



LLC Managing Committee Meeting Agenda

Conference Call

Tuesday, April 22, 2014
10:00 AM – 11:00 AM

Dial-In Number: 1-800-831-3695; Passcode: 900770#

(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 March 18 meeting minutes*
4. Old Business:
 - a. Keynote Luncheon Speaker
 - i. Status: Francis Ford Coppola
 - ii. Review Additional Speaker Suggestions and Finalize Ranking*
 - b. 2015 Program Development Committee Update*
 - c. Wednesday State of the Industry
 - i. Status: Jon Fredrikson
5. Next meeting dates/times (*please have your calendars available*)
6. Adjournment

*included in packet



**LLC Managing Committee Meeting Minutes
ASEV Office, Davis, CA**

Monday, March 18, 2014

Committee Members Present:

Jim Kennedy (ASEV President), Chair (January-December 2014)
John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Tom Collins (ASEV Director),
Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

Committee Members Present Via Phone: Leticia Chacón-Rodríguez (ASEV past president)

Others Present:

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

Committee Members Not Present:

Bill Pauli (CAWG Director)

Call to Order. The LLC Managing Committee meeting was called to order at 10:00 AM by Jim Kennedy.

Approval of Agenda. Jim Kennedy moved to approve the agenda as submitted. Second by Tom Collins. Motion was carried.

Approval of January 30 Meeting Minutes. David Weiss moved to approve the minutes as submitted, second by Carson Smith. Motion was carried.

Old Business

• **Updated 2014 Registration Report**

- There were 400 total more people registered than last year. The onsite marketing number was 14,000, but the actual overall number was 13,800. Such a variance is standard and is typically due to duplicates and other anomalies. The incorrect exhibitor staff count was in the last report provided at the January meeting.
- John Aguirre asked how the increased revenue associated with the higher attendance is in comparison to the increase in the advertisement budget. Lyndie noted that this is not a metric that we can directly tie together. She added that Mike Miller has previously confirmed that exposure and how we are perceived is of value.
- There was an increase in non-member registrants. The Unified registration fee is competitive with other events, especially for conferences within the finance and marketing sectors.
- The comp registrations increase was due to the addition of speakers to the report.
- There was a decrease in exhibit only registrations.
- The Keynote Luncheon had a total of 288 registrants, a positive first start.
- Session attendance is on the rise and the overall symposium attendance has been growing each year.

- **Revisit the Welcome Reception Time.** The LLC Managing Committee agreed to adjust the time, to begin at 4:30 PM and end at 6:30 PM. The breakout session will need to end at the Sheraton at 4:00 PM, because the staff will need 30 mins to set for the reception. All three ballrooms will be needed if we open the welcome reception to all exhibitors. We do need to keep the flexibility with the breakout sessions (don't understand this sentence – keep schedule flexibility or meeting room assignment flexibility?).

- **Review and Approve the 2015 Symposium Schedule.**
 - LLC Member Welcomes at General Sessions. Historically, the introductions rotate from year to year between Tuesday and Wednesday. The ASEV chair will do the introduction on Tuesday, John Aguirre will now do the introduction on Wednesday, Tom Collins, as PDC chair, will still do the introduction on Thursday.
 - **Keynote Luncheon Speaker.**
 - The LLC Committee has decided to invite Francis Ford Coppola back as keynote speaker. However, a strict deadline will need to be enforced. If Mr. Coppola is not available to speak, the committee has time to invite another speaker.
 - Additional Speaker Suggestions. The committee identified 6 additional speakers and ranked them in order (*additional information and the ranking took place after the meeting, via email*):
 1. **Alton Brown.** 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.
 2. **Michael Chiarello.** Michael Chiarello 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. Chiraello 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 arrived at San Francisco's waterfront with his latest restaurant, a Spanish concept on Pier 5.
 3. **Guy Fieri.** He is an American restaurateur, author, television personality, and game show host. He co-owns five restaurants in California and is known for his television series on the Food Network. Guy Fieri purchased a five acre vineyard of pinot noir grapes in Sonoma County, and has plans for organic farming techniques, opening a tasting room, and using "the grounds to educate children about cooking".
 4. **Jimmy Russell.** 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.

5. **T.J. Rodgers.** T.J. Rodgers is founder, president, CEO, and a director of Cypress Semiconductor Corporation since 1982. He is a former chairman of the Semiconductor Industry Association (SIA) and SunPower Corp. (solar energy systems) and currently sits on the board of directors of high-technology companies, including Agiga Tech (nvRAMs), Bloom Energy (fuel cells), and Cypress Envirosystems (energy-saving systems). He is a Trustee Emeritus of Dartmouth College, his alma mater. He is also the owner and winemaker for Clos de la Tech. He has been making wine since 1996.

6. **Elon Musk. (*Was not officially ranked, keep on the list for further discussion if needed*):** Elon Musk is an engineer and entrepreneur who builds and operates companies to solve environmental, social and economic challenges. He co-founded PayPal and currently drives strategy, development and design at two companies he created, Space Exploration Technologies (SpaceX) and Tesla Motors, and oversees a third company, SolarCity, which he co-founded. He led SpaceX's efforts to be the first private company to successfully launch and dock a spacecraft with the international space station.

- **Action Items**

- Reach out to Francis Ford Coppla – **Task:** John Aguirre to reach out to Corey Beck via email, using the same invitation as last year and cc'ing Lyndie Boulton. Ask Corey what he feels is an appropriate deadline – possibly May 1.
- Provide a detailed list of back-up speakers identified by end of March. **Task:** Jenny Devine-Smith.

- **Thursday's Schedule.**

- Change the Marketing & PR/Business & Operations at 1:45 PM – 3:45 PM.
- The Spanish General Session will be extended until noon. There is a chance that the session will need to move to the convention center, due to the space availability at the Hyatt.
- There is still an issue with space on Thursday with the Spanish track and the Thursday General Session. If the session gets the numbers, the rooms will be too small. There is a possibility to host the Thursday General Session at the Sheraton, then the Spanish General Session at the Hyatt. It will depend on the Sheraton's availability and the number of attendees the room can hold with the set-up and A/V.
- It will be helpful to show the Program Development Committee the meeting room specs when planning each session.

- **Action Item:** Look at the Sheraton's availability and if they will waive their meeting space fee. **Task:** Lyndie Boulton

- **Exhibit Hall Tours.**

- The LLC Managing Committee discussed the importance of the tour leaders. There needs to be more guidance at the Program Development Committee level, ahead of time to insure identifying topics that are reflected in the trade show and for the tour stops to be evenly distributed throughout the trade show locations.
- A list of exhibit booths/vendors should be provided at the first PDC meeting and the committee will need to discuss the tour leaders. Hand picks the tour guides, instead of word of mouth. Chik Brenneman offered to be a tour leader for winemaking once again.
- If the content is there, we can add on one or two more tours within each track.

- **Revisit the Wednesday State of the Industry Speaker Line-Up.**
 - **Speaker Line-Up.**
 - **Plan A:** Move forward with confirming the same line-up as 2014: Francesca Schuler as moderator, Mike Veseth, Nat DiBuduo and Jon Fredrikson.
 - **Plan B:** There is still a concern with building in a transition if Jon is not able to come back to speak. If Jon is not available to speak, look at expanding Mike Veseth and Francesca Schuler's speaking role and bring in a new moderator. Potential moderators would include Glenn Proctor or Steve Fredricks.
 - John Aguirre will reach out to Jon Fredrikson regarding his interest and availability.
 - What parts of Jon's presentation is most proprietary; his overall content will be very hard to reproduce.
 - **Timeline.**
 - The LLC Managing Committee felt that Jon's presentation was a little rushed and discussed how we can keep this from happening in the future. Better time management.
 - The moderator needs to be in control of the time, it was Francesca's first time moderating the SOI session and this can be discussed further if she agrees to once again moderate.
 - A lighting system can be used to notify the speakers on time.
 - The time allowed per speaker can be included in the program.
 - Allocate transition time between each speaker. Listen to the tapes to see what the transition time was, it may be a total of an extra 15 mins that needs to be added, 3 mins per speaker possibly.
 - Look at the 11:00 AM hard deadline of the SOI. Look at moving the press conference to 11:15 AM or 11:30 AM.
 - Start with how many minutes Jon should have and then working backwards.
 - **Action Item**
 - Reach out to Jon Fredrikson. **Task:** John Aguirre
- **Proposed 2015 Program Development Committee List.** Jenny Devine-Smith provided a list of potential PDC members that both CAWG and ASEV developed. Tom Collins stated that it would be helpful to identify some potential members within the first 5 – 7 years of their career, to bring a new and fresh perspective. The LLC Managing Committee provided feedback within each session track, the list was identified and Jenny discussed the dates with Tom. Jenny will organize the list, finalize it and will begin to invite the members and request availability.

New Business

- **Upcoming Contracts.**
 - Freeman –Trade Show Contractor/Decorator–plan to renew another 3 years with Freeman. Freeman has been wonderful to work with. The committee agreed and had no further questions.
 - The Pulse Network (TPN) – Event Management – Review January 2015. Lyndie Boulton stated that there have been some issues with TPN. She would recommend keeping the online registration and trade show management responsibilities with TPN, but She and Dan would prefer finding another company to handle the other operational responsibilities if possible. or Alternatively, they recommend adding even more specific criteria within TPN's next contract. It is not an issue of non-performance; it is the degree of performance in being managerial rather than just completing tasks

that we manage. They currently do not have other event contractors identified who would be better and they will continue to look for alternative solutions. In the meantime, they will review their contract very carefully and share with the LLC Managing Committee the next steps when determined.

- **Zepponi & Company's Involvement in Unified & Other Potential Issues/Complaints.**

- The LLC Managing Committee reviewed the list of issues Zepponi & Company provided to Bill Pauli. The relationship with Zepponi & Company is very important, as it is with all vendors and attendees.
 - **Overview:** Zepponi & Company did a good job communicating their concerns. All concerns provided, with the exception of the signage, are business as usual. Similar comments have been made across the board with others who have not understood aspects of online registration.
 - **Signage/Sponsorship:** John Aguirre, Lyndie Boulton, Dan Howard and Jenny Devine-Smith will work together to develop an acceptable response to the signage that was missing onsite. This is the second time within 20 years that a benefit has been missed, it was a simple mistake made by Freeman. The partners will work with Zepponi & Company to provide an equitable offset for the missed benefit.
 - **Speaking on the Unified Program Platform:** The Unified receives many requests each year to provide speakers with suggested session outlines. This is particularly common from industry suppliers. There is a standard response to all those who provide a proposal that thanks them and notes if the topic is chosen their proposal will be kept in mind by program organizers.
 - **Registration:** Lyndie Boulton and Dan Howard looked into the accounting records, the registration records and with TPN, and they do not show where the issue was. The issue may have been that they did not fully complete the registration online. Dan and Lyndie noted that to provide a proper response, it would be necessary to speak with the admin person who actually registered their group to obtain all the facts Dan suggested we offer assistance with registration to all sponsors proactively in the future. Everyone concurred this would be a good approach.
 - The Members' staff will work out a solution for Zepponi & Company.
- Carson Smith stated that he overheard a few exhibitors and sponsors having similar issues with online registration. He also had an issue with online registration for adding the lunch. It just seemed that there were more issues this year than year's past. Lyndie Boulton has asked to please share any complaints or issues that may occur during the symposium so that a proper response can be prepared and/or we can evaluate any areas of improvement for the future.

Next meeting dates/times. The next LLC Managing Committee meeting will take place via conference call, on Tuesday, April 22 at 10:00 AM.

Adjournment. The LLC Managing Committee meeting was adjourned at 12:30 PM.

Unified Wine & Grape Symposium

Keynote Speaker Suggestions (*in order of preference*)

1. **Francis Ford Coppola**

2. **Alton Brown**

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

3. **Michael Chiarello**

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/>

4. **Guy Fieri**

He is an American restaurateur, author, television personality, and game show host. He co-owns five restaurants in California and is known for his television series on the Food Network. Guy Fieri purchased a five acre vineyard of pinot noir grapes in Sonoma County, and has plans for organic farming techniques, opening a tasting room, and using "the grounds to educate children about cooking".

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

<http://www.youtube.com/watch?v=3f5b0jT2KI0>

<http://sanfrancisco.grubstreet.com/2013/01/guy-fieri-santa-rosa-ca-winery-tasting-room.html>

5. **Jimmy Russell**

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

Back-Up Speakers

1. T.J. Rodgers

T.J. Rodgers is founder, president, CEO, and a director of Cypress Semiconductor Corporation since 1982. He is a former chairman of the Semiconductor Industry Association (SIA) and SunPower Corp. (solar energy systems) and currently sits on the board of directors of high-technology companies, including Agiga Tech (nvRAMs), Bloom Energy (fuel cells), and Cypress EnviroSystems (energy-saving systems). He is a Trustee Emeritus of Dartmouth College, his alma mater.

He is also the owner and winemaker for Clos de la Tech. He has been making wine since 1996.

<http://www.cypress.com/ceo/>

<http://www.youtube.com/watch?v=PKJZcD5-7IY>

http://www.youtube.com/watch?v=BdV_z_B4GUs

https://www.closdelatech.com/article/our_people

http://news.ucdavis.edu/search/news_detail.lasso?id=10422

2. Elon Musk

Elon Musk is an engineer and entrepreneur who builds and operates companies to solve environmental, social and economic challenges. He co-founded PayPal and currently drives strategy, development and design at two companies he created, Space Exploration Technologies (SpaceX) and Tesla Motors, and oversees a third company, SolarCity, which he co-founded. He led SpaceX's efforts to be the first private company to successfully launch and dock a spacecraft with the international space station.

<http://elonmusk.com/>

http://www.ted.com/talks/elon_musk_the_mind_behind_tesla_spacex_solarcity#

<http://www.youtube.com/watch?v=vDwzmJpl4io>

**2015 Program Development Committee
Committee Draft Listing**

#	First Name	Last Name	Company	Location	Priority	Track	Interest	Invitation Letter Sent	Notes
1	Rick	Boland	TBC Group, Inc.	Santa Rosa	A	Business/Operations	Yes	Yes	
2	Glenn	Proctor	Ciatti Company	San Rafael	A	Business/Operations	Yes	Yes	
3	Kathleen	Young	Robert Young Estate Winery	Geyserville	B	Business/Operations		No	Getting contact information from Jessica Link
4	Tracy	Geldert	Francis Ford Coppola Winery	Napa	A	Business/Operations		Yes	Out until the 21st
5	Laura	Shannon	Constellation	Sacramento	A	Business/Operations		Yes	Out until the 21st

STATUS

Need: 1 to 3 Additional Participants. Jessica checking with Kathleen, Tracy and Laura both out.

1	Lise	Asimont	Francis Ford Coppola Wines	Napa	A	Grape Growing	Yes	Yes	
2	Toby	Halkovich	Cakebread Cellars	Rutherford	A	Grape Growing	Yes	Yes	
3	Aaron	Lange	LangeTwins	Lodi	A	Grape Growing	Yes	Yes	
4	Steve	McIntyre	McIntyre Vineyards	Central Coast	A	Grape Growing	Tentative	Yes	May not be able to make the June 13 date
5	Andy	Walker	UC Davis	Sacramento	B	Grape Growing		Yes	Invited 4/18
6					B	Grape Growing			

STATUS

Need: 2 Additional Participants, if Andy does not respond or is not available, and Steve cannot make the June 13 date.

1	Mitch	Davis	Jackson Family Wines	Sonoma	A	Marketing/PR	Yes	Yes	
2	Camron	King	Lodi Winegrape Commission	Lodi	A	Marketing/PR	Yes	Yes	
3	Nancy	Light	Wine Institute	San Francisco	A	Marketing/PR	Yes	Yes	
4	Cynthia	Lohr	J Lohr	Paso Robles	A	Marketing/PR	Yes	Yes	
5	Kate	McManus	Constellation	San Francisco	B	Marketing/PR	Yes	Yes	

STATUS

Complete

1	Francisco	Araujo	Atlas Vineyard Management Inc.	Windsor	A	Spanish	Yes	Yes	
2	Cristina	de la Presa Owens	E&J Gallo	Sonoma	A	Spanish	Yes	Yes	
3	Adolfo	Alarcon	Diageo Chaeau & Estate, Murphy Family Vineyards	St. Helena	B	Spanish	Tentative	Yes	
4	Bibiana	Guerra	UC Davis	Sacramento	B	Spanish		No	Need Contact Info.
5	Scott	McLeod	Safari Vineyard, Scott McLeod Consulting and Wine X-ray	Napa	A	Spanish		Yes	Followed up with a phone call 4/18

STATUS

Need 1 to 3 Additional Participants. Waiting on Adolfo and Scott, need Bibiana's contact info.

1	Chik	Brenneman	UC Davis	Davis	A	Winemaking	Yes	Yes	
2	Alison	Crowe	Garnet Vineyards	Napa	A	Winemaking	Yes	Yes	
3	Megan	Schofield	Simi Winery	Healdsburg	A	Winemaking	Yes	Yes	
4					B	Winemaking			
5					B	Winemaking			
6					B	Winemaking			

STATUS

Need 3 Additional Participants.

**2015 Program Development Committee
Committee Draft Listing**

1	John	Aguirre	CAWG			LLC Managing Committee			
2	Lyndie	Boulton	ASEV			LLC Managing Committee			
3	Tom	Collins	UC Davis			Chair, PDC			
4	Jenny	Devine	CAWG			Staff			
5	Ken	Freeze	Brown & Miller Communications			PR Contact			
6	Dan	Howard	ASEV			Staff			
7	Mike	Miller	Brown & Miller Communications			PR Contact			

20										
	Jeff	Bitter	Allied Grape Growers	Fresno	Alternate	Business/Operations				If Glenn is not available
	Jim	Gullet	Vino Noceto	Sierra Foothills	Alternate	Business/Operations				
	Erica	Moyer	Turrentine Brokerage	Novato	Alternate	Business/Operations				
	Robert	Murphy	Frank Rimerman + Co., LLP	San Francisco	Alternate	Business/Operations				
	Duff	Bevill	Bevill Vineyard Management	Healdsburg	Alternate	Grape Growing				
	Mike	Boer	Stipp Ranch	Ukiah	Alternate	Grape Growing				
	Robert	LeVine	Consultant (formerly w/Fetzer)	Central Coast	Alternate	Grape Growing				
	Tod	Mostero	Dominus Estate	Napa	Alternate	Grape Growing				
	Diego	Olagaray	Olagaray Brothers	Lodi	Alternate	Grape Growing				
	Brad	Peterson	Silver Oak	Napa	Alternate	Grape Growing				
	Andy	Walker	UC Davis	Davis	Alternate	Grape Growing				
	Hans	Walter-Peterson	Cornell Cooperative Extension	New York	Alternate	Grape Growing				
	Dennis	Wittchow	Lent Burden	Modesto	Alternate	Grape Growing				
	Stacy	Bennett	Bennett Marketing Group	Seattle	Alternate	Marketing/PR				
	Karissa	Kruse	Sonoma Winegrape Commission	Sonoma	Alternate	Marketing/PR				
	Rhonda	Motil	J. Lohr Vineyards	Paso Robles	Alternate	Marketing/PR				
	Torey	Arvik	Sonomaceuticals	Sonoma	Alternate	Winemaking				
	Marla	Carroll	Franciscan Estate Winery	St. Helena	Alternate	Winemaking				

1	Justin	Perino	Scheid Vineyards	Central Coast	A	Grape Growing	No	Yes	
2	Leticia	Chacon-Rodriguez	Treasury Wine Estates	St. Helena	A	Spanish	No	Yes	She is unable to attend the in-person meetings, but can attend the sub-committee meetings. She will also moderate.
3	Hector	Bedolla	Crop Production Services	Sebastopol	A	Spanish	No	Yes	
4	Nova	Cadamatre	Robert Mondavi	St. Helena	A	Winemaking	No	Yes	
5	Jeff	McCord	StaVin Inc.	Sausalito	A	Winemaking	No	Yes	Jeff McCord is unable to provide time, however he is suggesting his colleague Dr. Jeff Murrell
6	Kathleen	Murphy	Constellation	San Francisco	A	Marketing/PR	No	Yes	Kathleen Murphy or Kate McManus
7	Joe	Shirley	Sutter Home	Sonoma	A	Winemaking	No	Yes	Cannot attend the June 13 date
8	Jessica	Link	Robert Young Estate Winery	Geyserville	A	Business/Operations	No	Yes	Feels she is not the right person - would ask Jim or Kathleen Young
9	Jeff	Murrell	StaVin Inc.	Sausalito	A	Winemaking	No	Yes	Not Available