

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Thursday, October 8, 2020
3:00 PM

Zoom Meeting Details:

Join Zoom Meeting

<https://us02web.zoom.us/j/85640542555?pwd=RlpXQVU5MkwzYk9PR1Y0UUNxU2JSUT09>

Meeting ID: 856 4054 2555

Passcode: 033513

Dial by your location: 1 669 900 9128 US (San Jose) OR 253 215 8782 US (Tacoma)

Committee Members (8):

Keith Striegler (ASEV 2nd Vice President), Chair (July 1, 2020 - June 30, 2021)

John Aguirre (CAWG President), Mike Boer (CAWG Board Member), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of October 8 Meeting Agenda**
3. **Approval of September 3 Meeting Minutes***
4. **Old Business**
 - a. Program Development Committee Update
 - b. State of the Industry Line-Up Discussion: 4th Speaker/Panelist
 - c. Exhibit Sales Update
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Zoom Meeting**

Thursday, September 3, 2020
3:00 PM

Committee Members Present:

Keith Striegler (ASEV 2nd Vice President), Chair (July 1, 2020 - June 30, 2021)
John Aguirre (CAWG President), Mike Boer (CAWG Board Member), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), 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 3:06 PM.
2. **Approval of September 3 Meeting Agenda.** Jim Harbertson moved to approve the September 3 meeting agenda. Nichola Hall second, motion was approved.
3. **Approval of August 6 Meeting Minutes.** Nichola Hall would like to amend the New Business, under section 4, for the State of the Industry discussion. She recalled the outcome of the discussion to be a little different. It was discussed that because the State of the Industry is being recorded, they liked the idea of having five speakers. Attendees will have the opportunity to come and go, thus having five speakers would be ok. Mike Boer made a motion to accept the August 6 meeting minutes as amended. Nichola Hall second, the motion was approved.
4. **Old Business**
 - a. **State of the Industry Line-Up Discussion: 4th Speaker.**
 - i. The speakers mentioned during the August 6th discussion were as follows; Rick Tigner or Columbia Hospitality (Mike Veseth's suggestion). John Aguirre also discussed reaching out to our PDC committee members Gilian Handelman, Kimberly Charles or Nancy Light for a potential speaker suggestion. However, with the smoke exposure issues, this discussion has unfortunately been tabled for the moment.
 - ii. Bill Pauli stated that it is ok that we keep this discussion open for a period of time and we really need to sit tight for a few weeks, or longer to see how everything evolves.
 1. Currently, there are a lot of uncertainties on which way to go whether you are a small, medium or large winery. Other issues are going to need to be addressed.
 - a. Lack of testing on smoke exposure
 - b. The bulk market is all over the place
 - c. Pandemic
 - d. Fires during harvest
 - e. Online wine sales perspective
 - b. **Program Development Committee Update.**

- i. Smoke, weather, and early harvest are putting delays in the planning process, but we are in a good shape even with the delay. Deadlines were discussed and when registration opens.
 - ii. The Program Development Committee has decided to add a discussion surrounding smoke issues. It gets complex on how we frame our discussion, and it need to be effective. We have the right group to talk about it.
 1. The session can be divided between two parts.
 2. This is definitely a session where we want the resources available.
 - c. **Exhibit Sales Update.** Dan Howard stated that there are currently 233 exhibitors who have decided to participate. The attrition rate is 50%, which is what we have budgeted for. The attrition during the August 6th call was 55%. Dan Howard is hopeful that we should be on target for the 375 exhibits. They have reached out to a total of 831 companies, which includes the wait list, the booth sharing companies, and those who are currently exhibiting. The positive news is that some of the exhibitors are reaching out for sponsorship and advertisement opportunities.
5. **Next Meeting Date and Time.** The next meeting will take place on Thursday, October 8, at 3:00 PM.
6. **Adjournment.** Keith Striegler adjourned the meeting at 3:46 PM.



Unified Wine & Grape Symposium January 26 – 28, 2021

2021 Virtual Conference
Draft Template

TUESDAY, JANUARY 26

8:00 AM – 5:00 PM	Exhibit Hall Open	
9:00 AM – 10:45 AM	Welcome to Unified and Tuesday Joint Session Smoke Exposure	
10:45 AM – 11:00 AM	Break	
11:00 AM – 12:00 PM	Grapegrowing	Business & Operations
	Precision Management in Vineyards	Tech That Pays: Proven Solutions to Run Your Business from Field to Table
	Winemaking	Marketing & PR
	Future Tools on Assessing Future Health in the Vineyard	Successful Marketing Communication Strategies for DTC and Off-Premise
12:00 PM – 1:00 PM	Lunch break with exhibitors	
1:00 PM - 1:45 PM	Grapegrowing	Business & Operations
	Labor Outlook for 2021 and Beyond	TTB Update
	Winemaking	
	Automation in Operations & Human Intervention	



Unified Wine & Grape Symposium January 26 – 28, 2021

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WEDNESDAY, JANUARY 27

8:00 AM – 5:00 PM	Exhibit Hall Open	
9:00 AM – 11:00 AM	State of the Industry	
11:00 AM – 1:00 PM	Break	
1:00 PM – 2:15 PM	Spanish General Session Today's Lessons to Better Approach the Future	
2:15 PM – 2:30 PM	Break	
2:30 PM – 3:45 PM	Spanish Grapegrowing Session Preserving Fruit Quality in Difficult Times - A Review of Winegrowing Practices Based on the Latest Knowledge and Technology	Spanish Winemaking Session New Processing Strategies for Tomorrow's Winemaking Challenges



Unified Wine & Grape Symposium January 26 – 28, 2021

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THURSDAY, JANUARY 28

8:00 AM – 5:00 PM	Exhibit Hall Open	
9:00 AM – 10:30 AM	Thursday General Session Strength in Diversity: Achieving Meaningful Change for Business Success the Wine Industry	
10:30 AM – 10:45 AM	Break	
10:45 AM – 11:45 AM	Grapegrowing	Marketing & PR
	Managing Wine Grape Market Risks Through Crop Diversification	Herstory: A Lesson in Leadership for the Wine Business
	Winemaking	Business & Operations
	Alternative Packaging	Global Market Shift: What it Means for You
11:45 AM – 1:00 PM	Lunch with the Exhibitors	
1:00 PM – 2:15 PM	Grapegrowing	Marketing & PR
	The World is Changing but the Varietals We Grow Haven't. Are We Missing Out? <i>*tasting</i>	Changing the Way We Sell Wine
	Winemaking	Business & Operations



Unified Wine & Grape Symposium
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	Winemaking in 2020	The Big Pivot: Successful Continuity Strategy, Succession Planning and Other Exit Strategies
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FRIDAY, JANUARY 29

8:00 AM – 11:00 AM	Exhibit Hall Open
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