

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Tuesday, October 25, 2022
3:00 PM

Committee Members (8):

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), 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 October 25 Meeting Agenda**
3. **Approval of September 27 Meeting Minutes***
4. **Old Business**
 - a. **Active Assailant Insurance:** Frank Crum
 - b. **Keynote Speaker Update:** Final Update
 - c. **Status of the State of the Industry Final 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) (confirmed)
 4. 4th Speaker: Liz Thach, Sonoma State University (confirmed)
 - d. **Overall Program Development Update**
 - e. **SAFE Credit Union Convention Center Ballroom B Status**
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Zoom Meeting**

Tuesday, September 27, 2022
3:00 PM

Committee Members (8):

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), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair), Keith Striegler (ASEV President)

Others Present:

Jenny Devine (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Jim Harbertson called the meeting to order at 3:02 PM.
2. **Approval of September 27 Meeting Agenda.** Bill Pauli moved to approve the September 27 meeting agenda. Keith Striegler second the motion, motion was approved.
3. **Approval of August 30 Meeting Minutes.** It was requested to amend the minutes, under Committee No Present, there is a missing "t". Mike Boer made a motion to approve the August 30 meeting minutes amended. Anita Oberholster second the motion, motion was approved.
4. **Old Business**
 - a. **Keynote Speaker Update:** Update on the McBride Sisters and program format. Natalie Collins provided the committee with an update, and she stated that we will be moving forward with Robin McBride, who has confirmed, with inviting Karen McNeal, The Wine Bible, as the interviewer. She did ask if anyone knew Karen personally to assist with the invitation. However, she will reach out to Napa Valley Wine Growers to request assistance with reaching out. Brown-Miller Communications has been connected with Robin McBride's team to begin the press release.
 - b. **Status of the State of the Industry Line-Up.** Natalie Collins provided an update on the main four speakers; they have been confirmed.
 - i. She provided further updates on the fourth speaker, Liz Thach was the suggested back-up to the keynote speaker, she would be a very good fit. Liz Thach, Annette Alvarez-Peters, and Lulie Halstead would all be good speakers and are placed in order of preference.
 - ii. Jim Harbertson stated that Lulie Halstead requires a speaker fee, but she may not for this type of speaking engagement.
 - iii. Bill Pauli made a motion to approve inviting to Liz Thach at Option #1, with Annette Alvarez-Peters as Option #2, followed by Lulie Halstead as Option #3. Mike Boer second the motion, motion was approved.
 1. **Moderator:** Mike Veseth, The Wine Economist (confirmed)
 2. **Speakers:**
 - a. Jeff Bitter, Allied Grape Growers (confirmed)
 - b. Danny Brager, Brager Beverage Alcohol Consulting (confirmed)

- c. Glenn Proctor, Ciatti Company (Broker Rotation) (confirmation)
 - d. 4th Speaker
 - i. Focus on the Future Consumer - *Adapting to changing demographic and economic conditions.*
 - ii. Potential Speakers:
 - 1. Liz Thach, Sonoma State University
 - 2. Annette Alvarez-Peters, annette a.p. Wine & Spirits Consultant
 - 3. Lulie Halstead, Wine Intelligence
- c. **Overall Program Development Update.** Jenny Devine provided an update on the program status. All titles and descriptions have been received, with 70% of the speakers and moderators confirmed. The one hole to fill currently is the Thursday General Session. However, the overall program is in good shape with registration opening on Tuesday, October 18.
5. **Next Meeting Date and Time.** Next meeting will take place on Tuesday, October 25, at 3:00 PM.
6. **Adjournment.** Jim Harbertson adjourned the meeting at 3:20 PM.