, Natalie Collins has given this a lot of thought and has asked for additional feedback on the 4th speaker. Do we want an economist as the 4th speaker and discuss the general state of the economy, it may not be an uplifting nor positive discussion. Should we look at bringing in someone who will do a forward-thinking presentation, on how to move forward, more of a positive presentation after what Jeff Bitter, Danny Brager and Steve Fredricks present to the group. The committee held the following discussion:
 - i. Anita Oberholster stated that Natalie makes a good point. She does not have an idea on who could present but likes this direction instead of an economist.
 - ii. Speaker suggestions included:
 1. John Birge, distinguished service professor of operations management, University of Chicago Booth School of Business. He could discuss the 10 obstacles of growth within the industry. What are companies currently doing to help overcome the obstacles.
 2. Mike Boer suggested Alex Ryan, chief executive officer and chairman with Duckhorn
 3. Someone within Precept Wines, they are doing interesting things with wine brands, tasting rooms, etc. Trying new strategies.



4. Someone who can touch on a few different companies, cover the broader picture: look at a speaker that can cover all wineries within the industry. Someone from one winery may not be willing to share the secret sauce.
5. Bill Pauli stated that we need to focus on the big picture issues concerning the industry as a whole - consumer trends, consumption trends, aging issues, be more aggressive with the retailers and distributors, health issues, etc. How do we work on our image? Look at all segments within the industry and how we promote the industry. Who would be a good speaker on this issue?
6. If we are ok with moving into the opportunity with overcoming obstacles within the industry type speaker, Natalie can work on a list of potential speakers for the committee.
7. Tom Collins stated that it might be worthwhile to have the fourth speaker to talk about supply chain issues – seeing what is going with transportation logistics. Mike Veseth could potentially cover this topic during his introduction. Bill Pauli continued that it is a major issue, but not necessarily a topic to singularly focus on, but we can add this to a “key issues” list on impacting the industry, whether that is Mike Veseth or another speaker.
8. Another topic – the insurance issues we are facing, bank insecurities. There are a host of things that fit into the issues category. Again, Mike Veseth could touch on a host of the issues.
9. **Official direction:** Natalie Collins will bring forward a list of potential names to discuss during the next meeting, speakers who can discuss what is next, the future, the positive, what the steps are to persevere the industry. We can also discuss these names via email, due to harvest, if needed.

- b. **2024 Program Development Committee Update.** Jenny Devine provided a brief update on the status of the overall program. The program is in good shape, however there are a few holes that still need to be filled. Each sub-committee has been contacted a few times to remind them on the important deadlines. The goal is to have the program wrapped up before harvest begins and the full details on the website before registration opens in October.

5. New Business

- a. **Welcome Reception & CSWA.** CSWA brought forward an idea to Natalie Collins to bring sustainability to Unified. A potential idea would be to join the Welcome Reception, where they would showcase and pour wine from the past winners and members of the Green Medal Award. This would be an addition to the other sponsored wine tables pouring at the reception. There are logistics that need to be worked out, but Natalie wanted to bring it forward to the LLC Managing Committee to get their thoughts adding an element of sustainability to the program. Discussion included:
 - i. Dan Howard stated that we need to make sure it benefits us more than it benefits them. What is the proper answer to this?
 - ii. Mike Boer stated that it is a good idea to work sustainability into the program, but he is not sure this is the right path. It seems that this would benefit them more than Unified.
 - iii. Anita Oberholster stated that again, it is a good idea to bring in sustainability into Unified but is this the right path. This may raise questions from other groups who want to participate in the pouring.
 - iv. Jim Harbertson agrees with the group, but this is the least painful way for someone to get involved, it is non-threatening.
 - v. Rack & Riddle sponsors the Welcome Reception to pour their sparkling wine, the sponsorship is \$2,500. Could they sponsor?
 - vi. Is there a way that we can showcase the wine, if we involve each sustainability program, but bringing it back to the Green Medal Awards?



vii. The committee overall liked the idea of bringing sustainability in to Unified. However, we need to develop a policy on how we can include groups like this, so we do not run the risk of leaving anyone out.

b. **30th Anniversary & Partnership Video.** Natalie Collins provided a brief overview of the video summary highlighting the 30 years of the symposium, and both CAWG and ASEV. Anita Oberholster likes the idea of the video; videos can be very powerful and tell the story, and it is something different. The video will show that CAWG and ASEV work together, what this symposium means, what it means to the industry and the Sacramento area. Bill Pauli feels that it needs to be positive, show energy, have a powerful message. If it is done the right way, 3 – 5 minutes would not be too long, and we can look at spending a bit more money on this because it is important to have a strong final product. We can have two versions, a longer version to show at Unified and an edited version for the online video – it is worthwhile to have two different versions, distributed one (2 – 3 mins) and the onsite version (5 – 6 minutes). It will be a great opportunity to showcase the brand at Unified and it will also help quite the audience down at the beginning of the general sessions. Is the committee ok to have a number in the budget between \$6,000 - \$10,000, and it was requested to change the budget to include not to exceed \$10,000.

c. **2024 Unified Budget Review.** Dan Howard stated that the team (Dan, Jen Smalley, Natalie Collins and Jenny Devine) met last week to review the overall budget that has been presented to the committee today.

- i. It has been recommended to increase the registration fees by \$25, which is a 6% increase.
- ii. There was an overall 5% increase with the plated lunch at the Sheraton
- iii. There was an overall 8% increase with food and beverage at the convention center
- iv. Printing expenses increased slightly
- v. A \$3,700 increase was added under misc. program/sessions for padding
- vi. Brown-Miller Communications had a 40% increase in their fees, because they have been doing lot more with social media and newsletters, and they have not had a significant increase in several years.
- vii. We will have a scheduled audit in 2024 and our current accounting firm will be dissolving soon unfortunately. There is a chance that we may need to fine another accounting firm and it is difficult to find one that will do audits. The current accountant feels that we do not need to do an audit, which will be a discussion at a later date.
- viii. Ballroom B: We have until the October/November timeframe to decide on whether to keep or release the Ballroom B space, which will be a savings of \$40,000. Exhibit hall pre-sales are almost complete, and we currently have 100 people on the interest list. The attrition is typically about 50%, so we should sell another 50 booth spaces.
- ix. Jim Harbertson had to leave the meeting early, but he approved the budget before he left the call.
- x. Anita Oberholster made a motion to approve the budget as presented and amended by Dan Howard, with the video expense increase to \$10,000. Mike Boer second the motion, the motion was approved.
- xi. Dan Howard was thanked by the committee on the detailed materials and review of the budget. He makes it very easy to review and the details answer most question that arise.

6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Tuesday, September 5, 2023, at 3:00 PM.

7. **Adjournment.** Bill Pauli adjourned the meeting at 3:07 PM.

UNIFIED WINE AND GRAPE SYMPOSIUM

STATE OF THE INDUSTRY



CONFIRMED SPEAKERS

Moderator: Mike Veseth, The Wine Economist
Jeff Bitter, Allied Grape Growers
Danny Brager, Brager Beverage Alcohol Consulting
Steve Fredricks, Turrentine Brokerage

A fourth speaker is being sought for the Unified Wine and Grape Symposium's State of the Industry session. The selected individual should be capable of offering new, forward-thinking approaches and strategies to drive the wine industry forward.

TOPIC AND SPEAKER IDEAS:

Susana Garcia Dolla, Director of the Interprofessional Wine Organization of Spain

Susana would be able to discuss the current challenges facing the wine industry in Spain and the proactive steps taken to enhance the situation. Her insights could offer valuable international context to the situation in the United States. Moreover, she can provide concrete examples of the positive outcomes that can be achieved when an industry collaboratively addresses its issues.

Susana began her career in the wine sector in 1995 as a Communication Director at the Spanish Wine Federation. She later served as a General Vice President, overseeing various aspects including foreign promotion, international trade, regulatory matters, and sectoral corporate social responsibility (CSR). Susana is well-acquainted with Mike Veseth, who has attested to her excellent English-speaking abilities and her prowess in delivering engaging presentations. Interestingly, she spent part of her high school years in the United States when her father, a general in the Spanish army, was stationed in Kansas.

Lulie Halstead, CEO Wine Intelligence

Lulie could explore the opportunities our industry has for enhanced marketing. This should center on understanding consumer preferences and finding the most effective ways to utilize marketing strategies that not only resonate with existing wine enthusiasts but also attract new ones. It's about pinpointing what appeals to current wine drinkers and crafting approaches that can expand our consumer base.

<https://www.the-buyer.net/opinion/wine-intelligence-lulie-halstead-wine-industry-marketing/>

Lulie is co-founder and CEO of Wine Intelligence and regarded as a leading thinker in the world of wine business strategy. Prior to co-founding Wine Intelligence, she developed expertise in the wine industry, with hands-on roles in importing, marketing, and retailing. She is an established marketing academic, focusing on wine consumer behavior and continues to teach and supervise master's programs around the world. She specializes in qualitative research practices and trend research, constantly developing new ways to uncover the processes of the subconscious mind.

Jon Berg, NielsenIQ

Jon delivered a presentation at the International Bulk Wine and Spirits Show, where he highlighted the top 10 obstacles hindering growth. To streamline the presentation and accommodate time constraints,

we can condense it to focus on the 5 most significant obstacles. During this presentation, Jon will also discuss potential opportunities to address and overcome these challenges effectively.

<https://www.winebusiness.com/news/article/274558>

Jon Berg has 18 years of Beverage Alcohol industry experience with broad segment specialization while working for MillerCoors, Bacardi USA and Moet Hennessy. His roles were focused on commercial insights development, category management, shopper research, and retail pricing design.

UNIFIED WINE AND GRAPE SYMPOSIUM

KEYNOTE SPEAKER



PAST KEYNOTE SPEAKERS:

- 2023: Robin McBride, McBride Sisters Wine Company; facilitated by Julia Coney, Journalist
- 2022: Dr. Steven Ostoja, United States Department of Agriculture, California Climate Hub
- 2020: Jeff O'Neill, O'Neill Vintners & Distillers
- 2019: Lance Winters, Master Distiller/President, St. George Spirits
- 2018: Gina Gallo, E&J Gallo
- 2017: Eric Asimov, The New York Times
- 2016: Fred Franzia, CEO, The Bronco Wine Company
- 2015: Rick Tigner, CEO, Kendall Jackson
- 2014: Jerry Baldwin, founder Starbucks, past CEO at Peets

2024 KEYNOTE SPEAKER UPDATE:

Our team has initiated contact with both Secretary Karen Ross and Governor Gavin Newsom regarding this opportunity. While Governor Newsom has expressed keen interest, we are awaiting confirmation from his scheduling director on the timeline for his participation.

The next to individuals we have identified were:

- Dusty Baker, Baker Family Wines and Baseball Legend
- Annette Alvarez-Peters, Former Costco Purchaser

ADDITIONAL SPEAKER IDEAS:

A well-established winery owner or CEO with a proven track record of success who can share their experiences, challenges, and strategies for thriving in the current market conditions.

- Alex Ryan, Duckhorn Portfolio
- Andrew Browne, Precept Wines
- Barbara Banke, Jackson Family Wines
- Heidi Scheid, Scheid Vineyards
- John Charles Boisset, The Boisset Collection

Other ideas:

- Evan Goldstein, Master Sommelier for the San Francisco Giants
- Dr. Laura Catena, an Argentine Vintner, Physician and Author

**Bio's for each individual are provided on the following pages.*

BACKGROUND INFORMATION

Alex Ryan, Duckhorn Portfolio

Since 1988, Alex Ryan has been the visionary leader behind The Duckhorn Portfolio's transformation into one of North America's most esteemed wine portfolios. Under his stewardship, Duckhorn has evolved from a modest 15,000-case enterprise to one of the fastest-growing luxury wine companies, renowned for its exceptional wines and world-class estate properties.

In 2000, Alex assumed the role of General Manager and Chief Operations Officer, followed by his promotion to President in 2005, making him only the second person to hold this position after Dan Duckhorn. Under his leadership, The Duckhorn Portfolio witnessed significant growth, introducing new wineries, expanding product lines, and acquiring renowned brands like Calera and Kosta Browne, all contributing to a five-fold growth in the company.

Today, as President and CEO, Alex oversees nearly 300 dedicated employees. He actively guides the future of The Duckhorn Portfolio, championing its history of excellence while pursuing innovative cross-industry partnerships and sustainable growth strategies. His efforts have solidified the portfolio's status as America's foremost luxury wine portfolio, with brands distributed worldwide.

Alex's visionary leadership was recognized when he was named one of the "Top 100 Most Influential People in the U.S. Wine Industry" by IntoWine.com in 2013. His contributions to the American wine industry led to his election as the Napa Valley representative on the board of the Wine Institute in 2016. In subsequent years, he earned accolades such as the North Bay Business Journal's "Best Winery CEO" in 2017 and Wine Enthusiast's "Wine Star Award for Wine Executive of the Year" in 2018.

Andrew Browne, Precept Wines

Seattle-based Precept Wine is the largest privately held wine producer in the Pacific Northwest and a top 12 American wine producer. With deep roots representing more than 30 years of Northwest investments in the wine industry, Precept owns and maintains nearly 4,000 planted vineyard acres across Washington, Idaho, New Mexico and Oregon; such leading wine brands as Waterbrook, Gruet, Browne Family Vineyards, Canoe Ridge Vineyard, House Wine, Pendulum, Primarius, Washington Hills, Battle Creek Cellars, Ste. Chapelle, Cense and Colby Red, plus tasting rooms and hospitality throughout the Pacific Northwest and New Mexico. Founded in 2003 by Andrew Browne and Dan Baty, the company's wineries have garnered more than 800 combined best buys and critical scores exceeding 90 points.

Andrew Browne launched Precept Wine in 2003 after garnering an extensive wine sales background including Southern Wine & Spirits, Chateau St. Jean, Associated Vintners, Corus Brands, and Constellation. He took Precept Wine from sales of zero to 300,000 cases in its first five years, and today it is the Northwest's second largest wine company.

Website: <https://www.preceptwine.com/about/>

Barbara Banke, Jackson Family Wines

One of the industry's top executives and innovators, Jackson Family Wines Chairman & Proprietor Barbara R. Banke has spent the last two decades leading the company she co-founded with her late husband, wine icon Jess Jackson.

In addition to their flagship Kendall-Jackson winery, Banke and Jackson shaped nearly two dozen premium wineries across Sonoma, Napa, Monterey, Santa Barbara and Mendocino counties. Today, the Jackson Family portfolio is a global collection of world-class vineyards and wineries, including acclaimed properties in Oregon's Willamette Valley, France, Italy, Chile, Australia, and South Africa. Banke takes a hands-on role developing and promoting Jackson Family wine estates, as well as in new vineyard acquisitions and a broad range of other strategic initiatives.

A well-known philanthropist, Banke is a passionate advocate for children's and educational charities around the country.

Banke is a graduate of UCLA and Hastings Law School. A former land use and constitutional law attorney, she spent more than a decade arguing cases before the United States Supreme Court and Courts of Appeal. She raised three children with Jess (Katherine, Julia and Christopher Jackson), who are each involved in Jackson Family Wines.

Heidi Scheid, Scheid Vineyards

Heidi joined Scheid Family Wines in 1992 as Director of Planning and served as Vice President of Finance and Chief Financial Officer from 1997 to 2001. Since 2001 she has overseen sales and marketing for a wide ranging portfolio of wines for the company and racked up many frequent flyer miles in the process. During her tenure, Heidi has helped expand Scheid's vineyard holdings to 12 estate sites and taken the wines of the Scheid family to every state in the U.S. and 13 different countries (and counting).

Heidi is an active and engaged member of the California wine industry. She has been a director of Wine Market Council since 1996. She was on the board of California Association of Winegrape Growers for nine years, serving as Chairman for two years.

Jean-Charles Boisset, Boisset Collection

Jean-Charles was born into the world of wine in Vougeot, Burgundy, France, leads the family winery with passion, innovation, and a deep respect for the environment. With a commitment to organic and Biodynamic farming, he has united prestigious Burgundy vineyards into one of the region's leading domaines. Jean-Charles' vision extends beyond wine, encompassing luxury lifestyle collections and pioneering collaborations, making him an influential figure in the wine industry. His dedication to family heritage, sustainability, and innovation sets forth a captivating vision for the wine and luxury worlds.

Full bio: <https://www.boissetcollection.com/about/jean-charlesboisset>

Evan Goldstein, SF Giants Somm

Goldstein a lifelong Giants fan, passed the prestigious Master Sommeliers examination at age 26, just the eighth American to do so and the youngest ever at the time. He has also authored four books and is an internationally recognized authority and educator.

The Giants said the addition of a Master Sommelier to the organization will further elevate the existing wine program at Oracle Park. As part of the partnership, Goldstein will:

- Conduct in-person and virtual wine tasting sessions for various Giants customer groups.
- Facilitate wine pairing concepts for Oracle Park and Giants-specific culinary offerings.

- Assist with the selection of wines featured, introducing fans to a variety of regions and profiles.
- Curate wine-related experiential programs for the Giants community, such as wine country field trips, member programming and other wine-related activations.
- Explore unique wine related programs, partnerships and opportunities.
- Collaborate with current and former Giants players who are both involved in the wine industry and/or have an interest in wine.

Dr. Laura Catena, Managing Director and Catena Institute of Wine Founder and Board

Dr. Laura Catena is a fourth-generation Argentine vintner, physician and author. Catena was born in Mendoza and spent her childhood with her grandfather Domingo at the family's winery in the small village of La Libertad. Laura graduated magna cum laude from Harvard University in 1988 and has a Medical Doctor degree from Stanford University. In 1995 Laura joined her father Nicolás Catena Zapata at the family winery and founded the Catena Institute of Wine with the vision of making Argentine wines that could stand with the best of the world.

She is currently managing director of Bodega Catena Zapata and works closely with Alejandro Vigil and Luis Reginato to make the vineyard selections and blends for the family's wines. Laura is also founder of her own Luca Winery in Mendoza, Argentina, as well as a practicing part-time physician of Emergency Medicine in San Francisco. Laura splits her time between Mendoza, Argentina and San Francisco, California.

Dr. Laura Catena has been called "the face of Argentine wine" for her active role in studying and promoting the Mendoza wine region and Argentine Malbec. Laura's life obsession is to learn more about high altitude viticulture, the vineyard soil microbiome and wine ageability.

In 2010 Laura Catena released her book *Vino Argentino: An Insider's Guide to the Wines and Wine Country of Argentina* (Chronicle Books.) Spanish and Portuguese translations followed in 2011.

Laura and her book have been featured in Oprah Magazine, the New York Times, The Wall Street Journal, The San Francisco Chronicle, La Nación, Town and Country, Decanter Magazine, Saveur Magazine, Food & Wine Magazine, Wine Spectator, Vinous, Wine Enthusiast, Wine Advocate, Wine & Spirits and many others.