



LLC Managing Committee Meeting Agenda

**Hyatt Regency
Capitol Board Room, 2nd Floor
Thursday, January 30, 2014
12:00 PM – 1:30 PM**

Lunch will 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 (January-December 2013)

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV past president), Tom Collins (ASEV Director), Jim Kennedy (ASEV President), Carson Smith (CAWG board member), and David Weiss (CAWG board member)

1. Call to Order
2. Approval of Agenda
3. Approval of October 31, 2013 meeting minutes*
4. Old Business:
 - a. Symposium Program & Schedule – New Features, 2014 Review
 - i. Tuesday Events (Keynote Speaker Luncheon & Welcome Reception)
 - ii. Wednesday State of the Industry
 - iii. Overall Program & Schedule Changes
5. New Business:
 - a. 2014 UW&GS Operations/Show Update (Current Registration Numbers and Show Perspective)**
 - b. 2015 UW&GS – January 27 - 29
 - i. Symposium Program & Schedule
 - ii. 2015 Keynote Luncheon Speaker*
 - iii. Next Program Development Committee Chair*
 - iv. Next LLC Managing Committee Chair
6. Next meeting dates/times (please bring your calendars)
7. Adjournment

*included in packet

**to be distributed at the meeting



**LLC Managing Committee Meeting Minutes
ASEV Office
1784 Picasso Avenue, Suite D, Davis, CA 95618**

Thursday, October 31, 2013

Committee Members Present:

Bill Pauli (CAWG Chair), Chair (January-December 2013)
John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV past president), Tom Collins (ASEV Director), Jim Kennedy (ASEV President), and David Weiss (CAWG board member)

Committee Members Absent: Carson Smith (CAWG board member)

Call to Order – 10:03 am

Approval of Agenda – J. Kenned moved to approve as submitted. Second by T. Collins. Motion carried.

Approval of Meeting Minutes for August 22, 2013– B. Pauli moved to approved the minutes as amended (year correction to 2014 for beginning of CAWG assumption of meeting packet preparation). Second by D. Weiss. Motion carried.

Old Business

Program Development Update

- Tuesday - General Session Keynote Speaker – J. Devine-Smith reported that a keynote speaker has not yet been confirmed as all three invited have declined. Consensus approved the following in order of preference to be invited; #1 – Guy Fieri, food TV personality, #2 – Jerry Baldwin, founder of Starbucks and Peet’s Coffee, #3 – Rob Sands, Constellation CEO, #4 – Bruce Taylor, Taylor Fresh Foods CEO, and #5 – Dr. Ed Frank, retired Apple vice president.
- Thursday Walking Tours Update – J. Devine-Smith reported that tour descriptions have been developed. The tour leader for the winemaking tour has also been confirmed.

New Business

- partnership collaboration – J. Aguirre reported that he and L. Boulton have agreed to discuss this topic further with each other since this meeting is a conference call. L. added that the association management contracts are in final development with some pending issues to be resolved. ASEV and CAWG staff concur that any pending matters in regard to these agreements should be addressed at an in-person meeting. No further involvement with the Committee is needed at this time.
- LLC Member agreements for contracted service – included in report above

Next meeting dates/times - lunch meeting set for Thursday, Jan. 30, 2014 on-site at symposium. Location to be confirmed.

Adjournment – 10:35 am



**LLC Managing Committee
January 30, 2014 Meeting**

Additional Meeting Details

Additional Information

- 1. Symposium registration numbers (*as of Saturday, Jan. 18*)**
 - a. 3-Day CAWG: 223
 - b. 3-Day ASEV: 274

 - c. 1-Day CAWG: 99
 - d. 1-Day ASEV: 75

 - e. 3-Day Non-Member: 148
 - f. 1-Day Non-Member: 184

- 2. Total Keynote Speaker Luncheon RSVPs (*as of 1/20*): 201**

- 3. 2014 Keynote Luncheon speaker candidates and invitation dates:**
 - a. Francis Ford Coppola – Early August 2013
 - b. Howard Schultz – Early October 2013
 - c. Guy Fieri – Early November 2013
 - d. Jerry Baldwin – Early November 2013

- 4. Program Development Committee Chairs (last four)**
 - a. Nick Frey (3 yrs – 2014/2013/2012)
 - b. John Thorngate (3 yrs - 2011/2010/2009)
 - c. Robert Steinhauer (3 yrs - 2008/2007/2006)
 - d. Paul Ginsburg (3 yrs – 2005/2004/2003)