



**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Tuesday, October 10, 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 October 10 Meeting Agenda**
3. **Approval of September 5 Meeting Minutes***
4. **New Business**
 - a. Unified Website
5. **Old Business**
 - a. Keynote Speaker Update: Updated Invitation to Secretary Ross
 - a. State of the Industry: 4th Speaker Status
 - b. 2024 Program Development Committee Update
 - a. Update on status of 30th Anniversary & Partnership Video
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*



LLC Managing Committee Meeting Minutes 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), 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 3:03 PM.
2. **Approval of September 5 Meeting Agenda.** Jim Harbertson made a motion to approve the September 5 meeting agenda. Tom Collins second the motion, motion was approved.
3. **Approval of August 1 Meeting Minutes.** Jim Harbertson made the motion to approve the August 1 meeting minutes. Mike Boer second the motion, motion was approved.
4. **Old Business**
 - a. **Keynote Speaker Update: Invitation to Secretary Ross and Governor Newsom.** Natalie Collins provided an update on both Secretary Ross and Governor Newsom. She has been in touch with the governor's scheduler, and it may be a bit difficult to confirm his schedule this far out. She has requested his staff to see if he could confirm by October 17, by the time registration opens. We do know when we will have the answer, but they understand our time constraints and will try to confirm by then because he is very interested in speaking. Do we want to wait, and if so, for how long? Tom Slater and Jim Harbertson asked if we would be ok to moved forward with having Secretary Ross as the sole speaker if the governor is not able to attend and if she is committed one way or another. She will be in town and available that day, and we would need to ask her if she is interested in going at it alone. She will be recognized as Leader of the Year later that evening from CAWG. If it is the pleasure of the board, we move forward with having Secretary Ross as the sole speaker if she is ok with it, if the governor is not available. If the governor is available, he will join her on the stage. How do we market it until the governor agrees to speak? We can move forward with promoting Secretary Ross, and if the governor is able to speak, we push out notifications through social media and other channels as a surprise guest. Natalie will go back to Secretary Ross to discuss this with her.
 - a. **State of the Industry: 4th Speaker Discussion.** Natalie Collins provided an update on the overall SOI and thoughts on the 4th speaker. She provided a list of suggested names, the top three that we should consider, but adding on Dr. Liz Thach. She reached out to us stating that she was interested in speaking once again at Unified. Names included: Susan Garcia Dolla, Director of the Interprofessional Wine Organization of Spain; Lulie Halstead, CEO Wine Intelligence; Jon Berg, NielsenIQ; and Dr. Liz Thach (spoke on 2023 Unified SOI).
 - i. Jim Harbertson likes the idea of Jon Berg. What would Dr. Thach cover that she hasn't already covered from last year? He also likes the idea of bringing in Lulie Halstead, but he had asked her to speak last year, and she declined, but then later accepted b/c she was asked to bring in for the



Thursday General Session. There is not much information online about Susan Garcia Dolla, or a speaker clip.

- ii. Tom Slater stated that Mike Veseth knows our industry and what works for our group. After further discussion, the committee has decided to move forward with Susana Garcia Dolla as the 4th speaker. Tom Slater made the motion to send her an official invite. Mike Boer second the motion, with the addition that if she is not available to attend, should we identify a back-up speaker, and the committee agreed that we will reach out to either Lulie Halstead or Jon Berg. The motion was approved.
 - b. **2024 Program Development Committee Update.** Jenny Devine provided an update to the committee. The program is about 85% complete. There are just a few descriptions that we are waiting on, and the last bit of speakers. Speaker emails will go out in late September.
 - a. **Update on status of 30th Anniversary & Partnership Video.** Natalie Collins stated that we will identify 3 – 5 representatives from CAWG and ASEV, who can talk about Unified, who has the history and knowledge and the growth over the past 30 years. We will film at two different locations – UC Davis and LangeTwins in Lodi. The team is starting to build out the script to see what it will look like. Angel Cardenas, owner of Capitol Boy Media, adjusted the quote for a longer video to show onsite and a set of shorter videos for social media. The videos should be completed by December. The shooting will take place in October. Natalie will talk to Anita about shooting on the UC Davis campus.
5. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Tuesday, October 10 at 3 PM.
 6. **Adjournment.** Tom Collins made a motion to end the meeting at 3:30 PM. Tom Slater second, motion was approved.