



LLC Managing Committee Meeting Agenda Live Meeting

Noon – 1:30 pm, Wednesday, January 30, 2013
(food & beverages to be provided)

(excerpt from LLC Operating Agreement)

The Managing Committee will ordinarily make decisions involving:

- **company policy;**
- **company strategic planning;**
- **authorize and revise annual budgets for the Company;**
- **make decisions as to accounting protocol or policies;**
- **annual review of event contractors and delegation of authority to Executive Director of ASEV and/or to the President of CAWG to execute contracts within the scope of the annual budget;**
- **providing input and final approval of the content, format, template and selection of speakers for the trade show and program for each Unified Wine & Grape Symposium;**
- **authorize compensation of Members;**
- **declaring and paying distributions to Members;**
- **delegating responsibility for day to day operations of the Company to ASEV, CAWG, independent contractors and/or committees on all other decisions**

Committee Members (8):

Bill Pauli (CAWG Chair), Chair

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV President), Tom Collins (ASEV past board member), John Crossland (CAWG past board member), Jim Kennedy (ASEV 1st Vice President), and Kim Ledbetter-Bronson (CAWG board member)

1. Introduction of future LLC committee members from CAWG (Carson Smith and David Weiss)
2. Call to Order
3. Approval of Agenda
4. Approval of November 6, 2012 meeting minutes*
5. Old Business:
 - 2014 Booth Fee rates needed*
6. New Business
 - additional booth space on 2nd floor of Sacramento Convention Center (provided at meeting)*
 - new industry events with trade shows
 - future strategic planning meeting with ASEV and CAWG representatives
7. Next meeting dates/times

*denotes handout



LLC Managing Committee Meeting Minutes Conference Call

Tuesday, November 6, 2012, 10:00 am

Committee Members Present:

Sara Spayd (ASEV Past President), Chair, John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacon-Rodriguez (ASEV President), Tom Collins (ASEV past board member), John Crossland (CAWG past board member), Kim Ledbetter-Bronson (CAWG board member), and Bill Pauli (CAWG Chair)

Others Present: Jenny Devine (CAWG) and Dan Howard (ASEV)

Call to Order – 10:08 am PDT

Approval of Agenda – L. Chacon-Rodriguez moved to approve agenda as presented. Seconded by B. Pauli. Motion carried.

Approval of Minutes for October 9, 2012 – J. Aguirre moved to approve both meeting minutes as amended (to correct committee member ASEV board titles). Seconded by L. Chacon-Rodriguez. Motion carried.

Old Business

- Proxy Update – Lyndie reported that all committee members need to complete a current proxy to ensure voting rights for each member in case a meeting cannot be attended. She requested that those not yet returned be submitted by the end of the year so they are in place for our January meeting.

New Business

- New committee chair – L. Boulton moved to appoint Bill Pauli as the new LLC Committee chair for the 2-year term, Jan. 1, 2013 – December 31, 2014. Second by J. Aguirre. Motion carried. J. Aguirre reported that David Weiss (CAWG Director) has agreed to become a new committee member next year in place of Kim Ledbetter-Bronson. J. Crossland added that he anticipated completing his term by the end of this year.
- Wines & Vines (W&V) Survey on UW&GS Housing – the group discussed the recent survey that W&V emailed to the industry. L. Boulton reported that she spoke with their editor, Jim Gordon, and he indicated that the survey was inadvertently sent out as he planned to speak with her prior to distribution. Jim also said he will share the survey results with her. If he decides to write an article based on the results, he will send the draft first to Brown-Miller Communications and UW&GS. It was noted that since this survey, it has become known that Wine Business Communications (owner of W&V) is sponsoring a new industry event with trade show in early December at the Santa Rosa Fairgrounds.



LLC Managing Committee Meeting Minutes continued
Tuesday, November 6, 2012, 10:00 am

Next meeting dates/times – committee agreed to meet in person on-site during the UW&GS in Sacramento. Date and time to be confirmed by email.

Adjournment – 10:40 am PDT



Booth Fees and Registration Rates History

	Single 10'x 10' Booth		Large Vineyard Machinery Areas		Large Winery Machinery Areas	
	Discount	Per Sq/Ft	Discount	Per Sq/Ft	Discount	Per Sq/Ft
2014	\$2,000	25%	\$15.00	25%	\$15.00	
2013	\$2,000	25%	\$15.00	25%	\$15.00	
2012	\$2,000	25%	\$15.00	25%	\$15.00	
2011	\$1,950	25%	\$14.63	25%	\$14.63	
2010	\$1,900	35%	\$12.35	25%	\$14.25	
2009	\$1,850	45%	\$10.18	25%	\$13.88	
2008	\$1,800	55%	\$8.10	25%	\$13.50	
	Pre-Sales	Post-Sales	Pre-Sales/sq. ft.	Post-Sales/sq. ft.	Pre-Sales/sq. ft.	Post-Sales/sq. ft.
2007	\$1,500	\$1,700	\$5.25	\$5.95	\$11.25	\$12.75
2006	\$1,500	\$1,700	\$5.25	\$5.95	\$11.25	\$12.75
2005	\$1,400	\$1,600	\$3.50	\$4.00	\$10.50	\$12.00
2004	\$1,400	\$1,600	\$3.50	\$4.00	\$10.50	\$12.00
2003	\$1,300	\$1,500	\$3.25	\$3.75	\$9.75	\$11.25
2002	\$1,300	\$1,500	\$3.25	\$3.75	\$9.75	\$11.25
2001	\$1,300	\$1,500	\$1.05	\$1.20	N/A	N/A
2000	\$850	\$1,000	\$0.80	N/A	N/A	N/A
1999	N/A	\$850	N/A	\$0.80	N/A	N/A
1998	N/A	\$800	N/A	\$0.75	N/A	N/A
1997	N/A	\$750	N/A	\$0.6875	N/A	N/A
1996	N/A	\$700	N/A	\$0.50	N/A	N/A
1995	N/A	\$320	N/A	N/A	N/A	N/A

	Pre-Registration				On-site Registration			
	Member	Non-Mem	Student	Exh Hall	Member	Non-Mem	Student	Exh Hall
2013	\$299	\$487	\$50	\$30	\$499	\$687	\$250	\$60
2012	\$299	\$487	\$50	\$30	\$499	\$687	\$250	\$60
2011	\$295	\$480	\$50	\$30	\$495	\$680	\$250	\$60
2010	\$295	\$480	\$50	\$30	\$495	\$680	\$250	\$60
2009	\$295	\$480	\$50	\$30	\$495	\$680	\$250	\$60
2008	\$275	\$450	\$30	\$25	\$475	\$650	\$230	\$50
2007	\$275	\$450	\$30	\$25	\$475	\$650	\$230	\$50
2006	\$250	\$400	\$30	\$25	\$350	\$500	\$130	\$40
2005	\$250	\$400	\$30	\$25	\$350	\$500	\$130	\$40
2004	\$225	\$350	\$15	\$25	\$325	\$450	\$115	\$40
2003	\$225	\$350	\$15	\$25	\$275	\$400	\$65	\$25
2002	\$210	\$310	\$15	\$15	\$260	\$360	\$65	\$15
2001	\$210	\$310	\$15	\$15	\$260	\$360	\$65	\$15
2000	\$210	\$295	\$15	\$15	\$210	\$295	\$15	\$15
1999	\$165	\$180	\$45	\$0	\$165	\$180	\$45	\$0
1998	\$165	\$180	\$45	\$0	\$165	\$180	\$45	\$0
1997	\$165	\$180	\$45	\$0	\$165	\$180	\$45	\$0
1996	\$165	\$180	N/A	\$20	\$165	\$180	N/A	\$20
1995	\$180	\$180	N/A	N/A	\$180	\$180	N/A	N/A

	Pre-Registration				On-site Registration			
	Member	Non-Mem	Student	Exh Hall	Member	Non-Mem	Student	Exh Hall
2013	0%	0%	0%	0%	0%	0%	0%	0%
2012	1%	1%	0%	0%	1%	1%	0%	0%
2011	0%	0%	0%	0%	0%	0%	0%	0%
2010	0%	0%	0%	0%	0%	0%	0%	0%
2009	7%	7%	67%	20%	4%	5%	9%	20%
2008	0%	0%	0%	0%	0%	0%	0%	0%
2007	10%	13%	0%	0%	36%	30%	77%	25%
2006	0%	0%	0%	0%	0%	0%	0%	0%
2005	11%	14%	100%	0%	8%	11%	13%	0%
2004	0%	0%	0%	0%	18%	13%	77%	60%
2003	7%	13%	0%	67%	6%	11%	0%	67%
2002	0%	0%	0%	0%	0%	0%	0%	0%
2001	0%	5%	0%	0%	24%	22%	333%	0%
2000	27%	64%	-67%	0%	27%	64%	-67%	0%
1999	0%	0%	0%	0%	0%	0%	0%	0%
1998	0%	0%	0%	0%	0%	0%	0%	0%
1997	0%	0%	0%	0%	0%	0%	0%	0%
1996	-8%	0%	0%	0%	-8%	0%	0%	0%
1995								

	Pre-Registration		On-site Registration	
	Member	Non-Mem	Member	Non-Mem
2013	\$177	\$228	\$377	\$428
2012	\$177	\$228	\$377	\$428
2011	\$175	\$225	\$375	\$425
2010	\$175	\$225	\$375	\$425
2009	\$175	\$225	\$375	\$425
2008	\$165	\$210	\$365	\$410
2007	\$165	\$210	\$365	\$410
2006	\$150	\$190	\$250	\$290
2005	\$150	\$190	\$250	\$290
2004	\$135	\$175	\$235	\$275
2003	\$135	\$175	\$185	\$225
2002	\$125	\$160	\$175	\$210
2001	\$125	\$160	\$175	\$210
2000	\$125	\$125	\$125	\$125
1999	\$100	\$100	\$100	\$100
1998	\$100	\$100	\$100	\$100
1997	\$100	\$100	\$100	\$100
1996	\$100	\$100	\$100	\$100
1995	N/A	N/A	N/A	N/A

	Pre-Registration		On-site Registration	
	Member	Non-Mem	Member	Non-Mem
2013	0%	0%	0%	0%
2012	1%	1%	1%	1%
2011	0%	0%	0%	0%
2010	0%	0%	0%	0%
2009	6%	7%	3%	4%
2008	0%	0%	0%	0%
2007	10%	11%	46%	41%
2006	0%	0%	0%	0%
2005	11%	9%	6%	5%
2004	0%	0%	27%	22%
2003	8%	9%	6%	7%
2002	0%	0%	0%	0%
2001	0%	28%	40%	68%
2000	25%	25%	25%	25%
1999	0%	0%	0%	0%
1998	0%	0%	0%	0%
1997	0%	0%	0%	0%
1996				
1995				