

**LLC Managing Committee Meeting Agenda
Conference Call**

Thursday, May 30, 2019
3:00 PM

Dial-In: 1-888-396-8039; Passcode: 0260810

Committee Members (8):

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)

John Aguirre (CAWG President), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Aaron Lange (CAWG Past Chair), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of May 30 Meeting Agenda**
3. **Approval of April 18 Meeting Minutes***
4. **Old Business**
 - a. 2020 Program Development Committee Report
 - b. State of the Industry Speaker Line-Up (4th Speaker)
 - c. Keynote Speaker
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Conference Call**

Thursday, April 18, 2019
3:00 PM

Committee Members (8):

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)
John Aguirre (CAWG President), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Aaron Lange (CAWG Past Chair), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

Others Present

Jenny Devine (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Aaron Lange moved in the absence of Lise Asimont to nominate Nichola Hall to chair the meeting on her behalf. Jim Harbertson second, and the motion was approved. Nichola Hall called the order at 3:06 PM.
2. **Approval of April 18 Meeting Agenda.** Jim Harbertson moved to approve the agenda, John Aguirre second. Motion was approved.
3. **Approval of March 5 Meeting Minutes.** Jim Harbertson moved to approve the minutes as submitted, Aaron Lange second. Motion was approved.
4. **Old Business**
 - a. **2020 Program Development Committee Meetings Status.** John Aguirre started the conversation, and thanked Nichola Hall for her efforts as co-chair. We have made a lot of headway with getting the invites out. We hosted a site visit out at Cal Expo with PDC co-chair Keith Striegler. Mike Miller, with Brown Miller, took several photos to share with the Program Development Committee, hoping to get the committee involved with sessions that include equipment and hands on materials. Jenny Devine provided an update on the dates and committee members.
5. **New Business**
 - a. **State of the Industry Speaker Line-Up (4th Speaker).** John Aguirre began the discussion for the State of the Industry. Key industry trend and perspective, we want to start the discussion with key industry trends that merit the 4th speaker. Do we want to invite back a broker? We have a good formula with Mike Veseth, Danny Brager, Jeff Bitter, but we do need to discuss. Nichola Hall stated that she would be good with our three standing speakers and have a discussion on the 4th speaker. Rotate the broker and move forward with Turrentine. Aaron Lange stated that he was a little underwhelmed with Danny Brager this year, he may have been off due to travel and time. He suggested that Ron McMillan would be very engaging. Consolidation, mergers and acquisitions. John Aguirre mentioned Stephen Rannekleiv as a potential speaker, and an effective

presenter. Bill Pauli agrees with John, both international and national global wine market. Aaron Lange commented that we should look at including the millennials in the State of the Industry. John Aguirre will ask Mike Veseth if he knows of anyone who can speak on this topic.

- b. **Keynote Speaker Discussion.** John Aguirre stated that we at the LLC Managing Committee level should provide the Program Development Committee the opportunity to suggest a few names, and then take the ideas back to the LLC Managing Committee. Lise Asimont would like to recommend Jerry Lohr, he is significant for the industry, and he is a pillar of the industry on both sides, academic and business, innovation. He has the star power, an industry luminary. The committee will discuss further.

6. **Next Meeting Date and Time.** The next meeting date and time will be May 30, at 3:00 PM.

7. **Adjournment.** Nichola Hall would like to call the meeting adjourned at 3:55 PM.