

**LLC Managing Committee Meeting Agenda
Conference Call**

Friday, June 10, 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 June 10 Agenda**
3. **Approval of May 6 Meeting Minutes***
4. **Old Business**
 - a. State of the Industry Update
 - b. 2017 Unified Keynote Speaker Status/Update*
5. **New Business**
 - a. First Program Development Committee Meeting
 - b. Advertisement/PR Budget*
 - c. LLC Managing Committee – Confirm Committee Terms (*please see below*)
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

LLC Managing Committee – Committee Terms

- Jim Kennedy (Chair*), Past ASEV President (2nd Term 1/15 – 12/17)
- John Aguirre, CAWG President
- Thomas Collins, ASEV Secretary/Treasurer (3rd Term 1/15 – 12/17)
- Nichola Hall, ASEV 1st Vice President (1st Term 1/15 – 12/17)
- Dan Howard, ASEV Executive Director
- Bill Pauli, CAWG Past Chair (2nd Term 1/16 – 12/18)
- Tom Slater, CAWG Director (1st Term 1/16 – 12/18)
- David Weiss, CAWG Director (2nd Term 3/16 – 4/19)

* Committee Chair 1/16 – 12/16

**LLC Managing Committee Meeting Minutes
Conference Call**

Friday, May 6, 2016
3:00 PM

Committee Members Present

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), 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 3:02 PM.
2. **Approval of May 6 Agenda.** David Weiss moved to approve the agenda, second by Tom Collins. Motion was approved.
3. **Approval of April 14 Meeting Minutes.** Nichola Hall moved to approve the April 14 meeting minutes, second by Tom Collins. Motion was approved.
4. **Old Business**
 - a. **State of the Industry.**
 - i. John Aguirre discussed the State of the Industry (SOI) line-up with Mike Veseth, to get his thoughts and feedback. Veseth's comments included: Danny Brager would be a better speaker and a more suitable replacement for Jon Fredrikson, than Jon Moramarco would be. He did not have any further comments about Lulie Halstead.
 - ii. **How does the SOI look like right now:** Mike Veseth has agreed to moderate and the committee will invite Nat DiBuduo back to speak. No other invitations have been extended. There are a few different directions we could take:
 1. **Option #1:** Invite Danny Brager to speak, to focus on Nielsen's data. Then invite a broker to flesh out the wine market insight, with Nat DiBuduo providing the grower side of the equation.
 2. **Option #2:** Per Tom Collins request, invite Lulie Hulstead to speak, with the addition of a broker. Then put Danny Brager into a smaller breakout session.
 3. **Broker:** Because Turrentine spoke in 2016; the committee will invite Ciatti to speak.
 4. **Proposed session line-up:**
 - a. **Moderator:** Mike Veseth
 - b. **Panelists:**

- i. Nat DiBuduo
 - ii. Lulie Hulstead
 - iii. **Broker:** Glenn Proctor, Ciatti
5. Tom Collins and Nichola Hall will convey the message to Lise Asimont that we would like to have Danny Brager in a breakout session to start getting him involved.
6. John Aguirre made a motion that we invite the proposed speakers, listed above, to sit on the State of the Industry panel, second by Nichola Hall. Motion was approved.
7. John Aguirre will work with Mike Veseth on the proposed line-up and will send out an official invitation to speakers.
- iii. Once the committee settles on the proper State of the Industry line-up, we then work with Brown Miller Communications on messaging. It is very important that we think about how we manage this. The sooner we finalize the line-up and get the messaging out; we can start promoting the panel and the changes. It is important that we bring out that Jon Fredrikson is retiring and thanking him for his years of service. This can be covered in a newsletter and press release.
- iv. John Aguirre asked Jon Fredrikson if he would be interested in attending Unified to receive recognition and he will unfortunately be out of the country.
- b. **2017 Unified Keynote Speaker.**
 - i. Corey Beck will be following up with Francis Ford Coppola and his team next week. The committee has set a hard deadline for May 13, in order to move on. The committee needs to select a second option to move forward, Tom Collins shared an interview with Jimmy Russell, which has been on the top of his list for a few years. This would be more of an interview style keynote.
 - ii. The committee proposed the following list of keynote speakers in order:
 1. **First option:** Francis Ford Coppola (Lise Asimont)
 2. **Second option:** Jimmy Russell (Tom Collins)
 3. **Third option:** Eric Asimov (John Aguirre)
 4. **Fourth option:** David Trone (John Aguirre)
- c. David Weiss made a motion that the committee approved the list of speakers above, in order of preference, for the keynote speaker, second by Tom Collins. Motion was approved.
5. **Next Meeting Date and Time.** The next LLC Managing committee meeting will take place on Friday, June 10, at 3:00 PM.
6. **Adjournment.** Tom Collins moved to adjourn the meeting, second by Nichola Hall. The meeting was adjourned at 3:43 PM.

2017 Unified Wine & Grape Symposium Keynote Speaker Selection

Approved 2017 Keynote Speakers

- First option: Francis Ford Coppola (Lise Asimont) – ***Not Available***
- Second option: Jimmy Russell (Tom Collins) – ***Not Available***
- Third option: Eric Asimov (John Aguirre)
- Fourth option: David Trone (John Aguirre)

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

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 Unified Wine & Grape Symposium

Ad Schedule and Cost Rates

Revised May 12, 2016

Placement Schedule

Publication	Print Color	Ad Type	Half Page	Full Page	Web or Email	Total Half	Total Full	Total Web or Email	Total	Issue	Due
American Vineyard	B&W	Print B/W	1	1		\$1,810	\$3,300		\$5,110	Dec	5-Nov
		Web Banner			4	\$0	\$0	\$1,500	\$1,500	Nov	3-Oct
		Web Banner			3	\$0	\$0	\$1,800	\$1,800	Oct/Nov/Dec/Jan	5-Sep
Practical W&V		Web Banner			3	\$0	\$0	\$1,800	\$1,800	Nov/Dec/Jan	15-Oct
Vineyard & Winery Managemet	4-C	Print		2		\$0	\$5,968		\$5,968	Nov/Dec	15-Sep
		Web Banner			3	\$0	\$0	\$1,980	\$1,980	Sept/Oct	6-Aug
Wine Business	4-C	Print		2		\$0	\$7,652		\$7,652	Nov/Dec/Jan	20-Oct
		ENews Banner			0	\$0	\$0	\$0	\$0	Nov	15-Sep
		Web Banner			3	\$0	\$0	\$9,750	\$9,750	Dec	15-Oct
		Web Banner			3	\$0	\$0	\$9,750	\$9,750	Nov/Dec/Jan	15-Oct
Wines & Vines	4-C	Print		3		\$0	\$10,620		\$10,620	Oct	18-Aug
		Web Banner			3	\$0	\$0	\$2,475	\$2,475	Nov	20-Sep
		Buyer's Guide		1		\$0	\$3,005		\$3,005	Dec	20-Oct
Wine Industry Network		Web Banner			3	\$0	\$0	\$1,050	\$1,050	Nov/Dec/Jan	15-Oct
Wine Industry Insights		ENews Banner			3	\$0	\$0	\$3,294	\$3,294	Jan	1-Oct
Ag Alert	4-C	Print	2			\$7,670	\$0		\$7,670	Nov-Jan	15-Sep
		Trees & Vines Issue								Dec 14	23-Nov
		Web Banner			3	\$0	\$0	\$1,500	\$1,500	Jan 11	23-Dec
Wine & Beverage Craft News	4-C	Print	2			\$3,000	\$0		\$3,000	Nov/Dec/Jan	20-Nov
		Web Banner			3	\$0	\$0	\$750	\$750	Oct	9-Sep
The Grape Vine Mag	4-C	Print	2			\$0	\$2,470		\$2,470	Jan	10-Dec
		Enewsletter			3	\$0	\$0	\$750	\$750	Nov/Dec/Jan	15-Oct
		Enewsletter			3	\$0	\$0	\$750	\$750	Sept/Oct	19-Aug
Total 2017 Advertising Budget						\$12,480	\$33,015	\$24,849	\$70,344		

* Note: Some outlets will give us up to a 15-percent discount depending on the number of ads and other factors as well.