



**LLC Managing Committee Meeting Agenda  
Friday, March 6, 10:00 AM**

Conference Call

(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 Past Chair), Chair (January-December 2015)

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Tom Collins (ASEV Director), Nichola Hall (ASEV Board 2nd Vice President), Jim Kennedy (ASEV Director), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

LLC Managing Committee Meeting Agenda

1. Call to Order
2. Approval of March 6 Agenda
3. Approval of January 29 meeting minutes\*
4. Old Business
  - a. VIP & Hotel Room Block Policy
5. New Business
  - a. ASEV Executive Director Transition
  - b. Unified Program Template - 2016\*
    - a. Thursday Exhibit Hall Tours and Content
    - b. Tuesday Keynote Speaker\*
6. Next meeting date and time
7. Adjournment

*\*documents attached*



**LLC Managing Committee Meeting Minutes  
Thursday, January 29**

**Sacramento Hyatt Regency  
Capital Board Room – 2<sup>nd</sup> Floor**

**Committee Members Present**

Bill Pauli (CAWG Past Chair), Chair (January-December 2015), John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Tom Collins (ASEV Director), Nichola Hall (ASEV Board 2nd Vice President), Jim Kennedy (ASEV Director), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

1. **Call to Order.** The meeting was called to order at 12:45 PM.
2. **Approval of January 29 Agenda.** Agenda approved unanimously by action.
3. **Approval of January 9 meeting minutes.** Jim Kennedy moved to approve the minutes as amended under item 4.b., spelling error corrected, second by David Weiss. Motion was carried.
4. **Old Business**
  - a. **San Jose Site Tour Update.**
    - i. Lyndie Boulton stated that she updated the Exhibitor Advisory Committee earlier in the day on the status of the San Jose site tour. Even though there are strong, positive reasons to move to San Jose, there are still concerns with the significant increase in union fees due to the regional collective bargaining agreements, the lack of additional hotel rooms and the freeway commuter traffic. The Exhibitor Advisory Committee was very clear that they do not want to pursue the move to San Jose at this time based solely on the union rates. Lyndie Boulton reported that it was agreed at the Exhibitor Advisory Committee meeting that we are going to add a new question set to the post-event exhibitor survey to address those variables.
    - ii. The partners need to stay abreast of the potential changes downtown Sacramento will face over the next few years, with the construction and events at the new Kings arena, and how it will impact Unified.
    - iii. Currently, two new, downtown hotels are scheduled to be completed by 2016 but with small room inventory that won't make a significant difference. However, it may be up to eight years until we see the full benefits from the changes to the downtown area.
    - iv. **ACTION ITEM:** David Weiss made a motion to approve moving forward with a contract with the Sacramento Convention Center for 2017 and 2018. The motion was second by Carson Smith and the motion was approved.

- b. **Confirm LLC Managing Committee Members.** Lyndie Boulton stated that the ASEV board approved Nichola Hall to begin her term, and Tom Collins and Jim Kennedy to renew their terms on the LLC Managing Committee. Lyndie Boulton made a motion to approve the newly composed committee and their 3-year term for January – December through 2018. The motion was second by Jim Kennedy and the motion was approved. The committee members will need to designate new proxies and sign the confidentially agreement will need to be updated.
- c. **ASEV and CAWG VIP Hotel Room Block Policy.**
- i. Lyndie Boulton stated that the more rooms we set aside for ASEV and CAWG Board Members and VIPs, the more rooms we take away from the exhibitors. She feels that this is something we cannot afford to do, due to the frustration exhibitors continually express with the current room block issue of not enough rooms in the downtown area.
  - ii. Lyndie Boulton and John Aguirre feel that it would be beneficial to both CAWG and ASEV if there was a fair and consistent policy in place. What the policy should look like is the question.
  - iii. The committee discussed the current room block: ASEV currently holds 20 rooms on peak night and with only one room each for current Board members, staff and a few VIPs. CAWG currently has 55 rooms peak night (includes Hyatt and Sheraton), for Board members and Past Chairs and allows for more than one room each. There has been a consistent request for additional rooms (10 – 20 rooms) outside of the room block within the CAWG camp. Sometimes, there is an opportunity to utilize unused rooms from the speaker room block, however it is not guaranteed as a source in advance.
  - iv. John Aguirre shared with the committee the difficulty for CAWG staff to continue to fulfill each request and to continue satisfying the demand. He stated that it puts staff in an awkward position to deal with the expectation from year to year. Unfortunately, he feels that it is not possible to limit one room per Board member. Lyndie Boulton asked if it would be an option for CAWG to back-up the process in order to address the issue and determine room needs before housing opens to the public.
  - v. Concern was expressed that those outside of the exhibitor community with advantage in securing rooms prior to the opening of housing are key decision makers within the industry and the exhibitors benefit from having them there. It was questioned whether those not accommodated within this group will attend the other events, such as the WiVi or the Santa Rosa show.
  - vi. The committee agreed that when an expectation has been met from year to year, it is difficult to shift. This is becoming a bigger issue because there is a higher demand for hotel rooms from the exhibitors as more booths have been added in recent years. Carson Smith stated that the number of rooms that we are addressing seems to be very insignificant compared to the overall number of rooms and feels that there would still be an issue with rooms even if we added or removed 20 rooms from the CAWG room block to help satisfy the demand. However, Lyndie noted that with focus on equity in the partnership, ASEV has not offered multiple rooms to its board members or past presidents who also represent key industry decision makers and that both organizations are benefiting from the net profit mostly due to trade show revenue. The

committee agreed that there are no easy answers to this current issue. The extra rooms will not fully resolve the frustration with the exhibitors in wanting more rooms.

- vii. **ACTION ITEM:** Bill Pauli requested that the committee table this discussion and place it on the agenda for the next meeting. This will allow time for John Aguirre and Lyndie Boulton to develop a fair and consistent policy.

5. **New Business**

- a. **Program Development Committee Chair for 2016.** Jim Kennedy made a motion to approve Tom Collins as the 2016 UW&GS Program Development Committee chair. Tom Collins accepted the nomination, Lyndie Boulton second the motion and the motion was approved.
- b. **Keynote Speaker Luncheon & Program Template.**
  - a. **ACTION ITEM:** Lyndie Boulton requested that the committee discuss the program template during the next call.
  - b. Tom Collins requested that the committee begin thinking about a potential Keynote Luncheon Speaker. The committee felt that Rick Tigner did a very good job. Jim Kennedy felt that attendance was not impacted because Rick Tigner is within the industry, but it actually elevated attendance. Having Rick Tigner speak was also beneficial to the Program Development Committee, by securing speakers and moderators within Jackson Family Wines.
    - i. The committee discussed inviting speakers outside of the industry; however there have been challenges with trying to confirm any.
    - ii. Bill Pauli suggested Carolyn Wente, with Wente Vineyards, as a potential keynote speaker.
    - iii. **ACTION ITEM:** Both Bill Pauli and Lyndie Boulton requested that the committee send Jenny Devine-Smith a list of potential speakers to include with the running list of speakers the committee has previously established. The committee would like to have a speaker confirmed early to avoid a long process over many months.

- 6. **Next meeting date and time.** The next meeting will take place via conference call on Friday, March 6, at 10 AM.

- 7. **Adjournment.** Bill Pauli moved to adjourn the meeting, second by Jim Kennedy. Motion carried. The LLC Managing Committee meeting was adjourned at 1:50 PM.



**Unified Wine & Grape Symposium**  
**January 26 - 28, 2016**  
 Sacramento, CA

2016 UW&GS Program Template

**Tuesday, January 26**

11:00 AM – 1:30 PM	<b>Keynote Speaker &amp; Luncheon</b> Sheraton Grand Nave Ballroom  Welcome & Introductions  Keynote Speaker: TBD			
2:00 PM – 4:00 PM	<b>Marketing/PR</b>	<b>Business/Operations</b>	<b>Winemaking</b>	<b>Grapegrowing</b>
	1 to 2 Sessions (Sheraton Grand)	1 to 2 Sessions (Sheraton Grand)	Joint Winemaking & Grapegrowing Tasting Session (Hyatt Regency)	
4:30 PM – 6:30 PM	<b>UW&amp;GS Welcome Reception</b> Sheraton Grand Nave Ballroom			

**Wednesday, January 27**

8:30 AM – 11:00 AM	<b>State of the Industry</b> Hyatt Regency Ballroom  Welcome & Introductions			
11:00 AM – 11:45 AM	<b>Press Conference – State of the Industry</b> Sacramento Convention Center			
1:00 PM – 3:30 PM	<b>Marketing/PR</b>	<b>Business/Operations</b>	<b>Winemaking</b>	<b>Grapegrowing</b>
	1 to 2 Sessions (Hyatt Regency)	1 to 2 Sessions (Hyatt Regency)	1 to 2 Sessions (Sacramento Convention Center)	1 to 2 Sessions (Sacramento Convention Center)
4:00 PM – 6:00 PM	<b>Regional Wine Tasting – In Exhibit Areas</b> Sacramento Convention Center			



**Unified Wine & Grape Symposium**  
**January 26 - 28, 2016**  
 Sacramento, CA

2016 UW&GS Program Template

**Thursday, January 28**

9:00 AM – 11:30 AM	<b>Thursday General Session</b> Hyatt Regency Ballroom  Welcome & Introductions			
9:00 AM – 12:00 PM	<b>Spanish General Session</b> Hyatt Regency Ballroom			
11:30 AM – 1:30 PM	<b>Lunch with Exhibitors – In Exhibit Areas</b> Sacramento Convention Center			
1:15 PM – 3:30 PM	<b>Spanish Technical Tour Winemaking</b>	<b>English Technical Tour Winemaking</b>	<b>Spanish Technical Tour Grape Growing</b>	<b>English Technical Tour Grape Growing</b>
	Sacramento Convention Center – Exhibit Hall	Sacramento Convention Center – Exhibit Hall	Sacramento Convention Center – Exhibit Hall	Sacramento Convention Center – Exhibit Hall
1:15 PM – 3:45 PM	<b>Marketing/PR</b>		<b>Business/Operations</b>	
	1 to 2 Sessions (Hyatt Regency)		1 to 2 Sessions (Hyatt Regency)	
	<b>Winemaking</b>		<b>Grapegrowing</b>	
	1 to 2 Sessions (Hyatt Regency)		1 to 2 Sessions (Hyatt Regency)	

**Suggested Thursday Changes:**

- Host four exhibit hall tours
- Add 1 to 2 Winemaking and Grapegrowing sessions

## UW&GS List of Proposed Keynote Speakers for Tuesday Luncheon

1. **Francis Ford Coppola**

2. **Carolyn Wentte, Wentte Vineyards**

Carolyn Wentte is one of the driving forces behind the expansion and growth of Wentte Family Estates' portfolio of wines. She was also instrumental in the development of the Wentte family's lifestyle business, which has brought Wentte Vineyards worldwide renown and attracted visitors from all over the world. Today, Carolyn works with fourth and fifth generation family members and company executives to continue the growth of Wentte Family Estates and their portfolio of wines. So far reaching are Carolyn's accomplishments that she was chosen as one of the honorees for the Leading Women Entrepreneurs of the World in 2002 in an event sponsored by J.P. Morgan Private Banking, Bacarrat, Hermes, among other leading luxury brands, receiving her award in Paris in April of that year.

<https://www.wenttevineyards.com/our-winery/history/our-family/carolyn-wentte>

Location: CA

Source: suggested by committee member Bill Pauli

3. **Sandra Taylor, President & CEO, Sustainable Business International**

Location: Washington, D.C.

Source: suggested by committee member Lise Asimont

A woman representing a positive global environmental impact with her contributions, she is a pioneer in the field of sustainability and CSR. Sandra Taylor has been responsible for the development of groundbreaking global strategies and initiatives, bringing major brands, including Starbucks and Eastman Kodak, into the global sustainability realm. As an executive for Starbucks, she led the creation and launch of [C.A.F.E. Practices](#), influencing global standards for environmental sustainability throughout the coffee industry, with major focus on supply chains.

Following that was the creation of sustainability standards for other beverages — cocoa and tea. Her work as a Kodak executive brought that company into a new era of corporate citizenship and awareness, including promotion of its unique single-use camera's environmental leadership program, setting a standard regarding materials management, recycling/reuse and lifecycle analysis of plastics.

From coffee to wine: A discerning palate

As an expert in coffee sustainability, Taylor has traveled the world of coffee – Central and South America, East Africa, Papua New Guinea and Indonesia – honing her palate regarding the distinct regional differences, unique flavors, acidity and varieties of coffees from around the world. Her work with coffee helped develop and expand her decades-long avocation of wine tasting, wine collecting and wine tourism. Thus she was inspired to reach out to winemakers regarding sustainability issues, while getting an MBA degree in wine management from the prestigious Bordeaux School of Management.

<http://www.sustainablebizintl.com/meet-our-founder/>

#### 4. **Ray Kurzweil**

Location: California

Source: committee member John Aguirre

Ray Kurzweil has been described as “the restless genius” by The Wall Street Journal, and “the ultimate thinking machine” by Forbes. Inc. magazine ranked him #8 among entrepreneurs in the United States, calling him the “rightful heir to Thomas Edison,” and PBS selected Ray as one of 16 “revolutionaries who made America,” along with other inventors of the past two centuries. He is considered one of the world’s leading inventors, thinkers, and futurists, with a 30-year track record of accurate predictions.

Kurzweil was the principal inventor of the first CCD flatbed scanner, the first omni-font optical character recognition, the first print-to-speech reading machine for the blind, the first text-to-speech synthesizer, the first music synthesizer capable of recreating the grand piano and other orchestral instruments, and the first commercially marketed large-vocabulary speech recognition.

<http://www.kurzweilai.net/ray-kurzweil-biography>

<http://www.kurzweilai.net/>

[https://www.ted.com/speakers/ray\\_kurzweil](https://www.ted.com/speakers/ray_kurzweil)

#### 5. **Alton Brown**

Location: California

Source: committee member Tom Collins

Alton Crawford Brown an American television personality, [celebrity chef](#), author, actor, and [cinematographer](#). He is the creator and host of the Food Network television show *Good Eats*, the mini-series *Feasting on Asphalt* and *Feasting on Waves*, and host and main commentator on *Iron Chef America* and *Cutthroat Kitchen*. Brown is also the author of several books on cookery. He brings a knowledge and enthusiasm for the science of cooking and food and a humorous approach to his shows.

In October 2013, Alton launched "Alton Brown Live: The Edible Inevitable Tour," his first national tour visiting 45 cities through March 2014. The show includes stand-up comedy, talk show antics, a multimedia lecture, live music and "extreme" food experimentation.

<http://altonbrown.com/>

<http://www.youtube.com/watch?v=ZzzVdhyKjww>

<http://wtciv.org/watch-online/the-a-list-with-alison-lebovitz/alton-brown-season-4-episode-1/>



6. **Michael Chiarello**

Location: California

Source: committee member ?

Michael Chiarello in Red Bluff, CA, is an American celebrity chef specializing in [Italian](#)-influenced [California cuisine](#). He hosts the [cooking show](#), *Easy Entertaining with Michael Chiarello*, on the [Food Network](#) and hosts *NapaStyle* on the [Fine Living Network](#). Chiarello owns a [winery](#), Chiarello Family Vineyards, Bottega Ristorante in Napa Valley, NapaStyle, a purveyor of food, cookware, and furniture, and a competitor on the fourth season of [The Next Iron Chef](#), where he placed as the second runner up. In spring 2013, Michael is coming to San Francisco's waterfront with his latest restaurant, a Spanish concept on Pier 5.

<http://michaelchiarello.com>

<http://www.napastyle.com/custserv/custserv.jsp?pageName=Bio>

<http://www.chiarellovineyards.com/>

<http://www.cbsnews.com/videos/michael-chiarello-drink-what-you-like-like-what-you-drink/>

7. **Jimmy Russell**

Location: Kentucky

Source: committee member Tom Collins

Master Distiller James C. Russell, or Jimmy to anyone who has ever shaken his hand, has been making bourbon in Lawrenceburg, Kentucky at the Austin, Nichols Distillery for 54 years. Growing up just five miles from the distillery, Jimmy followed in the footsteps of his father and grandfather, learning time-honored traditions and techniques uniquely suited to the heart of bourbon country.

<http://www.wildturkeybourbon.com.au/jimmy-russell-biography/>

[http://www.youtube.com/watch?v=F\\_SWfEjoRo8](http://www.youtube.com/watch?v=F_SWfEjoRo8)

8. **Annette Alvarez-Peters, Assistant General Merchandise Manager, Costco**

Location: Seattle

Source: committee member John Aguirre

<http://www.nbcnews.com/video/rock-center/47149415#47149415>

<http://video.cnbc.com/gallery/?video=3000084796>

<http://www.businessinsider.com/annette-alvarez-peters-powerful-wine-merchant-costco-employee-2012-4>

[http://www.huffingtonpost.com/2014/02/07/costco-things-you-didnt-know\\_n\\_4725587.html](http://www.huffingtonpost.com/2014/02/07/costco-things-you-didnt-know_n_4725587.html)

**9. Jim Koch, Founder, Samuel Adams**

Location: Boston

Source: committee member Tom Collins

[http://en.wikipedia.org/wiki/Samuel\\_Adams\\_\(beer\)](http://en.wikipedia.org/wiki/Samuel_Adams_(beer))

<http://www.cbsnews.com/news/samuel-adams-jim-koch-america-envy-of-world-brewers/>

[http://www.youtube.com/watch?v=3iqUDPQI9\\_A](http://www.youtube.com/watch?v=3iqUDPQI9_A)

[http://www.youtube.com/watch?v=yHM-n\\_uTXtg](http://www.youtube.com/watch?v=yHM-n_uTXtg)

**10. Bruce Taylor, CEO, Taylor Fresh Foods**

Location: California

Source: committee member John Aguirre

Bruce Taylor has been described as the poster child for innovation in fresh produce. One of the most dynamic and successful leaders in the industry.

<http://www.producepedia.com/farmer/bruce-taylor>

<http://www.taylorfarmsfoodservice.com/index.php/about-us>