

## **Introduction**

### **Sixty-five Years of the Napa Valley Vintners**

The Napa Valley Vintners is the non-profit trade association responsible for promoting and protecting the Napa Valley appellation as the premier winegrowing region. 2009 celebrates our 65<sup>th</sup> anniversary. From seven founding members, today the association represents nearly 350 Napa Valley wineries and collectively is an unsurpassed leader in the world-wide wine industry.

#### **Vision:**

Through our collective efforts the Napa Valley will be:

- recognized as the leading wine region worldwide
- preserved and enhanced for future generations

#### **Mission:**

To promote, protect and enhance the Napa Valley appellation and its wines

#### **2009 – 2011 Goals**

Goal 1: Position the Napa Valley as the premier wine region in the world

Goal 2: Champion sustainability of the Napa Valley wine community

Goal 3: Engage and support all members through the work of an effective organization

**2009 Boards of Directors**

**Bruce Cakebread**

Owner, Cakebread Cellars

**Ray Chadwick**

President, Beaulieu Vineyard/Hewitt Vineyard/Provenance Vineyards/  
Sterling Vineyards

**Cyril Chappellet**

Owner, Chappellet Vineyard

**Stephen Corley**

Director of Sales and Marketing, Monticello Vineyards

**Rick Jones**

Owner, Jones Family Vineyards

**Paula Kornell**

General Manager, Oakville Ranch Vineyards

**Ed Matovcik**

Vice President, Government and Community Relations, Beringer Vineyards/  
Etude/St. Clement Vineyards/Stags' Leap Winery

**Jeff McBride**

General Manager, Stag's Leap Wine Cellars

**Kathleen Heitz Myers**

President, Heitz Wine Cellars

**Pat Stotesbery**

Proprietor, Ladera Vineyards

**Bob Torres**

Senior Vice President, Operations, Folie a Deux/Napa Cellars/Trinchero Winery

**Auction Community Board Members**

**David Freed**

**Martha May**

**Dave Meyers**

**Rachel Wyckoff**

## NAPA VALLEY VINTNERS

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### Member Wineries

Ackerman Family Vineyards  
Ahnfeldt Wines, LLC  
Alpha Omega  
Amici Cellars  
Amuse Bouche Winery  
Andretti Winery  
Anomaly Vineyards  
Anselmo Vigne  
Antica Napa Valley  
Araujo Estate Wines  
Ardente Winery  
Arietta  
Artesa Winery  
Atalon Winery  
Atlas Peak  
Azalea Springs Vineyards  
Baldacci Family Vineyards  
Barlow Vineyards  
Barnett Vineyards  
Beaucanon Estate  
Beaulieu Vineyard  
Bello Family Vineyards  
Benessere  
Bennett Lane  
Beringer Vineyards  
Bighorn Cellars  
Bigvine  
Black Coyote Chateau  
Black Stallion Winery  
Blackbird Vineyards  
BOND  
Bonded Winery #9  
Bouchaine Vineyards  
Bounty Hunter Rare Wines  
Bourassa Vineyards  
Boyd Family Vineyards  
Brandlin Vineyard  
Bravante Vineyards  
Bressler Vineyards  
Broman Cellars  
Brookdale Vineyards  
Brown Estate Vineyards  
Bryant Family Vineyard  
Buehler Vineyards  
Burgess Cellars  
CADE Winery  
Cafaro Cellars  
Cain Vineyard & Winery  
Cakebread Cellars  
Cardinale  
Carrefour Vineyards  
Carter Cellars  
Carver Sutro Wines  
Casa Nuestra Winery & Vineyards  
CE2V  
Ceja Vineyards  
Chappellet Winery and Vineyard  
Charnu Winery  
Chateau Boswell Winery  
Chateau Montelena Winery  
Chiarello Family Vineyards, LLC  
Chimney Rock Winery  
Clark-Claudon Vineyards  
Clif Family Winery  
Cliff Lede Vineyards  
Clos Du Val  
Clos Pegase  
Cloud View Vineyards  
Cockerell Family Wine Estates  
Coho  
Colgin Cellars  
Conn Creek Winery  
CONSTANT  
Continuum  
Corison Winery  
Cornerstone Cellars  
Cosentino Winery  
Coup De Foudre Winery  
Covenant  
Crauford Wine Company  
Crocker & Starr Wines  
Cuvaision Estate Wines  
D.R. Stephens Estate  
Dalla Valle Vineyards  
Dancing Hares Vineyard  
Darioush  
David Arthur Vineyards  
David Fulton Winery, LLC  
Del Dotto Vineyards  
Diamond Creek Vineyards  
Diamond Terrace  
Dolce  
Domaine Chandon  
Dominari  
Dominus Estate  
Downing Family Vineyards  
Duckhorn Vineyards  
Dutch Henry Winery  
Dyer Vineyard  
Eagle & Rose Estate  
Ehlers Estate  
Elizabeth Spencer  
Elkhorn Peak Cellars  
Elyse Winery  
Emilio's Terrace  
Erba Mountainside Vineyards  
Etude  
Fantesca Estate & Winery  
Far Niente  
Farella-Park Vineyards  
Faust  
Fleury Estate Winery  
Flora Springs Winery & Vineyards  
Flying Horse Winery  
Folie a Deux  
Fontanella Family Winery  
Franciscan  
Frank Family Vineyards  
Frazier Winery  
Freemark Abbey  
Frias Family Vineyard  
Frog's Leap  
Gargiulo Vineyards  
Gemstone  
Girard Winery  
Grgich Hills Estate  
Groth Vineyards & Winery  
HALL  
Harlan Estate  
Harris Estate Vineyards  
Hartwell Vineyards  
HDV  
Heitz Wine Cellars  
Helena View Johnston Vineyards  
Hendry  
The Hess Collection Winery  
Hewitt Vineyard  
Highlands Winery  
Hill Family Estate  
Honig Vineyard & Winery  
Hoopes Family Vineyard & Winery  
hope & grace Winery  
Hopper Creek Winery  
Hourglass  
Howell at the Moon  
Howell Mountain Vineyards  
Hudson Vineyards  
Hundred Acre  
Husic Vineyards  
Ideology Cellars  
I'M Wines  
J. Davies Vineyards  
Jaffe Estate Wine  
JAX Vineyards  
Jericho Canyon Vineyard  
Jessup Cellars  
Jocelyn Lonen Winery  
Joel Gott Wines  
John Anthony Vineyards  
Jones Family Vineyards  
Joseph Phelps Vineyards  
JP Harbison  
Judd's Hill  
Juslyn Vineyards  
Kapcsandy Family Winery  
Keenan Winery  
Keever Vineyards

Kelham Vineyards & Winery  
Kent Rasmussen Winery  
Kongsgaard  
Krupp Brothers Estates  
Kuleto Estate  
La Jota Vineyard Co.  
Ladera Vineyards  
Lail Vineyards  
Laird Family Estate  
Lang & Reed Wine Company  
Larkin Wines  
Larkmead Vineyards  
LaTour Vineyards  
Levendi Winery  
Lewis Cellars  
Lieff Wines  
Livingston Moffett Wines  
Lokoya  
Long Meadow Ranch  
Longfellow Wine Company  
Louis M. Martini Winery  
Luna Vineyards  
Lynch Vineyards  
Madonna Estate  
Markham Vineyards  
Marston Family Vineyard, LLC  
Martin Estate Rutherford  
Match Vineyards  
Merryvale Vineyards  
Meteor Vineyard  
Mi Sueño Winery  
Miner Family Vineyards  
Monticello Vineyards  
Mount Veeder Winery  
Mumm Napa  
Napa Cellars  
NARSAI DAVID  
Newton Vineyard  
Nickel & Nickel  
Oakville East  
Oakville Ranch Vineyards  
Oberon Wines  
O'Brien Estate  
Opus One  
O'Shaughnessy Estate Winery  
Outpost Wines  
Ovid Napa Valley  
Page Wine Cellars  
Pahlmeyer  
Palmaz Vineyards  
Paoletti Estates Winery  
Paradigm Winery  
Paraduxx  
Parallel Napa Valley  
Parry Cellars  
Peacock Family Vineyard  
PEJU

Phelan Vineyard  
Pillar Rock Vineyard  
Pine Ridge Vineyards  
PlumpJack Winery  
Pride Mountain Vineyards  
Promise  
Provenance Vineyards  
Quintessa  
Ramian Estate  
Raymond Vineyard & Cellar  
Realm Cellars  
Redmon  
Regusci Winery  
Renteria Wines  
Revana Family Vineyard  
Reverie on Diamond Mountain  
Reynolds Family Winery  
Robert Craig Winery  
Robert Foley Vineyards  
Robert Mondavi Winery  
Robert Pecota Winery  
Rocca Family Vineyards  
Rockledge Vineyards  
Rombauer Vineyards  
Round Pond Estate  
Roy Estate  
Rubicon Estate  
RUDD  
Rutherford Grove Winery &  
Vineyards  
Rutherford Hill Winery  
Rutherford Ranch Winery  
Saintsbury  
Salvestrin  
Sawyer Cellars  
Scarecrow Wine  
Schrader  
Schramsberg Vineyards  
Schweiger Vineyards  
Screaming Eagle  
Seavey Vineyard  
Sequoia Grove Vineyards  
Shafer Vineyards  
Sherwin Family Vineyards  
Signorello Vineyards  
Silver Oak Cellars  
Silverado Vineyards  
Snowden Vineyards  
Sodaro Estate Winery  
Soñador Cellars  
Source-Napa  
Spelletich Cellars  
Spencer Roloson Winery  
Spottswoode Estate Vineyard  
& Winery  
Spring Mountain Vineyard  
St. Clement Vineyards

St. Supery Vineyards & Winery  
Staglin Family Vineyard  
Stag's Leap Wine Cellars  
Stags' Leap Winery  
Steltzner Vineyards  
Sterling Vineyards  
Stewart Cellars  
Stonehedge Winery  
Stony Hill Vineyard  
Storybook Mountain  
Vineyards/Seps Estate  
Sullivan Vineyards  
Summers Estate Wines  
Swanson Vineyards  
Switchback Ridge  
Tamber Bay  
Teaderman Vineyards  
Terlato Family Vineyards  
Terra Valentine  
Terrano  
The Gabrielle Collection  
The Terraces  
Thirteen Appellations  
Three Clicks Wines  
Tom Eddy Winery  
Tom Scott Vineyard  
TOR Kenward Family Wines  
Trefethen Family Vineyards  
Tres Sabores  
Trincherero Winery  
Trinitas Cellars  
Truchard Vineyards  
Tuck Beckstoffer Wines  
Tudal Winery  
Turnbull Wine Cellars  
Twomey Cellars  
V. Madrone Cellars  
V. Sattui Winery  
Versant Vineyards  
Viader Vineyards & Winery  
Vineyard 29  
Vineyard 7 & 8  
VinRoc Wine Caves  
Viviani Vineyards  
Volker Eisele Family Estate  
von Strasser Winery  
W Winery  
Waterstone  
White Rock Vineyards  
William Cole Vineyards  
William Hill Estate  
Wolf Family Vineyards  
Work Vineyard  
XTANT  
Yates Family Vineyard  
Zahtila Vineyards  
ZD Wines

## NAPA VALLEY VINTNERS

### **Awards and Accolades**

The NVV is proud to have received these recent awards and accolades for its efforts on behalf of its members and the Napa Valley Appellation:

#### **Recent Awards**

##### **2008 Associations Advance America**

###### **Award of Excellence**

*Napa Green Certified Winery Program*

Presented by American Society of Association Executives

##### **2008 Associations Advance America**

###### **Honor Roll**

*Adopt-a-School Program*

Presented by American Society of Association Executives

##### **2007 Business of the Year**

Presented by American Canyon Chamber of Commerce

##### **2006 Nominee – Family Friendly**

###### **Business of the Year**

Presented by the Napa County Child Care Planning Office

##### **2006 Green Business Certification**

Presented by the Association of Bay Area Governments

##### **2006 Business of the Year**

Presented by Napa Chamber of Commerce

##### **2006 Best of...Special Event of the Year**

*Auction Napa Valley*

Presented by KVON/KVYN Radio

##### **2006 Associations Advance America**

###### **Award of Excellence**

*Auction Napa Valley*

Presented by American Society of Association Executives

##### **2006 Associations Advance America**

###### **Honor Roll**

*NVV Supports Children's Health Initiative (CHI)*

Presented by American Society of Association Executives

##### **2006 Best of...Wine Country Bargain**

*Napa Neighbor (discount program for locals)*

Presented by KVON/KVYN Radio

##### **2004 Associations Advance America**

###### **Honor Roll**

*NVV Support of River Ranch*

*Farmworker Housing Center*

Presented by American Society of Association Executives

##### **2003 Associations Advance America**

###### **Honor Roll**

*Innovative Farmworker Housing Solutions*

Presented by American Society of Association Executives

##### **2003 WESTIE Award – Best Fundraiser/Non-Profit Event**

*Auction Napa Valley*

Presented by Western ISES

#### **Recent Accolades**

*"I've been at this for 30 years and this (the NVV's Napa Green Program) is the best, most well-thought-out program I've ever seen."*

*Yvon Chouinard, founder of Patagonia®, Wine Spectator, January 2008*

*"The Napa Valley Vintners do the best job by far of any wine association in the world, and as with the first Admiral's Cup race, there really is no second. I should know, being on the receiving end of the efforts by other wine associations all across the state and country. To paraphrase the Beach Boys, 'They all want to be Napa Valley Vintners.'"*

*Paul Franson, Napa Life, February 12, 2007*

*"I would argue that Napa Valley's reputation for wine quality is augmented greatly by the Napa Valley Vintners (NVV), which I consider the hardest working, most proactive wine trade association in the world today."*

*Steve Burns, Industry Consultant  
from Practical Winery & Vineyard, March/April 2005*

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**Member Testimonials**

"For me, the value of the Napa Valley Vintners is simply put: to support, promote, and protect our Napa Valley Appellation."

*Diane Livingston, Owner, Livingston-Moffett Winery*

"The NVV is a community within the larger Napa Valley community. From its inception, the NVV has promoted the camaraderie and mutual member support that sets the Napa Valley wine industry apart from other businesses. The NVV helps us, large and small, to be successful as individual wineries, while it promotes the Napa Valley as one of the world's premiere wine growing regions. In addition, it feels very satisfying to be a member of an organization that not only supports its individual members and the general Napa Valley wine industry, but does so while striving to be a good neighbor within the greater Napa Valley community."

*Laurie Clark, Co-owner, Clark-Claudon Vineyards*

"Premiere Napa Valley has been very helpful in keeping the awareness of Napa Valley wines in the minds of key wine buyers from all over the world. I look forward to seeing old friends that we have met on our travels over the year at Premiere Napa Valley, and meeting new friends that allow an opportunity for us to meet them when we travel into their area in the future."

*Bruce Cakebread, President and Chief Operating Officer,  
Cakebread Cellars*

"Heitz Wine Cellars is a strong proponent of the Napa Valley Vintners international marketing efforts. We have exported our wines for years and strongly believe it to be an integral part of our success. By being a part of the international program, we continue to enhance not only our own brand recognition, but build upon the foundation and prestige of the Napa Valley, which is beneficial to us all worldwide."

*Kathleen Heitz Myers, President, Heitz Wine Cellars*

"The NVV international marketing program has reinforced our international sales efforts over the years. New contacts for new markets, meeting wine media in the target countries, and expanding sales have been the result."

*John Shafer, Chairman, Shafer Vineyards*

"The culmination of my commitment to the Napa Valley Vintners was when I was honored to be asked to serve as the Chair of the 1997 Napa Valley Wine Auction. This was one of the high points of my life, both in a professional and personal way. Indeed, I got to live to the fullest what the NVV is about: a group of colleagues of the wine industry, often friends, who endeavor to work together for the benefit of the whole Napa Valley wine industry and community."

*Bernard Portet, President and Director of Winemaking,  
Clos Du Val Wine Co., Ltd.*

"The best thing a Napa Valley winery can do is join the Napa Valley Vintners. Nowhere else can a tiny winery like Parry Cellars have the opportunity to participate shoulder to shoulder with leaders in the wine industry. Whether your production is 200, 20,000 or two million cases, we all face many of the same issues, including presenting our product in the best possible package, acquiring customers, maintaining good relations with our neighbors and the media, and working in an environmentally friendly manner with the hand Mother Nature deals us on an annual basis. Being a member of the NVV lets you learn from the 'giants' in the industry and association staff, as we promote wine in general, and Napa Valley wine in particular."

*Stephen Parry, Owner, Parry Cellars*

"Through the NVV's Taste Napa Valley program, we have been able to get our wines in 14 states. As a small winery, we could never do on our own what we accomplish on these market visits."

*Manuel Frias, Proprietor, Frias Family Vineyard*

## Benefits of Membership

### Marketing and Promotion

#### *Auction Napa Valley*

High-end wine consumers and top media representatives from around the world attend the NVV's annual community fundraiser, Auction Napa Valley, each June. NVV members benefit from the event by collectively promoting the Napa Valley Appellation, building relationships with target customers, and receiving individual recognition for their wine brands.

Auction Napa Valley provides great benefits to the Napa Valley community and to date has donated \$85 million for local programs for health care, youth development, and affordable housing. Much of the success of Auction Napa Valley can be attributed to its grassroots efforts: each year hundreds of vintners and community volunteers work together to put on the multi-day affair.

The Auction is the American classic charity wine event, receiving international acclaim. All members are invited to participate and may do so in a variety of ways, including: donating wine to an auction lot, hosting a private party at their winery, or donating serving wine for the events. Lot donations are listed in the catalog and sold during the live, electronic, or barrel auctions. Participating members also receive tickets to various Auction events.

#### *Premiere Napa Valley*

Members have the opportunity to interact one-on-one with more than 500 top-ranking trade representatives and select members of the media by participating in Premiere Napa Valley in February. The one-day event features a barrel tasting followed by a live auction of the unique wines, provided *en tirage*. Members showcase their unique wine blended expressly for this event by donating a 5-, 10-, or 20-case lot. Proceeds from Premiere are used to enhance the association's goals of furthering the world-class reputation of Napa Valley wines.

#### *Taste Napa Valley*

As a group, association members travel to cities across the globe to promote Napa Valley wines through tastings and seminars, including large-scale trade and consumer tastings, and more intimate, specialized events. Members can present their wine to hundreds of trade representatives and consumers in a more time efficient manner than by visiting these individual markets on their own.

#### *Nightlife Napa Valley*

In 2003, the NVV developed this signature program as a way to encourage the Millennial generation to learn more about Napa Valley and to meet vintners and taste their wine in fun and lively venues, like night clubs. Targeting the 25 to 35 year old demographic, the NVV hosts *Nightlife Napa Valley* in cities around the world and invites all members to participate in this dynamic program.

#### *Master Napa Valley*

Master Napa Valley brings dozens of Master of Wine and Master Sommelier candidates to the Napa Valley every other fall. Master Napa Valley gives NVV members the chance to interact with up-and-coming decision makers and future leaders in the wine trade. The multi-day program includes educational seminars, tastings, and plenty of one-on-one time for members and participants. All members are invited to participate.

#### *Napa Valley Wine Educators Academy*

The NVV co-hosts with the Culinary Institute of America, Greystone every other year (alternates with Master Napa Valley) a world-class curriculum for wine educators focused exclusively on Napa Valley. Vintner members can participate by providing wine, hosting guests, and serving as guest speakers/seminar panelists for the Academy.

### *Experience Napa Valley*

International wine media and trade are hosted in the Napa Valley for one to five days by the Napa Valley Vintners. This program allows the NVV to promote the Napa Valley AVA, deliver key messages, and provide trade education; attendees leave with a comprehensive understanding of the wine region. Vintners can participate by hosting guests, participating in seminars and tastings, and providing their wine for various events during the Experience.

### *Symposium for Professional Wine Writers at Meadowood*

In 2004, the NVV partnered with Meadowood Napa Valley to create a three-day writing symposium for those in the wine trade, modeled after the Symposium for Professional Food Writers held each year at the Greenbrier. The Symposium for Professional Wine Writers at Meadowood hosts dozens of established and up-and-coming writers and offers NVV members the opportunity to get involved by donating serving wine or sponsoring fellowships for Symposium attendees.

### *Website*

The association's website, [www.napavintners.com](http://www.napavintners.com), is viewed by more than one million visitors each year and sends more than 40,000 visitors to member winery websites each month. One of the most visited sections is the Winery Finder, used by visitors to access general information about NVV member wineries and to link to individual member websites. This benefit is automatically included with every membership.

### *Other Marketing and Promotional Opportunities*

Each year, the NVV creates or has access to additional events and programs which allow members the chance to promote the Napa Valley Appellation as well as their individual brand. Examples of past opportunities include sponsoring the Masters of Wine Symposium the first time it was ever hosted in North America; the Robert Parker Weekend at the CIA, Greystone; a private reception and dinner with 100 members of the Wine and Spirits Guild; and, participation at the annual Society of Wine Educators conference.

## **Communications & Public Relations**

Working with the news media, the NVV looks to expand the reach and frequency of the Napa Valley appellation print and broadcast coverage by developing new story ideas and approaches, as well as responding to press queries from around the world. Key media opportunities for members include Premiere Napa Valley, Auction Napa Valley, annual media tastings, and other NVV programs and industry issues. The NVV manages in-house media lists and press tasting schedules, which are available to members, and schedules media tours and interviews for local and visiting press. The NVV also developed and printed a *Press Guide* for members to help them with their individual media efforts.

## **Resources**

### *daily blast*

Every day, members automatically receive *daily blast*, an electronic newsletter detailing the newest, most important information on NVV programs and events. This single-subject message can be quickly scanned by vintner members to determine if a particular message is of interest to their wine brand.

### *Members Only Website*

A portion of [www.napavintners.com](http://www.napavintners.com) is password protected for members-only use. The Members Only section provides extensive information about the programs and projects of the NVV, including easy online program registration, access to media and marketing opportunities, updates on important industry issues, and a Distributor Database listing wholesalers worldwide.

### *Resource Materials*

Public relations and marketing collateral materials developed by the NVV, including *The Science Behind the Napa Valley*, extensive wine marketing and consumer preference research, winery maps, AVA maps and posters, vintage charts, brochures, press kits, and videos, are all available to members for little or no cost. The association also maintains a modest library of reference books, audiocassettes, and videotapes that members can view at the NVV office.

## **Industry and Community Issues**

### *Protecting the Napa Valley Name*

One of the NVV's primary goals is to protect the Napa Valley appellation, which has a financial benefit for all Napa Valley wine producers. Examples include the Napa Valley attaining Geographic Indication status in 2007 in the European Union, the first non-European entity to achieve this recognition; the NVV's Napa Name law, passed in 2000 and upheld by the US Supreme Court in 2006; ongoing national and international trademark monitoring; the evaluation of new AVAs; label monitoring; and generally protecting the Napa name from misleading use. The association's Statement of Principles guides its work in this area.

### *Industry Issues*

Members receive updates and background materials on issues of importance to the wine industry, such as protecting the Napa Valley name, farmworker housing, pests and diseases, and county land-use. The NVV stays abreast of issues that specifically impact the Napa Valley wine industry and will take a position or action on behalf of its members, if appropriate. The association's Advocacy Policy and Community and Industry Issues Committee guide the NVV in these efforts.

### *Community Outreach*

The association implements numerous community outreach programs and activities in Napa County to help educate residents about the good work of the Napa Valley wine industry. Members are encouraged to participate in these programs via public opinion leader tours, Adopt-a-School, *Napa Neighbor*, the annual countywide Afternoon in the Vineyards, and more.

### *Napa Green*

The Napa Green Certified Winery and Napa Green Certified Land programs each outline a set of sustainable and green business practices that can demonstrate to regulators, consumers, distributors, and Napa County citizens that certified vineyards and wineries are implementing sustainable practices and protecting the environmental quality of the region. The NVV can assist any member in the certification process.

## **Member Relations**

### *Meetings and Events*

Members are invited to attend General Membership meetings, which provide a forum for information on wine industry matters and NVV programs. The meetings are immediately followed by a wine reception and lunch, allowing social and networking time for members. The NVV organizes three to four "strictly social" events for members each year: the Harvest Dinner, the Grower Vintner Softball Challenge, and the December Holiday Party. The NVV organizes educational workshops on topics useful to member wineries and their staff, such as direct shipping, wine marketing, responsible hospitality, label compliance, media training, and more, which are offered for little or no cost to members.

### *Networking*

The NVV gives members many opportunities to meet their peers and exchange business ideas. In addition to the General Membership meetings, social events, and workshops listed above, the NVV also offers an organized Networking Program. In this informal setting, members can exchange ideas on topics such as consumer direct sales, marketing, joint Auction lots and hospitality events, and family communication.

### *Committees*

Members are encouraged to join one of the NVV's standing committees, which guide the programs and policies of the association. Experience shows that members derive the greatest satisfaction when involved in the grass roots work of the NVV and the organization benefits from the unique talents of its membership.

### *Member Discounts*

NVV in-kind donors and strategic partners extend special offers and discounts to members via the Members Only website. Members save money on services and supplies for their wineries when taking advantage of these offers.

## **2009 Committees and Chairs**

### **Appellation (standing committee, but only meets as needed)**

2009 Chair: Ed Matovcik, Beringer Vineyards/Etude/St. Clement/Stags' Leap Winery

Goal: To protect the integrity of the Napa Valley Appellation by monitoring new appellation formation.

### **Auction Napa Valley Steering 2009 (chair appointed, but volunteers still needed for 2009)**

Chair: John, Janet, Loren and Hailey Trefethen of Trefethen Family Vineyards

Goal: To use the worldwide reputation of Napa Valley wines to enhance the well-being of the Napa County community.

### **Community and Industry Issues (standing committee – open any time)**

2009 Chair: Eric Sklar, Alpha Omega

Goal: To proactively address targeted issues: community, environmental, consumer access, and other regulatory and trade issues.

### **Community Outreach (standing committee – open any time)**

2009 Chair: Chuck McMinn, Vineyard 29

Goal: To strengthen community relationships and build good will in the community.

### **Grants Review (Board appointed)**

2009 Chair: Peter McCrea, Stony Hill Vineyard

Goal: To maximize charitable giving within Napa County, following giving guidelines for the Auction Napa Valley, and to continue to assess community needs.

### **Marketing & Promotions (standing committee – open any time)**

2009 Chair: Bruce Cakebread, Cakebread Cellars

Goal: To market and promote the Napa Valley Appellation through wine tastings, educational seminars, retail promotions and other programs in the Napa Valley, across the United States, and around the globe.

### **Member Relations (standing committee – open any time)**

2009 Chair: Lisa Augustine, Broman Cellars

Goal: To optimize member participation in all NVV activities, organize special events and member workshops, and build member loyalty.

### **Premiere Napa Valley Steering 2009 (chair appointed, but volunteers still needed for 2009)**

Chair: Bryan Del Bondio, Markham Vineyards

Goal: To build trade and consumer excitement to further the world-class reputation of Napa Valley wines by selling innovative wines exclusively for this event; and, to raise funds to support the mission of the NVV.

### **Public Relations (standing committee – open any time)**

2009 Chair: Garen Staglin, Staglin Family Vineyard

Goal: To provide strategic public relations counsel on association programs, issues and events.

### **Strategic Partnership (standing committee – open any time)**

2009 Chair: Rebecca Fine, Beringer Vineyards/Etude/St. Clement/Stags' Leap Winery

Goal: To leverage the brand equity of the Napa Valley to procure, develop, and continue mutually beneficial relationships that align with the quality of Napa Valley and its wines and that will assist in meeting the NVV's mission to promote and protect the Napa Valley Appellation.

## **Membership Categories**

There are three (3) categories of membership: General, Sustaining, and Honorary.

### **General Membership**

- (1) General membership in the association is extended to any brand owner that produces and bottles, in Napa County, a Napa Valley appellation table wine, dessert wine, sparkling wine or distillate of wine that is sold commercially (meaning the wine must be in general release a minimum of 6 months prior to application; at least 20 percent of the wine must be commercially sold; and gross sales must be at least \$12,000).
- (2) By virtue of membership, each general member subscribes to the mission statement and goals of the association.
- (3) Each member shall participate in the association by, at minimum, annually donating one auction lot to either the Auction Napa Valley or Premiere Napa Valley, and paying monthly membership dues.

A winery that is eligible for general membership shall be admitted to membership upon the completion of an application and favorable vote of a majority of the Board of Directors.

### **Sustaining Membership**

Sustaining membership is extended to any former representative of a general member, provided application is made within 90 days following the last day of service as a representative member. Such membership shall terminate when the member is employed by, or makes an active investment in, another winery. Each sustaining member shall have the right to participate in the transaction of business and membership meetings, but shall not be entitled to vote or to hold office, provided that any present Officer or Director shall continue in office for the remainder of the term.

### **Honorary Membership**

Honorary membership may be extended to any individual the Board determines to have significantly contributed to the benefit of the Napa Valley wine industry and is deserving of honorary membership. Each honorary member shall have the right to participate in the transaction of business and membership meetings, but shall not be entitled to vote or to hold office, provided that any present Officer or Director shall continue in office for the remainder of the term.

## Membership Dues

### *General Membership Dues*

**There is a one-time initiation fee (due with the application) as follows:**

- \$500.00 – for wineries producing less than 5,000 cases
- \$1,000.00 – for wineries producing 5,000 to 9,999 cases
- \$1,500.00 – for wineries producing 10,000 cases or more

General membership dues are based on the sum of a **Fixed Component + Variable Component**. The **Fixed Component** is calculated from a winery's case production. The **Variable Component** is calculated from a winery's sales.

### *Fixed Component*

Each winery member producing:

- Less than 5,000 cases pays \$1,200/year Fixed Component.
- Between 5,000 to 9,999 cases pays \$1,800/year Fixed Component.
- 10,000 cases and over pays \$2,400/year Fixed Component.

### *Variable Component*

The variable component is tied to sales. Sales include revenues from all wines bottled in Napa County under labels owned by the winery. Second labels are included, but bottling of private labels not owned by the member is not included. Sales for sparkling wine are reduced by an increment of sparkling wine federal taxes over table wine sales, if taxes are included in the revenue.

Each bonded winery pays a Variable Component calculated by multiplying sales x 0.00055

Example: \$1 million in sales = \$550.00

### *Overall Cap*

There is an overall cap of \$44,900 per member winery per year.

### *Invoicing*

Remit the initiation fee only with your application. Dues are invoiced separately, on a monthly basis.

### **Sustaining Members**

Sustaining Members pay \$420.00/year.

**Membership Application - CONFIDENTIAL**

Winery name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Physical address (if different): \_\_\_\_\_

Production address (if different): \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

General e-mail address: \_\_\_\_\_

Web site URL: \_\_\_\_\_ Year winery founded: \_\_\_\_\_

Please list the name, title, and e-mail address of your designated NVV contact: \_\_\_\_\_

\_\_\_\_\_

Name of winery owner(s): \_\_\_\_\_

Owner contact info (if different than above): \_\_\_\_\_

\_\_\_\_\_

Please list all additional principals: \_\_\_\_\_

\_\_\_\_\_

Is the winery owner your designated voter on NVV matters? \_\_\_\_ Yes \_\_\_\_ No (Note: all NVV voting is electronic)

If no, please list the name, title, and e-mail of the designated voter: \_\_\_\_\_

\_\_\_\_\_

Bonded winery number: \_\_\_\_\_ Current annual case production: \_\_\_\_\_

Please tell us your primary reason for applying for membership with the Napa Valley Vintners:

\_\_\_\_\_

\_\_\_\_\_

Is there an NVV member we can thank for referring you? \_\_\_\_\_

The association's Bylaws outline certain requirements for membership. **Please initial next to each statement below to confirm your agreement with these requirements:**

\_\_\_\_\_ Winery is a brand owner that produces and bottles, in Napa County, a Napa Valley Appellation table wine, dessert wine, sparkling wine or distillate of wine that is sold commercially (meaning the wine must be in general release a minimum of 6 months prior to application; at least 20 percent of the wine must be commercially sold; and, gross sales must be at least \$12,000)

\_\_\_\_\_ Winery supports and agrees with the vision statement and goals (see front of binder), bylaws (see "Who We Are"), and policies of the Napa Valley Vintners

\_\_\_\_\_ Winery agrees to participate annually in the NVV by donating an auction lot to Premiere Napa Valley (minimum 5 cases), or an auction lot or hospitality event to Auction Napa Valley (minimum \$500 value)

To calculate your winery's dues, please complete the confidential Initial Dues Calculation form included in this binder and send it directly to Grant Bennett, CPAs. **We must confirm their receipt of this form before this application is presented to the Board of Directors.**

Signature of applicant: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Membership Application – SUPPLEMENTAL INFORMATION**

In order for the NVV Board of Directors to better know you and your wine brand when they consider your application, please complete the supplemental questionnaire below:

Do you own your own winery facility in Napa County?    \_\_\_ Yes \_\_\_ No

If yes, what is the production capacity? \_\_\_\_\_ gallons

If no, where do you produce your wine? \_\_\_\_\_

Do you own vineyard land in Napa County?    \_\_\_ Yes \_\_\_ No    If yes, how many acres? \_\_\_\_\_

Who is your winemaker? \_\_\_\_\_

From which Napa Valley AVAs does your winery source grapes to produce wine (check all that apply)?

- |                                                    |                                              |
|----------------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Atlas Peak                | <input type="checkbox"/> Oakville            |
| <input type="checkbox"/> Calistoga                 | <input type="checkbox"/> Rutherford          |
| <input type="checkbox"/> Carneros                  | <input type="checkbox"/> Spring Mountain     |
| <input type="checkbox"/> Chiles Valley             | <input type="checkbox"/> St. Helena          |
| <input type="checkbox"/> Diamond Mountain District | <input type="checkbox"/> Stags Leap District |
| <input type="checkbox"/> Howell Mountain           | <input type="checkbox"/> Wild Horse Valley   |
| <input type="checkbox"/> Mount Veeder              | <input type="checkbox"/> Yountville          |
| <input type="checkbox"/> Oak Knoll District        |                                              |

What wine varieties does your winery produce (check all that apply)?

- |                                             |                                          |
|---------------------------------------------|------------------------------------------|
| <input type="checkbox"/> Cabernet Franc     | <input type="checkbox"/> Pinot Noir      |
| <input type="checkbox"/> Cabernet Sauvignon | <input type="checkbox"/> Sangiovese      |
| <input type="checkbox"/> Chardonnay         | <input type="checkbox"/> Sauvignon Blanc |
| <input type="checkbox"/> Chenin Blanc       | <input type="checkbox"/> Syrah           |
| <input type="checkbox"/> Merlot             | <input type="checkbox"/> Viogner         |
| <input type="checkbox"/> Pinot Grigio       | <input type="checkbox"/> Zinfandel       |

Other varieties? \_\_\_\_\_

If you produce wine under other labels/brands, please list them: \_\_\_\_\_

Please note any specific NVV programs and activities in which you are interested in participating:

- |                                                           |                                                         |
|-----------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Auction Napa Valley              | <input type="checkbox"/> Membership Meetings            |
| <input type="checkbox"/> Premiere Napa Valley             | <input type="checkbox"/> Social and Networking Programs |
| <input type="checkbox"/> Master Napa Valley               | <input type="checkbox"/> Committees                     |
| <input type="checkbox"/> US Marketing Programs            | <input type="checkbox"/> Community Outreach Program     |
| <input type="checkbox"/> International Marketing Programs |                                                         |

Thank you! We look forward to presenting your application to the NVV Board of Directors at their next regular meeting. We will confirm receipt of this application by postal mail or phone. If you have any questions regarding your application or the NVV, please contact our office at the number listed below.

**Please attach your initiation fee, made payable to the NVV, to this application**  
Return this form and your check to: Napa Valley Vintners, P. O. Box 141, St. Helena, CA 94574  
Phone (707) 963-3388 • Fax (707) 963-3488 • nvv@napavintners.com • [www.napavintners.com](http://www.napavintners.com)

**New Membership Initial Dues Calculation - CONFIDENTIAL**

**IMPORTANT**

**This information must be received by Grant Bennett Associates prior to your application being submitted to the NVV Board of Directors for membership approval.**

**In order to ensure confidentiality, please do not send this information to the NVV – please fax or mail to:**

**Grant Bennett Associates\***  
**Attention: Karina**  
**1425 River Park Drive, Suite 250**  
**Sacramento, CA 95815**  
**Fax: (916) 641- 5200**

*Grant Bennett Associates is not affiliated to the wine industry.*

Please provide the following information to determine your membership category. Membership dues will be invoiced monthly by the NVV.

Winery: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_

For the year ended: December 31, 2008:

Number of cases produced was: \_\_\_\_\_

(Number of cases bottled in Napa County during 2008 under all of your brand(s). Excludes wine sold, or to be sold as bulk, unlabeled, or private labels.)

Wine sales: \$ \_\_\_\_\_

(Wine sales, based on gross revenue for wines sold under your brand(s) in 2008. Includes all of the member winery's brands of all appellations bottled in Napa County. Excludes wines sold as bulk.)

*\*Grant Bennett Associates will hold your information in strict confidence. No individual winery statistics will be disclosed to anyone, including to NVV staff or directors.*