

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

May 14, 2021
1:00 PM

Zoom Meeting Details:

Join Zoom Meeting

<https://us02web.zoom.us/j/89373014837?pwd=Szh2TWxNS0REYnl3VE8wQlVPWFpMQT09>

Dial by your location

- +1 669 900 6833 US (San Jose)
- +1 408 638 0968 US (San Jose)
- +1 253 215 8782 US (Tacoma)

Meeting ID: 893 7301 4837

Passcode: 157450

Committee Members (8):

Keith Striegler (ASEV 2nd Vice President), Chair (July 1, 2020 - June 30, 2021)

John Aguirre (CAWG President), Mike Boer (CAWG Director), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV Past Board Member), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of May 14 Meeting Agenda**
3. **Approval of March 11 Meeting Minutes***
4. **Old Business**
 - a. Keynote Speaker Discussion*
 - b. 2022 Unified – Program Development Committee Update
5. **New Business**
 - a. 2020 UW&GS Final Distribution*
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Zoom Meeting**

Thursday, March 11, 2021
2:00 PM

Committee Members (8):

Keith Striegler (ASEV 2nd Vice President), Chair (July 1, 2020 - June 30, 2021)
John Aguirre (CAWG President), Mike Boer (CAWG Director), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV Past Board Member), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director)

Others Present

Jenny Devine (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Keith Striegler called the meeting to order at 2:06 PM.
2. **Approval of March 11 Meeting Agenda.** Jim Harbertson made a motion to approve the March 11 Meeting Agenda. John Aguirre second, motion was approved.
3. **Approval of February 4 Meeting Minutes.** Mike Boer made a motion to approve the February 4 Meeting Minutes. Jim Harbertson second, motion was approved.
4. **New Business**
 - a. **2022 Unified Program Development Committee Status.** Jenny Devine and John Aguirre provided an update on the process of finalizing a list of Program Development Committee members. Jenny stated that she and John reviewed and drafted a list, and then will send it over to the co-chairs, Leticia Chacon Rodriguez and Mike Boer, for review and approval.
 - i. John Aguirre stated that the Business & Operations sub-committee merits special attention and we are looking at bringing new people in overall.
 - ii. Jim Harbertson stated that he felt the post symposium meeting was very good, but we did not talk about what did not work. Another call will not be scheduled with the 2021 Unified committee, but we can discuss what did not work well with the new committee for 2022 Unified.
 1. Planning/timeline seemed to have been the biggest issue, it could use improvement, and little more flexibility. Do not ask a speaker to speak two weeks prior to the session.
 2. Mike Boer stated that he and Leticia could have been and could be a little more aggressive on pushing deadlines.
 - iii. It is critical to get the right people and to start the process early.

- b. **Keynote Speaker Discussion.** John Aguirre, identify some topics from the committee and redistribute.
 - i. Dan Howard asked about hosting a keynote speaker vs a general session, we did not host a keynote speaker for the virtual event, and is this something that we still want to do in-person?
 - ii. Bill Pauli stated that we made this decision to do a keynote on Tuesday to bring in a high-level of attendees to the first part of Unified. We also need to look at if the expense and the amount of work that goes in to securing a speaker worth it. It is big amount of effort that goes into planning the keynote speaker luncheon.
 - iii. Jim Harbertson feels that it is worth the battle to get there, it is a member benefit to hear from someone outside of the industry.
 - iv. Anita Oberholster stated that we need someone who can put a totally different perspective on the industry.
 - v. Suggestions included:
 1. Restaurants – the resilience of restaurants during the pandemic has taught us how important restaurants are to a community and for jobs. What the pandemic has done to the restaurant industry. Maybe there is a story behind how the wine industry partners worked with the restaurant industry on recover.
 - a. Tom Bené, National Restaurant Association President & CEO.
 - b. Andrew Zimmern, Chicago Diverse Foods
 - vi. The LLC Managing Committee decided to keep the Keynote Speaker Luncheon. John Aguirre and Jenny Devine will work on putting a list of proposed speakers today, including speaker history, to discuss during our next call.
5. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Friday, May 14, at 1:00 PM.
6. **Adjournment.** Keith Striegler made a motion to adjourn the meeting at 2:49 PM. Bill Pauli moved to adjourn the meeting. Motion was second by Tom, motion was approved.

KEYNOTE SPEAKER SUGGESTIONS

Specific Names

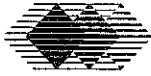
- Danny Meyer, Union Square Hospitality Group (or another restaurant industry leader)
- Tahira Habibi, Hue Society
- Linda Reiff, Napa Valley Vintners
- Camille Sereys de Rothschild, Chateau Mouton Rothschild
- Ikimi Dubose, The Roots Fund
- Cory Rellas, Drizly
- Dorothy Gaiter (Diversity Thursday General Session Moderator)
- Miguel Torres, Familia Torres Winery
- Cate Hardy, PCC Community Markets
- Greg Jones, Linfield College
- Honore Comfort, Wine Institute
- Gina Gallo, E. & J. Gallo
- Amy Hoops, Wente Family Estates
- Bill Gates, Microsoft, He enjoys wine, he is incredibly successful, and he is adept at reinventing himself.
- Steve Matthiasson, Matthiasson Wines
- Andy Beckstoffer, Beckstoffer Vineyards
- Greg Jones, climatologist
- Linda Bisson, professor emeritus UC Davis
- Liz Thach, Wine Writer, Educator and Consultant
- Laura Catena, Bodega Catena Zapata
- Keith Striegler, E. & J. Gallo
- Jancis Robinson, JanicsRobinson.com
- Dr. Gregory Carpenter / Kellogg Chicago
- Wine.com (either Rich Bergsund or Peter Elarde)
- Ikimi Dubost, Roots Fund
- Mike Osborne wine.com
- Lisa Perotti-Brown, Editor in Chief, Robert Parker Wine Advocate, reviewer Bordeaux, Napa, Sonoma
- Stephanie Gallo

Keynote Speaker Ideas

- A voice from import, sales and distribution. It would help all of us to hear from someone who understands the landscape of wine from around the world in this ever more competitive time. I don't mean to imply someone who is an expert in tasting wine but rather someone who is an expert in selling and distributing wine in the United States.
- A female CEO
- Someone with a wide criteria about the world wine market
- Someone from Uber.
- Someone with a novel approach to climate change
- Adult Bev category team from GoPuff
- Any woman
- Someone that could get the message out that wine is a healthy beverage when used in moderation or potentially directed to the health benefits of grapes and grape products. We are being characterized by many in the Cannabis industry and neo prohibitionist movement as an unhealthy and dangerous product.
- Someone that could speak to successful wine marketing (across all segments) in the post-Covid world.

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
- 2019: Lance Winters, Master Distiller/President, St. George Spirits
- 2020: Jeff O'Neill, O'Neill Vintners & Distillers



**Johnston, Martin &
Montgomery LLP**

Certified Public Accountants

To the Board of Directors
Unified Wine &
Grape Symposium, LLC
Davis, California

In planning and performing our audit of the financial statements of Unified Wine & Grape Symposium, LLC (the Company) as of and for the year ended October 31, 2020, in accordance with auditing standards generally accepted in the United States of America, we considered Unified Wine & Grape Symposium, LLC's internal control over financial reporting (internal control) as a basis for designing our audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, we do not express an opinion on the effectiveness of the Company's internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies and, therefore, material weaknesses or significant deficiencies may exist that were not identified. However, as discussed below, we identified certain deficiencies in internal control that we consider to be material weaknesses.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies in internal control, such that there is a reasonable possibility that a material misstatement of the Company's financial statements will not be prevented, or detected and corrected, on a timely basis. We consider the following deficiency in Unified Wine and Grape Symposium, LLC's internal control to be a material weakness:

Cash Receipts

It was noted during our audit that one employee performed all the following functions; opened the mail, prepared the deposit slip and posted receipts to the general ledger. We recommend that the posting of the receipts to the general ledger be performed by someone other than the person that opens the mail and prepares the deposit slip and makes the deposit.

This change in processing should reduce the likelihood of intentional or unintentional errors occurring and going undetected.

We wish to thank the Organization's staff for their support and assistance during our audit.

This communication is intended solely for the information and use of the Board of Directors, management, Dan Howard and others within the Company, and is not intended to be, and should not be, used by anyone other than these specified parties.

JOHNSTON, MARTIN
& MONTGOMERY, LLP

Woodland, California
February 11, 2021



Johnston, Martin &
Montgomery LLP

Certified Public Accountants

February 11, 2021

To the Board of Directors of
Unified Wine & Grape Symposium, LLC
Davis, California

We have audited the financial statements of Unified Wine & Grape Symposium, LLC (the Company) for the year ended October 31, 2020, and we will issue our report thereon dated February 11, 2021. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards, as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated September 15, 2020. Professional standards also require that we communicate to you the following information related to our audit.

Significant Audit Matters

Qualitative Aspects of Accounting Practices

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by Unified Wine and Grape Symposium, LLC are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during the fiscal year ended October 31, 2020. We noted no transactions entered into by the Company during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

The financial statement disclosures are neutral, consistent, and clear.

Difficulties Encountered in Performing the Audit

We encountered no significant difficulties in dealing with management in performing and completing our audit.

In performing our audit we noted that more and more source documents are created or stored electronically. Thought should be given to making sure those documents can still be easily accessed over time as software and operating systems change.

Corrected and Uncorrected Misstatements

Professional standards require us to accumulate all misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. Management has corrected all such misstatements. In addition, none of the misstatements detected as a result of audit procedures and corrected by management were material, either individually or in the aggregate, to the financial statements taken as a whole.

Disagreements with Management

For purposes of this letter, a disagreement with management is a disagreement on a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

To the Board of Trustees of
Unified Wine & Grape Symposium, LLC
February 11, 2021
Page 2

Management Representations

We have requested certain representations from management that are included in the management representation letter dated February 11, 2021.

Management Consultations with Other Independent Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Company's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Other Audit Findings or Issues

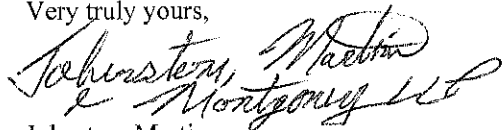
We generally discuss a variety of matters, including the applications of accounting principles and auditing standards, with management each year prior to retention as the Company's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

Other Matters

With respect to the supplementary information accompanying the financial statements, we made certain inquiries of management and evaluated the form, content, and methods of preparing the information to determine that the information complies with U.S. generally accepted accounting principles, the method of preparing it has not changed from the prior period, and the information is appropriate and complete in relation to our audit of the financial statements. We compared and reconciled the supplementary information to the underlying accounting records used to prepare the financial statements or to the financial statements themselves.

This information is intended solely for the use of the Board of Directors, management, and others within Unified Wine and Grape Symposium, LLC and is not intended to be, and should not be, used by anyone other than these specified parties.

Very truly yours,



Johnston, Martin
& Montgomery LLP

**Unified Wine & Grape
Symposium LLC**

Financial Statements

As of October 31, 2020 and 2019

**With Independent Auditors'
Report Thereon**

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October 31, 2020 and 2019

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Johnston, Martin &
Montgomery LLP
Certified Public Accountants

INDEPENDENT AUDITORS' REPORT

To the Members
Unified Wine & Grape Symposium, LLC
Davis, CA 95616

We have audited the accompanying financial statements of ***Unified Wine & Grape Symposium, LLC***, which comprise the balance sheet as of October 31, 2020, and the related statements of income, changes in members' equity and cash flows for the year then ended, and the related notes to the financial statements

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Unified Wine & Grape Symposium LLC as of October 31, 2020, and the results of its operations and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Report on Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The schedule of income and expense – actual to budget is presented for purposes of additional analysis and is not a required part of the financial statements.

Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

Prior Period Financial Statements

The October 31, 2019 financial statements were reviewed by us and our report thereon, dated January 24, 2020, stated we were not aware of any material modifications that should be made to those financial statements for them to be in conformity with accounting principles generally accepted in the United States of America. However, a review is substantially less in scope than an audit and does not provide a basis for the expression of an opinion on the financial statements.

A handwritten signature in blue ink that reads "Johnston, Martin & Montgomery LLP". The signature is written in a cursive style.

**JOHNSTON, MARTIN
& MONTGOMERY LLP**

Woodland, California

February 11, 2021

Balance Sheets

<i>As of October 31,</i>	<i>2020</i> <i>(Audited)</i>	<i>2019</i> <i>(Unaudited)</i>
ASSETS		
Current assets:		
Cash and cash equivalents	\$ 394,910	\$ 944,111
Short-term investments	250,000	1,000,000
Prepaid expenses	110,261	230,117
Interest receivable	318	-
Total current assets	<u>755,489</u>	<u>2,174,228</u>
Total assets	<u>\$ 755,489</u>	<u>\$ 2,174,228</u>
LIABILITIES AND MEMBERS' EQUITY		
Current liabilities:		
Accounts payable	\$ 509	\$ 11,125
Deferred revenue	793,293	2,008,432
Total current liabilities	<u>793,802</u>	<u>2,019,557</u>
Members' equity	<u>(38,313)</u>	<u>154,671</u>
Total liabilities and members' equity	<u>\$ 755,489</u>	<u>\$ 2,174,228</u>

Unified Wine & Grape Symposium LLC



Statements of Income

<i>For the Years Ended October 31,</i>	<i>2020</i> <i>(Audited)</i>	<i>2019</i> <i>(Unaudited)</i>
Income:		
Exhibits	\$ 2,006,220	\$ 1,862,463
Registration	551,991	594,901
Sponsorship	115,500	106,500
Program ads	90,560	101,090
Miscellaneous	8,990	9,127
	<hr/>	<hr/>
Total income	2,773,261	2,674,081
Expenses:		
Exhibit	252,875	503,121
Program	268,511	184,526
Public relations	156,155	154,088
Registration	216,221	197,168
Other operating	773,062	650,367
	<hr/>	<hr/>
Total expenses	1,666,824	1,689,270
Income from operations	1,106,437	984,811
Other income:		
Interest income	15,960	16,498
	<hr/>	<hr/>
Income before income taxes	1,122,397	1,001,309
State income taxes	6,800	6,800
	<hr/>	<hr/>
Net income	<u>\$ 1,115,597</u>	<u>\$ 994,509</u>

Statements of Changes in Members' Equity

For the Years Ended October 31, 2020 and 2019

	American Society for Enology and Viticulture	California Association of Winegrape Growers	Total
Balance, November 01, 2018 (Unaudited)	\$ 74,155	\$ 74,155	\$ 148,310
Net income	497,254	497,255	994,509
Distributions	(494,074)	(494,074)	(988,148)
Balance, October 31, 2019 (Unaudited)	<u>\$ 77,335</u>	<u>\$ 77,336</u>	<u>\$ 154,671</u>
Net income	557,799	557,798	1,115,597
Distributions	(654,291)	(654,290)	(1,308,581)
Balance, October 31, 2020 (Audited)	<u>\$ (19,157)</u>	<u>\$ (19,156)</u>	<u>\$ (38,313)</u>

Statements of Cash Flows

<i>For the Years Ended October 31,</i>	<i>2020</i> <i>(Audited)</i>	<i>2019</i> <i>(Unaudited)</i>
Cash flows from operating activities:		
Net income	\$ 1,115,597	\$ 994,509
Adjustments to reconcile net income to net cash provided by operating activities:		
(Increase) decrease in:		
Interest receivable	(318)	-
Prepaid expenses	119,856	294,542
Increase (decrease) in:		
Accounts payable	(10,616)	4,763
Deferred revenue	(1,215,139)	51,263
	<u>9,380</u>	<u>1,345,077</u>
Cash flows from investing activities:		
Redemption of certificates of deposits	750,000	-
Distributions to members	(1,308,581)	(988,148)
	<u>(558,581)</u>	<u>(988,148)</u>
Net (decrease) increase in cash and cash equivalents	(549,201)	356,929
Cash and cash equivalents, beginning of year	<u>944,111</u>	<u>587,182</u>
Cash and cash equivalents, end of year	<u>\$ 394,910</u>	<u>\$ 944,111</u>
Supplemental disclosures of cash flow information:		
Cash paid during the year for:		
Income tax	<u>\$ 6,800</u>	<u>\$ 6,800</u>

Notes to the Financial Statements

1. **Summary of Significant Accounting Policies**

Business Activity

Unified Wine and Grape Symposium LLC is a limited liability company organized in California to hold an annual trade show and conference for the wine and grape growing industry. Under California law the limited liability company has a finite life and will automatically dissolve on December 31, 2038. The operating agreement of the Company states the Company's duration is until May 1, 2024. The trade show and conference are designed to attract persons in the wine and grape growing industry to display industry products or services, to educate persons engaged in the industry in the development of new products, services, rules, research and regulations. The trade show and conference is held in Sacramento, California, and attracts exhibitors and attendees from around the world.

Revenue and expense recognition

The Company uses the accrual method of accounting where income is recognized when earned and expenses are recorded as they are incurred.

Cash and cash equivalents

Cash and cash equivalents include cash, money market accounts and time certificates of deposit with original purchased maturities of three months or less.

Short-term investments

Certificates of deposit with original maturities over three months are classified as short-term investments. Short-term investments are stated at cost which approximates market value.

Deferred Revenue and Prepaid Expenses

Payments by exhibitors and expenses incurred for the trade show and conference to be held in the next fiscal year are recorded as deferred revenue and prepaid expenses, respectively.

Subsequent Events

Management has evaluated subsequent events through February 11, 2021, the date the financial statements were available to be issued.

Notes to the Financial Statements

Summary of Significant Accounting Policies - continued

Advertising

The Company expenses all advertising costs when incurred. Advertising costs for the year ended October 31, 2020 and October 31, 2019 amounted to \$71,882 and \$69,162, respectively.

Taxes

The Company is treated as a partnership for federal income tax purposes. Consequently, federal income taxes are not payable by, or provided for, the Company. Instead, its earnings and losses are included in the tax returns of the members and taxed depending on their tax situations. The Company's net income or loss is allocated among the members in accordance with the Company's operating agreement.

For California income tax purposes, the Company pays an annual minimum tax in addition to a tax on gross receipts. For the year ended October 31, 2020, the California income tax was 6,800.

Concentration of Credit Risk

The Company maintains its cash accounts in one commercial bank. The balances are insured by the Federal Deposit Insurance Corporation up to \$250,000. At October 31, 2020 the Company's uninsured cash balances totaled \$174,216.

2. **Related Party Transactions**

During the year ended October 31, 2020, the Company reimbursed the members for services rendered and expenses incurred on behalf of the Company as follows:

	Contracted Services	Managing Member Fee	Others
A.S.E.V.	\$ 394,837	\$ 46,660	\$ 9,647
C.A.W.G.	96,916	-	6,190
Total	<u>\$ 491,753</u>	<u>\$ 46,660</u>	<u>\$ 15,837</u>

Supplementary Information

Unified Wine & Grape Symposium LLC



Schedule of Income and Expense - Actual to Budget

For the Year Ended October 31, 2020

	Actual (Audited)	Budget	Difference	
			Amount	Percent
Income:				
Exhibits	\$ 2,006,220	\$ 1,913,700	\$ 92,520	4.83
Registration	551,991	593,207	(41,216)	(6.95)
Sponsorship	115,500	106,500	9,000	8.45
Program ads	90,560	101,090	(10,530)	(10.42)
Miscellaneous	8,990	209,000	(200,010)	(95.70)
Total income	2,773,261	2,923,497	(150,236)	(5.14)
Expenses:				
Exhibit				
Convention center	75,000	75,000	-	-
Luncheon	25,270	40,000	(14,730)	(36.83)
On-line sales	10,000	10,000	-	-
On-site signage design	1,333	2,000	(667)	(33.35)
Miscellaneous	5,721	6,000	(279)	(4.65)
Printing	32,725	33,200	(475)	(1.43)
Wine tasting	39,399	61,600	(22,201)	(36.04)
Security	24,545	49,500	(24,955)	(50.41)
Service contractor	1,830	1,822	8	0.49
Tent	33,052	33,120	(68)	(0.21)
Virtual Trade Show	4,000	4,000	-	-
Total exhibit	252,875	316,242	(63,367)	(20.04)
Program				
Audio/visual	56,461	54,000	2,461	4.56
Catering	54,100	53,000	1,100	2.08
Meeting rooms and security	2,272	2,700	(428)	(15.85)
Miscellaneous	45,723	46,615	(892)	(1.91)
On-site signage design	1,333	2,000	(667)	(33.35)
Printing	17,147	16,000	1,147	7.17
Program development	17,493	18,400	(907)	(4.93)
Speakers	37,500	33,619	3,881	11.54
Keynote speaker	36,482	31,820	4,662	14.65
Total program	268,511	258,154	10,357	4.01
Public relations				
Advertising	71,882	78,000	(6,118)	(7.84)
Brown-Miller	64,350	64,350	-	-
Graphics	9,434	12,750	(3,316)	(26.01)
Miscellaneous	4,561	4,500	61	1.36
Newsletter	5,928	6,200	(272)	(4.39)
Total public relations	156,155	165,800	(9,645)	(5.82)

See independent auditors' report.

Unified Wine & Grape Symposium LLC



Schedule of Income and Expense - Actual to Budget

For the Year Ended October 31, 2020

	Actual (Audited)	Budget	Difference	
			Amount	Percent
Registration				
Miscellaneous	\$ 8,941	\$ 10,000	\$ (1,059)	(10.59)
On-site signage design	1,333	2,000	(667)	(33.35)
Printing	14,787	17,000	(2,213)	(13.02)
Security	649	2,900	(2,251)	(77.62)
Service contractor	140,000	140,000	-	-
Staff (temp)	34,295	36,000	(1,705)	(4.74)
Supplies	16,216	20,000	(3,784)	(18.92)
Total registration	<u>216,221</u>	<u>227,900</u>	<u>(11,679)</u>	<u>(5.12)</u>
Other operating				
Bank charges (CC fees)	78,532	72,000	6,532	9.07
Contract services (ASEV)	394,837	383,875	10,962	2.86
Contract services (CAWG)	96,916	106,587	(9,671)	(9.07)
Insurance	21,264	25,000	(3,736)	(14.94)
Legal and professional	20,743	24,125	(3,382)	(14.02)
Managing consultant fee (A.S.E.V.)	46,660	46,660	-	-
Meetings	649	2,000	(1,351)	(67.55)
Miscellaneous	30,551	33,782	(3,231)	(9.56)
Parking	338	600	(262)	(43.67)
Postage	253	1,000	(747)	(74.70)
Sponsorship	11,582	6,027	5,555	92.17
Supplies	924	3,000	(2,076)	(69.20)
Tax – Property	3,190	2,800	390	13.93
Telephone	10,610	10,000	610	6.10
Vendor advertising	15,981	18,942	(2,961)	(15.63)
Website	7,150	7,300	(150)	(2.05)
Welcome reception	32,882	31,350	1,532	4.89
Total other operating	<u>773,062</u>	<u>775,048</u>	<u>(1,986)</u>	<u>(.26)</u>
Total expenses	<u>1,666,824</u>	<u>1,743,144</u>	<u>(76,320)</u>	<u>(4.22)</u>
Income from operations	1,106,437	1,180,353	(73,916)	(6.48)
Interest income	15,960	15,000	960	6.40
State income taxes	<u>6,800</u>	<u>6,800</u>	<u>-</u>	<u>-</u>
Net income	<u>\$ 1,115,597</u>	<u>\$ 1,188,553</u>	<u>\$ (72,956)</u>	<u>(6.14)</u>

Unified Wine & Grape Symposium LLC



Schedule of Income and Expense - Actual to Budget

For the Year Ended October 31, 2019

	Actual (Unaudited)	Budget	Difference	
			Amount	Percent
Income:				
Exhibits	\$ 1,862,463	\$ 1,848,450	\$ 14,013	0.76
Registration	594,901	630,219	(35,318)	(5.60)
Sponsorship	106,500	107,500	(1,000)	(0.93)
Program ads	101,090	87,450	13,640	15.60
Miscellaneous	9,127	8,000	1,127	14.10
Total income	2,674,081	2,681,619	(7,538)	(0.28)
Expenses:				
Exhibit				
Convention center				
Lead retrieval	139,780	139,780	-	-
Luncheon	131,497	129,000	2,497	1.94
On-line sales	10,000	10,000	-	-
On-site signage design	5,028	2,000	3,028	151.40
Miscellaneous	3,161	3,500	(339)	(9.69)
Printing	37,222	36,000	1,222	3.39
Wine tasting	55,176	56,000	(824)	(1.47)
Security	34,465	40,000	(5,535)	(13.84)
Service contractor	55,114	55,500	(386)	(0.70)
Tent	27,678	28,000	(322)	(1.15)
Virtual Trade Show	4,000	4,000	-	-
Total exhibit	503,121	503,780	(659)	(0.13)
Program				
Audio/visual	53,624	52,000	1,624	3.12
Catering	28,322	29,000	(678)	(2.34)
Meeting rooms and security	713	2,200	(1,487)	(67.59)
Miscellaneous	1,000	3,500	(2,500)	(71.43)
On-site signage design	2,000	2,000	-	-
Printing	14,675	16,000	(1,325)	(8.28)
Program development	9,852	10,500	(648)	(6.17)
Speakers	25,656	33,486	(7,830)	(23.38)
Speaker management	17,463	17,600	(137)	(0.78)
Keynote speaker	31,221	35,900	(4,679)	(13.03)
Total program	184,526	202,186	(17,660)	(8.73)
Public relations				
Advertising	69,162	78,000	(8,838)	(11.33)
Brown-Miller	64,350	64,350	-	-
Graphics	10,793	12,750	(1,957)	(15.35)
Miscellaneous	4,064	3,500	564	16.11
Newsletter	5,719	6,200	(481)	(7.76)
Total public relations	154,088	164,800	(10,712)	(6.50)

See independent auditors' report.

Unified Wine & Grape Symposium LLC



Schedule of Income and Expense - Actual to Budget

For the Year Ended October 31, 2019

	Actual (Unaudited)	Budget	Difference	
			Amount	Percent
Registration				
Computer rental	\$ 14,250	\$ 21,000	\$ (6,750)	(32.14)
Miscellaneous	2,989	3,500	(511)	(14.60)
On-site signage design	2,000	2,000	-	-
Printing	22,456	21,000	1,456	6.93
Security	1,800	2,200	(400)	(18.18)
Service contractor	124,891	136,000	(11,109)	(8.17)
Staff (temp)	28,782	36,000	(7,218)	(20.05)
Total registration	<u>197,168</u>	<u>221,700</u>	<u>(24,532)</u>	<u>(11.07)</u>
Other operating				
Bank charges (CC fees)	68,396	72,000	(3,604)	(5.01)
Contract services (A.S.E.V.)	296,685	315,547	(18,862)	(5.98)
Contract services (C.A.W.G.)	96,897	97,331	(434)	(0.45)
Event coordinator	19,820	24,840	(5,020)	(20.21)
F & B contractor	21,000	21,000	-	-
Insurance	22,113	32,000	(9,887)	(30.90)
Legal and professional	12,075	24,000	(11,925)	(49.69)
Managing consultant fee (A.S.E.V.)	46,660	46,660	-	-
Meetings	824	2,000	(1,176)	(58.80)
Miscellaneous	2,350	3,000	(650)	(21.67)
Parking	280	600	(320)	(53.33)
Postage	440	1,000	(560)	(56.00)
Sponsorship	6,156	4,950	1,206	24.36
Supplies	2,385	3,000	(615)	(20.50)
Tax – Property	1,049	2,800	(1,751)	(62.54)
Telephone	9,196	10,000	(804)	(8.04)
Vendor advertising	18,942	8,600	10,342	120.26
Website	1,995	1,800	195	10.83
Welcome reception	23,104	24,200	(1,096)	(4.53)
Total other operating	<u>650,367</u>	<u>695,328</u>	<u>(44,961)</u>	<u>(6.47)</u>
Total expenses	<u>1,689,270</u>	<u>1,787,794</u>	<u>(98,524)</u>	<u>(5.51)</u>
Income from operations	984,811	893,825	90,986	10.18
Interest income	16,498	6,000	10,498	174.95
State income taxes	<u>6,800</u>	<u>6,800</u>	<u>-</u>	<u>-</u>
Net income	<u>\$ 994,509</u>	<u>\$ 893,025</u>	<u>\$ 101,484</u>	<u>11.36</u>

See independent auditors' report.

ASEV/CAWG Profit Distribution (final) for the 2020 Unified Wine & Grape Symposium, LLC

3/23/2021

Refer to attached adjusted year end financials for details.

Year End Adjusted Profit	\$1,115,597.05
Total Funds Distributed on 4/22/2020 (90% of estimated profit)	(\$993,910.00)
	<hr/>
Total Available for Final Distribution	\$121,687.05
Final Distribution (remaining balance)	
CAWG	\$60,843.53
ASEV	\$60,843.52
	<hr/>
Total	\$121,687.05

Unified Wine & Grape Symposium
Balance Sheet
As of October 31, 2020

	<u>Oct 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
1000 · FNB UNIFIED Checking	186,654.33
1050 · FNB Unified Money Market	116,380.49
1075 · FNB UNIFIED AuthNet - Check...	88,119.38
1150 · Raymond James CDs	253,755.91
	<hr/>
Total Checking/Savings	644,910.11
Other Current Assets	
1250 · Accrued Interest Receivable	318.49
1300 · Prepaid expenses	
1305 · Bank Charges	32,537.26
1316 · Prepaid Exh-Online Exhibit ...	10,000.00
1317 · Prepaid Exh-Virtual Trade S...	20,385.00
1327 · Prepaid insurance	13,212.94
1360 · Public Relations-Advertising	275.00
1365 · Public Relations-Brown-Miller	26,812.50
1375 · Public Relations-Misc.	5,000.00
1410 · Miscellaneous	2,000.00
	<hr/>
Total 1300 · Prepaid expenses	110,222.70
	<hr/>
Total Other Current Assets	110,541.19
	<hr/>
Total Current Assets	755,451.30
Other Assets	
1800 · Organization Costs	3,177.00
1810 · Accumulated Amortization	-3,177.00
	<hr/>
Total Other Assets	0.00
	<hr/>
TOTAL ASSETS	755,451.30
	<hr/> <hr/>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2010 · American Express	494.00
	<hr/>
Total Credit Cards	494.00
Other Current Liabilities	
2100 · Deferred revenue	

Unified Wine & Grape Symposium
Balance Sheet
As of October 31, 2020

	<u>Oct 31, 20</u>
2120 · Exhibits	581,755.00
2130 · Miscellaneous	200,000.00
2150 · Sponsorship	<u>11,500.00</u>
Total 2100 · Deferred revenue	793,255.00
2400 · Sales Tax	<u>15.25</u>
Total Other Current Liabilities	<u>793,270.25</u>
Total Current Liabilities	<u>793,764.25</u>
Total Liabilities	793,764.25
Equity	
3100 · Capital - ASEV	
3110 · ASEV - Contributions	20,000.00
3100 · Capital - ASEV - Other	<u>-596,955.00</u>
Total 3100 · Capital - ASEV	-576,955.00
3200 · Capital - CAWG	
3210 · CAWG - Contributions	20,000.00
3200 · Capital - CAWG - Other	<u>-596,955.00</u>
Total 3200 · Capital - CAWG	-576,955.00
Net Income	<u>1,115,597.05</u>
Total Equity	<u>-38,312.95</u>
TOTAL LIABILITIES & EQUITY	<u><u>755,451.30</u></u>

Profit & Loss Prev Year Comparison

November 2019 through October 2020

	Nov '19 - Oct 20	Nov '18 - Oct 19	\$ Change	% Change
Income				
4100 · Exhibits	2,006,220.00	1,862,462.50	143,757.50	7.7%
4200 · Advertising				
4210 · Program	38,660.00	40,690.00	-2,030.00	-5.0%
4215 · Online	7,650.00	4,400.00	3,250.00	73.9%
4220 · On-site	44,250.00	56,000.00	-11,750.00	-21.0%
Total 4200 · Advertising	90,560.00	101,090.00	-10,530.00	-10.4%
4300 · Registration				
4310 · General (Tues-Thurs)	412,560.00	456,650.00	-44,090.00	-9.7%
4315 · Keynote Presentation	24,120.00	26,250.00	-2,130.00	-8.1%
4320 · Exhibits				
4322 · Exhibits Only	66,805.00	75,195.00	-8,390.00	-11.2%
4324 · Guest Passes - Exhibitor	20,660.00	14,550.00	6,110.00	42.0%
Total 4320 · Exhibits	87,465.00	89,745.00	-2,280.00	-2.5%
4340 · Reg Directory				
4341 · No Tax	12,050.00	8,800.00	3,250.00	36.9%
4342 · Sales Tax	15,796.33	13,455.98	2,340.35	17.4%
4340 · Reg Directory - Other	0.00	0.00	0.00	0.0%
Total 4340 · Reg Directory	27,846.33	22,255.98	5,590.35	25.1%
Total 4300 · Registration	551,991.33	594,900.98	-42,909.65	-7.2%
4400 · Sponsorship	115,500.00	106,500.00	9,000.00	8.5%
4800 · Interest	15,960.34	16,497.77	-537.43	-3.3%
4900 · Misc.	8,990.01	9,127.50	-137.49	-1.5%
Total Income	2,789,221.68	2,690,578.75	98,642.93	3.7%
Expense				
5000 · Exhibit Exp				
5010 · Convention Center	75,000.00	139,780.00	-64,780.00	-46.3%
5020 · Luncheon	25,270.00	131,496.48	-106,226.48	-80.8%
5021 · Online Exhibit Sales	10,000.00	10,000.00	0.00	0.0%
5023 · On-site Signage Design	1,333.00	5,027.50	-3,694.50	-73.5%
5025 · Printing & Postage	32,725.06	37,222.40	-4,497.34	-12.1%
5030 · Regional WineTasting (Catering)	39,398.72	55,176.09	-15,777.37	-28.6%
5040 · Security	24,544.89	34,465.00	-9,920.11	-28.8%
5050 · Service Contractor (TPN)	0.00	55,114.13	-55,114.13	-100.0%
5060 · Service Contractor (Freeman)	1,830.26	0.00	1,830.26	100.0%
5065 · Tent	33,052.50	27,678.00	5,374.50	19.4%
5070 · Virtual Trade Show	4,000.00	4,000.00	0.00	0.0%
5090 · Misc.	5,721.12	3,161.23	2,559.89	81.0%
Total 5000 · Exhibit Exp	252,875.55	503,120.83	-250,245.28	-49.7%
5100 · Program/Sessions				
5105 · A/V	56,461.25	53,623.83	2,837.42	5.3%
5110 · Catering	54,099.70	28,322.34	25,777.36	91.0%
5113 · Keynote Presentation - A/V	7,000.00	6,380.00	620.00	9.7%
5115 · Keynote Presentation - Lunch	29,481.71	24,840.67	4,641.04	18.7%
5123 · Meeting Rooms - Security	2,271.50	713.00	1,558.50	218.6%
5124 · On-site Signage Design	1,333.00	2,000.00	-667.00	-33.4%
5125 · Printing	17,146.85	14,675.09	2,471.76	16.8%
5130 · Program Development	17,493.07	9,852.20	7,640.87	77.6%
5138 · Speaker Mgmt Contractor (TPN)	0.00	17,462.72	-17,462.72	-100.0%
5140 · Speakers	37,500.40	25,655.74	11,844.66	46.2%
5190 · Misc.	45,723.15	1,000.00	44,723.15	4,472.3%
Total 5100 · Program/Sessions	268,510.63	184,525.59	83,985.04	45.5%
5200 · Public Relations				
5205 · Advertising	71,882.15	69,162.01	2,720.14	3.9%
5210 · Brown-Miller	64,350.00	64,350.00	0.00	0.0%
5220 · Graphics	9,433.50	10,792.50	-1,359.00	-12.6%

Profit & Loss Prev Year Comparison

November 2019 through October 2020

	Nov '19 - Oct 20	Nov '18 - Oct 19	\$ Change	% Change
5240 · E-Newsletter	5,928.00	5,719.00	209.00	3.7%
5290 · Misc.	4,561.05	4,064.87	496.18	12.2%
Total 5200 · Public Relations	156,154.70	154,088.38	2,066.32	1.3%
5300 · Registration Exp				
5310 · Computer Equipment (on-site)	0.00	14,250.30	-14,250.30	-100.0%
5315 · On-site Signage Design	1,333.00	2,000.00	-667.00	-33.4%
5320 · Printing & Postage	14,786.50	22,456.04	-7,669.54	-34.2%
5325 · Security	649.00	1,800.00	-1,151.00	-63.9%
5330 · Service Contractor (CMR)	140,000.00	124,890.64	15,109.36	12.1%
5350 · Staff (Temp)	34,295.50	28,782.05	5,513.45	19.2%
5360 · Supplies	16,216.29	0.00	16,216.29	100.0%
5390 · Miscellaneous	8,941.25	2,989.34	5,951.91	199.1%
Total 5300 · Registration Exp	216,221.54	197,168.37	19,053.17	9.7%
6000 · Other Operating				
6005 · Accounting Services	12,955.00	12,000.00	955.00	8.0%
6015 · Bank Charges (cc)	78,531.76	68,396.05	10,135.71	14.8%
6020 · Contract Services (ASEV)				
6025 · Bookkeeping/Accounting	16,725.75	12,364.88	4,360.87	35.3%
6030 · Event Management	74,125.00	124,925.00	-50,800.00	-40.7%
6032 · Event Coordination	130,462.50	13,383.50	117,079.00	874.8%
6035 · Trade Show Management	173,524.00	146,011.50	27,512.50	18.8%
Total 6020 · Contract Services (ASEV)	394,837.25	296,684.88	98,152.37	33.1%
6040 · Contract Services (CAWG)				
6045 · Program Development	72,137.00	71,975.80	161.20	0.2%
6050 · Sponsorship	24,779.00	24,921.00	-142.00	-0.6%
Total 6040 · Contract Services (CAWG)	96,916.00	96,896.80	19.20	0.0%
6055 · Event Coordinator (TPN)	0.00	19,820.59	-19,820.59	-100.0%
6058 · F & B Contractor (TPN)	0.00	21,000.00	-21,000.00	-100.0%
6060 · Insurance (Liability)	21,263.79	22,113.50	-849.71	-3.8%
6065 · Legal	7,788.21	75.00	7,713.21	10,284.3%
6070 · LLC Business Fees	6,000.00	6,000.00	0.00	0.0%
6075 · LLC Franchise Tax	800.00	800.00	0.00	0.0%
6076 · Corporate Filing Fee	0.00	66.58	-66.58	-100.0%
6078 · LLC Property Tax	3,190.24	1,049.30	2,140.94	204.0%
6080 · Managing Member Fee (ASEV)	46,660.00	46,660.00	0.00	0.0%
6083 · Meetings	648.74	823.50	-174.76	-21.2%
6085 · Parking	337.94	280.37	57.57	20.5%
6090 · Postage (office)	253.00	439.58	-186.58	-42.5%
6091 · Sponsorship	11,582.15	6,155.99	5,426.16	88.1%
6095 · Supplies	924.39	2,384.62	-1,460.23	-61.2%
6100 · Telephone/Utilities	10,609.98	9,196.30	1,413.68	15.4%
6110 · Vendor Advertising	15,980.81	18,941.71	-2,960.90	-15.6%
6115 · Website	7,150.00	1,994.95	5,155.05	258.4%
6120 · Welcome Reception	32,882.12	23,103.97	9,778.15	42.3%
6900 · Misc.	30,550.83	2,283.14	28,267.69	1,238.1%
Total 6000 · Other Operating	779,862.21	657,166.83	122,695.38	18.7%
66900 · Reconciliation Discrepancies	0.00	0.00	0.00	0.0%
8000 · Catering	0.00	0.00	0.00	0.0%
Total Expense	1,673,624.63	1,696,070.00	-22,445.37	-1.3%
Net Income	1,115,597.05	994,508.75	121,088.30	12.2%