



**LLC Managing Committee Meeting Agenda  
Conference Call**

**Wednesday, July 30, 2014  
10:00 AM – 11:30 AM**

**Dial-In Number: 1-800-831-3695  
Passcode: 900770#**

**GoToMeeting:**

**<https://global.gotomeeting.com/meeting/join/682961389>**

(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 July 14, 2014 meeting minutes\*
4. Old Business:
  - a. Keynote Luncheon Speaker
    - i. Review speaker ranking provided by the committee (in order of preference)
      1. Dan Bane, CEO and Chairman, Trader Joe's
        - a. Committee Lead: Tom Collins
      2. Annette Alvarez-Peters, Assistant General Merchandise Manager, Costco –
        - a. Committee Lead: ?
      3. Rick Tigner, President, Kendall-Jackson Wine Estates/Jackson Family Enterprises



- a. Committee Member: John and Lyndie
  4. Jim Koch, Founder, Samuel Adams
    - a. Committee Member: Tom
  5. Bruce Taylor, CEO, Taylor Fresh Foods
    - a. Committee Member: John
  6. Rob Sands, President and CEO OR Bruce Taylor, CEO, Taylor Fresh Foods
    - a. Committee Member: Tom and John
  7. Richard Sands, Chairman of the Board, Constellation
    - a. Committee Member: Tom and John
- ii. Confirme the connection to the top ranking speaker and invitation process
5. New Business
    - a. 2015 UW&GS Budget\*
  6. Next meeting dates/time for in-person meeting
  7. Adjournment

\*included in packet



## LLC Managing Committee Meeting Minutes Conference Call

Monday, July 14, 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), Tom Collins (ASEV Director), Bill Pauli (CAWG Director), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

### **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 10:06 AM.
2. **Approval of Agenda.** Carson Smith moved to approve the agenda as submitted, second by Leticia Chacón-Rodríguez. Motion was carried.
3. **Approval of May 27, 2014 meeting minutes.** David Weiss moved to approve the minutes as submitted, second by Leticia Chacón-Rodríguez. Motion was carried.
4. **Old Business.**
  - a. **Keynote Luncheon Speaker.**
    - i. Francis Ford Coppola has declined our invitation to speak during the keynote speaker luncheon.
    - ii. Alton Brown: The contact that Tom Collins had no longer has direct connections to Alton.
    - iii. The committee identify additional speaker names for the 2015 Unified Keynote Speaker Luncheon. The following names were discussed. Lyndie Boulton made a motion to approve, second by David Weiss, to consider the list below for 2015. The motion was carried.
      1. Annette Alvarez-Peters, Assistant General Merchandise Manager, Costco
      2. Dan Bane, CEO and Chairman, Trader Joe's
      3. Jim Koch, Founder, Samuel Adams
      4. Rob Sands, President and CEO OR Richard Sands, Chairman of the Board, Constellation
      5. Bruce Taylor, CEO, Taylor Fresh Foods
      6. Rick Tigner, President, Kendall-Jackson Wine Estates/Jackson Family Enterprises
    - iv. The task for each committee member will be to rank each speaker in order of preference. Jenny Devine-Smith will organize the speaker details and send further information to the committee.
    - v. Speaker suggestions for beyond 2015
      - Steven Spurrier, British wine expert and former merchant
      - Jancis Robinson, British wine critic and journalist
      - Vivak Ranadive, Sacramento Kings owner
  - b. **Wednesday State of the Industry Update.** All SOI panelists have accepted our invitation to speak. John Aguirre and Lyndie Boulton will begin to work with Francesca Schuler on the logistics.



5. **New Business.**

- a. 2015 Ad Budget. Dan Howard reviewed the 2015 Ad Budget with the LLC Managing Committee. He stated that the budgeted amount is slightly less due to the ad rates. The publications and frequency are exactly the same as last year. Bill Pauli made a motion to approve the 2015 Ad Budget, second by David Weiss. Motion was carried.

6. **Next meeting dates/times.** The next meeting will take place via conference call on Wednesday, July 30, 10 AM.

7. **Adjournment.** The LLC Committee Meeting was adjourned at 10:44 AM.



**Unified Wine & Grape Symposium  
2015 Budget (DRAFT)**

Proposed to LLC Managing Committee 07/30/2014

	2014 Budget	2014 Actual	2015 Budget	% of '15
	11/01/13 Through 10/31/14	Estimated Through 10/31/14	11/01/14 Through 10/31/15	Budget
<b>INCOME</b>				
<b>Exhibits</b>	\$1,645,000	\$1,652,171	\$1,641,000 A	69.29%
<b>Advertising</b>				
Program	\$50,000	\$40,100	\$40,100	1.69%
Vendor	\$20,000	\$30,000	\$30,000	1.27%
<i>Advertising Total</i>	\$70,000	\$70,100	\$70,100	2.96%
<b>Registration</b>				
Keynote Presentation (Tuesday)	\$39,825	\$25,075	\$22,525	0.95%
General (Tuesday - Thursday)	\$420,055	\$442,148	\$442,148	18.67%
Exhibits Only	\$80,520	\$79,320	\$79,320	3.35%
Exhibits Only Vouchers	\$13,305	\$12,220	\$12,220	0.52%
<i>Registration Total</i>	\$553,705	\$558,763	\$556,213 B	23.48%
<b>Directory</b>	\$19,219	\$14,497	\$14,500	0.61%
<b>Sponsorship</b>	\$53,000	\$81,000	\$81,000	3.42%
<b>Interest</b>	\$600	\$634	\$600	0.03%
<b>Miscellaneous</b>	\$5,000	\$5,000	\$5,000 *	0.21%
<b>Total Income</b>	\$2,346,524	\$2,382,165	\$2,368,413	100.00%
<b>EXPENSE</b>				
<b>Exhibit</b>				
Convention Center Exhibit Space	\$104,680	\$104,680	\$111,840	6.70%
Lead Retrieval (TPN)	\$2,000	\$2,165	\$2,200	0.13%
Luncheon	\$97,000	\$96,848	\$97,000	5.81%
Online Exhibit Sales	\$10,000	\$10,000	\$10,000	0.60%
On-site Signage Design	\$1,200	\$600	\$1,200	0.07%
Printing & Postage	\$23,000	\$30,117	\$31,500	1.89%
Regional Wine Tasting (Catering)	\$41,000	\$40,580	\$41,000	2.46%
Security/Door Monitors	\$37,000	\$36,747	\$37,000	2.22%
Service Contractor (TPN)	\$55,000	\$54,987	\$55,000	3.30%
Tent	\$24,600	\$24,493	\$26,500	1.59%
Virtual Trade Show	\$3,400	\$3,400	\$3,400	0.20%
Miscellaneous	\$3,000	\$3,449	\$3,500	0.21%
<i>Exhibit Total</i>	\$401,880	\$408,066	\$420,140	25.17%
<b>Program/Sessions</b>				
A/V	\$40,000	\$46,074	\$46,500	2.79%
Catering	\$28,000	\$26,443	\$28,000	1.68%
Keynote Presentation (Tuesday)				
Speaker Expense	\$20,000	\$3,690	\$5,000	0.30%
Plated Lunch	\$20,800	\$15,671	\$18,600	1.11%
<i>Sub Total</i>	\$40,800	\$19,361	\$23,600 C	1.41%
Meeting Room - Rental	\$9,230	\$9,230	\$9,660	0.58%
Meeting Room - Door Monitors	\$2,200	\$2,200	\$2,200	0.13%
On-site Signage Design	\$1,200	\$600	\$1,200	0.07%
Printing (incl program layout)	\$17,500	\$11,750	\$12,500	0.75%
Program Development	\$9,000	\$8,609	\$9,000	0.54%
Speaker Mgmt Contractor (TPN)	\$17,600	\$17,449	\$17,600	1.05%
Speaker Reimbursement (30%)	\$32,138	\$25,103	\$32,603 D	1.95%
Miscellaneous	\$3,000	\$1,912	\$3,000	0.18%
<i>Program/Sessions Total</i>	\$200,668	\$168,731	\$185,863	11.14%
<b>Public Relations</b>				
Advertising (includes ad layout)	\$69,440	\$58,178	\$64,152	3.84%
Brown-Miller	\$66,250	\$64,350	\$64,350	3.86%
Graphics	\$8,300	\$6,100	\$2,800	0.17%
E-Newsletter	\$3,060	\$3,500	\$3,540	0.21%
Miscellaneous	\$3,500	\$3,181	\$3,500	0.21%
<i>Public Relations Total</i>	\$150,550	\$135,309	\$138,342	8.29%
<b>Registration</b>				
Computer Equip/Internet (On-Site)	\$20,000	\$20,831	\$21,000	1.26%
On-site Signage Design	\$1,200	\$600	\$1,200	0.17%
Printing & Postage (incl brochure layout)	\$23,000	\$19,542	\$23,000	1.38%
Security	\$2,000	\$1,617	\$2,000	0.12%
Service Contractor (TPN)	\$135,000	\$129,655	\$135,000	8.09%
Staff (Temp)	\$35,000	\$35,451	\$36,000	2.16%
Miscellaneous	\$3,000	\$1,884	\$3,000	0.18%
<i>Registration Total</i>	\$219,200	\$209,580	\$221,200	13.25%



Unified Wine & Grape Symposium  
2015 Budget (DRAFT)

Proposed to LLC Managing Committee 07/30/2014

	2014 Budget	2014 Actual	2015 Budget	% of '15 Budget
	11/01/13 Through 10/31/14	Estimated Through 10/31/14	11/01/14 Through 10/31/15	
<b>EXPENSE CONTINUED</b>				
<b>Other Operating</b>				
Accounting Services	\$11,850	\$11,850	\$19,630	** 1.18%
Bank Charges (cc)	\$75,000	\$80,354	\$85,000	5.09%
Contract Services (ASEV)				
Bookkeeping/Accounting	\$10,301	\$9,112	\$10,301	0.62%
Event Management	\$155,722	\$155,390	\$155,390	9.31%
Trade Show Management	\$127,015	\$137,116	\$137,116	8.22%
Contract Svcs (ASEV) Total	\$293,038	\$301,618	\$302,807	E*** 18.14%
Contract Services (CAWG)				
Program Development	\$66,120	\$64,752	\$66,120	3.96%
Sponsorship	\$22,646	\$22,780	\$22,780	1.36%
Contract Svcs (CAWG) Total	\$88,766	\$87,532	\$88,900	E*** 5.33%
Event Coordinator (TPN)	\$31,340	\$26,742	\$31,340	1.88%
Food & Beverage Coordinator (TPN)	\$21,000	\$21,000	\$21,000	1.26%
Insurance (Liability, D&O, Internet)	\$30,000	\$29,521	\$32,000	1.92%
Legal	\$10,000	\$6,000	\$10,000	0.60%
LLC Franchise Tax	\$6,800	\$6,800	\$6,800	0.41%
LLC Property Tax	\$2,400	\$2,400	\$2,400	0.14%
Managing Member Fee (ASEV)	\$44,000	\$44,000	\$44,000	2.64%
Meetings (LLC Managing Committee)	\$6,000	\$3,635	\$5,000	0.30%
Parking	\$500	\$266	\$500	0.03%
Postage (office)	\$3,000	\$1,500	\$3,000	0.18%
Sponsorship (incl brochure design)	\$4,000	\$3,261	\$4,000	0.24%
Supplies	\$3,000	\$1,497	\$3,000	0.18%
Telephone/Utilities	\$9,000	\$8,090	\$9,000	0.54%
Vendor Advertising	\$13,448	\$10,157	\$10,200	0.61%
Website	\$14,800	\$14,574	\$1,800	0.11%
Welcome Reception (Tuesday)	\$20,000	\$16,230	\$20,000	F 1.20%
Miscellaneous	\$3,000	\$2,362	\$3,000	0.18%
Other Operating Total	\$690,942	\$679,389	\$703,377	42.15%
<b>Total Expenses</b>	\$1,663,240	\$1,601,075	\$1,668,922	100.00%
<b>Net (Profit/Loss)</b>	\$683,284	\$781,090	\$699,491	

A-F Refer to corresponding lettered categories on attached Worksheet

\* \$5,000 Freeman donation per contract.

\*\* Audit FYE 2014 (audits occur every three years per policy)

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

121 **Note:** 90% of estimated profit to be distributed by the end of May, 2015 and the remaining balance based on actual to be distributed by the end of Feb, 2016 per policy.

**Income**

<b>A. Exhibits</b> (Assumed Sold Out 1st Floor, 2nd Floor Mezzanine, 3rd Floor Ballroom and Tent)				
Qty	Description	Price ea.	Total	
708	10 x 10 Booths	\$2,000.00	\$1,416,000.00	
15,000 sq ft	Large Equipment Booths	\$15.00	\$225,000.00	
<b>Total Exhibits Income</b>			<b>\$1,641,000.00</b>	

<b>B. Registration</b> (Attendance Based on 2014)				
<b>Keynote Presentation w/Lunch (Tuesday)</b>				
Qty/Yr	Description	Price ea.	Total	
<b>Pre-Registration</b>				
148	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$11,100.00	
42	Non-Member	\$125.00	\$5,250.00	
14	ASEV Student Member/Press	\$50.00	\$700.00	
<b>On-Site Registration</b>				
54	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$4,050.00	
11	Non-Member	\$125.00	\$1,375.00	
1	ASEV Student Member/Press	\$50.00	\$50.00	
270 Total Keynote Presentation			\$22,525.00	

<b>General (Tuesday - Thursday)*</b>				
Qty/Yr	Description	Price ea.	Total	
<b>Pre-Registration</b>				
<i>(Tues-Thursday)</i>				
551	Member (ASEV/CAWG)	\$299.00	\$164,749.00	
192	Non-Member	\$489.00	\$93,888.00	
54	ASEV Student Member	\$50.00	\$2,700.00	
30	Exhibitor	\$299.00	\$8,970.00	
<i>(1-Day)</i>				
261	Member (ASEV/CAWG)	\$199.00	\$51,939.00	
262	Non-Member	\$249.00	\$65,238.00	
17	Exhibitor	\$199.00	\$3,383.00	
<b>On-Site Registration</b>				
<i>(Tues-Thursday)</i>				
23	Member (ASEV/CAWG)	\$499.00	\$11,477.00	
16	Non-Member	\$689.00	\$11,024.00	
2	ASEV Student Member	\$250.00	\$500.00	
1	Exhibitor	\$499.00	\$499.00	
<i>(1-Day)</i>				
25	Member (ASEV/CAWG)	\$399.00	\$9,975.00	
27	Non-Member	\$449.00	\$12,123.00	
2	Exhibitor	\$399.00	\$798.00	
<b>Spanish Track Only</b>				
77	Member/Non-member	\$55.00	\$4,235.00	
<b>Misc</b>				
8	Cancellations	\$50.00	\$400.00	
10	Lost Badge	\$25.00	\$250.00	
1,558 Total General Registration			\$442,148.00	

\*General Registration includes Tuesday welcome reception.

## Income (continued)

52	<b>Exhibits Only</b>			
53	1,164	Pre-Reg Member/Non-member	\$30.00	\$34,920.00
54	740	On-Site Member/Non-member	\$60.00	\$44,400.00
55	1,904	Total Exhibits Only		\$79,320.00
56				
57	<b>Exhibits Only Vouchers (sold to exhibitors only)</b>			
58	2,444	Exhibitors	\$5.00	\$12,220.00
59				
60	<b>Total Registration Income</b>			<b>\$556,213.00</b>
61				

## Expenses

62	<b>C. Keynote Presentation w/Lunch (Tuesday)</b>			
63	1	Keynote Expense	\$5,000.00	\$5,000.00
64	300	Plated Lunches	\$62.00	\$18,600.00
65	<b>Total Keynote Presentation Expense</b>			<b>\$23,600.00</b>
66				

67	<b>D. Speaker - 93 Speakers (Tuesday - Thursday)</b>			
68	Lodging	\$226/night (77 CA Speakers -1 Night)		\$17,402.00
69	Lodging	\$226/night (6 Out of State Spkrs -2 Nights)		\$2,712.00
70	Lodging	\$226/night (10 Int'l Speakers - 4 Nights)		\$9,040.00
71	Ground Transportation	\$100/ea		\$9,300.00
72	Meals	\$61/day (77 CA Speakers - 2 Days)		\$9,394.00
73	Meals	\$61/day (6 Out of State Spkrs - 3 Days)		\$1,098.00
74	Meals	\$61/day (10 Int'l Speakers - 5 Days)		\$3,050.00
75	Transportation	10 Int'l @ \$3,500/ea		\$35,000.00
76	Transportation	6 Out of State @ \$650/ea		\$3,900.00
77	Transportation	7 CA - Airfare @ \$300/ea		\$2,100.00
78	Transportation	70 CA - 400 miles @ .56/mile		\$15,680.00
79	<b>Total Speaker Expense</b>			<b>\$108,676.00</b>

Note: 30% of Speakers Estimated to Submit for Reimbursement **\$32,602.80**

83	<b>E. ASEV/CAWG Contract Services (Rates Based on Operating Agreement)</b>			
84	<b>Hrs/Yr</b>	<b>Description</b>	<b>Price ea.</b>	<b>Total</b>
85	<b>ASEV</b>			
86	251.25	Bookkeeping/Accounting	\$41.00	\$10,301.25
87	1,640.00	Event Management	\$94.75	\$155,390.00
88	2,046.50	Trade Show Management	\$67.00	\$137,115.50
89	3,937.75	<i>ASEV Total</i>		\$302,806.75
90				
91	<b>CAWG</b>			
92	870.00	Program Development	\$76.00	\$66,120.00
93	340.00	Sponsorship	\$67.00	\$22,780.00
94	1,210.00	<i>CAWG Total</i>		\$88,900.00
95				
96	<b>Total ASEV/CAWG Contracted Services Expense</b>			<b>\$391,706.75</b>

98	<b>F. Welcome Reception (Tuesday)</b>			
99	500	Reception w/Wine & Hors d'oeuvres	\$40.00	\$20,000.00
100	<b>Total Welcome Reception Expense</b>			<b>\$20,000.00</b>



## Registration & Booth Fee History

### General Registration - 3 Days (\$)

	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student
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
2014	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
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
2014	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				

### Exhibits Only (\$)

	Pre-Reg	On-site Reg
	Member/Non-Mem	Member/Non-Mem
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	On-site Reg
	Member/Non-Mem	Member/Non-Mem
2014	0%	0%
2014	0%	0%
2013	0%	0%
2012	0%	0%
2011	0%	0%
2010	0%	0%
2009		20%
2008		0%
2007		25%
2006		0%
2005		0%
2004		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		

**Registration & Booth Fee History**

Booth Fees (\$)						
	Single 10'x10' Booth		Large Vineyard Equipment Areas		Large Winery Equipment Areas	
	Pre-Sales	Post-Sales	Discount	Per Sq/Ft	Discount	Per Sq/Ft
2016			25%	\$15.38	25%	\$15.38
2015			25%	\$15.00	25%	\$15.00
2014			25%	\$15.00	25%	\$15.00
2013			25%	\$15.00	25%	\$15.00
2012			25%	\$15.00	25%	\$15.00
2011			25%	\$14.63	25%	\$14.63
2010			35%	\$12.35	25%	\$14.25
2009			45%	\$10.18	25%	\$13.88
2008			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	
	Pre-Sales	Post-Sales	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.
2015	2%		2%			2%
2015	0%		0%			0%
2014	0%		0%			0%
2013	0%		0%			0%
2012	3%		3%			3%
2011	3%		18%			3%
2010	3%		21%			3%
2009	3%		26%			3%
2008	6%		36%			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						

Confidential

**Unified Wine & Grape Symposium  
Income/Expense History 2010 - 2014**

Submitted to LLC Managing Committee 07/30/2014

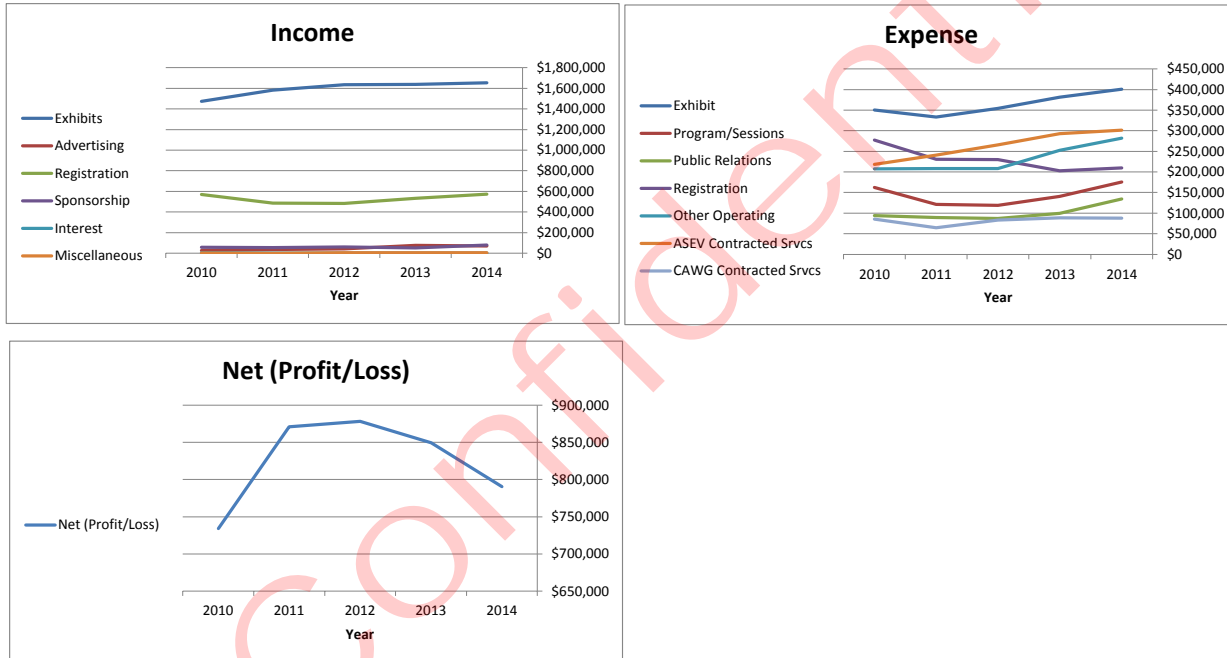
INCOME	2014	2013	2012	2011	2010	Variance 2010 to 2014
Exhibits	\$1,652,171	\$1,637,416	\$1,633,686	\$1,581,299	\$1,471,743	\$180,428
Advertising	\$70,100	\$77,200	\$42,800	\$35,000	\$26,500	\$43,600
Registration	\$573,280	\$534,315	\$483,420	\$485,844	\$568,719	\$4,561
Sponsorship	\$81,000	\$53,000	\$60,000	\$54,500	\$57,500	\$23,500
Interest	\$634	\$702	\$910	\$2,920	\$5,429	(\$4,795)
Miscellaneous	\$5,000	\$5,108	\$5,000	\$0	\$1,068	\$3,932
<b>Total Income</b>	<b>\$2,382,185</b>	<b>\$2,307,741</b>	<b>\$2,225,816</b>	<b>\$2,159,563</b>	<b>\$2,130,959</b>	<b>\$251,226</b>

EXPENSE	2014	2013	2012	2011	2010	Variance 2010 to 2014
Exhibit	\$400,965 <sup>3</sup>	\$381,573	\$354,183 <sup>2</sup>	\$333,279	\$350,565	\$50,400 <sup>1</sup>
Program/Sessions	\$175,682	\$140,637	\$118,974	\$121,340	\$162,680	\$13,002
Public Relations	\$134,424	\$99,767	\$86,716	\$89,459	\$94,319	\$40,105
Registration	\$209,580	\$202,457	\$230,131	\$230,503	\$277,596	(\$68,016)
Other Operating	\$281,758	\$252,223	\$208,357	\$208,602	\$207,802	\$73,956 <sup>1</sup>
ASEV Contracted Srvc	\$301,618	\$293,038	\$265,969	\$240,839	\$218,619	\$82,999
CAWG Contracted Srvc	\$87,532	\$88,766	\$83,175	\$64,749	\$85,352	\$2,180
<b>Total Expenses</b>	<b>\$1,591,559</b>	<b>\$1,458,461</b>	<b>\$1,347,505</b>	<b>\$1,288,771</b>	<b>\$1,396,933</b>	<b>\$194,626</b>

Net (Profit/Loss)	2014	2013	2012	2011	2010	Variance 2010 to 2014
<b>Net (Profit/Loss)</b>	<b>\$790,626</b>	<b>\$849,280</b>	<b>\$878,311</b>	<b>\$870,792</b>	<b>\$734,026</b>	<b>\$56,600</b>



**Footnotes for UW&GS Significant Expense Variances**

(Not intended to be full fiscal analysis)

**2010-2014**

<sup>1</sup> **Catering Expenses:** \$29,000 increase (e.g. Exhibit: Regional Tasting & Luncheon, and addition of Other Operating: Welcome Reception). Also, quantities of food increased in ratio to increased attendance each year.

<sup>1</sup> **Other Operating:** Bank Charges (cc) increase approx. \$31,500 (increased attendance and booth sales online). Remaining increases due to reallocating exp for f&b and associated event mgmt services.

**2012**

<sup>2</sup> **Exhibits Expense:** \$18,500 increase in security was due to reallocating security exp from Program/Sessions: Meeting Room Security to Exhibits Exp: Security

**2014**

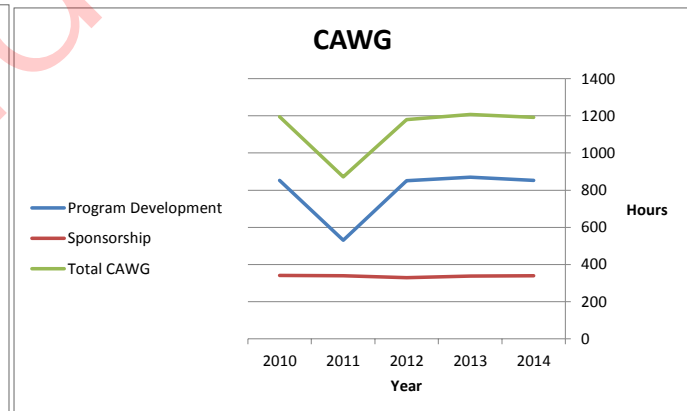
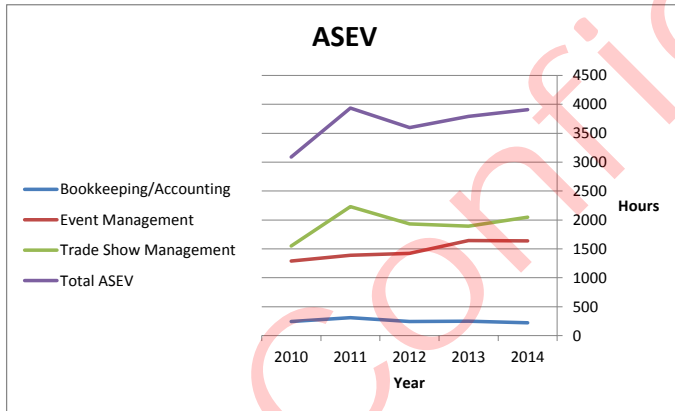
<sup>3</sup> **Exhibits Expense:** \$10,000 increase for adding online booth sales contracted service

**Unified Wine & Grape Symposium**  
**ASEV & CAWG Contract Services History 2010 - 2014**

Submitted to LLC Managing Committee 07/30/2014

Contract Services \$	2014	2013	2012	2011	2010	Variance 2010 to 2014
<b>ASEV</b>						
Bookkeeping/Accounting	\$9,112	\$10,301	\$9,810	\$12,490	\$9,810	(\$698)
Event Management	\$155,390	\$155,722 <sup>7</sup>	\$130,709 <sup>6</sup>	\$127,995 <sup>2</sup>	\$118,680 <sup>1,2</sup>	\$36,710 <sup>1,2,3,6,7</sup>
Trade Show Management	\$137,116 <sup>8</sup>	\$127,015	\$125,450	\$145,080 <sup>4,5</sup>	\$100,880	\$36,236 <sup>4,5,8</sup>
Adjustments (over 5% cap)				(\$44,726)	(\$10,751)	\$10,751
<b>Total ASEV</b>	<b>\$301,618</b>	<b>\$293,038</b>	<b>\$265,969</b>	<b>\$240,839</b>	<b>\$218,619</b>	<b>\$82,999</b>
<b>CAWG</b>						
Program Development	\$64,752	\$66,120	\$61,790	\$42,649	\$63,122	\$1,630
Sponsorship	\$22,780	\$22,646	\$21,385	\$22,100	\$22,230	\$550
<b>Total CAWG</b>	<b>\$87,532</b>	<b>\$88,766</b>	<b>\$83,175</b>	<b>\$64,749</b>	<b>\$85,352</b>	<b>\$2,180</b>
<b>Total</b>	<b>\$389,150</b>	<b>\$381,804</b>	<b>\$349,144</b>	<b>\$305,588</b>	<b>\$303,971</b>	<b>\$85,179</b>

Contract Services Hours	2014	2013	2012	2011	2010	Variance 2010 to 2014
<b>ASEV (6 staff)</b>						
Bookkeeping/Accounting	222	251	245	312	245	(23)
Event Management	1640	1644	1421	1391	1290	350
Trade Show Management	2046	1896	1930	2232	1552	494
<b>Total ASEV</b>	<b>3908</b>	<b>3791</b>	<b>3596</b>	<b>3935</b>	<b>3087</b>	<b>821</b>
<b>CAWG (2-3 staff)</b>						
Program Development	852	870	851	531	853	(1)
Sponsorship	340	338	329	340	342	(2)
<b>Total CAWG</b>	<b>1192</b>	<b>1208</b>	<b>1180</b>	<b>871</b>	<b>1195</b>	<b>(3)</b>
<b>Total</b>	<b>5100</b>	<b>4999</b>	<b>4776</b>	<b>4806</b>	<b>4282</b>	<b>818</b>



**Footnotes for UW&GS Significant Expense Variances**

*(Not intended to be full fiscal analysis)*

**2010**

- <sup>1</sup> **ASEV Event Management:** Created LLC Managing Committee = legal steps (operating agreement, proxy, COI, etc.), increased time for communications/conference calls and meeting agenda and minutes development.

**2010-2011**

- <sup>2</sup> **ASEV Event Management:** CAWG key staff members change (President and Program Director) = significant increase in ASEV hours to train new staff members and oversee CAWG contracted services during 6 month time gap during CAWG hiring transitions.

**2010-2014**

- <sup>3</sup> **ASEV Event Management:** significant increase in hours allocated to program development (not incurred in prior years when Karen and Camron employed)
- <sup>4</sup> **ASEV Trade Show Management:** Added 70 booths in total during this 4 year period - on ground level (removing bleachers on east end), west lobby, and 2nd level balcony. 40/70 booths added in 2011.

**2011**

- <sup>5</sup> **ASEV Trade Show Management:** Exhibitor insurance requirements and associated protocol endorsed by LLC members = significant increase in complexity for collecting one insurance certificate and additional insured endorsement from each and every participating

**2012**

- <sup>6</sup> **ASEV Event Management:** Contracted Freeman as a new trade show contractor. Increased ASEV staff hours to train contractor.

**2013**

- <sup>7</sup> **ASEV Event Management:** Contracted TPN as new event management contractor (i.e. registration, housing, booth sales, trade show management, speaker & AV management, F&B, parking, etc. Increased ASEV staff hours to train contractor.

**2014**

- <sup>8</sup> **ASEV Trade Show Management:** ASEV hired new staff member Trade Show & Event Coordinator (previous employee held position 6 years) and implemented online booth sales. Additional ASEV staff hours to train for both changes. Also added 8 additional booths.