Introduction

Sixty-six 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. From seven founding members, today the association represents more than 420 Napa Valley wineries and collectively is an unsurpassed leader in the world-wide wine industry.

Vision:

Through our collective efforts Napa Valley will be:

- The leading wine region worldwide
- Preserved and enhanced for future generations

Mission:

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

2012 - 2014 Goals

- Goal 1: Position the Napa Valley as the premier wine region in the world
- Goal 2: Champion and sustain the Napa Valley wine community
- Goal 3: Engage and support our members through the work of an effective organization

NAPA VALLEY VINTNERS/AUCTION NAPA VALLEY

2012 Boards of Directors

Susan Boswell

Owner, Chateau Boswell Winery

Bruce Cakebread

Owner, Cakebread Cellars

Kathleen Heitz Myers

President, Heitz Wine Cellars

Michael Honig

President, Honig Vineyard & Winery

Rick Jones (President)

Owner, Jones Family Vineyards

Doug Shafer

President, Shafer Vineyards

Eric Sklar (Treasurer)

Co-founder and Managing Partner, Alpha Omega

Pat Stotesbery

Proprietor, Ladera Vineyards

Bob Torres

Senior Vice President, Operations, Trinchero Family Estates

Janet Viader (NVV Board Secretary)

Owner, Viader Vineyards & Winery

Russ Weis (Vice President)

General Manager, Silverado Vineyards

Auction Community Board Members

Clay Gregory
Ed Matovcik
Dave Meyers (ANV Board Secretary)
Rachel Wyckoff

Member Wineries

Acacia Vineyard

Ackerman Family Vineyards Adler Deutsch Vineyard

Ahnfeldt Wines Alpha Omega Amici Cellars

Amuse Bouche Winery

Ancien Wines Andretti Winery **Anomaly Vineyards**

Antica Napa Valley - Antinori Family

Wine Estate

Araujo Estate Wines Ardente Winery

Arietta

Arkenstone Vineyards

ARNS

Arrow&Branch Artesa Winery Astrale e Terra **Atalon Winery Aubert Wines**

Azalea Springs Vineyards

B Cellars

Baldacci Family Vineyards **Ballentine Vineyards Barbour Vineyards** Barlow Vineyards Barnett Vineyards Beaucanon Estate Beaulieu Vineyard Behrens Family Winery Bello Family Vineyards

Benessere Bennett Lane Beringer Vineyards Bialla Vineyards

Bigvine

Black Stallion Winery Blackbird Vineyards Blankiet Estate **Boeschen Vineyards**

BOND

Bouchaine Vineyards Bounty Hunter Rare Wine Bourassa Vineyards **Boyd Family Vineyards** Brandlin Vineyard **Bressler Vineyards Broman Cellars**

Brown Estate Vineyards

Buccella

Buehler Vinevards

Buoncristiani Family Winery

Burgess Cellars

BURLY

Ca' Momi Wines **CADE Estate Winery** Cafaro Cellars

Cain Vinevard & Winerv **Cakebread Cellars**

Caldwell Vineyard and Winery

Cali 351

Canard Vinevard

Cardinale

Carrefour Vineyards Carter Cellars Carver Sutro Wines

Casa Nuestra Winery & Vineyards

Casa Piena

Castello di Amorosa

CAVUS

Caymus Vineyards Ceja Vineyards

Celani Family Vineyards

Chappellet Vineyard and Winery

Charles Krug Charnu Winery Chase Cellars

Chateau Boswell Winery Chateau Montelena Winery Checkerboard Vineyards Chiarello Family Vineyards Chimney Rock Winery

Cimarossa

Clark-Claudon Vineyards Clif Family Winery Cliff Lede Vineyards Clos Du Val Wine Co., Ltd.

Clos Pegase Coho

Colgin Cellars Conn Creek Winery CONSTANT

Continuum Estate

Coquerel Family Wine Estates Corison Winery

Cornerstone Cellars Cosentino Winery

Coup De Foudre Winery

Courtesan Covenant

Crocker & Starr Wines Crosby Roamann **Cuvaison Estate Wines**

D.R. Stephens Estate Dalla Valle Vineyards

Dana Estates

Dancing Hares Vineyard

Darioush

Daviana Winery David Arthur Vineyards **David Fulton Winery** Del Dotto Vineyards Derenoncourt California **Detert Family Vineyards**

Diamond Creek Vineyards

Dolce

Domaine Chandon **Dominus Estate**

Downing Family Vineyards **Duckhorn Vinevards Dutch Henry Winery**

Dyer Vineyard

Eagles Trace **Ehlers Estate** Elizabeth Spencer Elkhorn Peak Cellars Elvse Winerv **Emblem Wines Entre Nous**

Envy Wines ERBA Etude

Fantesca Estate & Winery

Far Niente

Farella-Park Vineyards

Faust

Fiftyrow Vineyards Fleury Estate Winery

Flora Springs Winery & Vineyards

Flying Horse Winery

Folie a Deux

Fontanella Family Winery Fortunati Vineyards Franciscan Estate Frank Family Vineyards Frazier Winery

Freemark Abbey Frias Family Vineyard Frog's Leap Gallica

Gamble Family Vineyards

Gandona Estate Gargiulo Vineyards

Gemstone **Ghost Block Girard Winery** Grgich Hills Estate

Groth Vineyards & Winery

HALL

Harbison Estate Wines

Harlan Estate

Harris Estate Vineyards & Winery,

LLC

Hartwell Vineyards Havens Winery

HdV Wines - Hyde de Villaine

Heitz Wine Cellars

Helena View Johnston Vineyards

Hendry

Hess Collection Winery, The

Hestan Vineyards **Hewitt Vineyard Highlands Winery** Hill Family Estate

Honig Vineyard & Winery hope & grace Winery Hopper Creek Winery

Hourglass

Howell at the Moon **Hudson Vineyards** Hundred Acre HUNNICUTT **Hunter III Wines Husic Vineyards**

Ideology Cellars Inglenook

J. Davies Vineyards Jack Brooks Vineyard Jaffe Estate Wine

Jarvis

JAX Vineyards

Jericho Canyon Vineyard

Jessup Cellars Joel Gott Wines

John Anthony Vineyards Jones Family Vineyards

Joseph George

Joseph Phelps Vineyards

Judd's Hill

Juslyn Vineyards

Kapcsandy Family Winery

Keenan Winery Keever Vineyards

Kelham Vineyards & Winery Kelleher Family Vineyards Kenefick Ranch Winery Kent Rasmussen Winery

Kenzo Estate Kitchak Cellars, Inc. Knighton Family Vineyards Knights Bridge Winery

Kongsgaard Krupp Brothers Kuleto Estate La Jota Vineyard Co.

La Sirena

Ladera Vineyards

Lagier Meredith Vineyard

Lail Vineyards Laird Family Estate

Lamborn Family Wine Company Lang & Reed Wine Company

Larkin Wines Larkmead Vineyards Lawer Family Wines Levendi Winery Levy & McClellan **Lewis Cellars** Lieff Wines

Livingston Moffett Wines, LLC Location, Elevation & Slope, Inc.

Lokova

Long Meadow Ranch Winery Louis M. Martini Winery Macauley Vineyard Madonna Estate

Marketta Winery & Vineyard

Markham Vineyards Maroon Wines

Marston Family Vineyard

Martin Estate Match Vineyards Meander

Melanson Vineyard Melka Wines

Merryvale Vineyards

Merus

Meteor Vineyard Mi Sueño Winerv

Michael Mondavi Family Estate

Miner Family Winery

Mithra Winery

Montagna Napa Valley Monticello Vineyards Moone-Tsai Vineyards Mount Veeder Winery

Mt. Brave Mumm Napa Napa Angel Napa Cellars Napa Smith Winery

Napa Valley College Estate Winery

Napa Valley Farms Neal Family Vineyards **Newton Vineyard** Nickel & Nickel Oakville East Exposure Oakville Ranch Vineyards

Oakville Terraces Oakville Winery 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 PATEL - Napa Valley Patland Estate Vineyards Peacock Family Vineyard Pedras Wine Company

PEJU

Peter Franus Wine Company Peter Paul Wines, LLC Phifer Pavitt Wine Pillar Rock Vineyard Pine Ridge Vineyards PlumpJack Winery Pope Valley Winery Porter Family Vineyards Portfolio Limited Edition Prescott Ashe Estate Winery

Promise

Provenance Vineyards PureCru Napa Valley

Pride Mountain Vineyards

Quintessa Ramian Estate Raymond Vineyards Realm Cellars **Red Mare Wines** Redmon

Regusci Winery Renteria Wines Revana Family Vineyard Reverie on Diamond Mountain

Reynolds Family Winery Rios Wine Company, LLC Robert Biale Vineyards Robert Craig Winery

Robert Foley Vineyards

Robert Mondavi Winery Rocca Family Vineyards Rombauer Vineyards Round Pond Estate **ROY Estate LLC**

Rubissow Rudd Wines, Inc.

Rutherford Grove Winery &

Vineyards

Rutherford Hill Winery Sabina Vineyards

Saintsbury Salvestrin Sawyer Cellars Scarecrow Wine Schlein Vineyard Schrader Cellars, LLC Schramsberg Vineyards Schweiger Vineyards Sciandri Family Vineyards

Screaming Eagle Seavey Vineyard

Sequoia Grove Vineyards Seven Stones Winery Shafer Vineyards

Sherwin Family Vineyards

Signorello Estate Silver Oak Cellars Silver Stag Winery Silverado Vineyards Sleeper Cellars Snowden Vineyards Sodaro Estate Winery

Somerston Soñador Cellars Spellbound Spelletich Cellars Spoto Wines

Spotted Owl Vineyards

Spottswoode Estate Vineyard &

Winery

Spring Mountain Vineyard St. Clement Vineyards St. Helena Winery

St. Supery Estate Vineyards &

Winery

Staglin Family Vineyard Stag's Leap Wine Cellars Stags' Leap Winery Steltzner Vineyards Sterling Vineyards Stonehedge Winery Stony Hill Vineyard

Storybook Mountain Vineyards/Seps

Estate

Sullivan Vineyards Summers Estate Wines **Swanson Vineyards** Switchback Ridge Tamber Bey

Tayson Pierce Estate Wines Teaderman Vineyards Terlato Family Vineyards

Terra Valentine

Tetra TEXTBOOK

The Gabrielle Collection

The GRADE Cellars
The Terraces
The Vineyardist
Thirteen Appellations
Three Clicks Wines
Tierra Roja Vineyards
Titus Vineyards
Tom Eddy Winery, LLC
Tom Scott Vineyard
TOR Kenward Family Wines
Tournesol
Trefethen Family Vineyards

Tres Sabores

Trinitas Cellars

Trinchero Napa Valley

Tristant Vineyards
Truchard Vineyards
Tuck Beckstoffer Wines
Tudal Winery
Turnbull Wine Cellars
Twomey Cellars
Tyler Florence Wines
V. Sattui Winery
Venge Vineyards
VHR, Vine Hill Ranch
Viader Vineyards & Winery
Vineyard 29
Vineyard 7 & 8
VinRoc Wine Caves
Viviani Vineyards

Volker Eisele Family Estate
von Strasser Winery
Wallis Family Estate
Waterstone
White Rock Vineyards
Whitehall Lane
William Cole Vineyards
William Hill Estate Winery
Wolf Family Vineyards
Work Vineyard
XTANT
Zahtila Vineyards
ZD Wines
Ziata

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

2010 Preservation Design Award

Presented by the California Preservation Foundation for its Jackse Winery project

2010 Silver LEED Certification

Presented by U.S. Green Building Council

2010 Associations Advance America Awards of Excellence

Adopt-a-School Program and 5x5 Community Promise

Presented by American Society of Association Executives

2009 Best of ... Special Event of the Year

Auction Napa Valley

Presented by KVON/KVYN Radio

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

2008 Business of the Year

Presented by American Canyon Chamber of Commerce

2007 Business of the Year

Presented by Napa 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 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

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

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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 more than \$100 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 around 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 tasting in Napa Valley; 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; Geographic Indication status in India in 2010; 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 quide 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/or lunch, allowing social and networking time for members. The NVV organizes two "strictly social" events for members each year: the Harvest Kick-off Part 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, wine quality 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.

NAPA VALLEY VINTNERS

2012 Committees and Chairs

Auction Napa Valley Steering 2012 (chair appointed, but volunteers still needed)

Chair: The Chappellet Family of Chappellet Vineyard and Winery

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)

2012 Chair: Michael Walker of Robert Mondavi Winery

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

Community Outreach (standing committee – open any time)

2012 Chair: Jackie Downer of Clos Pegas

Goal: To strengthen community relationships and build goodwill in the community.

Grants Review (Board appointed)

2012 Chair: Debi Cali of Baldacci Family Vineyards

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)

2012 Chair: Emma Swain of St. Supéry Estate Vineyard & Winery

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)

2012 Chair: Katie Leonardini of Whitehall Lane Winery

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

Premiere Napa Valley Steering (chair appointed, but volunteers still needed)

2012 Chair: Erle Martin and Michael Beaulac of Pine Ridge 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.

Strategic Partnership (standing committee – open any time)

2012 Chair: Roger Asleson of Opus One

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.

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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.

NAPA VALLEY VINTNERS Membership Application - Confidential
Winery name:
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:

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

Auction Napa Valley Membership Meetings

Premiere Napa Valley Social and Networking Programs

___ Master Napa Valley ___ Committees

____ US Marketing Programs ____ Community Outreach Program

___ 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, email 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

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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
1375 Exposition Blvd, Suite 230
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, 2011: Number of cases produced was: (Number of cases bottled in Napa County during 2011 under all of sold, or to be sold as bulk, unlabeled, or private labels.)	your brand(s). Excludes wine
Wine sales: \$ (Wine sales, based on gross revenue for wines sold under your b the member winery's brands of all appellations bottled in Napa C 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.