

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

July 28, 2021
1:00 PM

Zoom Meeting Details:

<https://us02web.zoom.us/j/89054973587?pwd=dCtPQ214bkZQZk1xa0tZYUhzMzZ5QT09>

Meeting ID: 890 5497 3587

Passcode: 092532

Dial by your location

+1 253 215 8782 US (Tacoma)

+1 408 638 0968 US (San Jose)

+1 669 900 6833 US (San Jose)

Committee Members (8):

Mike Boer (CAWG Past Director), Chair (July 1, 2021 - June 30, 2022)

John Aguirre (CAWG President), 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 Vice Chair)
Keith Striegler (ASEV 1st Vice President)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of July 26 Meeting Agenda**
3. **Approval of June 28 Meeting Minutes***
4. **New Business**
 - a. Budget Discussion*
 - b. State of the Industry Speaker Line-up
5. **Old Business**
 - a. Keynote Speaker Discussion
 - b. Program Development Committee Update
 - i. Agenda Timeline*
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Zoom Meeting**

June 28, 2021
2:00 PM

Committee Members Present:

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 2:01 PM.
2. **Approval of June 28 Meeting Agenda.** Tom Slater made a motion to approve the June 28 meeting agenda. Jim Harbertson second, motion was approved.
3. **Approval of May 14 Meeting Minutes.** Tom Slater made a motion to approve the May 14 meeting minutes. Jim Harbertson second, motion was approved.
4. **Old Business**
 - a. **Keynote Speaker Discussion.** John Aguirre provided a list of three potential economists, as Keynote Speaker, to the group prior to the meeting, and he is waiting on one more from Mario Zeponi. It is key to find someone who can give an entertaining but informative prestation on the macrotrends that are shaping our world today, in light of us coming out of a pandemic, there is a lot of money flowing through the economy, potential threat of inflation and the degraded US dollar, etc.
 - i. The first recommendation is Dr. Jim Doti, Professor, President Emeritus of The George L. Argyros School of Business and Economics at Chapman University. Dr. Doti was recommended by Rob Neenan, President/CEO of the California League of Food Processors. Rob stated that Dr. Doti strikes the balance of being polished, engaged and entertaining, while keeping the presentation founded on facts/data. John Aguirre shared a presentation with the group via email, his presentation begins about 13 mins in. https://economicforecast.chapman.edu/2021-update/?utm_source=salesforce&utm_medium=email&utm_campaign=UA-Economic-Forecast-Update&utm_term=june&utm_content=live-event

- ii. The second recommendation was Christian Lawrence, Senior Market Strategist, Rabobank (Recommended by Stephen Rannekleiv, Rabobank) Stephen wrote, “I think Christian Lawrence- our senior market strategist- would do an excellent job. He is extremely engaging, and does a great job of de-mystifying the data to make it digestible for the broader audience. IF you’d like a taste of his style, we’ve interviewed him on our podcast a couple of times (and are about to interview him again later this week to discuss inflation).”<https://www.bnnbloomberg.ca/investing/video/temper-your-enthusiasm-over-yesterday-s-rally-rabobank-strategist~1913496>
- iii. The third recommendation is Michael Boskin, Tully M. Friedman Professor of Economics and Senior Fellow, Hoover Institution, Stanford University, and Laura Tyson, Distinguished Professor of the Graduate School, Business & Public Policy | Center for Equity, Gender, and Leadership (Recommended by Mike Veseth). Mike wrote, “The Commonwealth Club did a program about the economy earlier this year featuring Michael Boskin from Stanford and Laura Tyson from Berkeley. Here’s a video to give you a sense of the people. They are both probably more effective in person than on Zoom. The program starts with politics because of the questions posed, but they get into the economy pretty quickly.” [Michael Boskin and Laura Tyson: Bank of America Annual Economic Forecast - YouTube](#)
- iv. **Other Discussion.**
 1. It is important that we get people to attend, and there is a concern with having someone that’s not known. However, we have had big names speaking and they have not turned out to be a great speaker. The committee likes the direction we are going, but we just need to make sure we sell the luncheon better.
 2. Is there a chance that we would need to pay a speaker fee? John Aguirre is not sure, but once we do make the decision, he will ask. Dan Howard confirmed that we do not budget a speaker fee.
 3. John Aguirre continued to state that if there are any further speaker suggestions, to please share prior to our next meeting.
 4. We will review once again at the next meeting.
- b. **Program Development Committee Update.** John Aguirre provided the update, and stated that the sub-committees have been meeting, but we are at the point where we really need to dial-in the schedule for the sessions. He stated that he and Jenny Devine met with the two co-chairs, Leticia Chacon-Rodriguez and Mike Boer, to discuss the layout and the decision was to add in additional sessions on Tuesday morning and reducing the number of sessions and ending them earlier on Thursday afternoon, allowing attendees to head home and do not waste a speaker’s time when there is a small number of attendees in a breakout room. The committee did not have any objection on the change in the schedule and agreed to move forward with the changes.

5. **New Business**

- a. **Current Booth Sales.** Dan Howard provided an update on the current booth sales. With the convention center remodel and expansion, we were able to add 255 10x10 booths, but with the way it is looking currently, we are not going to be able to sell those extra booths. We are at the end of pre-sales and typically attrition rate is 5%, and then we fill those booths with companies on the waiting list. However, this year we are at 20% attrition with pre-sales, and we only have 71 companies on our waiting list. It is estimated that we will end with a total attrition of 25% with 245 booth spaces left. Dan Howard stated that it is due to the pandemic, travel restrictions and budgets.
- b. **LLC Managing Committee Next Chair.** John Aguirre stated that the CAWG leadership agreed that Mike Boer would be an outstanding chair for the LLC Managing Committee.

6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Monday, July 26, at 2:00 PM.

7. **Adjournment.** Jim Harbertson moved to adjourn the meeting at 2:32 PM. Bill Pauli second, motion was approved.



**Unified Wine & Grape Symposium (In-person Conference)
2022 Budget (Draft)**

Proposed to LLC Managing Committee 7/26/2021

	2021 Budget	2021 Actual	2022 Budget	% of '22 Budget
	11/01/20 Through 10/31/21	Estimated Through 10/31/21	11/01/21 Through 10/31/22	
INCOME				
Exhibits	\$450,000	\$413,800	\$2,094,000 A	76.96%
Exhibitor Appointed Contractors (EAC)	\$0	\$0	\$3,000	
Advertising				
Program	\$0	\$0	\$42,500	1.56%
Online	\$45,000	\$35,350	\$4,000	0.15%
On-site		\$0	\$50,000	1.84%
<i>Advertising Total</i>	\$45,000	\$35,350	\$96,500	3.55%
Registration				
Keynote Presentation (Tuesday)	\$0	\$0	\$19,238	B 0.71%
General (Tuesday - Thursday)	\$149,245	\$115,335	\$309,930	B 11.39%
Exhibits Only	\$0	\$0	\$49,455	B 1.82%
Exhibits Only Guest Passes	\$0	\$0	\$15,495	B 0.57%
<i>Registration Total</i>	\$149,245	\$115,335	\$394,118	B 14.49%
Directory	\$10,000	\$16,688	\$21,000	0.77%
Sponsorship	\$45,000	\$55,500	\$107,000	3.93%
Interest	\$700	\$642	\$100	0.00%
Miscellaneous	\$0	\$0	\$5,000 *	0.18%
Total Income	\$699,945	\$637,315	\$2,720,718	99.89%
EXPENSE				
Exhibit				
Exhibit Space	\$0	\$0	\$192,140	10.26%
Luncheon	\$0	\$0	\$146,000	7.80%
Online Exhibit Sales	\$10,000	\$10,000	\$10,745	0.57%
On-site Signage Design	\$0	\$0	\$2,500	0.13%
Printing & Postage	\$0	\$0	\$40,000	2.14%
Regional Wine Tasting (Catering)	\$0	\$0	\$61,000	3.26%
Security/Door Monitors	\$0	\$0	\$43,500	2.32%
Virtual Trade Show	\$39,000	\$28,385	\$4,495	0.24%
Miscellaneous	\$1,000	\$0	\$3,500	0.19%
<i>Exhibit Total</i>	\$50,000	\$38,385	\$503,880	26.91%
Program/Sessions				
A/V	\$0	\$0	\$57,000	3.04%
Catering	\$0	\$0	\$34,000	1.82%
Keynote Presentation (Tuesday)				
A/V	\$0	\$0	\$7,000	C 0.37%
Plated Lunch	\$0	\$0	\$18,700	C 1.00%
<i>Sub Total</i>	\$0	\$0	\$25,700	C 1.37%
Meeting Room - Door Monitors	\$0	\$0	\$2,500	0.13%
On-site Signage Design	\$0	\$0	\$2,500	0.13%
Printing (incl program layout)	\$0	\$0	\$18,000	0.96%
Program Development	\$0	\$0	\$0	0.00%
Speaker Reimbursement	\$0	\$0	\$37,010	D 1.98%
Miscellaneous	\$1,000	\$854	\$3,500	0.19%
<i>Program/Sessions Total</i>	\$1,000	\$854	\$180,210	9.62%
Public Relations				
Advertising (includes ad layout)	\$50,000	\$47,064	\$82,000	4.38%
Brown-Miller	\$49,350	\$49,350	\$64,350	3.44%
Graphics	\$5,000	\$5,000	\$13,000	0.69%
E-Newsletter	\$6,200	\$6,200	\$6,200	0.33%
Miscellaneous	\$1,000	\$29	\$3,500	0.19%
<i>Public Relations Total</i>	\$111,550	\$107,643	\$169,050	9.03%
Registration				
Computer Equipment (networking)	\$0	\$0	\$7,000	0.37%
On-site Signage Design	\$0	\$0	\$2,500	0.29%
Printing & Postage (incl brochure layout)	\$0	\$0	\$23,000	1.23%
Security	\$0	\$0	\$2,300	0.12%
Service Contractor (CMR)	\$0	\$0	\$140,000	7.48%
Staff (Temp)	\$0	\$0	\$36,000	1.92%
Supplies	\$0	\$0	\$20,000	1.07%
Miscellaneous	\$1,000	\$0	\$3,500	0.19%
<i>Registration Total</i>	\$1,000	\$0	\$234,300	12.51%



Unified Wine & Grape Symposium (In-person Conference)
2022 Budget (Draft)

Proposed to LLC Managing Committee 7/26/2021

	2021 Budget	2021 Actual	2022 Budget	% of '22 Budget
EXPENSE CONTINUED	11/01/20 Through 10/31/21	Estimated Through 10/31/21	11/01/21 Through 10/31/22	
Other Operating				
Accounting Services	\$23,770	\$21,220	\$16,000	0.85%
Bank Charges (cc)	\$40,000	\$40,808	\$90,000	4.81%
Contract Services (ASEV)				
Bookkeeping/Accounting	\$13,050	\$12,245	\$17,587	E 0.94%
Event Management	\$60,000	\$19,825	\$77,910	E 4.16%
Event Coordination	\$71,000	\$60,421	\$137,023	E 7.32%
Trade Show Management	\$85,200	\$85,413	\$182,200	E 9.73%
Contract Svcs (ASEV) Total	\$229,250	\$177,904	\$414,720	E 22.15%
Contract Services (CAWG)				
Program Development	\$64,077	\$51,262	\$75,575	E 4.04%
Sponsorship	\$17,679	\$17,537	\$26,242	E 1.40%
Contract Svcs (CAWG) Total	\$81,756	\$68,799	\$101,816	E 5.44%
Insurance (Liability, D&O, Internet)	\$19,000	\$13,213	\$19,000	1.01%
Legal	\$10,000	\$2,933	\$10,000	0.53%
LLC Franchise Tax	\$6,800	\$6,800	\$6,800	0.36%
LLC Property Tax	\$2,800	\$2,800	\$2,800	0.15%
Managing Member Fee (ASEV)	\$46,660	\$46,660	\$48,993	2.62%
Meetings (Managing Committee)	\$0	\$0	\$2,000	0.11%
Parking	\$0	\$0	\$1,000	0.05%
Postage (office)	\$0	\$0	\$1,000	0.05%
Sponsorship	\$1,500	\$0	\$9,000	0.48%
Supplies	\$500	\$0	\$3,000	0.16%
Telephone/Utilities	\$10,000	\$6,103	\$10,000	0.53%
On-site Vendor Advertising	\$0	\$0	\$10,000	0.53%
Website & App	\$2,300	\$2,300	\$7,800	0.42%
Welcome Reception (Tuesday)	\$0	\$0	\$28,050	F 1.50%
Miscellaneous	\$6,000	\$15,938	\$3,000	0.16%
Other Operating Total	\$480,336	\$405,478	\$784,979	41.92%
Total Expenses	\$643,886	\$552,360	\$1,872,419	100.00%
Net (Profit/Loss)	\$56,059	\$84,955	\$848,298	

* \$5,000 Freeman donation per contract

A-F Refer to corresponding lettered categories on attached Worksheet

Note: 90% of estimated profit to be distributed by the end of May, 2022 and the remaining balance based on actual to be distributed by the end of Feb, 2023 per policy.

Income

A. Exhibits				
	Qty	Description	Price ea.	Total
	760	10 x 10 Booths	\$2,400.00	\$1,824,000.00
	15,000 sq ft	Large Equipment Booths	\$18.00	\$270,000.00
	Total Exhibits Income			\$2,094,000.00

B. Registration - Based on 2020 w/25% reduction

Keynote Presentation w/Lunch (Tuesday)					
	Qty/Yr		Description	Price ea.	Total
	2020	2022	Pre-Registration		
	206	155	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$11,587.50
	67	50	Non-Member	\$125.00	\$6,281.25
	4	3	ASEV Student Member/Press	\$50.00	\$150.00
	On-Site Registration				
	16	12	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$900.00
	3	2	Non-Member	\$125.00	\$281.25
	1	1	ASEV Student Member/Press	\$50.00	\$37.50
	297	223	Total Keynote Presentation		\$19,237.50

General (Tuesday - Thursday)

	Qty/Yr		Description	Price ea.	Total
	2020	2022	Pre-Registration		
	<i>(3-Day, Tues-Thursday)</i>				
	330	248	Member (ASEV/CAWG)	\$345.00	\$85,387.50
	141	106	Non-Member	\$565.00	\$59,748.75
	22	17	ASEV Student Member	\$50.00	\$825.00
	64	48	Exhibitor	\$345.00	\$16,560.00
	<i>(1-Day)</i>				
	185	139	Member (ASEV/CAWG)	\$230.00	\$31,912.50
	255	191	Non-Member	\$290.00	\$55,462.50
	31	23	Exhibitor	\$230.00	\$5,347.50
	On-Site Registration				
	<i>(Tues-Thursday)</i>				
	22	17	Member (ASEV/CAWG)	\$545.00	\$8,992.50
	14	11	Non-Member	\$765.00	\$8,032.50
	0	0	ASEV Student Member	\$250.00	\$0.00
	5	4	Exhibitor	\$545.00	\$2,043.75
	<i>(1-Day)</i>				
	18	14	Member (ASEV/CAWG)	\$430.00	\$5,805.00
	55	41	Non-Member	\$490.00	\$20,212.50
	16	12	Exhibitor	\$430.00	\$5,160.00

46 **Income (continued)**

47					
48 Spanish Track Only					
49	94	71	Member/Non-member	\$55.00	\$3,877.50
50	1,252	939			
51 Misc					
52	12	9	Cancellations	\$50.00	\$450.00
53	6	5	Lost Badge	\$25.00	\$112.50
54	Total General Registration				\$309,930.00
55					
56 Exhibits Only					
57					
58	2020	2022			
58	924	693	Pre-Reg Member/Non-member	\$35.00	\$24,255.00
59	480	360	On-Site Member/Non-member	\$70.00	\$25,200.00
60	1,404	1,053	Total Exhibits Only		\$49,455.00
61					
62 Exhibit Guest Passes (sold to exhibitors only)					
63					
64	2020	2022			
64	4132	3,099	Vouchers	\$5.00	\$15,495.00
65					
66	Total Registration Income				\$394,117.50

68 **Expense**

69					
70 C. Keynote Presentation w/Lunch (Tuesday)					
71		1	A/V	\$7,000.00	\$7,000.00
72		275	Plated Lunches	\$68.00	\$18,700.00
73	Total Keynote Presentation Expense				\$25,700.00
74					
75 D. Speaker - 100 Speakers (Tuesday - Thursday)					
76	Lodging	\$267/night (80 CA Speakers -1 Night)			\$21,360.00
77	Lodging	\$267/night (10 Out of State Spkrs -2 Nights)			\$5,340.00
78	Lodging	\$267/night (10 Int'l Speakers - 4 Nights)			\$10,680.00
79	Ground Transportation	\$100/ea			\$10,000.00
80	Meals	\$64/day (77 CA Speakers - 2 Days)			\$9,856.00
81	Meals	\$64/day (6 Out of State Spkrs - 3 Days)			\$1,152.00
82	Meals	\$64/day (10 Int'l Speakers - 5 Days)			\$3,200.00
83	Transportation	10 Int'l @ \$3,500/ea			\$35,000.00
84	Transportation	10 Out of State @ \$650/ea			\$6,500.00
85	Transportation	10 CA - Airfare @ \$300/ea			\$3,000.00
86	Transportation	80 CA - 400 miles @ .54/mile			\$17,280.00
87	Total Speaker Expense				\$123,368.00

89 **Note: 30% of Speakers Estimated to Submit for Reimbursement** **\$37,010.40**

91 **Expense (continued)**

92

93 **E. ASEV/CAWG Contract Services** (Rates Based on Operating Agreement - proposed 5% increase, see Exhibit 3)

94	Description	Price ea.	Total
95	ASEV		
96	385.00 Bookkeeping/Accounting	\$45.68	\$17,586.80
97	742.00 Event Management	\$105.00	\$77,910.00
98	1,838.00 Event Coordination	\$74.55	\$137,022.90
99	2,444.00 Trade Show Management	\$74.55	\$182,200.20
100	5,409.00 ASEV Total		\$414,719.90
101			
102	CAWG		
103	893.00 Program Development	\$84.63	\$75,574.59
104	352.00 Sponsorship	\$74.55	\$26,241.60
105	1,245.00 CAWG Total		\$101,816.19
106			
107	Total ASEV/CAWG Contracted Services Expense		\$516,536.09

108

109 **Note:** Each LLC Managing Member may invoice up to 5% over the total budgeted Contract Service amount
 110 for actual hours incurred (per policy).

111

112 **F. Welcome Reception (Tuesday)**

113	550 Reception w/Wine & Hors d'oeuvres	\$51.00	\$28,050.00
114	Total Welcome Reception Expense		\$28,050.00

Registration, Booth, and Program Ad Fee History

General Registration - 3 Days (\$)

	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student
2022	\$345	\$565	\$50	\$545	\$765	\$250
2021	\$250	\$470	\$50	\$250	\$470	\$50
2020	\$345	\$565	\$50	\$545	\$765	\$250
2019	\$345	\$565	\$50	\$545	\$765	\$250
2018	\$315	\$515	\$50	\$515	\$715	\$250
2017	\$315	\$515	\$50	\$515	\$715	\$250
2016	\$315	\$515	\$50	\$515	\$715	\$250
2015	\$299	\$489	\$50	\$499	\$689	\$250
2014	\$299	\$489	\$50	\$499	\$689	\$250
2013	\$299	\$489	\$50	\$499	\$689	\$250
2012	\$299	\$487	\$50	\$499	\$687	\$250
2011	\$295	\$480	\$50	\$495	\$680	\$250
2010	\$295	\$480	\$50	\$495	\$680	\$250
2009	\$295	\$480	\$50	\$495	\$680	\$250
2008	\$275	\$450	\$30	\$475	\$650	\$230
2007	\$275	\$450	\$30	\$475	\$650	\$230
2006	\$250	\$400	\$30	\$350	\$500	\$130
2005	\$250	\$400	\$30	\$350	\$500	\$130
2004	\$225	\$350	\$15	\$325	\$450	\$115
2003	\$225	\$350	\$15	\$275	\$400	\$65
2002	\$210	\$310	\$15	\$260	\$360	\$65
2001	\$210	\$310	\$15	\$260	\$360	\$65
2000	\$210	\$295	\$15	\$210	\$295	\$15
1999	\$165	\$180	\$45	\$165	\$180	\$45
1998	\$165	\$180	\$45	\$165	\$180	\$45
1997	\$165	\$180	\$45	\$165	\$180	\$45
1996	\$165	\$180	N/A	\$165	\$180	N/A
1995	\$180	\$180	N/A	\$180	\$180	N/A

General Registration - 3 Days (%)

	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student
2022	38%	20%	0%	118%	63%	400%
2021	-28%	-17%	0%	-54%	-39%	-80%
2020	0%	0%	0%	0%	0%	0%
2019	10%	10%	0%	6%	7%	0%
2018	0%	0%	0%	0%	0%	0%
2017	0%	0%	0%	0%	0%	0%
2016	5%	5%	0%	3%	4%	0%
2015	0%	0%	0%	0%	0%	0%
2014	0%	0%	0%	0%	0%	0%
2013	0%	0%	0%	0%	0%	0%
2012	1%	1%	0%	1%	1%	0%
2011	0%	0%	0%	0%	0%	0%
2010	0%	0%	0%	0%	0%	0%
2009	7%	7%	67%	4%	5%	9%
2008	0%	0%	0%	0%	0%	0%
2007	10%	13%	0%	36%	30%	77%
2006	0%	0%	0%	0%	0%	0%
2005	11%	14%	100%	8%	11%	13%
2004	0%	0%	0%	18%	13%	77%
2003	7%	13%	0%	6%	11%	0%
2002	0%	0%	0%	0%	0%	0%
2001	0%	5%	0%	24%	22%	333%
2000	27%	64%	-67%	27%	64%	-67%
1999	0%	0%	0%	0%	0%	0%
1998	0%	0%	0%	0%	0%	0%
1997	0%	0%	0%	0%	0%	0%
1996	-8%	0%		-8%	0%	
1995						

General Registration - 1 Day (\$)

	Pre-Reg		On-site Reg	
	Member	Non-Mem	Member	Non-Mem
2022	\$230	\$290	\$430	\$490
2021	\$165	\$240	\$165	\$240
2020	\$230	\$290	\$430	\$490
2019	\$230	\$290	\$430	\$490
2018	\$210	\$265	\$410	\$465
2017	\$210	\$265	\$410	\$465
2016	\$210	\$265	\$410	\$465
2015	\$199	\$249	\$399	\$449
2014	\$199	\$249	\$399	\$449
2013	\$199	\$249	\$399	\$449
2012	\$177	\$228	\$377	\$428
2011	\$175	\$225	\$375	\$425
2010	\$175	\$225	\$375	\$425
2009	\$175	\$225	\$375	\$425
2008	\$165	\$210	\$365	\$410
2007	\$165	\$210	\$365	\$410
2006	\$150	\$190	\$250	\$290
2005	\$150	\$190	\$250	\$290
2004	\$135	\$175	\$235	\$275
2003	\$135	\$175	\$185	\$225
2002	\$125	\$160	\$175	\$210
2001	\$125	\$160	\$175	\$210
2000	\$125	\$125	\$125	\$125
1999	\$100	\$100	\$100	\$100
1998	\$100	\$100	\$100	\$100
1997	\$100	\$100	\$100	\$100
1996	\$100	\$100	\$100	\$100
1995	N/A	N/A	N/A	N/A

General Registration - 1 Day (%)

	Pre-Reg		On-site Reg	
	Member	Non-Mem	Member	Non-Mem
2022	39%	21%	161%	104%
2021	-28%	-17%	-62%	-51%
2020	0%	0%	0%	0%
2019	10%	9%	5%	5%
2018	0%	0%	0%	0%
2017	0%	0%	0%	0%
2016	6%	6%	3%	4%
2015	0%	0%	0%	0%
2014	0%	0%	0%	0%
2013	12%	9%	6%	5%
2012	1%	1%	1%	1%
2011	0%	0%	0%	0%
2010	0%	0%	0%	0%
2009	6%	7%	3%	4%
2008	0%	0%	0%	0%
2007	10%	11%	46%	41%
2006	0%	0%	0%	0%
2005	11%	9%	6%	5%
2004	0%	0%	27%	22%
2003	8%	9%	6%	7%
2002	0%	0%	0%	0%
2001	0%	28%	40%	68%
2000	25%	25%	25%	25%
1999	0%	0%	0%	0%
1998	0%	0%	0%	0%
1997	0%	0%	0%	0%
1996				
1995				

Registration, Booth, and Program Ad Fee History

Exhibits Only (\$)		
	Pre-Reg Member/Non-Mem	On-site Reg Member/Non-Mem
2022	\$35	\$70
2021	\$0	\$0
2020	\$35	\$0
2019	\$35	\$70
2018	\$35	\$70
2017	\$35	\$70
2016	\$35	\$70
2015	\$30	\$60
2014	\$30	\$60
2013	\$30	\$60
2012	\$30	\$60
2011	\$30	\$60
2010	\$30	\$60
2009	\$30	\$60
2008	\$25	\$50
2007	\$25	\$50
2006	\$25	\$40
2005	\$25	\$40
2004	\$25	\$40
2003	\$25	\$25
2002	\$15	\$15
2001	\$15	\$15
2000	\$15	\$15
1999	\$0	\$0
1998	\$0	\$0
1997	\$0	\$0
1996	\$20	\$20
1995	N/A	N/A

Exhibits Only (%)		
	Pre-Reg Member/Non-Mem	On-site Reg Member/Non-Mem
2022		
2021	-100%	-100%
2020	0%	0%
2019	0%	0%
2018	0%	0%
2017	0%	0%
2016	17%	17%
2015	0%	0%
2014	0%	0%
2013	0%	0%
2012	0%	0%
2011	0%	0%
2010	0%	0%
2009	20%	20%
2008	0%	0%
2007	0%	25%
2006	0%	0%
2005	0%	0%
2004	0%	60%
2003	67%	67%
2002	0%	0%
2001	0%	0%
2000	-25%	-25%
1999	N/A	N/A
1998	N/A	N/A
1997	-100%	-100%
1996	N/A	N/A
1995		

Booth Fees (\$)						
	Single 10'x10' Booth		Large Vineyard Equipment Areas		Large Winery Equipment Areas	
			Discount	Per Sq/Ft	Discount	Per Sq/Ft
2023		\$2,400	25%	\$18.00	25%	\$18.00
2022		\$2,400	25%	\$18.00	25%	\$18.00
2021		\$1,200	N/A	N/A	N/A	N/A
2020		\$2,250	25%	\$16.88	25%	\$16.88
2019		\$2,250	25%	\$16.88	25%	\$16.88
2018		\$2,250	25%	\$16.88	25%	\$16.88
2017		\$2,100	25%	\$15.75	25%	\$15.75
2016		\$2,100	25%	\$15.75	25%	\$15.75
2015		\$2,000	25%	\$15.00	25%	\$15.00
2014		\$2,000	25%	\$15.00	25%	\$15.00
2013		\$2,000	25%	\$15.00	25%	\$15.00
2012		\$2,000	25%	\$15.00	25%	\$15.00
2011		\$1,950	25%	\$14.63	25%	\$14.63
2010		\$1,900	35%	\$12.35	25%	\$14.25
2009		\$1,850	45%	\$10.18	25%	\$13.88
2008		\$1,800	55%	\$8.10	25%	\$13.50
	Pre-Sales	Post-Sales	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.
2007	\$1,500	\$1,700	\$5.25	\$5.95	\$11.25	\$12.75
2006	\$1,500	\$1,700	\$5.25	\$5.95	\$11.25	\$12.75
2005	\$1,400	\$1,600	\$3.50	\$4.00	\$10.50	\$12.00
2004	\$1,400	\$1,600	\$3.50	\$4.00	\$10.50	\$12.00
2003	\$1,300	\$1,500	\$3.25	\$3.75	\$9.75	\$11.25
2002	\$1,300	\$1,500	\$3.25	\$3.75	\$9.75	\$11.25
2001	\$1,300	\$1,500	\$1.05	\$1.20	N/A	N/A
2000	\$850	\$1,000	\$0.80	N/A	N/A	N/A
1999	N/A	\$850	N/A	\$0.80	N/A	N/A
1998	N/A	\$800	N/A	\$0.75	N/A	N/A
1997	N/A	\$750	N/A	\$0.6875	N/A	N/A
1996	N/A	\$700	N/A	\$0.50	N/A	N/A
1995	N/A	\$320	N/A	N/A	N/A	N/A

Booth Fees (%)						
	Single 10'x10' Booth		Large Vineyard Equipment Areas		Large Winery Equipment Areas	
			Per Sq/Ft	Per Sq/Ft	Per Sq/Ft	Per Sq/Ft
2023		0%	0%	0%	0%	0%
2022		100%	7%	7%	7%	7%
2021		-47%				
2020		0%	0%	0%	0%	0%
2019		0%	0%	0%	0%	0%
2018		7%	7%	7%	7%	7%
2017		0%	0%	0%	0%	0%
2016		5%	5%	5%	5%	5%
2015		0%	0%	0%	0%	0%
2014		0%	0%	0%	0%	0%
2013		0%	0%	0%	0%	0%
2012		3%	3%	3%	3%	3%
2011		3%	18%	18%	3%	3%
2010		3%	21%	21%	3%	3%
2009		3%	26%	26%	3%	3%
2008		6%	36%	36%	6%	6%
	Pre-Sales	Post-Sales	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.
2007	0%	0%	0%	0%	0%	0%
2006	7%	6%	50%	49%	7%	6%
2005	0%	0%	0%	0%	0%	0%
2004	8%	7%	8%	7%	8%	7%
2003	0%	0%	0%	0%	0%	0%
2002	0%	0%	210%	213%	N/A	N/A
2001	53%	50%	31%	50%	N/A	N/A
2000	N/A	18%	N/A	N/A	N/A	N/A
1999	N/A	6%	N/A	7%	N/A	N/A
1998	N/A	7%	N/A	9%	N/A	N/A
1997	N/A	7%	N/A	38%	N/A	N/A
1996	N/A	119%	N/A	N/A	N/A	N/A
1995						

Registration, Booth, and Program Ad Fee History

Program Ad Fees (\$)

	B & W			Color	
	Full Page	Half Page	Qtr Page	Inside	Covers
				Full Page	Full Page
2021	\$1,100	\$830	\$330	\$2,700	\$3,010
2021	N/A	N/A	N/A	N/A	N/A
2020	\$1,100	\$830	\$660	\$2,700	\$3,010
2019	\$1,100	\$830	\$660	\$2,700	\$3,010
2018	\$1,050	\$790	\$630	\$2,575	\$2,875
2017	\$1,050	\$790	\$630	\$2,575	\$2,875
2016	\$1,050	\$790	\$630	\$2,575	\$2,875
2015	\$1,000	\$750	\$600	\$2,450	\$2,750
2014	\$1,000	\$750	\$600	\$2,450	\$2,750
2013	\$1,000	\$750	\$600	\$2,450	\$2,750
2012	\$1,000	\$750	\$600	\$2,450	\$2,750
2011	\$1,000	\$750	\$600	\$2,450	\$2,750
2010	\$1,000	\$750	\$600	\$2,450	\$2,750
2009	\$1,000	\$750	\$600	\$2,450	\$2,750
2008	\$1,000	\$750	\$600	\$2,450	\$2,750
2007	\$800	\$600	\$400	\$1,800	\$2,200
2006	\$800	\$600	\$400	N/A	N/A
2005	\$800	\$600	\$400	N/A	N/A
2004	\$800	\$600	\$400	N/A	N/A
2003	\$500	\$400	\$300	N/A	N/A
2002	\$500	\$400	\$300	N/A	N/A
2001	\$500	\$400	\$300	N/A	N/A
2000	\$200	\$100	\$75	N/A	N/A
1999	\$200	\$100	\$75	N/A	N/A
1998	\$200	\$100	\$75	N/A	N/A
1997	N/A	N/A	N/A	N/A	N/A
1996	N/A	N/A	N/A	N/A	N/A
1995	N/A	N/A	N/A	N/A	N/A

Program Ad Fees (%)

	B & W			Color	
	Full Page	Half Page	Qtr Page	Inside	Covers
				Full Page	Full Page
2021	0%	0%	-50%	0%	0%
2021	N/A	N/A	N/A	N/A	N/A
2020	0%	0%	0%	0%	0%
2019	5%	5%	5%	5%	5%
2018	0%	0%	0%	0%	0%
2017	0%	0%	0%	0%	0%
2016	5%	5%	5%	5%	5%
2015	0%	0%	0%	0%	0%
2014	0%	0%	0%	0%	0%
2013	0%	0%	0%	0%	0%
2012	0%	0%	0%	0%	0%
2011	0%	0%	0%	0%	0%
2010	0%	0%	0%	0%	0%
2009	0%	0%	0%	0%	0%
2008	25%	25%	50%	36%	25%
2007	0%	0%	0%	N/A	N/A
2006	0%	0%	0%	N/A	N/A
2005	0%	0%	0%	N/A	N/A
2004	60%	50%	33%	N/A	N/A
2003	0%	0%	0%	N/A	N/A
2002	0%	0%	0%	N/A	N/A
2001	150%	300%	300%	N/A	N/A
2000	0%	0%	0%	N/A	N/A
1999	0%	0%	0%	N/A	N/A
1998	N/A	N/A	N/A	N/A	N/A
1997	N/A	N/A	N/A	N/A	N/A
1996	N/A	N/A	N/A	N/A	N/A
1995	N/A	N/A	N/A	N/A	N/A

DRAFT
Confidential

**EXHIBIT “3” OF UNIFIED WINE & GRAPE SYMPOSIUM LLC
OPERATING AGREEMENT**

**MEMBERS' COMPENSATION & REIMBURSEMENT TERMS FOR 2022-2024
(per LLC Members' Agreement for Contracted Services)**

MEMBER FEE & COMPENSATION **

ASEV (American Society for Enology and Viticulture)

Rate for Member Contracted Services for Management Services Fee = \$48,993 payable by March 31 of each year

Rates for LLC Member Contracted Services:

Trade Show Management	= \$74.55 per hour
Event Coordination	= \$74.55 per hour
Accounting Services	= \$45.68 per hour
Event Management Services	= \$105.00 per hour

Cost Reimbursements as incurred and documented. Payable within 10 days of the Company's receipt of Member's invoice and no later than June 1 each year

CAWG (California Association of Winegrape Growers)

Rates for LLC Member Contracted Services:

Program Development Services	= \$84.63 per hour
Sponsorship Development	= \$74.55 per hour

Cost Reimbursements as incurred and documented. Payable within 10 days of the Company's receipt of Member's invoice and no later than June 1 each year

** Compensation for contracted services paid to each Member shall not exceed by more than 5% of the total amount approved by the LLC Managing Committee in the annual budget per Member unless any of the following take place that impacts an LLC Member and after the budget is approved by the LLC Managing Committee for a given year per the term of this Exhibit 3: (a) new or expanded contract services approved by the LLC Managing Committee and/or (b) a new policy or policy changes approved by the LLC Managing Committee. Fees and compensation will be reviewed by the LLC Managing Committee every three years using the CA CPI as a guideline for any adjustments.

ASEV

CAWG

By: Dan Howard, Executive Director

By: John Aguirre, President

Date: _____

Date: _____



2022 UW&GS Program Template
January 25 – 27, 2022
Safe Credit Union Convention Center

TUESDAY, JANUARY 25

9:30 AM – 11:15 AM	Marketing/PR	Business/Operations
	Varietal Marketing Beyond the Big Four (Cab, Chard, Pinot, Sauv Blanc) (90 mins)	ESG Strategies (Environmental, Social, Governance) (90 mins)
	Grapegrowing	Winemaking
	Climate Change (90 mins)	Color and Tannins (75 mins)
11:30 AM – 1:30 PM	Keynote Speaker & Luncheon	
2:00 PM – 4:00 PM	Marketing/PR	Business/Operations
	New Trends – What is Pushing the Narrative Behind Wines (75 mins)	Talent Management (75 mins)
	Grapegrowing	Winemaking
	Regenerative Ag (90 mins)	Smoke Exposure w/Tasting (90 mins)
4:30 PM – 6:30 PM	Welcome Reception Sheraton Grand, Downtown Sacramento, Grand Ballroom	

**Grapegrowing: Look at moving the Joint Wine Tasting to Wednesday afternoon. If we cannot, we will host Regenerative Ag and Doing More with Less on Wednesday afternoon.*



2022 UW&GS Program Template
January 25 – 27, 2022
 Safe Credit Union Convention Center

WEDNESDAY, JANUARY 26

8:30 AM – 11:00 AM	State of the Industry	
11:00 AM – 12:00 PM	State of the Industry Press Conference	
1:00 PM – 4:00 PM	Marketing/PR	Business/Operations
	1:00 PM – 2:00 PM: Attracting and retaining professional/world-class marketers in the industry	1:00 PM – 2:30 PM: Supply Chain Disruptions
	2:30 PM – 3:30 PM: Data	2:45 PM – 4:15 PM: Reinventing the Business Model
1:00 PM – 2:30 PM	Joint Tasting Session (Winemaking/Grapegrowing)	
	Lesser-Known Varietals	
2:45 PM – 3:45 PM	Grapegrowing	Winemaking
	Doing More with Less	Sustainability in the Winery (Focusing on Water)
4:00 PM – 6:00 PM	Regional Wine Tasting	



2022 UW&GS Program Template
January 25 – 27, 2022
 Safe Credit Union Convention Center

THURSDAY, JANUARY 27

9:00 AM – 11:30 AM	Thursday General Session Adaptation Strategies: <i>What can you do now?</i>	
9:00 AM – 10:30 PM	Spanish General Session Climate Change: Strategy & Sustainable Solutions	
10:45 AM – 12:00 PM	Spanish Tracks	
	Spanish Grapegrowing	Spanish Winemaking
	Alternative Varieties that Adapt to Climate Change	New Wine Products & Alternative Packaging
1:00 PM – 2:15 PM	Marketing/PR	
	TBD	
	Grapegrowing & Business/Operations	
	Wildfires/Smoke Exposure	

**Host either shorter sessions within each track or a joint session on a themed topic.*