

**LLC Managing Committee Meeting Agenda  
Conference Call**

Monday, April 16, 2018  
3:00 PM

**Committee Members (8):**

Aaron Lange (CAWG Chair), Chair (January 2017 - June 30, 2018)

John Aguirre (CAWG President), Lise Asimont (ASEV Director), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order**
2. **Approval of April 16 Agenda**
3. **Approval of March 26 Meeting Minutes\***
4. **New Business**
  - a. State of the Industry. 4<sup>th</sup> Speaker Discussion
5. **Old Business**
  - a. 2019 Keynote Luncheon Speaker\*
  - b. 2019 Program Development Committee Vice Chair
  - c. Update on Sacramento Convention Center Construction and Renovation\*
6. **Next Meeting Date and Time**
7. **Adjournment**

*\*documents attached*

**LLC Managing Committee Meeting Minutes  
Conference Call**

Monday, March 26, 2018  
3:00 PM

**Committee Members Present:**

Aaron Lange (CAWG Chair), Chair (January 2017 - June 30, 2018)

John Aguirre (CAWG President), Lise Asimont (ASEV Director), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

**Others Present:**

Jenny Devine (CAWG Staff)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order.** Bill Pauli, acting chair for Aaron Lange, called the meeting to order at 3:05 PM.
2. **Approval of March 26 Agenda.** Lise Asimont moved to approve the March 26 meeting agenda, Nichola Hall second the motion. Motion was approved.
3. **Approval of February 9 Meeting Minutes.** Nichola Hall moved to approve the February 9 meeting minutes, Lise Asimont second the motion. The motion was approved.
4. **Old Business**
  - a. **2019 Keynote Luncheon Speaker.** Bill Pauli begin the discussion of the 2019 UW&GS Keynote Luncheon Speaker.
    - i. **Additional Speakers and Name Discussion.** We should continue to brainstorm, have one or two back-ups.
      1. Nichola Hall would like to add Deborah Brenner, CEO and Founder, Women of the Vine and Spirits to the list. Women of the Vine and Spirits is an organization that promotes diversity in our industry and education, regional expansion, corporate membership, etc.
      2. John would like to add in Constellation Brands, with the cannabis production in Canada.
      3. Dan Howard thought that Lance Winters, St. George Spirits would be interesting.
      4. Tom Collins would like to add Marvin Shanken, Editor Wine Spectator, to the list. The committee agrees that Marvin would be a great speaker and would be a draw.

5. Lise Asimont would like to add Dan Barber, chef with Blue Hill Farm, to the list.
6. John Aguirre would like to add Deirdre Mahlan, CFO, Diageo, to the list.
7. Aaron Lange would like to add Stewart Resnick, The Wonderful Company, to the list.

**ii. Other Discussion.**

1. Tom Slater commented that it is important to identify a speaker who is known in the industry and will sell out the room.
2. Lise Asimont stated that this is an opportunity to inspire the attendees, and a marketing opportunity.
3. Bill Pauli stated that we should not feel under the gun to make a decision today, but the sooner we can make a decision the more time we have to promote. We have a very good list of people, but we need the cache as well, someone the industry looks up to, who the industry is excited to hear from, someone who promotes that symposium and what it stands for.
4. Lise Asimont made a motion to move Marvin Shanken to the top of the list, as Option #1, and then send out the rest of the names to the committee to review and approve. Bill Pauli second, motion was approved. Tom Collins and Bill Pauli could possibly have a contact through their forms of communication.

- b. **2019 Program Development Committee Vice Chair.** Tom Collins and Lise Asimont would like to nominate Nichola Hall as Vice Chair, the committee agrees. They will discuss with Nichola and report at the next meeting. Tom Collins made a motion to approve Nichola Hall as Vice Chair for the 2019 Program Development Committee, Lise Asimont second the motion. The motion was approved.

5. **Next Meeting Date and Time.** Jenny Devine will send out a doodle request for availability.

6. **Adjournment.** Aaron Lange adjourned the meeting at 4 PM.

| Keynote Speaker                  | Dan Howard | John Aguirre | Aaron Lange | Tom Collins | Nichola Hall | Bill Pauli | Lise Asimont | Tom Slater |
|----------------------------------|------------|--------------|-------------|-------------|--------------|------------|--------------|------------|
| <b>Option #1: Marvin Shanken</b> |            |              |             |             |              |            |              |            |
| Dan Barber                       |            |              |             | 5           | 8            |            | 4            |            |
| Ted Baseler                      |            |              |             | 6           | 5            |            |              |            |
| Deborah Brenner                  | 2          |              |             | 2           | 1            |            | 3            |            |
| Bill Foley                       |            |              |             | 9           | 9            |            |              |            |
| Deirdre Mahlan                   |            |              |             | 4           | 6            |            |              |            |
| Stewart Resnick                  |            |              |             | 8           | 7            |            |              |            |
| Andrea Robinson                  | 1          |              |             | 1           | 2            |            | 1            |            |
| Lance Winters                    | 3          |              |             | 7           | 3            |            |              |            |
| Wilfred Wong                     |            |              |             | 3           | 4            |            | 2            |            |

## **2019 Unified Wine & Grape Symposium Keynote Speaker Selection**

### **Proposed 2019 Keynote Speakers**

Bill Foley, Foley Estates Vineyard and Winery: In addition to being a passionate, adventurous vintner, Bill Foley is the Chairman, CEO and Governor of the National Hockey League's 31st franchise, the Vegas Golden Knights. He helped usher not only hockey but major professional sports to the Las Vegas Valley in 2016.

<https://www.foleyfoodandwinesociety.com/About-Us/About-Bill-Foley>

<https://www.foleyfoodandwinesociety.com/>

Pat Roney, President and Founding Partner, Vintage Wine Estates Company

<http://www.vintagewineestates.com/our-leaders>

Southern Glazer's Distributors: <http://www.southernglazers.com/>

Lance Winters, Master Distiller/President, St. George Spirits:

<http://www.stgeorgespirits.com/story/cast-of-characters/lance-winters/>

<https://drinks.seriousseats.com/2013/07/lance-winters-distiller-st-george-spirits-interview-what-are-you-drinking-how-to-become-a-distiller-new-products.html>

Ted Baseler, CEO, Ste. Michelle

<http://www.altria.com/About-Altria/Our-Leadership/Pages/Theodor-P--Baseler.aspx>

<https://www.washingtonwine.org/wine/history/groundbreakers/ted-baseler>

<http://www.seattlebusinessmag.com/article/man-who-saved-washington-wine>

Greg Jones, Viticulture Climatologist, Linfield College

<https://www.linfield.edu/wine/greg-jones.html>

<https://www.linfield.edu/linfield-news/gregory-jones-linfield-director-of-wine-education/>

Concha y Toro: [https://www.conchaytoro.com/descubre-vinos/variedad/cabernet-sauvignon/?lang=es\\_es](https://www.conchaytoro.com/descubre-vinos/variedad/cabernet-sauvignon/?lang=es_es)

### **Past proposed Keynote Speakers**

- Vivek Wadhwa, Distinguished Fellow at Carnegie Mellon University's College of Engineering and a Director of Research at Duke University's Pratt School of Engineering  
<http://wadhwa.com/bio/>
- Rob Sands, Constellation Brands  
[http://www.cbrands.com/sites/default/files/2016%20Feb\\_RobSands\\_0.pdf](http://www.cbrands.com/sites/default/files/2016%20Feb_RobSands_0.pdf)
- Linda Bisson, UC Davis  
<http://ucd-advance.ucdavis.edu/profile/linda-bisson>  
<http://wineserver.ucdavis.edu/people/faculty.html?id=2>
- Jimmy Russell, Wild Turkey  
<http://wildturkeybourbon.com/about/jimmy-russell-bio/>  
<http://www.gobourbon.com/60-years-of-jimmy-russell/>
- John Lasseter, Pixar  
[http://pixar.wikia.com/wiki/John\\_Lasseter](http://pixar.wikia.com/wiki/John_Lasseter)
- Joseph Ciatti, The Ciatti Company
- Gina Gallo, E & J Gallo  
<https://webpages.scu.edu/womenwinemakers/view.php?id=83>
- Mike Veseth

### **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
- 2017: Eric Asimov, The New York Times
- 2018: Gina Gallo, E&J Gallo

**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

**2017**

- Francis Ford Coppola
- Jimmy Russell, Wild Turkey

**2018**

- N/A

