

**LLC Managing Committee Meeting Agenda
Conference Call**

Friday, May 6, 2016
3:00 PM

Committee Members (8):

Jim Kennedy (ASEV Past President), Chair (January-December 2017)
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 May 6 Agenda**
3. **Approval of April 14 Meeting Minutes***
4. **Old Business**
 - a. State of the Industry
 - b. 2017 Unified Keynote Speaker*
5. **Next Meeting Date and Time**
6. **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
Conference Call**

April 14, 2016
3:00 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), Tom Slater (CAWG Director), and David Weiss (CAWG Director)

Committee Members Not Present

Bill Pauli (CAWG Past Chair)

Others Present

Jenny Devine-Smith (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Jim Kennedy called the meeting to order at 3:03 PM.
2. **Approval of April 14 Agenda.** Nichola Hall moved to approve the agenda, second by David Weiss. Motion was approved.
3. **Approval of March 22 Meeting Minutes.** Nichola Hall moved to approve the minutes, second by Tom Collins. Tom Slater abstained for not being present at the last meeting. Motion was approved.
4. **Old Business**
 - a. **State of the Industry Speaker.** Jon Fredrikson has declined to return as speaker. John Aguirre had a conversation with Mike Veseth to discuss thoughts on how to move forward to find another speaker that could address similar topics that Jon presented in the past. Per our last meeting, Jon Moramarco was suggested by Jon to replace him. Mike has not heard Jon Moramarco speak, however John Aguirre has received feedback and that Jon Moramarco had a very dry presentation style. Mike did not have any specific feedback at this time, however that it is important to have a broker on the panel. Danny Brager, The Nielsen Company, could cover a lot of pieces that Jon has covered in the past, and with guidance, Danny could improve his presentation.
 - b. Tom Collins also suggested Francesca Schuler back, however she is no longer with BevMo. John Aguirre suggested Lulie Halstead as a potential speaker. Lulie is an excellent speaker. With Jon no longer presenting, Nichola Hall asked the committee if it is time to start reevaluating the session and if we should look at how we are communicating the data to the attendees. With Nat DiBuduo's potential retirement in the next few years, change is starting. Bring in more diversity. This is the time to do something different, especially since with new conferences/shows popping up. There is room to do a rotation – on-premise side – someone like Francesca to talk about retailers. This is a good time to look at alternative format and new speakers.
 - c. John Aguirre will share with the committee Lulie Halstead's presentation. He feels that she is a really dynamic speaker. Jim Kennedy asked the committee members their thoughts on moving forward with

Lulie for 2017, and then keeping our options open for future year's? Nichola Hall asked if the panel discussion is still the way to go, with the three speakers and moderator. Can we limit each speaker's time and add an additional speaker to the panel? If the committee members are so inclined, we share with Mike the committee's discussion and see if he can meet with Lulie during one of his travels or have a conversation with her over the phone.

- d. **Moving Forward:** Whatever the committee members decide, it is important to have a dynamic speaker. John Aguirre would like to discuss the following options with Mike Veseth and have him provide his thoughts, and John will then reach back out to the committee via email. We will extend an official invitation to Mike to moderate the session.
 - i. **Option #1:** Bring in Danny Brager and a broker.
 - ii. **Option #2:** The LLC committee approaches Lulie Halstead to speak, but we keep the door open to bring someone in from the on-premise or retail side to be the 5th speaker and Nat to pair back his presentation.
 - e. **2017 Unified Keynote Speaker.** The committee needs to have a hard deadline for acceptance so that we can move forward with inviting another speaker. The top two speakers are Francis Ford Coppola and Jon Fredrikson. Lise Asimont has reached out to Francis Ford Coppola's team to see if he would be interested, we may have a better chance this year with him getting more involved with the wine industry side.
 - f. **Brief Program Development Committee Update.** Jenny Devine-Smith reported that the invitation process is well under way for the Program Development Committee. The meetings will take place in early June and early July.
5. **Next Meeting Date and Time.** Dan Howard will send the committee any updates he may have regarding Lise's communication with Francis Ford Coppola. John Aguirre will send the committee any updates from Mike Veseth regarding the State of the Industry. Next LLC Managing Committee conference call will take place on Friday, May 6, at 3:00 PM.
 6. **Adjournment.** Tom Collins moved to adjourn the meeting, second by Nichola Hall. The meeting was adjourned by 3:46 PM.

2017 UW&GS

Keynote Speaker Suggestions

1. **Francis Ford Coppola.** Lise Asimont has reached out to see if Francis would be once again interested.
2. **Jon Fredrikson.** If we want to do a last hurrah and have him tell his story to the industry. What were those key moments within our industry and what does he see for the future.
3. **Eric Asimov:** is the nephew of the late author Isaac Asimov, and he has been writing about wine since 1999. He was named chief wine critic at the New York Times in 2005, taking over the mantle from Frank Prial. He writes two columns for the paper and a blog, and is lauded by followers for his thoughtful, objective, yet inclusive approach to wine. An advocate for less powerful wines, Asimov is in a position of influence with the Times to promote this goal.
4. **Merry Edwards.** Vintners Hall of Fame inductee she was the founding winemaker at Matanzas Creek Winery in Sonoma and as a consultant, made wines for such clients as Pellegrini Family Vineyards, Liparita Cellars, Lambert Bridge Winery and Fritz Winery. She taught the first clonal seminar at UC Davis. Few California vintners took her seriously when she introduced the notion, acquired during a research trip to the Burgundy region of France, that particular grapevine clones, when grown in specific areas, produced wines with more complexity and interest. She has been making Pinot Noir longer than any woman and most men and was instrumental in showing that Russian River Valley is capable of making outstanding Pinot Noir. Edwards was named Winemaker of the Year by the San Francisco Chronicle, Named one of "The 50 Most Influential Winemakers in the World" by Wine and Spirits Magazine, and named "One of America's Top Fifty Most Influential Winemakers" by Forbes.
5. **Joe Gallo, CEO, E&J Gallo Winery.** Joe was the 2012 Wine Person of the Year with Wine Institute.
6. **John Lasseter.** Someone who can follow from Fred Franzia – being in the wine industry and known for his other business – animator at Pixar and Disney.
7. **Ann Noble:** is a sensory chemist and retired professor from the UC Davis. During her time at the UC Davis Department of Viticulture and Enology, she invented the Wine Aroma Wheel which is credited with enhancing the public's understanding of wine tasting and terminology for tens of thousands of new wine lovers. At the time of her hiring at UC-Davis in 1974, Noble was the first woman hired as a faculty member of the Viticulture department. She is currently Emeritus Professor of Enology and participates as a wine judge, and lectures about sensory evaluation.
8. **David Trone:** As the CEO of Total Wine, Trone operates 76 stores in only 11 states, therefore many people may not have heard of them. But \$1 billion in sales in two decades is nothing to ignore. There are on average 8,000 wines represented and nearly half of those are imports, exposing wine lovers to a broad diversity of wines they may not otherwise be aware of.
9. **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 60+ 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. He trained under Bill Hughes, Wild Turkey® Bourbon's second master distiller, and Ernest W. Ripy, Jr., the son of the original owners. It's a small community of men who have mastered bourbon, and within this brotherhood, Jimmy Russell has gained a reputation as "the master distillers' master distiller." From the first selection of grains through the entire distillation and aging process, he has fused experience and wisdom to create the finest examples of America's spirit.

10. **Mike Veseth.** *Wall Street Journal* wine columnist Lettie Teague writes, "Of all the wine blogs in the wide, wide blogosphere, one that I look forward to reading the most is Mike Veseth's *Wine Economist*. There's nothing else quite like it—a blend of economic insight ... and often irreverent winespeak."

Economist Mike Veseth (pronounced VEE-seth) is editor of [The Wine Economist](#) blog and author of more than a dozen books including best-selling *Wine Wars* (2011), *Extreme Wine* (2013) and *Money, Taste & Wine: It's Complicated!* (2015).

The Wine Economist was named [2015 "Best in the World" best wine blog by Gourmand International](#).

Mike speaks frequently at national and international wine conferences. In 2013-2014, for example, Mike discussed global market conditions at the "State of the Industry" session at the Unified Wine & Grape Symposium in Sacramento and addressed industry groups in the UK, Australia, Portugal, South Africa, Napa Valley, Oregon, Italy and Argentina. Click on "[The World Tour](#)" link to see where Mike's been recently and where he is going next.