

**LLC Managing Committee Meeting Agenda
Conference Call**

Thursday, April 20
1:30 PM

Committee Members (8):

Aaron Lange (CAWG Chair), Chair (January-December 2017)

John Aguirre (CAWG President), Lise Asimont (ASEV Director), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Board 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 Wednesday, April Agenda**
3. **Approval of March 29 Meeting Minutes***
4. **Old Business**
 - a. Convention Center Construction – City Council Meeting Date
 - b. State of the Industry Line-Up Discussion and Updates
 - c. Keynote Speaker Discussion*
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Conference Call**

Wednesday, March 29
3:00 PM

Committee Members Present:

Aaron Lange (CAWG Chair), Chair (January-December 2017)

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

Others Present

Jenny Devine-Smith (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Aaron Lange called the meeting to order at 3:04 PM.
2. **Approval of Wednesday, March 29 Agenda.** Aaron Lange would like to add Survey Results under New Business. Tom Slater moved to approve the agenda as amended, second by Nichola Hall. Motion was approved.
3. **Approval of January 26 Meeting Minutes.** John Aguirre moved to approve the minutes, second by Lise Asimont. Motion was approved.
4. **Old Business**
 - a. **Future of the Convention Center – City Council Meeting.** John Aguirre provided a report to the LLC Managing Committee. The City of Sacramento is very interested in having Unified's support for the modernization of the convention center and they expressed that our show would have least disruption with future plans. However, that the future plans are uncertain at this moment. The Sacramento Convention and Visitors Bureau stated that it would be important for Unified to have a voice at the next city council meeting where they would be discussing the convention center plans. Staff indicated that the next city council meeting is currently scheduled for April 18, to discuss this topic. John Aguirre has asked Stan Van Vleck, with Downey Brand, to give us a cost estimate on strategic advice on how best to lobby the city council and possibly testify on our behalf. As soon as he receives this info, he will provide it to Dan Howard, and then provide it to the LLC Managing Committee. The plan is to meet with a few city council members prior to the hearing, to discuss where the owners of Unified stand. With the relationship with Stan Van Vleck and Michael Miiller (CAWG staff), we should be successful with getting in front of the right city council members. John Aguirre and Dan Howard will keep the LLC Managing Committee updated on the progress.
 - b. **Communications & PR.** John Aguirre provided an update regarding Brown Miller Communications. He stated that both he and Dan Howard are not satisfied with the service received by Brown Miller, specifically with Ken Freeze's performance. The goal is to have a decision to either retain Brown Miller or move forward with a new PR firm by no later than August. Dan Howard had a discussion with Mike Miller, and he let him know that there will be an RFP process and discussed the Ken Freeze situation, the stipulation would be that Ken Freeze would have to be removed from our account. Any written

communication or presence at meetings would have to be Mike Miller or another employee. A smooth transition is very important and we will be offering them the chance to submit a proposal.

- c. **Final Registration Report & Updates from 2017 Unified.** Dan Howard provide an overview of the registration details. He stated that paid registration was down a little, overall registration was down by 400 and it was mostly due to exhibitor staff and exhibits only. We did report 14,000 in the press release, and we should stick with that number, and in the future, we should not focus on this number until we get the final information in. Aaron Lange asked if we have put out a general number in the past and corrected it after the fact. Dan Howard stated that we have not, and it would cause an issue if we to correct it now.
- d. **State of the Industry Line-Up.**
 - i. Aaron Lange stated that the committee would like to see Mike Veseth come back as the moderator, and Danny Brager as a speaker. He continued to state that there is some discussion to be had around Nat DiBuduo and the broker. Dan Howard stated that he does not want Danny Brager to feel that this is a standing invitation, is there a way to make this clear in a professional manner. John Aguirre feels that he will not view the invitation as a standing invitation.
 - ii. Nichola Hall asked if we need to keep in mind how the speakers will conduct themselves and represent Unified in front of the press, during the press conference, when looking at inviting them to speak on the panel. Aaron Lange and Lise Asimont agrees with Nichola Hall. Aaron Lange stated that in the future, Unified will also have a CAWG and ASEV representative at the press conference, in addition to the speakers.
 - iii. How do we move forward with identifying the other speakers? No formula, however we have historically rotated between the brokers, in addition to further conversations around inviting Nat DiBuduo back.
 1. Nichola Hall stated that we made big changes last year, and not shake it up too much. The first discussion is that we should look at keeping the broker on the panel. The second discussion is who can present the same level of content as Allied. Lise Asimont feels that Allied's content is not proprietary intelligence and is something that Ciatti or another broker could cover this content. If we would like Allied to continue to present, can we ask Jeff Bitter to present?
 2. Aaron Lange would like to have Jeff Bitter come back and represent Allied, he speaks to the language of the farmers and this would be missed at the podium. A conversation needs to take place with Allied, to Jeff Bitter confidentially and to see if there is a respectful path. Aaron stated that he would be more than happy to have this conversation.
 3. John Aguirre suggested that if we do not have a broker, that we look at Stephen Rannekleiv, with RaboBank. He does not have the same information specifically to California, but he does a very good job. His specialty is global strategy of beverages, he has a good grasp on the global scene.
 4. Nichola Hall asked why we only need three speakers. Lise Asimont feels that four speakers may be a good schedule. Changing the order of the speakers was a very good idea.
 5. Aaron Lange stated that what if we really shook things up; if we were to have Jeff Bitter present the vineyard supply, Mike Veseth present the macroeconomic view of the

industry, Danny Brager present the sales, a broker presenting the middle ground on the wine supply side, and then have someone to speak on the labor, cost of farming side of the industry, and other issues that will impact the industry. Nichola Hall and Lise Asimont felt that this would be a good change/addition. How do we make this flow properly and stay within the time – the committee will discuss further. We want the information to have an appeal to the broader audience, but also be appealing to Californians. What if this fourth speaker is a theme, and every year we introduce a new theme? We will need to work very hard to make sure this person is a very capable and appealing speaker, and the panel flows.

6. The consensus is to continue to rotate the broker, in which we will look at Turrentine. There is concern with Steve Fredricks presentation, and how much of a dynamic speaker he is. Who would we invite to speak if it wasn't Steve? He can be coached a little bit to help provide a more engaging presentation.
 7. **SOI ACTION ITEMS:** The committee decided to move forward with inviting Turrentine in 2018, and give the fourth speaker more thought. Dan Howard and John Aguirre will work on a message to the committee with content behind a possible fourth speaker. Aaron Lange will reach out to Jeff Bitter to discuss Allied's participation.
- e. **State of the Industry Press Conference.** Should we make it a standard that a representative from both CAWG and ASEV are there to answer any questions that are directly related to Unified and the two organizations. Nichola Hall made a motion to have a CAWG and ASEV (who also sits on the LLC Managing Committee), as well as the Unified Program Development Chair to be on the podium as a representative for the symposium during the press conference. John Aguirre comment or point on the motion, if we have a CAWG and ASEV representative, he does not feel that the Unified Program Development Chair may not be the best fit and would like to exercise that judgement. Nichola Hall amended the motion – the motion was amended to revisiting the Unified Program Development Chair from year to year, John Aguirre second the motion as amended. The motion was approved.

5. New Business

- a. **Attendee Badges – Potential Changes.** Dan Howard reviewed the proposed changes that he would like to make to the attendee badges. The proposed changes will be that each badge will be scanned in by an iPhone at each door, and they will no longer have the badge identifiers and stickers. This could also give us better information on who attends each session. ASEV is going to implement the changes at their conference in June and Dan Howard will report back to the committee on how well the changes worked, before the committee makes a final decision. The logistics are important and we want to make sure we have a smooth process.
- b. **Keynote Speaker Discussion.**
 - i. Lise Asimont is once again reaching out to see if Francis Ford Coppola is interested or available as a potential keynote speaker. He is still on the top of our list and the committee agreed to move forward with an official invite if he is available.
 - ii. Aaron Lange is not in favor of an influencer or a critic like Eric Asimov, he continued to state that we have had better response when we have a business minded industry leader. He would be more inclined to invite someone like Robert Sands or someone of that caliber. John Aguirre agrees.

- iii. **ACTION ITEM:** If we do not have information to brainstorm a short list now, we need to have a deadline. The deadline for the committee to submit speaker ideas will be **April 15th**. Names are to be submitted to Jenny Devine, she will organize the list of speakers for the committee. We should also look at what our attendance history has been with each speaker and the survey results. More diversification would be great.
 - c. **Survey Results.** Aaron Lange asked how the survey results are communicated to the committee. Dan Howard stated that he notifies the committee when the survey results have been posted on the website. Aaron Lange continued to ask if we are asking the right questions and if the questions have been revisited lately, in which Dan Howard stated that did revisit the questions two years ago.
6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on April 20, at 1:30 PM. The committee will discuss the keynote speaker and state of the industry session update.
7. **Adjournment.** Aaron Lange made the motion to adjourn the meeting, Tom Slater second. Meeting was adjourned at 4:32 PM.

2018 Unified Wine & Grape Symposium Keynote Speaker Selection

Proposed 2018 Keynote Speakers

- **First option:** Francis Ford Coppola (Lise Asimont) – ***Not Available***
- 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
- 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
- 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

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