



**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Monday, March 18, 2024
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), Gregg Hibbits (CAWG Chair), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 1st Vice President)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of March 18 Meeting Agenda**
3. **Approval of January 25 Meeting Minutes***
4. **New Business**
 - a. **New CAWG Unified LLC Managing Member:** Gregg Hibbits, Grapevine Capital Partners
 - b. **Program Development Committee Co-Chair (*to join Devin Parr*)**
 - i. **Clint Nelson, Bonterra Organic Estates**
 - Years on the Committee: 2023 – present (2 years)
 - Location: Lake County
 - Sub-Committee: Grapegrowing
 - Information
 - <https://www.linkedin.com/in/clint-nelson-62a2ab1b0/>
 - https://www.linkedin.com/posts/clint-nelson-62a2ab1b0_regenerative-agriculture-the-next-step-activity-7157269212292423680-yUYg/
 - ii. **Eva Bertran, Eva Bertran Business Consulting LLC**
 - Years on Committee: 2021 – present (4 years)
 - Location: Sonoma
 - Sub-Committees
 - Spanish Workshop Winemaking
 - Business & Operations
 - Information
 - <https://www.linkedin.com/in/evabertran>
 - <https://www.unifiedsymposium.org/profile/eva-bertran>



iii. **Alison Crowe, Plata Wine Partners**

- Years on Committee: 2014 – present (10 years)
- Location: Napa
- Sub-Committees
 - Winemaking
 - Business & Operations
- Information
 - <https://www.platawinepartners.com/about-us/>
 - <https://www.garnetvineyards.com/WINEMAKER>

c. **Keynote Speaker Discussion***

d. **State of the Industry Line-Up & 4th Speaker.** Brief Discussion

5. **Old Business.**

a. **Final 2024 Unified Registration Update***

6. **Next Meeting Date and Time**

7. **Adjournment**

**documents attached*



LLC Managing Committee Meeting Minutes In-Person Meeting

Hyatt Regency Capital Boardroom
Thursday, January 25, 2024
12:00 PM

Committee Members:

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

Committee Members Not Present

Mike Boer (CAWG Past Board Member), Tom Slater (CAWG Past 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 12:19 PM.
2. **Approval of January 25 Meeting Agenda.** Jim Harbertson moved to approve the January 25 meeting agenda. Natalie Collins second the motion, motion was approved.
3. **Approval of January 9 Meeting Minutes.** Jim Harbertson moved to approve the January 9 meeting minutes. Natalie Collins second the motion, motion was approved.
4. **New Business**
 - a. **Registration Brief Overview.** Dan Howard stated that we are currently 200 registrations over from this time in 2023. It did however feel like we had a much larger crowd this year. The Welcome Reception was very full and lively, as was the exhibit hall. The Networking Lounge was full and hopping on Wednesday.
 - b. **2024 Program Development Committee Chair Brief Discussion**
 - i. **Keynote Speaker.** The Keynote Speaker Luncheon went very well, everyone enjoyed hearing from Secretary Ross. The questions were well formed, and the format was very well received. However, moving forward, it is important to match the energy of the speaker when selecting a moderator, and Cyril Penn unfortunately did not necessarily match her energy.
 - ii. **Thursday General Session.** The Thursday General Session was a very dynamic session, Elaine Chukan Brown did a wonderful job as the moderator, and the three power leaders were dynamic.
 - iii. **The Merlot Session.** One of the most amusing and entertaining session they have been to at Unified.
 - iv. **Moderators.** 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. This would potentially help with a smooth process with the panel and the content.
 - v. **Spanish Workshop.** The Spanish Workshop was lightly attended this year, 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? This is something we need to discuss for 2025.



- c. **Other Comments.**
 - i. Ballroom B6 had a lot of feedback and echo, you could almost hear yourself talk.
 - ii. 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.** With where we are in the wine industry currently, it is important for us to focus on a speaker within the industry because we really need to come together as an industry right now. An out of industry speaker, a celebrity type, is not the right path to go down right now. However, the names below have a "celebrity" status within the wine industry and would have a good draw.
 - i. Rex Pickett, Sideways Author
 - ii. Chuck Wagner, Caymus Vineyards
 - iii. Wayne Donaldson, Deutsch Family Wine & Spirits

5. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Tuesday, March 5 at 11:00 AM.

6. **Adjournment.** Bill Pauli adjourned the meeting at 1:02 PM.

UNIFIED WINE AND GRAPE SYMPOSIUM

KEYNOTE SPEAKER



PAST KEYNOTE SPEAKERS

- 2024: Secretary Karen Ross; facilitated by Cyril Penn, Wine Business
- 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

SPEAKER IDEAS

With where the wine industry currently is, it is important for us to focus on a speaker within our own industry. A “celebrity” within the wine industry, who would have a positive message and draw for attendance. A few suggestions discussed during our last meeting included:

- Chuck Wagner, Caymus Vineyards
- Wayne Donaldson, Deutsch Family Wine & Spirits

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

BACKGROUND INFORMATION

Chuck Wagner, Caymus Vineyards

Chuck Wagner was born into a family of farmers and winemakers with deep roots in Napa Valley. He was just 19 when he started Caymus Vineyards with his late parents, Charlie and Lorna, and they spent many wonderful years working side-by-side.

After fifty harvests, Chuck continues to make two renowned Cabernet Sauvignons, Caymus Napa Valley and Caymus Special Selection. Several years ago, he launched Bonanza, a California Cabernet Sauvignon that reflects a spirit of discovery and celebrates good wine as a simple pleasure of life. As the Wagners began farming and making wine in Suisun Valley, Chuck also introduced Caymus-Suisun Grand Durif, one of the family two flagship wines under the Caymus-Suisun label.

Chuck has steered his family's business from the very beginning to the present day, helping it adapt to an ever-changing and challenging landscape. He has been recognized for his winemaking and industry leadership, and all the while, maintains deep humility and an appreciation for family and great wine – wherever it may come from – and the connections between the two.

Website: https://www.wagnerfamilyofwine.com/our-family/chuck_wagner

Wayne Donaldson, Deutsch Family Wines & Spirits

Wayne Donaldson has a diverse and extensive work experience in the wine and spirits industry. Wayne started their career in 1986 as an Assistant Winemaker at Brokenwood Wines, where they worked until 1989. In 2000, they became the VP of Winemaking and Vineyards at Domaine Chandon, a Moet Hennessy company. Wayne then held the position of Senior Director of Winemaking at E&J Gallo Winery from 2005 to 2008. In 2009, they worked as a Consultant at Treasury Wine Estates and also established their own company, Donaldson Wine, LLC, where they served as Principal. Since 2015, Wayne has been the Head of Production, Global at Deutsch Family Wine & Spirits.

Wayne Donaldson attended Roseworthy Ag College (University of Adelaide) from 1983 to 1985, where they pursued a Bachelor's degree in Oenology. Their field of study focused on the science and production of wine. The specific details regarding the completion of the degree or any honors are not provided.

Afterwards, Wayne Donaldson enrolled in Deakin University for a Graduate Diploma in Business Administration and Management, General. The information does not specify the duration or completion date for this program.

Moreover, Wayne Donaldson obtained a certification in "Managing Project Stakeholders" from LinkedIn in April 2021. The details of the institution or duration of the certification are not provided beyond the platform where it was obtained.

Based on the information provided, Wayne Donaldson's education history includes a Bachelor's degree in Oenology from Roseworthy Ag College (University of Adelaide) and a Graduate Diploma in Business Administration and Management, General from Deakin University. Wayne has also obtained a certification in "Managing Project Stakeholders" from LinkedIn.

Website: <https://www.linkedin.com/in/wayne-donaldson-0819871b/>

PREVIOUS KEYNOTE SPEAKER SUGGESTIONS

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.

2024 Unified Wine & Grape Symposium Registration Summary Report

3/4/2024

	2024	2023	Year
	Actual	Actual	Variance
Paid Registrations			
3-Day General	620	610	10
1-Day General	454	496	(42)
Keynote Luncheon	237	257	(20)
Spanish Track	112	74	38
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	1,423	1,437	(14)
 Overall Attendance			
ASEV Members	213	211	2
CAWG Members	323	288	35
Non-members	365	410	(45)
Exhibitors (Pd Sessions)	121	144	(23)
Exhibitors (Comp Sessions)	606	464	142
Exhibitor Staff	3,077	3,185	(108)
Exhibits Only	5,305	5,129	176
Keynote Luncheon (incl comps)	301	337	(36)
Spanish Track	113	84	29
Comp (press, speakers, VIP)	247	242	5
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Sub Total	10,671	10,494	177
Duplicate Reg Types	(269)	(320)	51
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Total	10,402	10,174	228