

**LLC Managing Committee Meeting Agenda
In-Person Meeting**

Hyatt Regency Capital Boardroom
Thursday, January 25, 2024
12:00 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 Past Chair)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Bill called the meeting to order at 12:19 PM.
2. **Approval of January 25 Meeting Agenda.** Jim moved, Natalie second.
3. **Approval of January 9 Meeting Minutes.** Jim moved, Natalie second.
4. **New Business**
 - a. Registration Brief Overview. We are 200 hundred over from 2023, but it felt that we had thousands more this year. The Welcome Reception was very full, the exhibit hall was full and lively. The Networking Lounge was full and hopping on Wednesday.
 - b. 2024 Program Development Committee Chair Brief Discussion
 - i. Keynote Speaker – It went very well, everyone enjoyed hearing from her. The questions were well formed. The format was very well received, but it is important to match the energy of the speaker when selecting a moderator, and Cyril did not necessarily match her energy.
 - ii. The Thursday General Session was a very dynamic session, Elaine did a wonderful job as the moderator, and the three power leaders did an amazing job.
 - iii. The Merlot Session – one of the most amusing and entertaining session they have been to at Unified.
 - iv. Moderator: Rely upon the Program Development Committee to moderate the sessions, instead of bringing someone else in to moderate, who is not a part of the session design.
 - v. Spanish session was lightly attended, much less than last year. We also saw a lower turnout of vineyard workers on the show floor. How do we get more vineyard crews to attend.
 - c. Other Comments.
 - i. B6, there was a huge echo in the room, and you could hear yourself talk.
 - ii. Confidence monitor: Some of the speakers could not see the confidence monitor from the panel table.
 - iii. The screens in the breakout sessions need to be larger.
 - d. Next Year's Keynote Speaker Luncheon. Right now with where we are in the wine industry, we really need to focus on a speaker within the industry because we really need to band together right now. An out of industry speaker, celebrity, is not the right path to go down right now. But the names below are celebrity status.
 - i. Rex Pickett, Sideways Author
 - ii. Chuck Wagner, Caymus
 - iii. Wayne Donaldson, Deutsch Family Wine & Spirits

5. **Next Meeting Date and Time.** March 5 at 11:00 AM

6. **Adjournment.** 1:02 PM

**documents attached*



LLC Managing Committee Meeting Minutes Zoom Meeting

Tuesday, January 9, 2024
2:00 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), Tom Slater (CAWG Past Chair)

Members Not Present: Anita Oberholster (ASEV 1st Vice President)

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 2:03 PM.
2. **Approval of January 9 Meeting Agenda.** Natalie Collins would like to amend the agenda to add in the Keynote Speaker address and format. Jim Harbertson made a motion to amend the January 9 agenda as requested. Mike Boer second, motion was approved.
3. **Approval of December 18 Meeting Minutes.** Jim Harbertson made the motion to approve the December 18 meeting minutes. Mike Boer second the motion, motion was approved.
4. **New Business**
 - a. **International Wine Shipping Expenses for Breakout Sessions.** Jenny Devine reviewed the request from Oliver Trapp, one of our Unified speakers, regarding the request for shipping expenses from Germany for his wines provided for a grapegrowing session. Jim Harbertson provided his support and has heard Oliver speak in the past, and we should have his wine present at the symposium. Bill Pauli agreed with Jim, and this is a good investment to bring the wine in. There is a concern with setting precedence, but we can take this as a case-by-case basis. Tom Slater made a motion to allow for payment. Jim Harbertson second the motion, motion approved.
 - b. **Keynote Speaker Address with Secretary Ross.** Natalie Collins discussed the keynote speaker address, she provided a recap and since Governor Newsome is not able to join us, and we went with Secretary Ross as the sole speaker. She wanted to bring forward with the committee that the secretary is open to a fire side chat, instead of a full presentation. Cyril Penn with Wine Business is a name she suggested to do the interview/discussion. We would be able to steer the questions ahead of time. They would work together with, per our direction, on the questions and discussions. We are giving the discussion a full hour which will include Q&A. The committee feels like this would be a nice change. We need to finalize this quickly in order to confirm and order the proper chairs and set-up – which will cost about \$3,000. Jim Harbertson moved that we set up for an interview style and select Cyril Penn as the first option and select someone else if he is not able to join us. Mike Boer second the motion, motion was approved.



5. **Old Business**

- a. **Registration Report.** We currently have 3500 people registered thus far, almost exactly where we were this same time last year. Bill Pauli shared that he has heard nothing but positive feedback and people are excited about this year's Unified. We are hoping for a very good turnout.
- b. **Exhibit Hall Update.** Jen Smalley provided a report that we sold the extra booths we had added; making it our biggest Unified ever, and we released Ballroom B.
- c. **30th Anniversary & Partnership Video.** Natalie Collins showed the latest draft of the video. The overall content shows comradery, and there are fun aspects to the video. It was a bit California centric. However, there was not a lot of pause, it flows well, it shows what the symposium is all about. There are just a few small tweaks to make, and Natalie will share the link of the draft and the final version.

6. **Next Meeting Date and Time.** Thursday, January 25, 11:30 AM – 1:30 PM, Capitol Boardroom, Hyatt Regency.

7. **Adjournment.** Jim Harbertson moved to adjourn the meeting. Mike Boer second, motion approved.