



**LLC Managing Committee Meeting Agenda
Sequoia Board Room (2nd Floor), Hyatt Regency,
Sacramento, CA**

**10:00 am – 2:30 pm, Tuesday, May 21, 2013
(lunch to be provided)**

(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):

Bill Pauli (CAWG Chair), Chair (January-December 2013)

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV President), Tom Collins (ASEV past board member), Jim Kennedy (ASEV 1st Vice President), Carson Smith (CAWG board member), and David Weiss (CAWG board member)

1. Call to Order
2. Approval of Agenda
3. Approval of April 1, 2013 meeting minutes*

STRATEGIC PLANNING:

- Proposed welcome wine reception for Tuesday, January 28, 2014
- State of the Industry general session
- Marquis speaker for a morning session

4. Next meeting dates/times

*denotes handout



**LLC Managing Committee Meeting Minutes
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Sacramento, CA**

10:00 am – 2:30 pm, Monday, April 1, 2013

(excerpt from LLC Operating Agreement)

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- **delegating responsibility for day to day operations of the Company to ASEV, CAWG, independent contractors and/or committees on all other decisions**

Committee Members Present:

Bill Pauli (CAWG Chair), Chair, John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Tom Collins (ASEV past board member), Jim Kennedy (ASEV 1st Vice President), Carson Smith (CAWG board member), and David Weiss (CAWG board member)

Committee Members Absent: Leticia Chacón-Rodríguez (ASEV President)

Others Present: Jenny Devine (CAWG) and Dan Howard (ASEV)

Call to Order – 10:15 am

Approval of Agenda – D. Weiss moved to approved the agenda as submitted. Second by J. Kennedy. Motion carried.

Approval of Minutes for January 30, 2013 meeting – C. Smith moved to approve the minutes as corrected (correct spelling of “representatives” under New Business, 2nd bullet on page 2). Second by D. Weiss. Motion carried.

STRATEGIC PLANNING:

Identifying common values – L. Boulton noted doing this is paramount to the partnership relations with regard to our two associations’ mission and cultures. Requested more face-to-face meetings as invaluable to investing in the relationship of the partners which is the foundation of future business success.



Sustaining relevance to the industry/audience: future UW&GS components (current = sessions, UW&GS hosted social events, trade show). L. Boulton recapped input from Brown-Miller Communications for future planning to enhance interest, buzz and overall event energy; branding a daily or overall theme for a given year, fresh, exciting activities on trade show floor. L. Boulton added that we need to change aspects of the event that are easily identifiable to our audience. She identified examples: enhancing new 8-booth area on the 2nd floor lobby with espresso bar and internet café and adding wine by the glass for purchase on the trade show floor (through the Center's catering).

All proposed actions conditional upon ASEV and CAWG board approval.

Other Industry Events – discussed advantages of regional events with reduced hotel and travel costs for attendees and exhibitors, marketing resources already in place for media-owned events, attractive as new and different which fuels a buzz independent of whether content is included. L. Boulton emphasized need to avoid staying content by focusing on strategies that ensure we are not seen as being stale and without freshness to our event “brand”.

State of the Industry general session – L. Boulton and J. Kennedy expressed continued concern about a proactive succession plan being in place for when one of the anchor speakers cannot or will not speak. B. Pauli commented on Eileen Fredrikson as a possible segway replacement for Jon based on hearing her speak at other events as well as continuing the Winery of the Year award which generates buzz. B. Pauli added positive commentary on Nat's recent performance as a SOI speaker. J. Kennedy inquired if Nat has indicated considering Jeff Bitter as a SOI speaker as a transitional step. L. Boulton and B. Pauli both noted that Nat is not ready to have a successor. B. Pauli added that Nat has indicated he has no short term plan to retire. J. Aguirre reviewed that Nat saw such a change as undermining Nat's position with Allied Grape Growers as the President. L. Boulton reviewed ongoing concern about a scenario where two anchor SOI speakers are unavailable in the same year and the potential impact on the SOI brand. J. Kennedy expressed concern about the established precedent conceptually where a company holds a speaker slot and a company figure head change results in a poor speaker being the replacement.

All agreed to defer development of the actual 2014 speaker slate to the next meeting. J. Aguirre will contact Jon Fredrikson again in early May for a final decision from Jon in regard to speaking in 2014. All members present agreed to develop this speaker slate at the next meeting to ensure clear direction is provided to the 2014 Program Development Committee at their first meeting.

B. Pauli questioned whether having a broker as a speaker is a necessity or if we should consider a different representation to begin transition in the SOI speaker slate. T. Collins added that the information from brokers is readily available outside their SOI presentations. L. Boulton added consideration of paying a professional speaker as a new approach to widen what the SOI brand represents. J. Aguirre suggested changing the SOI to Thursday morning as a way to modify the SOI brand. L. Boulton added that the Wednesday morning session could be with one, solid invited speaker. T. Collins suggested Mike Veseth, Wine Blogger from WA as a consideration and others concurred he was a good speaker. Consensus was that the SOI could be composed without a broker as a speaker with focus on economics.

(meeting break for lunch)



Sustaining relevance to the industry/audience: future UW&GS components (continued from above)

B. Pauli asked the members what direction should be at this point. J. Aguirre questioned what committee priorities are as next steps. L. Boulton requested we identify action items specific for 2014 with referral to Brown-Miller Communications p.r. recommendations and adding internet café and coffee bar on 2nd level lobby where booths have been added. J. Aguirre questioned a larger picture as primary rather than identifying details at this point of time. L. Boulton identified her priorities as sustaining relevance for our current audience and potential audience we are not attracting and with focus on other industry events as competition. She reviewed that the LLC has referred to the need to increase static session registration numbers for many years. J. Kennedy added that it is time to act now as we continue address topics and struggle to move forward in developing sessions with a more advanced timeline.

Other considerations were how to draw more registrants for Tuesday sessions and how to direct the program committee to develop sessions that result in such increase. J. Kennedy suggested a wine tasting at the end of Tuesday. B. Pauli proposed the CAWG Annual Meeting and reception format or timing be changed to enhance Tuesday afternoon for UW&GS by adding a welcome reception. CAWG representatives will propose rescheduling their Annual Meeting and reception on a different day to the CAWG board. J. Kennedy proposed a technical tasting on Tuesday afternoon even with consideration of a whisky tasting. Ulti

For the session tastings, the consensus was to hold the varietal tasting session on Tuesday afternoon with strong speakers and retain the Spanish tasting session on Thursday morning.

L. Boulton and D. Howard will obtain pricing from the convention center caterer for adding; internet café and espresso bar for the 2nd level lobby and wine by the glass for purchase for a 4-hr. period on Wednesday and Thursday in the exhibit halls.

J. Aguirre suggested scholarship programs (ASEV and CAWG) and our other associations' services to be considered as highlights to additionally brand our event as co-hosted by two industry not-for-profit organizations. L. Boulton added value of promoting other industry organizations as aligned with UW&GS to show it is truly an industry event as UW&GS have done in past years with acknowledgement for program development.

Exhibitor Sessions: L. Boulton reviewed that UW&GS had hosted these in the past but they were not continued due to poor attendance as they typically are marketing presentations. These can be offered again. Exhibitors do currently have the option to have a poster display. Typically 1-2 companies utilize this opportunity.

Restaurants: J. Aguirre addressed promoting/identifying restaurants in the downtown area. L. Boulton suggested engaging one of the star chefs/restauranteurs and other activities on the trade show floor as an enhancement. D. Weiss suggested integrating the restaurants with the Tuesday wine reception.

Ads: L. Boulton referenced Brown-Miller proposal to increase our marketing budget to include larger sizes and banner ads. J. Aguirre questioned which p.r. applications to emphasize.

J. Aguirre reported that Nick Frey is willing to serve as program committee chair for one more year. All members present endorsed Nick continuing as chair.



B. Pauli suggested bus tours for visitors from other states or countries to different vineyards and wineries throughout the state.

A SOI session orientation with all confirmed speakers and the moderator will be held in advance to review protocols. L. Boulton requested that if Nat DiBuduo is a 2014 speaker that his PPT be offered to UW&Gs to post on our web site before posting it on his site and referring audience to the AGG site during the session.

T. Collins requested using other established conferences with trade shows that are similar as benchmarks for comparing protocols and numbers and to attract those who are not attending sessions.

B. Pauli closed the meeting and emphasized the value in having face-to-face meetings. All members concurred.

Next meeting dates/times – 10:00 am on Tuesday, May 21 at the Hyatt Regency Sacramento

Adjourned 2:15 pm.