

**LLC Managing Committee Meeting Agenda  
Conference Call**

Tuesday, July 30, 2019  
3:00 PM

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

**Committee Members (8):**

Tom Slater (CAWG Director), Chair (July 1, 2019 - June 30, 2020)

John Aguirre (CAWG President), Lise Asimont (ASEV Past President), Past Chair, 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)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order**
2. **Approval of July 30 Meeting Agenda**
3. **Approval of July 2 Meeting Minutes\***
4. **New Business**
  - a. 2020 Unified Budget Review\*
5. **Old Business**
  - a. State of the Industry Speaker Update
  - b. Keynote Speaker Update\*
6. **Next Meeting Date and Time**
7. **Adjournment**

*\*documents attached*

**LLC Managing Committee Meeting Minutes  
Conference Call**

Tuesday, July 2, 2019  
3:00 PM

**Committee Members Present:**

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), Chair (July 1, 2019 - June 30, 2020)

**Committee Members Not Present:**

Lise Asimont (ASEV Past President)

**Others Present**

Jenny Devine (CAWG Staff)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order.** Tom Slater called the meeting to order at 3:03 PM. John Aguirre announced that Tom Slater has graciously accepted the chairmanship for the Unified Wine & Grape Symposium, effective July 1, 2019 – June 30, 2020.
2. **Approval of July 2 Meeting Agenda.** Jim Harbertson moved to approve the July 2 meeting agenda, John Aguirre second, motion was approved.
3. **Approval of May 30 Meeting Minutes.** Bill Pauli made a motion to approve the May 30 meeting minutes. Nichola Hall second, motion was approved.
4. **Old Business**
  - a. **2020 Program Development Committee Report – 2<sup>nd</sup> In-Person Meeting.** Nichola Hall provided an update, she stated that our deadline to submit titles, descriptions, and A-List speakers (with back-up) is July 26. The program for the general breakout sessions are looking really good, and she emphasized that it is important to get the majority of the program wrapped up before harvest starts. Nichola Hall met with the Tuesday Joint Tasting session champions and have created a session description and title. Thursday General Session is lagging behind a little, but the group will meet and start the planning. The Spanish Track does need the LLC Managing Committee's approval to move forward with CE sessions in the afternoon on Thursday.
    - i. **Other Discussion.** Tom Slater received an email from Rina DiMare, Elevation Ten Winery in Clarksburg, and she is on the Cal Expo Board of Directors. She has long thought it would be a great idea to sway more restaurants out to Cal Expo to entice people to stay onsite, and she felt that they would be receptive to coming out. She would help facilitate this discussion. Dan Howard stated that we are trying to bring out food trucks, as well as Ella. Tom Slater stated that if we need any help, we can reach out to Rina.

- b. **State of the Industry Speaker Line-Up (4<sup>th</sup> Speaker).** Mike Veseth's suggestion is Cristina Mariani-May, CEO of Banfi. He feels that she is a very good speaker and he believes she could bring a unique perspective on the import situation. Cristina is an American who makes and imports Italian wine into the U.S. She can talk about how importers see the U.S market, etc. Nichola Hall stated a concern with bringing someone in that is exporting our products, and not wanting to upset the industry. Nichola Hall made a motion that we investigate her a bit more and to see if she would be interested, what she would be willing disclose and if she is willing to disclose what she has been doing, then we would be on board. No fluff piece and ask Mike Veseth to coach her on what we want to hear from her. Tom Slater second the motion, and the motion passed. John Aguirre will go back to Mike Veseth to host this conversation.
- c. **Keynote Speaker Update.** John Aguirre provided an update on the discussion that took place during the PDC meeting, and he had hoped to get a better direction on which type of speaker we want it to focus on, but the discussion did not go as planned, and we do have a very good list of names. He would like to have a further discussion on how to bring forward a good list of names to the LLC Managing Committee. Nichola Hall stated that the most interesting name that came forward was Vincent Perrin, CIVC Director. Other interesting names that have been suggested - Danny Meyer, with Union Square Hospitality Group, Barbara Banke, with Jackson Family Wines, and Stewart Resnick, with Wonderful. Nichola Hall has asked that we categorize where each speaker will fall and share with the group. Bill Pauli would like to see a speaker on the stage who focuses more on the financial side of the industry, an economic forecast, etc. John Aguirre will work with Bill Pauli to provide a summary of the type of speaker he is looking for and share with the committee.
5. **Next Meeting Date and Time.** Dan Howard stated that during the next meeting we will need to review the budget. The next LLC Managing Committee meeting will take place on Tuesday, July 30 at 3:00 PM.
6. **Adjournment.** Tom Slater adjourned the meeting at 3:54 PM.



# Unified Wine & Grape Symposium 2020 Budget

Proposed to the LLC Managing Committee on 7/30/2019

## Highlights of Significant Changes

INCOME	
<b>Exhibits</b> Line #4	<ul style="list-style-type: none"> <li>Managing Committee will need to set booth fee rate for 2021.</li> </ul>
EXPENSE	
<b>Exhibits   Luncheon</b> Line #26	<ul style="list-style-type: none"> <li>Cancel luncheon and provide \$10 food vouchers to exhibitors for Tuesday, Wednesday or Thursday.</li> </ul>
<b>Exhibits   Printing and Postage</b> Line #29	<ul style="list-style-type: none"> <li>Budgeted less for 2020 as we are no longer printing Exhibit Hall Guest Passes. They will be distributed electronically and managed by exhibitors.</li> </ul>
<b>Exhibits   Regional Wine Tasting</b> Line #31	<ul style="list-style-type: none"> <li>10% increase from last year's budgeted amount to accommodate larger exhibit areas.</li> </ul>
<b>Exhibits   Security/Door Monitors</b> Line #32	<ul style="list-style-type: none"> <li>Hourly rate increased 12% and 10% add for additional staff due to more entry points at each building.</li> </ul>
<b>Exhibits   Tent</b> Line #34	<ul style="list-style-type: none"> <li>Tents needed for food court and for Freeman Service Center. Open tented walkways to/from exhibit area/food court and service center are included.</li> </ul>
<b>Exhibits   Freeman</b> Line #36	<ul style="list-style-type: none"> <li>Additional charges for carpeting above what we typically use at the SCC. Additional equipment and labor required due to the lack of loading docks and the number of buildings that need to be serviced.</li> </ul>
<b>Program   Catering</b> Line #42	<ul style="list-style-type: none"> <li>Increase in glass rental from \$.88 ea. to \$3.00 ea.</li> </ul>
<b>Program   Meeting Room - Door Monitors</b> Line #47	<ul style="list-style-type: none"> <li>Hourly rate increased 9% and 10% added for additional staff due to more entry points at each building.</li> </ul>
<b>Program   Program Development</b> Line #50	<ul style="list-style-type: none"> <li>Changed venue from Hyatt to Citizen Hotel.</li> </ul>
<b>Program   Cal Expo</b> Line #53	<ul style="list-style-type: none"> <li>Table and linen rental   Table and chair setup   Staging</li> </ul>
<b>Program   Freeman</b> Line #54	<ul style="list-style-type: none"> <li>Carpet session rooms to cover linoleum tile flooring for acoustics and aesthetics.</li> </ul>
<b>Registration   Security</b> Line #70	<ul style="list-style-type: none"> <li>Hourly rate increased 12% and 10% add for additional staff due to more entry points at each building.</li> </ul>
<b>Other Operating   Cal Expo</b> Lines #82	<ul style="list-style-type: none"> <li>Bathroom cleaning is not included with facility rental.</li> </ul>
<b>Other Operating   ASEV Contracted Services</b> Lines #86, #87 & #88	<ul style="list-style-type: none"> <li>ASEV has taken on responsibility of previously contracted event coordination and trade show management.</li> <li>Added 10% contingency due to potential extra hours incurred because of new facility.</li> </ul>
<b>Other Operating   CAWG Contracted Services</b> Lines #93	<ul style="list-style-type: none"> <li>Added 10% contingency due to potential extra hours incurred because of new facility.</li> </ul>
<b>Other Operating   Shuttles within Cal Expo</b> Lines #105	<ul style="list-style-type: none"> <li>Shuttle attendees within Cal Expo from exhibit hall to exhibit hall (and session rooms)   2 shuttles with capacity of 30 passengers each running during exhibit hall hours. \$100/hr. ea.</li> </ul>
<b>Other Operating   Welcome Reception</b> Line #111	<ul style="list-style-type: none"> <li>\$13/per person increase in F &amp; B.</li> </ul>
<b>Contingency</b> Lines #117	<ul style="list-style-type: none"> <li>Accountant suggested a contingency due to unknown venue and related expenses.</li> </ul>



**Unified Wine & Grape Symposium  
2020 Budget**

Proposed to the LLC Managing Committee on 7/30/2019

	2019 Budget	2019 Actual	2020 Budget	% of '20
	11/01/18 Through 10/31/19	Estimated Through 10/31/19	11/01/19 Through 10/31/20	Budget
<b>INCOME</b>				
<b>Exhibits</b>	\$1,848,450	\$1,863,933	\$1,913,700 A	69.88%
<b>Advertising</b>				
Program	\$44,450	\$40,690	\$40,690	1.49%
Online	\$0	\$4,400	\$4,400	0.16%
On-site	\$43,000	\$56,000	\$56,000	2.04%
<i>Advertising Total</i>	\$87,450	\$101,090	\$101,090	3.69%
<b>Registration</b>				
Keynote Presentation (Tuesday)	\$34,975	\$26,250	\$26,250	0.96%
General (Tuesday - Thursday)	\$484,320	\$456,110	\$456,110	16.66%
Exhibits Only	\$69,230	\$75,180	\$75,180	2.75%
Exhibits Only Guest Passes	\$20,680	\$14,525	\$14,525	0.53%
<i>Registration Total</i>	\$609,205	\$572,065	\$572,065 B	20.89%
<b>Directory</b>	\$21,014	\$21,142	\$21,142	0.77%
<b>Sponsorship</b>	\$107,500	\$106,500	\$106,500	3.89%
<b>Interest</b>	\$6,000	\$15,000	\$15,000	0.55%
<b>Miscellaneous</b>	\$8,000	\$9,113	\$9,000 *	0.33%
<b>Total Income</b>	\$2,687,619	\$2,688,843	\$2,738,497	100.00%
<b>EXPENSE</b>				
<b>Exhibit</b>				
Exhibit Space (2020 Cal Expo)	\$139,780	\$139,780	\$75,000	4.04%
Luncheon	\$129,000	\$131,496	\$40,000	2.16%
Online Exhibit Sales	\$10,000	\$10,000	\$10,000	0.54%
On-site Signage Design	\$2,000	\$2,000	\$2,000	0.11%
Printing & Postage	\$36,000	\$37,222	\$33,200	1.79%
(includes exhibit directory)				
Regional Wine Tasting (Catering)	\$56,000	\$55,176	\$61,600	3.32%
Security/Door Monitors	\$40,000	\$34,465	\$49,500	2.67%
Service Contractor (TPN)	\$55,500	\$55,114	\$0	0.00%
Tent	\$28,000	\$27,678	\$32,000	1.73%
Virtual Trade Show	\$4,000	\$4,000	\$4,000	0.22%
Freeman (carpet, equip. & labor)	\$0	\$0	\$143,612	7.74%
Miscellaneous	\$3,500	\$3,161	\$3,500	0.19%
<i>Exhibit Total</i>	\$503,780	\$500,092	\$454,412	24.50%
<b>Program/Sessions</b>				
A/V	\$52,000	\$53,624	\$54,000	2.91%
Catering	\$29,000	\$28,322	\$39,000	2.10%
Keynote Presentation (Tuesday)				
A/V	\$7,000	\$6,380	\$7,000	0.38%
Plated Lunch	\$28,900	\$24,820	\$24,820	1.34%
<i>Sub Total</i>	\$35,900	\$31,200	\$31,820	1.72%
Meeting Room - Door Monitors	\$2,200	\$713	\$2,700	0.15%
On-site Signage Design	\$2,000	\$2,000	\$2,000	0.11%
Printing (incl program layout)	\$16,000	\$14,675	\$16,000	0.86%
Program Development	\$10,500	\$9,103	\$18,400	0.99%
Speaker Mgmt Contractor (TPN)	\$17,600	\$17,463	\$0	0.00%
Speaker Reimbursement (30%)	\$33,486	\$25,913	\$33,619	1.81%
Cal Expo (setup labor & staging)	\$0	\$0	\$25,800	1.39%
Freeman (carpet)	\$0	\$0	\$42,315	2.28%
Miscellaneous	\$3,500	\$1,000	\$3,500	0.19%
<i>Program/Sessions Total</i>	\$202,186	\$184,013	\$269,154	14.51%
<b>Public Relations</b>				
Advertising (includes ad layout)	\$78,000	\$63,207	\$78,000	4.21%
Brown-Miller	\$64,350	\$64,350	\$64,350	3.47%
Graphics	\$12,750	\$10,125	\$12,750	0.69%
E-Newsletter	\$6,200	\$6,200	\$6,200	0.33%
Miscellaneous	\$3,500	\$4,065	\$4,100	0.22%
<i>Public Relations Total</i>	\$164,800	\$147,947	\$165,400	8.92%
<b>Registration</b>				
Computer Equip/Internet (On-Site)	\$21,000	\$14,250	\$0	0.00%
On-site Signage Design	\$2,000	\$2,000	\$2,000	0.24%
Printing & Postage (incl brochure layout)	\$21,000	\$21,691	\$22,000	1.19%
Security	\$2,200	\$1,800	\$2,900	0.16%
Service Contractor (CMR)	\$136,000	\$124,891	\$140,000	7.55%
Staff (Temp)	\$36,000	\$28,782	\$36,000	1.94%
Miscellaneous	\$3,500	\$2,989	\$3,500	0.19%
<i>Registration Total</i>	\$221,700	\$196,403	\$206,400	11.13%



## Unified Wine & Grape Symposium 2020 Budget

Proposed to the LLC Managing Committee on 7/30/2019

75					
76	<b>EXPENSE CONTINUED</b>	<b>2019 Budget</b>	<b>2019 Actual</b>	<b>2020 Budget</b>	<b>% of '20</b>
77		11/01/18 Through 10/31/19	Estimated Through 10/31/19	11/01/19 Through 10/31/20	<b>Budget</b>
78					
79	<b>Other Operating</b>				
80	Accounting Services	\$14,000	\$14,000	\$14,125	0.76%
81	Bank Charges (cc)	\$72,000	\$68,215	\$72,000	3.88%
82	Cal Expo (bathroom cleaning)	\$0	\$0	\$10,000	0.54%
83	Contract Services (ASEV)				
84	Bookkeeping/Accounting	\$10,821	\$12,365	\$12,365	0.67%
85	Event Management	\$143,875	\$124,925	\$124,925	6.74%
86	Event Coordination	\$14,910	\$13,384	\$42,600	2.30%
87	Trade Show Management	\$145,941	\$146,012	\$169,087	9.12%
88	Contingency 10%	\$0	\$0	\$34,898	1.88%
89	<i>Contract Svcs (ASEV) Total</i>	<i>\$315,547</i>	<i>\$296,686</i>	<i>\$383,874</i>	<i>E 20.70%</i>
90	Contract Services (CAWG)				
91	Program Development	\$72,339	\$71,976	\$71,976	3.88%
92	Sponsorship	\$24,992	\$24,921	\$24,921	1.34%
93	Contingency 10%	\$0	\$0	\$9,690	1.16%
94	<i>Contract Svcs (CAWG) Total</i>	<i>\$97,331</i>	<i>\$96,897</i>	<i>\$106,586</i>	<i>E 5.75%</i>
95	Event Coordinator (TPN)	\$24,840	\$19,821	\$0	0.00%
96	Food & Beverage Coordinator (TPN)	\$21,000	\$21,000	\$0	0.00%
97	Insurance (Liability, D&O, Internet)	\$32,000	\$19,721	\$25,000	1.35%
98	Legal	\$10,000	\$5,000	\$10,000	0.54%
99	LLC Franchise Tax	\$6,800	\$6,800	\$6,800	0.37%
100	LLC Property Tax	\$2,800	\$2,800	\$2,800	0.15%
101	Managing Member Fee (ASEV)	\$46,660	\$46,660	\$46,660	2.52%
102	Meetings (LLC Managing Committee)	\$2,000	\$824	\$2,000	0.11%
103	Parking	\$600	\$280	\$600	0.03%
104	Postage (office)	\$1,000	\$440	\$1,000	0.05%
105	Shuttles within Cal Expo	\$0	\$0	\$3,500	0.19%
106	Sponsorship (incl brochure design)	\$4,950	\$6,027	\$6,027	0.33%
107	Supplies	\$3,000	\$2,385	\$3,000	0.16%
108	Telephone/Utilities	\$10,000	\$9,196	\$10,000	0.54%
109	On-site Vendor Advertising	\$8,600	\$18,942	\$18,942	1.02%
110	Website	\$1,800	\$1,800	\$1,800	0.10%
111	Welcome Reception (Tuesday)	\$24,200	\$23,104	\$31,350	1.69%
112	Miscellaneous	\$3,000	\$2,032	\$3,000	0.16%
113	<i>Other Operating Total</i>	<i>\$702,128</i>	<i>\$662,630</i>	<i>\$759,064</i>	<i>40.93%</i>
114					
115	<b>Total Expenses</b>	<b>\$1,794,594</b>	<b>\$1,691,085</b>	<b>\$1,854,431</b>	<b>100.00%</b>
116					
117	<b>Contingency (2.5%)</b>			<b>\$46,361</b>	
118	<b>Total Expenses w/Contingency</b>			<b>\$1,900,791</b>	
119					
120	<b>Net (Profit/Loss)</b>	<b>\$893,025</b>	<b>\$997,758</b>	<b>\$837,706</b>	
121					

A-F Refer to corresponding lettered categories on attached Worksheet  
\* Includes \$5,000 Freeman donation per contract and EAC Income.

131 **Note:** 90% of estimated profit to be distributed by the end of May, 2020 and the remaining balance based on actual to be distributed by the end of Feb, 2021 per policy.

**Income**

<b>A. Exhibits (Assumed Sold Out)</b>				
	<b>Qty</b>	<b>Description</b>	<b>Price ea.</b>	<b>Total</b>
	730	10 x 10 Booths	\$2,250.00	\$1,642,500.00
	15,000 sq ft	Large Equipment Booths (inside)	\$16.88	\$253,200.00
	1,600 sq ft	Large Equipment Booths (outside)	\$11.25	\$18,000.00
<b>Total Exhibits Income</b>				<b>\$1,913,700.00</b>

<b>B. Registration</b>					
<b>Keynote Presentation w/Lunch (Tuesday)</b>					
	<b>Actual 2019</b>	<b>Qty/Yr</b>	<b>Description</b>	<b>Price ea.</b>	<b>Total</b>
<b>Pre-Registration</b>					
	221	221	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$16,575.00
	73	73	Non-Member	\$125.00	\$9,125.00
	11	11	ASEV Student Member/Press	\$50.00	\$550.00
<b>On-Site Registration</b>					
	0	0	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$0.00
	0	0	Non-Member	\$125.00	\$0.00
	0	0	ASEV Student Member/Press	\$50.00	\$0.00
	305	305	Total Keynote Presentation		\$26,250.00

<b>General (Tuesday - Thursday)* - Based on 2019 Attendance</b>				
	<b>Qty/Yr</b>	<b>Description</b>	<b>Price ea.</b>	<b>Total</b>
<b>Pre-Registration</b>				
<i>(3-Day, Tues-Thursday)</i>				
		425 Member (ASEV/CAWG)	\$345.00	\$146,625.00
		152 Non-Member	\$565.00	\$85,880.00
		32 ASEV Student Member	\$50.00	\$1,600.00
		55 Exhibitor	\$345.00	\$18,975.00
<i>(1-Day)</i>				
		199 Member (ASEV/CAWG)	\$230.00	\$45,770.00
		287 Non-Member	\$290.00	\$83,230.00
		42 Exhibitor	\$230.00	\$9,660.00
<b>On-Site Registration</b>				
<i>(Tues-Thursday)</i>				
		14 Member (ASEV/CAWG)	\$545.00	\$7,630.00
		28 Non-Member	\$765.00	\$21,420.00
		0 ASEV Student Member	\$250.00	\$0.00
		5 Exhibitor	\$545.00	\$2,725.00
<i>(1-Day)</i>				
		19 Member (ASEV/CAWG)	\$430.00	\$8,170.00
		33 Non-Member	\$490.00	\$16,170.00
		5 Exhibitor	\$430.00	\$2,150.00
<b>Spanish Track Only</b>				
		96 Member/Non-member	\$55.00	\$5,280.00
	1,392			
<b>Misc</b>				
		14 Cancellations	\$50.00	\$700.00
		5 Lost Badge	\$25.00	\$125.00
<b>Total General Registration</b>				<b>\$456,110.00</b>

\*General Registration includes Tuesday welcome reception.

55 **Income (continued)**

56	<b>Exhibits Only - Based on 2019 Attendance</b>		
57			
58	1,092 Pre-Reg Member/Non-member	\$35.00	\$38,220.00
59	528 On-Site Member/Non-member	\$70.00	\$36,960.00
60	1,620 Total Exhibits Only		\$75,180.00
61			
62	<b>Exhibit Guest Passes (sold to exhibitors only) - Based on 2019 Sales</b>		
63	2,905 Vouchers	\$5.00	\$14,525.00
64			
65	<b>Total Registration Income</b>		<b>\$572,065.00</b>

67 **Expense**

68			
69	<b>C. Keynote Presentation w/Lunch (Tuesday)</b>		
70	1 A/V	\$7,000.00	\$7,000.00
71	365 Plated Lunches	\$68.00	\$24,820.00
72	<b>Total Keynote Presentation Expense</b>		<b>\$31,820.00</b>
73			
74	<b>D. Speaker - 93 Speakers (Tuesday - Thursday)</b>		
75	Lodging	\$248/night (77 CA Speakers -1 Night)	\$19,096.00
76	Lodging	\$248/night (6 Out-of-State Spkrs -2 Nights)	\$2,976.00
77	Lodging	\$248/night (10 Int'l Speakers - 4 Nights)	\$9,920.00
78	Ground Transportation	\$100/ea	\$9,300.00
79	Meals	\$66/day (77 CA Speakers - 2 Days)	\$10,164.00
80	Meals	\$66/day (6 Out-of-State Spkrs - 3 Days)	\$1,188.00
81	Meals	\$66/day (10 Int'l Speakers - 5 Days)	\$3,300.00
82	Transportation	10 Int'l @ \$3,500/ea	\$35,000.00
83	Transportation	6 Out of State @ \$650/ea	\$3,900.00
84	Transportation	7 CA - Airfare @ \$300/ea	\$2,100.00
85	Transportation	70 CA - 400 miles @ .54/mile	\$15,120.00
86	<b>Total Speaker Expense</b>		<b>\$112,064.00</b>

87

88 **Note: 30% of Speakers Estimated to Submit for Reimbursement** **\$33,619.20**

89



90 **Expense (continued)**

91

92 **E. ASEV/CAWG Contract Services** (Rates Based on Operating Agreement)

93

	Description	Price ea.	Total
94	<b>ASEV</b>		
95	284.25 Bookkeeping/Accounting	\$43.50	\$12,364.88
96	1,249.25 Event Management	\$100.00	\$124,925.00
97	600.00 Event Coordination	\$71.00	\$42,600.00
98	2,381.50 Trade Show Management	\$71.00	\$169,086.50
99	4,515.00 ASEV Total		\$348,976.38
100	451.50 10% Contingency (due to new facility)		\$34,897.64
101	ASEV Total w/Contingency		\$383,874.01
102			
103	<b>CAWG</b>		
104	893.00 Program Development	\$80.60	\$71,975.80
105	351.00 Sponsorship	\$71.00	\$24,921.00
106	1,244.00 CAWG Total		\$96,896.80
107	124.40 10% Contingency (due to new facility)		\$9,689.68
108	CAWG Total w/Contingency		\$106,586.48
109			
110	<b>Total ASEV/CAWG Contracted Services Expense</b>		<b>\$490,460.49</b>
111			
112	<b>Note:</b> Each LLC Managing Member may invoice up to 5% over the total budgeted Contract Service amount		
113	with contingency for actual hours incurred (per policy).		
114			
115	<b>F. Welcome Reception (Tuesday)</b>		
116	550 Reception w/Wine & Hors d'oeuvres	\$57.00	\$31,350.00
117	<b>Total Welcome Reception Expense</b>		<b>\$31,350.00</b>

**Registration, Booth, and Program Ad Fee History**

General Registration - 3 Days (\$)						
	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student
2020	\$345	\$565	\$50	\$545	\$765	\$250
2019	\$345	\$565	\$50	\$545	\$765	\$250
2018	\$315	\$515	\$50	\$515	\$715	\$250
2017	\$315	\$515	\$50	\$515	\$715	\$250
2016	\$315	\$515	\$50	\$515	\$715	\$250
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
2020	0%	0%	0%	0%	0%	0%
2019	10%	10%	0%	6%	7%	0%
2018	0%	0%	0%	0%	0%	0%
2017	0%	0%	0%	0%	0%	0%
2016	5%	5%	0%	3%	4%	0%
2015	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
2020	\$230	\$290	\$430	\$490
2019	\$230	\$290	\$430	\$490
2018	\$210	\$265	\$410	\$465
2017	\$210	\$265	\$410	\$465
2016	\$210	\$265	\$410	\$465
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
2020	0%	0%	0%	0%
2019	10%	9%	5%	5%
2018	0%	0%	0%	0%
2017	0%	0%	0%	0%
2016	6%	6%	3%	4%
2015	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				

**Registration, Booth, and Program Ad Fee History**

Exhibits Only (\$)		
	Pre-Reg Member/Non-Mem	On-site Reg Member/Non-Mem
2020	\$35	\$70
2019	\$35	\$70
2018	\$35	\$70
2017	\$35	\$70
2016	\$35	\$70
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 Member/Non-Mem	On-site Reg Member/Non-Mem
2020	0%	0%
2019	0%	0%
2018	0%	0%
2017	0%	0%
2016	17%	17%
2015	0%	0%
2014	0%	0%
2013	0%	0%
2012	0%	0%
2011	0%	0%
2010	0%	0%
2009	20%	20%
2008	0%	0%
2007	0%	25%
2006	0%	0%
2005	0%	0%
2004	0%	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		

Booth Fees (\$)						
	Single 10'x10' Booth		Large Vineyard Equipment Areas		Large Winery Equipment Areas	
			Discount	Per Sq/Ft	Discount	Per Sq/Ft
2021	\$2,400		25%	\$18.00	25%	\$18.00
2020	\$2,250		25%	\$16.88	25%	\$16.88
2019	\$2,250		25%	\$16.88	25%	\$16.88
2018	\$2,250		25%	\$16.88	25%	\$16.88
2017	\$2,100		25%	\$15.75	25%	\$15.75
2016	\$2,100		25%	\$15.75	25%	\$15.75
2015	\$2,000		25%	\$15.00	25%	\$15.00
2014	\$2,000		25%	\$15.00	25%	\$15.00
2013	\$2,000		25%	\$15.00	25%	\$15.00
2012	\$2,000		25%	\$15.00	25%	\$15.00
2011	\$1,950		25%	\$14.63	25%	\$14.63
2010	\$1,900		35%	\$12.35	25%	\$14.25
2009	\$1,850		45%	\$10.18	25%	\$13.88
2008	\$1,800		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	
			Per Sq/Ft	Per Sq/Ft	Per Sq/Ft	Per Sq/Ft
2021	7%		7%		7%	
2020	0%		0%		0%	
2019	0%		0%		0%	
2018	7%		7%		7%	
2017	0%		0%		0%	
2016	5%		5%		5%	
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						

**Registration, Booth, and Program Ad Fee History**

	Program Ad Fees (\$)			Color	
	B & W			Inside	Covers
	Full Page	Half Page	Qtr Page	Full Page	Full Page
2020	\$1,100	\$830	\$660	\$2,700	\$3,010
2019	\$1,100	\$830	\$660	\$2,700	\$3,010
2018	\$1,050	\$790	\$630	\$2,575	\$2,875
2017	\$1,050	\$790	\$630	\$2,575	\$2,875
2016	\$1,050	\$790	\$630	\$2,575	\$2,875
2015	\$1,000	\$750	\$600	\$2,450	\$2,750
2014	\$1,000	\$750	\$600	\$2,450	\$2,750
2013	\$1,000	\$750	\$600	\$2,450	\$2,750
2012	\$1,000	\$750	\$600	\$2,450	\$2,750
2011	\$1,000	\$750	\$600	\$2,450	\$2,750
2010	\$1,000	\$750	\$600	\$2,450	\$2,750
2009	\$1,000	\$750	\$600	\$2,450	\$2,750
2008	\$1,000	\$750	\$600	\$2,450	\$2,750
2007	\$800	\$600	\$400	\$1,800	\$2,200
2006	\$800	\$600	\$400	N/A	N/A
2005	\$800	\$600	\$400	N/A	N/A
2004	\$800	\$600	\$400	N/A	N/A
2003	\$500	\$400	\$300	N/A	N/A
2002	\$500	\$400	\$300	N/A	N/A
2001	\$500	\$400	\$300	N/A	N/A
2000	\$200	\$100	\$75	N/A	N/A
1999	\$200	\$100	\$75	N/A	N/A
1998	\$200	\$100	\$75	N/A	N/A
1997	N/A	N/A	N/A	N/A	N/A
1996	N/A	N/A	N/A	N/A	N/A
1995	N/A	N/A	N/A	N/A	N/A

	Program Ad Fees (%)			Color	
	B & W			Inside	Covers
	Full Page	Half Page	Qtr Page	Full Page	Full Page
2020	0%	0%	0%	0%	0%
2019	5%	5%	5%	5%	5%
2018	0%	0%	0%	0%	0%
2017	0%	0%	0%	0%	0%
2016	5%	5%	5%	5%	5%
2015	0%	0%	0%	0%	0%
2014	0%	0%	0%	0%	0%
2013	0%	0%	0%	0%	0%
2012	0%	0%	0%	0%	0%
2011	0%	0%	0%	0%	0%
2010	0%	0%	0%	0%	0%
2009	0%	0%	0%	0%	0%
2008	25%	25%	50%	36%	25%
2007	0%	0%	0%	N/A	N/A
2006	0%	0%	0%	N/A	N/A
2005	0%	0%	0%	N/A	N/A
2004	60%	50%	33%	N/A	N/A
2003	0%	0%	0%	N/A	N/A
2002	0%	0%	0%	N/A	N/A
2001	150%	300%	300%	N/A	N/A
2000	0%	0%	0%	N/A	N/A
1999	0%	0%	0%	N/A	N/A
1998	N/A	N/A	N/A	N/A	N/A
1997	N/A	N/A	N/A	N/A	N/A
1996	N/A	N/A	N/A	N/A	N/A
1995	N/A	N/A	N/A	N/A	N/A

## KEYNOTE SPEAKER CANDIDATES

Wine Industry CEO/Executive	Other Corporate CEO/Executive	Beverage Alcohol/Wine Publication Personality-Influencer
<p><u>Heidi Barrett</u>, winemaker and partner, Amuse Bouche Wines</p> <p><a href="http://www.amusebouchewine.com/about-us.php">http://www.amusebouchewine.com/about-us.php</a></p>	<p><u>J. Curt Covington</u>, executive vice president and chief credit officer, Farmer Mac. Federally chartered under the Agricultural Credit Act of 1987, Farmer Mac assists rural lenders by creating a secondary market maker for agricultural credit. Farmer Mac has helped fund loans for 83,000 borrowers in 50 states, valued at \$53 billion.</p> <p>Curt Covington’s family farms grapes and nuts in Selma, CA and he has worked at Bank of the West, Rabobank and in various management roles in the Farm Credit System.</p> <p><a href="https://www.farmermac.com/about/">https://www.farmermac.com/about/</a></p>	<p><u>Annette Alvarez-Peters</u>, Asst. Vice President/GMM, Beverage Alcohol, Costco Wholesale.</p> <p>Annette expressed a willingness to speak last year but a scheduling conflict prevented her from participating.</p> <p><a href="https://www.winespectator.com/articles/costco-meets-millennials-kirkland-odonnell">https://www.winespectator.com/articles/costco-meets-millennials-kirkland-odonnell</a></p> <p><a href="https://www.forbes.com/sites/ronaldholden/2017/02/17/how-costcos-wine-guru-picks-the-250-labels-that-will-sell-4-billion-a-year-in-booze/#144bd1c61c52">https://www.forbes.com/sites/ronaldholden/2017/02/17/how-costcos-wine-guru-picks-the-250-labels-that-will-sell-4-billion-a-year-in-booze/#144bd1c61c52</a></p>
<p><u>Giancarlo Bianchetti</u>, CEO of Fetzer Vineyards. Fetzer is a recognized leader in the production of organic and sustainably certified wines. Concha y Toro and Fetzer combined sell more than 5 million cases of wine in the U.S.</p> <p><a href="https://www.northbaybusinessjournal.com/industrynews/wineindustry/7987632-181/fetzer-wine-mendocino-50-years">https://www.northbaybusinessjournal.com/industrynews/wineindustry/7987632-181/fetzer-wine-mendocino-50-years</a></p>	<p><u>Marne Levine</u>, vice president of global partnerships and business development at Facebook.</p> <p><a href="https://www.adweek.com/digital/instagram-coo-marne-levine-is-heading-back-to-facebook-to-oversee-all-global-partnerships/">https://www.adweek.com/digital/instagram-coo-marne-levine-is-heading-back-to-facebook-to-oversee-all-global-partnerships/</a></p>	<p><u>Lisa Perrotti-Brown</u>, Robert Parker Wine Advocate.</p> <p><a href="https://www.mastersofwine.org/en/meet-the-masters/profile/index.cfm/id/71b5a043-5e4b-e211-a20600155d6d822c">https://www.mastersofwine.org/en/meet-the-masters/profile/index.cfm/id/71b5a043-5e4b-e211-a20600155d6d822c</a></p>

<p>Barbara Banke, chairman of the board of Jackson Family Wines and winner of Wine Spectator’s 2017 Distinguished Service Award</p> <p><a href="https://www.winespectator.com/articles/barbara-banke-earns-2017-distinguished-service-award">https://www.winespectator.com/articles/barbara-banke-earns-2017-distinguished-service-award</a></p>	<p>Celebrity chef and CEO <u>Danny Meyer</u>, Union Square Hospitality Group (USHG). USHG operates 18 NY City restaurants and, employees 2,200 people and spun off Shake Shack, which has 168 locations and 5,000 employees.</p> <p>He is recognized as an outstanding speaker.</p> <p><a href="https://www.strategy-business.com/article/Danny-Meyers-Recipe-for-Success?gko=3eff4">https://www.strategy-business.com/article/Danny-Meyers-Recipe-for-Success?gko=3eff4</a></p>	<p><u>Rodney Williams</u>, President and CEO of Belvedere Vodka. Diverse background and established track record of success in wine and distilled spirits. Strong brand management experience.</p> <p><a href="https://www.winebusiness.com/people/?go=getPeopleArticle&amp;dataId=165347">https://www.winebusiness.com/people/?go=getPeopleArticle&amp;dataId=165347</a></p> <p><a href="http://universumglobaltop10.com/stories/lvmh-moet-hennessy-louis-vuitton">http://universumglobaltop10.com/stories/lvmh-moet-hennessy-louis-vuitton</a></p>
<p><u>Michael Clark</u>, CEO Treasury Wine Estates. His recent sale of millions of dollars of TWE stock engendered significant controversy.</p> <p><a href="https://www.smh.com.au/business/companies/treasury-wine-estates-ceo-s-latest-move-is-a-short-seller-s-dream-20190508-p51laq.html">https://www.smh.com.au/business/companies/treasury-wine-estates-ceo-s-latest-move-is-a-short-seller-s-dream-20190508-p51laq.html</a></p>		
<p><u>Judy Jordan</u>, founder of J Vineyard and Winery, winegrape growers, wine entrepreneur and philanthropist</p> <p><a href="https://www.northbaybusinessjournal.com/northbay/sonoma-county/9571093-181/judy-jordan-wine">https://www.northbaybusinessjournal.com/northbay/sonoma-county/9571093-181/judy-jordan-wine</a></p>		

<p>Andrew Mariani, partner Scribe Winery. Andrew and Adam Mariani, part of the 4<sup>th</sup> generation Mariani Nut Company based in Winters, established Sonoma’s Scribe Winery. The winery has enjoyed tremendous success with Millennial wine drinkers.</p> <p><a href="https://www.sfchronicle.com/travel/article/More-than-wine-Scribe-bottles-the-Northern-9137347.php">https://www.sfchronicle.com/travel/article/More-than-wine-Scribe-bottles-the-Northern-9137347.php</a></p>		
<p>Helen Turley, winemaker and wine consultant, and winner of Wine Spectator’s Distinguished Service Award 2010.</p> <p><a href="http://drinkinformers.com/helen-turley-wine-spectator/">http://drinkinformers.com/helen-turley-wine-spectator/</a></p>		
<p>Terry Wheatley, president of Vintage Wine Estates and named “Innovator of the Year” by Wine Enthusiast in 2018 for her career-spanning dedication to innovation in the wine, spirits and beverages industries.</p> <p><a href="https://www.northbaybusinessjournal.com/northbay/sonoma-county/8538772-181/vintage-wine-estates-wheatley">https://www.northbaybusinessjournal.com/northbay/sonoma-county/8538772-181/vintage-wine-estates-wheatley</a></p>		

**Paid attendance for the past six keynote speaker luncheons:**

- 2019: Lance Winters, St. George Spirits: 305 total paid attendees
- 2018: Gina Gallo, E&J Gallo: 400 total paid attendees
- 2017: Eric Asimov, The New York Times: 397 total paid attendees
- 2016: Fred Franzia, CEO, The Bronco Wine Company: 415 total paid attendees
- 2015: Rick Tigner, CEO, Kendall Jackson: 324 total paid attendees
- 2014: Jerry Baldwin, founder Starbucks, past CEO at Peets: 400 total paid attendees