



LLC Managing Committee Meeting Agenda

ASEV Office
1784 Picasso Avenue, Suite D, Davis, CA 95618
Tuesday, March 18
10:00 AM – 12:00 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):

Jim Kennedy (ASEV President), Chair (January-December 2014)

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV past president), Tom Collins (ASEV Director), Bill Pauli (CAWG Director) Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

1. Call to Order
2. Approval of Agenda
3. Approval of January 30 meeting minutes*
4. Old Business:
 - a. Updated 2014 Registration Report*
 - b. Approve the 2015 Symposium Schedule**
 - c. Revisit the Welcome Reception Time
 - d. Keynote Luncheon Speaker – Speaker Suggestions
 - e. Proposed 2015 Program Development Committee List**
 - f. Revisit the Wednesday State of the Industry Speaker Line-Up
5. New Business:
 - a. Upcoming Contracts
 - i. Freeman – Exhibit Hall Management – Review another 3 yrs with Freeman
 - ii. The Pulse Network (TPN) – Event Management – Review January 2015
 - b. Zepponi & Company's Involvement in Unified & Other Potential Issues/Complaints
6. Next meeting dates/times (*please bring your calendars*)
7. Adjournment

*included in packet

**distribute onsite



**LLC Managing Committee Meeting Minutes
Hyatt Regency, Sacramento, CA
Capitol Board Room**

Thursday, January 30, 2014

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), Carson Smith (CAWG board member-at-large), and David Weiss (CAWG Director)

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

Call to Order. The LLC Managing Committee meeting was called to order at 12:25 PM by Bill Pauli.

Approval of Agenda. Bill Pauli moved to approve the agenda as submitted. Motion carried.

Approval of October 31, 2013 Meeting Minutes. David Weiss moved to approve the minutes as recorded, second by Leticia Chacón-Rodríguez. Motion carried.

Old Business

- **Symposium Program & Schedule – New Features, 2014 Review**

LLC Managing Committee members discussed the two new features of the 2014 Unified Symposium in an effort to identify what worked well and what, if any, changes would be appropriate for the 2015 show.

- **Tuesday Events - Keynote Speaker & Welcome Reception.** Jim Kennedy commented that both Tuesday events went very well based on attendance and conversations and he suggested that both events be included in next year's show. John Aguirre stated that now we have the experience with both events we are in a better position to market the events to prospective sponsors and attract greater attendance.
- **Welcome Reception.** There was discussion about who could attend the reception in the future. Howard and Boulton suggested we open the reception to all exhibitors and the committee agreed. It was also suggested that extra attention should be paid to how the reception relates to sponsorship benefits, i.e., which sponsorship categories be accorded attendance benefits.

The entire Sheraton ballroom can accommodate significantly more attendees and the committee recommended we contract with the Sheraton to hold the reception in 2015. Committee members thought a 2-hour time frame for the reception was appropriate, but we should review and set the actual start and end times at a later date. There was concern as to how this new reception impacted other industry-hosted receptions and events that have traditionally been held on Tuesday night (e.g. Wine Business Monthly Barrel Bash). Lyndie suggested that we continue to waive the stipulation of no program

overlap for certain established Tuesday events such as Wine Business Monthly's). However, consensus was that we need to do what is in the best interest for Unified.

- **Keynote Speaker Luncheon.** Committee members expressed satisfaction with the number of attendees for the luncheon. The room was full and there was good energy in the audience. Approximately 280 people attended the luncheon. The committee unanimously agreed to hold the luncheon again in 2015 at the same location.

Committee members discussed possible keynote speakers for 2015. Francis Ford Coppola was suggested once again; however, the committee will take until the next meeting to think about other suggestions. It was also recommended that we have a few names in reserve, in case the selected speaker is unable to make it.

- **Wednesday State of the Industry (SOI).** There was agreement among committee members that the SOI speaker line-up and content was very good. Francesca Schuler was identified as doing a particularly good job moderating the session and providing content. All concurred it would be ideal to confirm Francesca Schuler again for 2015. Some committee members did hear negative comments about the lack of a broker on the panel. The committee agreed to reconsider this issue at a later date but that the retail level of focus is important. Mike Veseth was also identified with consensus as one of the outstanding speakers to be considered again as he was very informed, entertaining, and professional. John expressed a sole concern about Mike's and Nat's presentations as not having as much depth as the others.

It was noted that a number of attendees left after Nat DiBudo's presentation and prior to Jon's, which seemed atypical. It was suggested that a break to the session may be desirable. Jon Fredrikson also seemed rushed and unable to complete his presentation; however he does prefer to go last. The committee will revisit this discussion and determine action to confirm SOI speakers during the next meeting once the survey results have been received. Overall, it was a positive session.

- **Overall Program & Schedule Changes.** Overall the Symposium program was well received based on comments and attendance. The committee will need to reflect, weigh in the survey results once compiled, and determine any changes prior to the program committee meetings. Tom Collins thought the several of the sessions would do well to scale back the time of the individual presentations and allow more time for question and answer, and audience engagement. He did this at his winemaking breakout session on Wednesday and it was very successful with good audience participation. This suggestion will need to be carried over to the next PDC.
 - John Aguirre stated that there were a few complaints regarding the separate fee for the keynote luncheon on Tuesday. Attendees with three-day registrations who typically attended Tuesday's general session event may believe their registrations had less value this year. Lyndie Boulton suggested we reconsider our program template for the afternoon, and determine whether we continue to stay with four session tracks or instead host two large general sessions. Another option, suggested by Leticia Chacón-Rodríguez, would be to look at hosting a session prior to lunch for those who do come

in early on Tuesday. The committee did notice that the attendance was much stronger at the Tuesday Joint Tasting session, than in years past.

- Committee members commented favorably on the Thursday morning general session, which was well received by attendees.
- It was suggested that moderators should be advised to be more proactive in encouraging audience members to use seats available including those near the front of the room. Lyndie suggested that moderators actually have those sitting by empty seats raise their hand and keep them up until someone takes the seat.

New Business

- **2014 UW&GS Operations/Show Update (Current Registration Numbers and Show Perspective).** Dan Howard reported the exhibitor staff attendance number was up sharply (by 1,800) on the registration report, but the number seemed unusually high and he would further investigate its validity.
 - Bill Pauli shared his view that the 2014 Unified Symposium was very successful, both in terms of the trade show floor experience and with the new changes to the Symposium programming.
 - David Weiss shared his views on attending the WiVi regional trade show in Santa Rosa. Weiss commented that there is no comparison between the two events. The Santa Rosa venue is markedly inferior to the Sacramento Convention Center and hotels, and the sessions are not of equal caliber. Dan Howard noted that for exhibitors moving in and out of the Santa Rosa Fair Grounds is substantially easier and it is only a one day show, and it is a much less expensive exhibit opportunity. However, the Santa Rosa show producers are apparently unhappy with their current venue and may look for another location. They are sold out for their next trade show. Lyndie added that the WiVi trade show was regarded positively in conversation with Exhibitor Advisory Committee members. Tom added that industry personnel he recently engaged with at a UC extension course have spoken very highly of the WiVi show for convenience and location and that they don't plan to attend the Unified. LLC Managing Committee members noted the Unified Symposium attracts larger range of commercial suppliers and service providers, and the show has value across a broad spectrum of winegrowing regions, and the program and networking opportunities are superior. The Unified program content is superior but the trade show is important to pay attention to. Actual sales at the booths at WiVi can occur with greater ease and convenience as it is not as crowded.
- **2015 UW&GS – January 27 – 29**
 - **Symposium Program & Schedule.** Leticia Chacón-Rodríguez requested more time in 2015 for the Spanish language session as: 9:00 AM – 12:00 PM. Chacón-Rodríguez thought the Hyatt logistics worked smoothly and the location and the rooms were very good. She commented that participation was good for all three Spanish sessions. David Weiss asked if there was demographic data on the participants and how can we get encourage more participation from the south valley and other distant locations. Lyndie confirmed that this can be tracked for those that designate a session in pre-registration. It was agreed that capitalizing further on the Spanish language offerings deserved more attention including consideration of Spanish media stations. The flyer in Spanish with schedule and session information is available on the website and for wineries and vineyards to distribute. Lyndie added that changing the varietal tasting session to Tuesday in addition to the three Spanish sessions also includes meeting space

challenges in terms of what is available in total at the Hyatt and the capacity maximum per meeting room used. The SCC 2nd level meeting space is not accessible due to trade show setup.

- **2015 Program Development Committee (PDC) Chair.** Lyndie Boulton offered the names of two candidates to consider as chair for the next Program Development Committee, both endorsed by the ASEV Board of Directors: Tom Collins and Lise Asimont. Committee members commented that both were excellent candidates. In reference to Tom Collins, Bill Pauli stated that the PDC would benefit from having a chair that is also on the LLC Managing Committee for a broader perspective. Also, it was noted that Tom is the candidate that has many years of experience with the program committee. Bill inquired if it would be appropriate to have Lise Asimont participate on the PDC as a co-chair or vice chair. It was noted that a co-chair could be a source of confusion. If Lise serves on the committee she could be targeted as a future chair. John Aguirre added that he wanted opportunity to discuss this consideration with the new CAWG Chair, Heidi Scheid. All concurred that the action can be made now and John will contact Heidi tomorrow before Tom's appointment is announced. David Weiss moved to appoint Tom Collins as chair of the 2015 PDC, Bill Pauli provided a second. The motion was adopted unanimously.
- **LLC Managing Committee Chair.** Lyndie Boulton shared with committee members that the operating agreement states that ASEV and CAWG alternate chair responsibilities for each calendar year. Boulton stated that the ASEV board approved Jim Kennedy (current ASEV President) as chair for the 2014 calendar year. David Weiss moved to appoint Jim Kennedy as chair and second by Tom Collins. The motion was approved unanimously.

Next meeting dates/times. The next LLC Managing Committee meeting will take place in-person, at the ASEV office, on Tuesday, March 18 at 10:00 AM. Lunch will be provided.

Adjournment. The LLC Managing Committee meeting was adjourned at 1:40 PM.

2014 Unified Wine & Grape Symposium Registration Report

as of 3/14/2014

Paid General Sessions	2014	2013	Variance
3-Day	868	846	22
1-Day	597	537	60
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	1,465	1,383	82
 Overall Attendance			
ASEV Members	474	461	13
CAWG Members	439	425	14
Non-members	505	444	61
Exhibitors (Pd Sessions)	50	53	(3)
Exhibitors (Comp Sessions)	561	463	98
Exhibitor Staff	3,805	3,950	(145)
Exhibits Only	7,620	7,874	(254)
Keynote Luncheon (incl comps)	293	0	293
Spanish Track	79	80	(1)
Comp (press, speakers, VIP)	222	105	117
Sub Total	<hr/> 14,048	<hr/> 13,855	<hr/> 193
Duplicate Reg Types	(199)	(405)	206
Total	<hr/> 13,849	<hr/> 13,450	<hr/> 399