

**LLC Managing Committee Meeting Agenda
Conference Call**

March 22, 2016
3:00 PM

Committee Members (8):

Jim Kennedy (ASEV Past President), Chair (January-December 2016)
John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Board 1st Vice President),
Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director), and David Weiss
(CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of March 22 Agenda**
3. **Approval of January 28 Meeting Minutes***
4. **New Business**
 - a. Opt-Out Option in Directory: Adding an opt-out option during the registration process for people who do not want to be included in the directory of registrants.
 - b. 2017 Unified Keynote Speaker – What type of speaker are we looking for?*
5. **Old Business**
 - a. 2016 Unified Registration Report*
 - b. 2017 Program Development Committee Chair and Committee Selection
 - c. Increase in Regional Focused Symposiums
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

(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

LLC Managing Committee Meeting Minutes
In-Person Meeting
January 28, 2016, 12:00 PM

Committee Members Present

Jim Kennedy (ASEV Past President), Chair (January-December 2016)

John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Board 1st Vice President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), David Weiss (CAWG Director)

Others Present

Jenny Devine-Smith (CAWG Staff)

1. **Call to Order.** Jim Kennedy called the LLC Managing Committee meeting to order at 12:41 PM.
2. **Approval of January 28 Agenda.** Tom Collins moved to approve the agenda as submitted, second by David Weiss. Motion was approved.
3. **Approval of January 7 Meeting Minutes.** Bill Pauli moved to approve the meeting minutes as submitted, second by Nichola Hall. Motion was approved.
4. **Old Business**
 - a. **LLC Managing Committee: Announce New CAWG Committee Member.** Bill Pauli and John Aguirre announced the new CAWG representative on the LLC Managing Committee; the new representative will be Tom Slater, with Slater Farms. He is a current CAWG board member. No vote is needed.
 - b. **Registration Update.** Dan Howard provided a registration update to the committee; he provided a summary to the committee. Paid registration was up compared to last year. The fall out is mostly with the comp/exhibitor registrations. He stated that we were higher with the Keynote Speaker Luncheon and the Spanish track. The committee reviewed the Keynote Speaker presentation and how Fred Franzia did. Everyone was very pleased with the turnout and the presentation.
5. **New Business**
 - a. **Discuss and Identify: 2017 PDC Chair.** Tom Collins is no longer able to serve as chair of the Program Development Committee due to his new role and responsibilities with his new job. The name that was put forth to the committee was Lise Aismont, with Francis Ford Coppola. John Aguirre would like to first have a conversation with his chair to review, and then the LLC Managing Committee will vote via email. Tom Collins will still sit on the committee and assist as needed.
 - b. **Increase in Regional Focused Symposiums.** The committee is aware of the various symposiums that are taking place throughout each region. We need to be mindful of the competitive landscape and how it is changing, with the Santa Rosa and Paso Robles show.
 - i. John Aguirre has heard from various growers that they are starting to feel a disconnect with Unified through the program and exhibits. Jim Kennedy stated that most people who attend the regional events do not want to leave the area and travel to other locations. The content and exhibit hall are not on par with Unified. Why are people coming to Unified – for the tradeshow, for the sessions, for networking?

- ii. David Weiss suggested hosting a regional show, promoting the Unified brand. It would not have an exhibitor component, but maybe content. Nichola Hall and Tom Collins suggested some sort of a webcast, either during Unified or another time of the year.
 - iii. There are several large networking events that are hosted during Unified, which are a part of the show that we do not see through our registration numbers.
 - iv. There are several people who would participate in a study of options or ideas on how we can improve or how we can further promote our brand – whether that is hosting regional content events or webcasts.
 - v. Feedback on the revitalization of the Tuesday Tasting Session – Bill Pauli’s group thought it was great. They were interested in the knowledge of the varietals and the systems that they were using. The feedback was positive. There were several good sessions going on at that time, you cannot attend them all, but overall the feedback was positive.
 - vi. Carry this discussion over to our next call – how to expand our brand to make us more relevant within the industry, and how to bring the press in to help promote and extend the knowledge of key sessions.
6. **Next Meeting Date and Time.** The next LLC Managing Committee conference call will take place on Tuesday, March 22, at 3:00 PM.
7. **Adjournment.** Tom Collins made a motion to adjourn the committee meeting, Bill Pauli second. The meeting was adjourned at 1:28 PM.



2017 Unified Wine & Grape Symposium Keynote Speaker Selection

Past Keynote Speakers

- 2014: Jerry Baldwin, founder Starbucks, past CEO at Peets
- 2015: Rick Tigner, CEO, Kendall Jackson
- 2016: Fred Franzia, CEO, The Bronco Wine Company

Keynote Speakers: Speakers we have reached out to and who said no

2014

- Francis Ford Coppola
- Howard Schultz, chairman and CEO, Starbucks
- Guy Fieri, American restaurateur and TV personality

2015

- Francis Ford Coppola
- Annette Alvarez-Peters, Head Wine Buyer, Costco
- Dan Bane, CEO and Chairman, Trader Joe's

2016

- Francis Ford Coppola
- Annette Alvarez-Peters, Head Wine Buyer, Costco

2016 Unified Wine & Grape Symposium Registration Summary Report

3/20/2016

Paid General Sessions	2016	2015	Variance
3-Day	860	865	(5)
1-Day	632	618	14
	<hr/> 1,492	<hr/> 1,483	<hr/> 9
 Overall Attendance			
ASEV Members	441	457	(16)
CAWG Members	428	477	(49)
Non-members	540	464	76
Exhibitors (Pd Sessions)	83	69	14
Exhibitors (Comp Sessions)	565	579	(14)
Exhibitor Staff	3,513	3,722	(209)
Exhibits Only (Pd)	1,599	1,893	(294)
Exhibits Only (Comp w/Voucher)	5,864	5,385	479
Keynote Luncheon (incl comps)	482	359	123
Spanish Track	115	90	25
Comp (press, speakers, VIP)	148	236	(88)
Sub Total	<hr/> 13,778	<hr/> 13,731	<hr/> 47
Duplicate Reg Types	(380)	(310)	(70)
Total	<hr/> 13,398	<hr/> 13,421	<hr/> (23)