

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Tuesday, September 27, 2022
3:00 PM

Committee Members (8):

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2021 - June 30, 2022)
Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG Interim President), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 2nd Vice President), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair), Keith Striegler (ASEV President)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of September 27 Meeting Agenda**
3. **Approval of August 30 Meeting Minutes***
4. **Old Business**
 - a. **Keynote Speaker Update:** Update on the McBride Sisters and program format
 - b. **Status of the State of the Industry Line-Up**
 - i. **Moderator:** Mike Veseth, The Wine Economist (confirmed)
 - ii. **Speakers:**
 1. Jeff Bitter, Allied Grape Growers (confirmed)
 2. Danny Brager, Brager Beverage Alcohol Consulting (confirmed)
 3. Glenn Proctor, Ciatti Company (Broker Rotation) (waiting on confirmation)
 4. 4th Speaker
 - a. Focus on the Future Consumer - *Adapting to changing demographic and economic conditions.*
 - b. Potential Speakers: Liz Thach, Annette Alvarez-Peters, Lulie Halstead
 - c. **Overall Program Development Update**
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*

LLC Managing Committee Meeting Minutes
Zoom Meeting

Tuesday, August 30, 2022
3:00 PM

Committee Members Present

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2022 - June 30, 2023)
Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG Interim President), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 2nd Vice President), Tom Slater (CAWG Chair), Keith Striegler (ASEV President)

Others Present

Jenny Devine, CAWG Staff

Committee Members Not Present

Bill Pauli (CAWG Past Chair)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Jim Harbertson called the meeting to order at 3:04 pm.
2. **Approval of August 30 Meeting Agenda.** Anita Oberholster moved to approve the August 30 meeting agenda. Natalie Collins second, the motion was approved.
3. **Approval of July 15 Meeting Minutes as Amended.** Natalie Collins moved to approve the July 15 Meeting Minutes as amended with the change in title for both Keith Striegler and Anita Oberholster. Keith Striegler second, the motion was approved.
4. **New Business**
 - a. **State of the Industry Line-Up.** Natalie Collins provided an overview of the State of the Industry Session and stated that we are looking for an idea for the fourth speaker, that ties well into the industry and the session itself. Below is the current SOI speaker slate.
 - i. **Moderator:** Mike Veseth, The Wine Economist
 - ii. **Speakers:**
 1. Jeff Bitter, Allied Grape Growers
 2. Danny Brager, Brager Beverage Alcohol Consulting
 3. Glenn Proctor, Ciatti Company (Broker Rotation)
 4. 4th Speaker (*last year, we had Mario Zepponi, Zepponi & Company on mergers and acquisitions*)
 - iii. **Discussion Points on 4th Speaker:**
 1. Two big issues: Supply Chain Issues; Currency Issues.
 - a. What's next and when will we catch up
 - b. Add labor to this, the labor market has been different
 - c. Inflation from across the board
 2. Maybe someone within the panel already can cover this content.
 3. Strength of the dollar may be covered by most of them.

4. Low/No Alcohol topics or the consumers, Danny Brager can cover this piece, instead of bringing in another speaker on this.
5. We must be very protective of this session, and we need to make sure these speakers are not speaking at another session prior or after the session.
6. Potential Speakers
 - a. Jon Moramarco, bw166 – buying and selling trends
 - b. If we can find an academic or an economist who can cover these topics. Mike Veseth can assist with identifying a 4th speaker.

iv. **Overall Discussion**

1. Do we want to also look at potentially swapping out the other speakers who we have had over the years, to keep it fresh?
 - a. But who do we want to replace, they are the leaders within the industry of the topics they are speaking on. It would be difficult to do.

5. **Old Business**

- a. **Program Development Update.** Jenny Devine provided an update on the process of the program. She stated that we have all titles and descriptions in, with the exception of the Thursday General Session. The Spanish Track has been completed with the new format of the three back-to-back sessions in the morning, focusing on Grapegrowing, Winemaking and Consumer Trends, then moving into the keynote speaker luncheon. All session details will be on the website prior to registration opening on October 18. Each sub-committee is now working on wrapping up their speakers for each session, and we hope to have this completed by end of October.
- b. **Keynote Speaker Update**
 - i. **Status the McBride Sisters.** Natalie Collins has been working with members from the Program Development Committee who have a connection with the McBride Sisters, Alisa Jacobson knows the winemaker and the winemaker has had a discussion with the sisters and has expressed the importance of this event.
 - ii. Discuss back-up options (select two or three)
 1. Drew Bledsoe, Doubleback Winery, in Walla Walla
 2. Consumer of the Future – what is the consumer going to look like in 20 years from now.
 - a. **Option #1:** Liz Thach – she knows a lot about the Gen Z, she is a good speaker, she really doesn't want to be a breakout session speaker any longer.
 - b. This would be very thematic on what we are focusing on throughout the sessions and Thursday General Session - <https://lizthachmw.com/publications/>
 - c. **Option #2:** Carlton McCoy - <https://www.winespectator.com/articles/carlton-mccoy-the-right-right-hand-man-121521>
 - d. Andy Beckstoffer, Beckstoffer Vineyards
 3. Option #3: Pat Rooney, Public Offering
 - iii. Tom Slater made a motion to extend an invitation to Liz Thach, as Keynote Speaker, if the sisters decline or do not respond to our invitation. The motion was second by Mike Boer, motion was approved.
 - iv. Anita Oberholster added to the motion, as Option #2, to extend an invitation to Carlton McCoy if Liz Thach is not available. Tom Slater second the motion, motion was approved.
 - v. **Timeline:** The sisters and their winemaker are speaking this week, and if they cannot commit out this far or if we do not hear back, Natalie Collins will work on a polite decline on our end.

6. **Next Meeting Date and Time.** Tuesday, September 27 @ 3:00 PM.
7. **Adjournment.** Jim Harbertson adjourned the 3:32 PM.