

**LLC Managing Committee Meeting Agenda
Conference Call**

Thursday, December 11, 2018
11:00 AM

Committee Members (8):

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)
John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President),
Dan Howard (ASEV Executive Director), Aaron Lange (CAWG Past Chair), Bill Pauli (CAWG Past Chair), and
Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of December 11 Meeting Agenda**
3. **Approval of November 15 Meeting Minutes***
4. **New Business**
 - a. Additional Booths at CalExpo*
5. **Old Business**
 - a. Update on Fourth SOI Speaker
 - b. CAWG LLC Managing Committee Terms
 - c. Innovative Wine at Keynote Speaker Luncheon
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Conference Call**

Thursday, November 15, 2018
10:00 AM

Committee Members Present:

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)
John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President),
Dan Howard (ASEV Executive Director), Aaron Lange (CAWG Past Chair), Bill Pauli (CAWG Past Chair)

Committee Members Not Present:

Tom Slater (CAWG Director)

Others Present

Jenny Devine (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Lise Asimont called the meeting to order at 10:04 AM.
2. **Approval of November 15 Agenda.** Nichola Hall made a motion to approve the November 15 meeting agenda, Tom Collins second. Motion was approved.
3. **Approval of October 25 Meeting Minutes.** Bill Pauli made a motion to approve the October 25 meeting minutes, Nichola Hall second. Motion was approved.
4. **New Business**
 - a. **LLC Committee Member Terms Ending**
 - i. Dan Howard stated that Tom Collins term is ending on December 31, 2018. The ASEV board has confirmed Jim Harbertson as the new LLC Committee Member.
 - ii. Bill Pauli and Tom Slater's term is ending on December 31, 2018. John Aguirre will discuss this with both offline, and then review with the CAWG chair and board based on their response.

5. Old Business

- a. **Innovative Wine for Keynote Speaker Luncheon.** Bill Pauli requested to revisit item 5 a. i. from the October 25 meeting minutes. The LLC Managing Committee reviewed and discussed the recommendation from the last call - Innovative wine for the Keynote Speaker Luncheon. John Aguirre stated that it would be a good idea to have several different items (not too many) on the table, a representation of the innovation of today. It was suggested to provide a list of innovative items that we would like to feature, select the specific innovative items, then discuss the number of cans or bottles we may need, and then approach the company. We will also want to provide traditional wine for the tables. The LLC Managing Committee meeting will discuss further on the next call.
 - i. Buttonwood Winery: Hop-On hopped Sauvignon Blanc
 - ii. Butter: Chardonnay in a can – 250 ml cans
 - iii. Apothic: Coffee-infused wine
 - iv. Rutherford Ranch: Bourbon Barrel Aged red wine (several wineries out there)
 - v. Talk to Lance Winters to see if we can get coffee liqueur for the coffee

- b. **State of the Industry 4th Speaker Update.** Marissa Lange, with LangeTwins Family Vineyard and Winery, is available to speak on the State of the Industry Panel, if approved by the LLC Managing Committee. She does not want this to be a LangeTwins centric, and she is looking for guidance and suggestions on what to address – brand development, challenges of maintaining margins, etc. John Aguirre suggested that if the LLC Managing Committee approves, she can work with Mike Veseth on the guidance that will fit with the panel. Mike Veseth had also suggested Andrea Robinson, Master Sommelier, with Andrea Wine, who lives in Napa. He feels that she could address the on-premise trade trends. However, we do not know her availability.

Bill Pauli made a motion that the LLC Managing Committee moves forward with approving Marisa Lange as the 4th speaker on the State of the Industry panel. Nichola Hall second the motion. Aaron Lange abstained from the vote. Motion was approved.

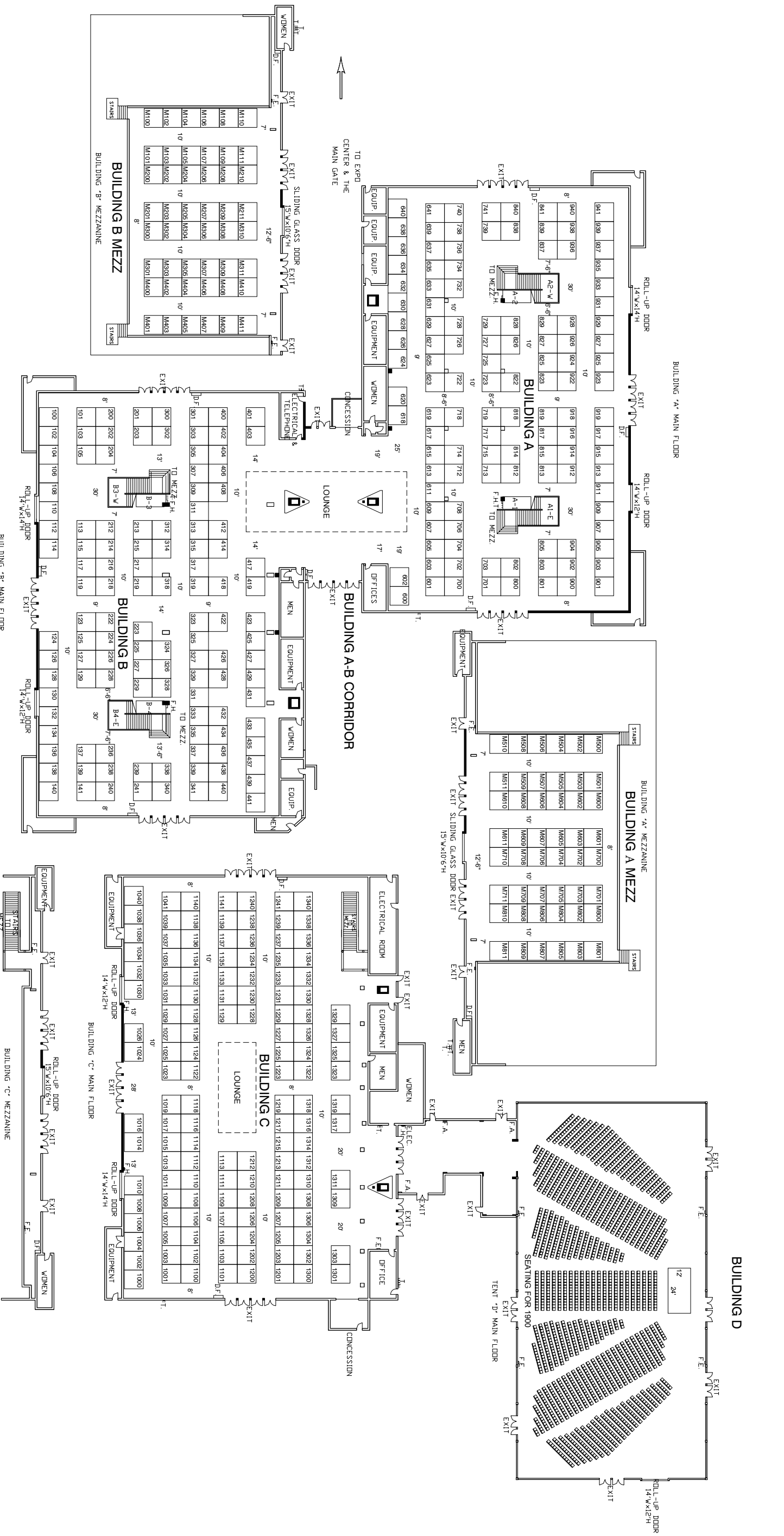
6. **Next Meeting Date and Time.** The next LLC Managing Committee Meeting will take place on Tuesday, December 11, at 11:00 AM.

7. **Adjournment.** Lise Asimont adjourned the meeting at 10:43 AM.

UNIFIED WINE

February 4 - 6, 2020

CAL EXPO - HALLS A-B-C-D - SACRAMENTO, CALIFORNIA



REVISION

Date: 8/3/2018
By: BRIAN BEGAY, NRDC

BOOTH COUNT

Inventory as of 08/03/2018	Dimension	Size	Qty	SqFt
	10'x10'	100	119	11,900
		Totals:	466	46,800

Inventory as of 08/03/2018	Dimension	Size	Qty	SqFt
	10'x10'	100	117	11,700
		Totals:	117	11,700

Inventory as of 08/03/2018	Dimension	Size	Qty	SqFt
	10'x10'	100	48	4,800
		Totals:	48	4,800

Inventory as of 08/03/2018	Dimension	Size	Qty	SqFt
	10'x10'	100	134	13,400
		Totals:	134	13,400

Inventory as of 08/03/2018	Dimension	Size	Qty	SqFt
	10'x10'	100	48	4,800
		Totals:	48	4,800

BLDG. LEGEND:

- F.H. - FIRE HOSE
- F.E. - FIRE EXTINGUISHER
- T. - TELEPHONE
- D.F. - DRINKING FOUNTAIN

DRAWING INFO

Passport Line Item Number:
#4658406

CAL EXPO

Hall / Level:
HALLS A-B-C-D

City & State:
SACRAMENTO, CALIFORNIA

Scale:
CUSTOM

Job #:
468453

Prod. AE: DANIEL BAUMGART

Started: 8/3/2018

Shared By: BRIAN BEGAY, NRDC

Prod. Branch: LAS VEGAS

FREEMAN

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