



LLC Managing Committee Meeting Agenda

Conference Call

Monday, July 14, 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 May 27, 2014 meeting minutes*
4. Old Business:
 - a. Keynote Luncheon Speaker*
 - i. Final Status: Francis Ford Coppola
 - ii. Status: Alton Brown
 - iii. Identify Additional Speaker Names – Not as High-Profile
 - b. Wednesday State of the Industry Update
5. New Business
 - a. 2015 Ad Budget*
6. Next meeting dates/time for in-person meeting: Tuesday, July 28 at 2 PM or Thursday, July 31 at 2 PM
7. Adjournment

*included in packet



LLC Managing Committee Meeting Minutes Conference Call

Tuesday, May 27, 2014

Committee Members Present:

Jim Kennedy (ASEV President), Chair (January-December 2014)
John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV past president), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

Not Present:

Tom Collins (ASEV Director), Bill Pauli (CAWG Past Chair)

Others Present:

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

1. **Call to Order.** The LLC Managing Committee meeting was called to order at 10:03 AM by Jim Kennedy.
2. **Approval of Agenda.** Lyndie Boulton moved to approve the agenda as submitted, second by Leticia Chacón-Rodríguez. Motion was carried.
3. **Approval of April 22 Meeting Minutes.** David Weiss moved to approve the minutes as submitted, second by Lyndie Boulton. Motion was carried.
4. **Old Business**
 - a. **Keynote Luncheon Speaker.**
 - i. Corey Beck, with Francis Ford Coppola Winery, has been in contact with John Aguirre, and has reached out to Francis Ford Coppola to invite him to speak. John will check-in with Corey once again to see if he made any progress. The deadline for Francis Ford Coppola to accept our invitation is **June 9**.
 - ii. **Action Items:** Follow-up with Corey Beck regarding Mr. Coppola's invitation and move forward with identifying the contact for Alton Brown. Inform the PDC that we will be extending the invitation to Alton. **Task:** John Aguirre (F. Coppola) and Tom Collins (A. Brown).
 - b. **Wednesday State of the Industry.**
 - i. Jon Fredrikson: John Aguirre reported that Jon Fredrickson has committed to speak on the 2015 SOI panel.
 - ii. The committee discussed the make-up of the panel. The committee would like to provide a further role for Francesca Schuler. She received very high marks in 2014 and she has a lot to offer the panel. Lyndie Boulton moved to approve Francesca Schuler as moderator and speaker on the 2015 SOI panel, second by Leticia Chacón-Rodríguez. Motion was carried.
 1. **Action/Task:** John Aguirre and Lyndie Boulton will send out an invitation to Francesca Schuler.

- iii. There was concern surrounding the timing of the session. Jon's presentation was cut short due to other speakers exceeding their allotted time. The overall session time needs to be better managed.
 1. **Action/Task:** John Aguirre and Jenny Devine will review the tapes to see where the speakers' time went over and work with Francesca on better time management.
- c. **2015 Program Development Committee (PDC) Update.** Jenny Devine provided an update to the LLC Managing Committee regarding the Program Development Committee. She provided final details regarding the committee members and stated that the committee held a very successful first in-person meeting. She also stated that the sub-committees will be meeting via conference call prior to the second in-person meeting that will take place on Friday, June 13. Lyndie Boulton requested that we review the tasting protocol with the committee who will be planning the tasting sessions right at the beginning of development and with each speaker that is confirmed.
 - i. **Action/Task:** Jenny Devine to bring copies of the protocol to the next meeting.
5. **Review Policy on LLC Member Contract Services Reimbursement % Cap.** Lyndie Boulton and Dan Howard, submitted an invoice for the ASEV staff reimbursable hours to John Aguirre, with CAWG, for review and approval as standard procedure. John Aguirre had questioned and expressed concern regarding one of the invoice line items (Trade Show services) as exceeding the 5% budget cap which was due to increased hours with a new ASEV employee. John referenced cross-training for staff that Lyndie had added to the LLC member service agreements. His understanding was that was in regard to training any new employee for either LLC member. Lyndie Boulton explained that: (1) the reimbursement policy approved by the committee in 2007 allows for a 5% overage of the annual amount budgeted for contracted services in total, not by line item. ASEV was under the 5% overage in total, and (2) cross-training pertains to two or more current employees being reasonably familiar with the other one's project. Lyndie understood from John that he concurred that his concern should be an agenda item. There appeared to be a miscommunication in this regard.
 - a. **Policy of Reimbursement:** The policy that was approved by the LLC Managing Committee in 2007 to be in effect for 2008 was included in the meeting packet. Exhibit D was included in the meeting packet to confirm and reassure the current committee that this policy was previously approved by the Managing Committee to allow for a 5% overage of the annual amount budgeted for contracted services in total, not by line item.
 - b. **Cross-training:** There was added language in both LLC member contracted service agreements that each group will cross-train employees. This was initiated to support both organizations, when there is a change in staff so that an existing employee was able to oversee a project with familiarity when another employee leaves.
 - c. **Expense and Income Trend:** It was mentioned that it looks like the trend of expenses were increasing at a faster rate than for revenue. Despite higher revenue, we are seeing higher expenses, and the net profitability does not seem to be growing. Lyndie Boulton added that the actual net revenue has exceeded the forecasted net revenue consistently over the last few years.

- d. **Budget:** Lyndie Boulton, John Aguirre, Dan Howard, and Jenny Devine will meet in-person to discuss the preliminary budget draft process and then we will schedule an in-person LLC Managing Committee meeting to review and approve. John queried if we have a profit goal, a percentage that we are shooting for when developing a budget? Lyndie added that she understood that the projected budget that we approve each year is our projected goal. All agreed to address this more during in budget development for next year.
6. **Next meeting dates/times.** The next LLC Managing Committee meeting will take place via conference call, on Monday, July 14, at 10:00 AM.
7. **Adjournment.** The LLC Managing Committee meeting was adjourned at 10:55 AM.

Unified Wine & Grape Symposium

Keynote Speaker Suggestions (*in order of preference*)

1. **Francis Ford Coppola - Declined**

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 Unified Wine & Grape Symposium

Ad Schedule and Costs

Revised July 11

Placement Schedule

NOTES

Placed	Publication	Print Color	Ad Type	Frequency All Ads	Print Half Page	Print Full Page	Web Cost Per Month	Banner Size	Half Page	Full Page	Web Email	Total	Issue	Due				
	<i>American Vineyard</i>	B&W	Print B/W	2	\$1,810	\$3,300			2			\$3,620	Dec	5-Nov				
														Nov	3-Oct			
				Web Banner	4			\$375	350X250			4	\$1,500	Oct/Nov/Dec/Jan	5-Sep			
	<i>Practical W&V</i>		Web Banner	3			\$600	380X80			3	\$1,800	Nov/Dec/Jan	15-Oct				
X	<i>Vineyard & Winery Management</i>	4-C	Print	2	\$2,271	\$2,984			1	1		\$5,255	Nov/Dec	15-Sep				
					Web Banner	3			\$660	250X150			3	\$1,980	Nov/Dec/Jan	20-Oct		
X	<i>Wine Business</i>	4-C	Print	2	\$1,965	\$2,556				2		\$5,112	Nov	15-Sep				
														Dec	15-Oct			
				ENews Banner	3			\$1,806	468X60			3	\$5,418	Nov/Dec/Jan	15-Oct	Daily E-newsletter		
			Web Banner	3			\$1,190	468X60			3	\$3,570	Nov/Dec/Jan	15-Oct	1/2 hr each hr			
	<i>Wines & Vines</i>	4-C	Print	3	\$2,715	\$3,410			1	2		\$9,535	Oct	18-Aug				
																Nov	20-Sep	
																	Dec	20-Oct
				Web Banner	3			785	135X190			3	\$2,355	Nov/Dec/Jan	15-Oct			
			Buyer's Guide	1	\$2,715	\$3,410			1			\$2,715	Jan	1-Oct				
X	<i>Wine Industry Insights</i> *		ENews Banner	3			\$1,098	160X600			3	\$3,294	Nov-Jan	15-Sep	Daily E-newsletter			
X	<i>Ag Alert</i>	4-C	Print	2	\$3,260	\$5,690			2			\$6,520	Oct 30	14-Oct				
				Trees & Vines										Dec 11	21-Nov			
				Web Banner	3			\$500	728X90	4			\$2,000	Nov/Dec/Jan	20-Nov			
X	<i>Wine & Grape Grower</i>	4-C	Print	2	\$1,200	\$2,200			2			\$2,400	Oct/Nov	15-Sep	Glossy half page rap			
														Dec/Jan	12-Nov			
			Web Banner	3			\$205	300X250			3	\$615	Nov/Dec/Jan	15-Oct	Aug/Sep/Oct Free			
X	<i>The Grape Vine Mag</i>	4-C	Print	2	\$1,299	\$2,720			2			\$2,598	Oct/Nov	19-Aug				
														Nov/Dec	20-Oct			
				Enewsletter	3			\$205	170X229			3	\$615	Oct/Nov/Dec/Jan	15-Sep	Gave us extra month for free		
Total 2015 Advertising Budget												\$60,902						

* Note: Some outlets will give us up to a 15-percent discount depending on the number of ads and may consider any ASEV ads in the total count for discounts