

**LLC Managing Committee Meeting Agenda  
Conference Call**

Thursday, November 15, 2018  
10:00 AM

**Committee Members (8):**

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)  
John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President),  
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 November 15 Agenda**
3. **Approval of October 25 Meeting Minutes\***
4. **New Business**
  - a. LLC Committee Member Terms Ending
5. **Old Business**
  - a. State of the Industry 4<sup>th</sup> Speaker Update
6. **Next Meeting Date and Time**
7. **Adjournment**

*\*documents attached*

**LLC Managing Committee Meeting Agenda  
Conference Call**

Thursday, October 25, 2018  
3:00 PM

**Committee Members Present:**

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)  
John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President),  
Dan Howard (ASEV Executive Director), and Tom Slater (CAWG Director)

**Committee Members Not Present:**

Aaron Lange (CAWG Past Chair) and Bill Pauli (CAWG Past Chair)

**Others Present**

Jenny Devine (CAWG Staff)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order.** Lise Asimont called the meeting to order at 3:05 PM.
2. **Approval of October 25 Agenda.** Tom Slater made a motion to approve the October 25 meeting agenda, Tom Collins second. Motion was approved.
3. **Approval of September 5 Meeting Minutes.** Nichola Hall made a motion to approve the September 5 meeting minutes, John Aguirre second. Motion was approved.
4. **New Business**
  - a. **Unified Program Update.** Tom Collins stated that we have made a bit of progress over the last few days, we made good headway before harvest, and people on the committee are starting to reemerge. The Tuesday Joint Wine Tasting session is on its way, and in better shape. Technology Thursday is also on a good path. Tom Collins gave an overview of the format, and that the committee has identified speakers for all four spots. Nichola Hall stated that the group identified a good moderator for the Thursday General Session, Benoit LeCat.

5. **Old Business**

- a. **2019 Keynote Luncheon Speaker Update.** Lance Winters has been confirmed. Jenny Devine and Muriel Miller are working with Lance Winters' team on getting the proper PR set-up. A press release will be going out shortly. Wine Business Monthly will be doing a story on the keynote speaker.
  - i. **Product for the lunch.** Wine that is typically donated and it was discussed with the committee to think about something that compliments his presentation, something different than what we have not done in the past. Nichola Hall mentioned Sofia from Coppola. Sparkling wine in a can or bourbon barrel aged wine – showcase – innovation, innovative products - Sofia, Jordan, keggering, new and fun products for tasting. Lise Asimont can reach out to Coppola for the Sofia sparkling.
- b. **State of the Industry 4<sup>th</sup> Speaker Update.** John Aguirre has requested information for Helen Mackey, Vice President, Darden Enterprise Beverage Strategy and Innovation. If Helen Mackey is not available, he will then reach out to Brian Phillips, Director of Wine Strategy with Darden Enterprise. Nichola Hall made a motion to approve John Aguirre's outreach to his direct contacts for Helen Mackey's information to send her a proper invite as the forth speaker for SOI, and if she is not available, the second speaker will be Brian Phillips. Tom Collins second the motion. The motion was approved.

6. **Next Meeting Date and Time.** The next date and time for the LLC Managing Committee meeting will be November 15, at 10:00 AM.

7. **Adjournment.** Lise Asimont adjourned the meeting at 3:45 PM.