

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 65th 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

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
Cuvaion 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*

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, 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 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

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.*