

Introduction

Mission

To promote and protect the Napa Valley Appellation.

Vision

Through our collective efforts:

- The Napa Valley will be recognized as a winegrowing region second to none.
- The Napa Valley will be preserved and enhanced for future generations.

Goals

Goal 1: Promote the Napa Valley “brand,” the Napa Valley Appellation, and its wines.

Goal 2: Protect the Napa Valley Appellation and its name.

Goal 3: Preserve and enhance the future of the Napa Valley and its wine industry.

Goal 4: Be the essential organization for Napa Valley vintners.

Who We Are

Now in our seventh decade, the Napa Valley Vintners (NVV) trade association is the sole organization responsible for promoting and protecting the Napa Valley Appellation as a winegrowing region second to none in the world. Respect for our history reinforces our commitment to the preservation and enhancement of the Valley’s land, wine, and community for future generations. We address the shared interests of our more than 300 members and aspire to be the essential organization for all Napa Valley vintners.

While our goals are serious, along the way we manage to have a lot of fun. The NVV sponsors Auction Napa Valley which, after a quarter century, has raised nearly \$78 million for charitable organizations serving the health care, youth service, and housing needs of the Napa Valley. We are proud to say this is a world record for charity wine auctions.

We also host Premiere Napa Valley, the mid-winter barrel auction for the trade that offers one-of-a-kind wines crafted especially for this event. Along with a number of other activities, we conduct domestic and international vintner tours, which give us the opportunity to build relationships with local trade and consumers.

Back home, we work to provide housing for seasonal farm workers. To help protect and preserve our environment we developed the Napa Green program. Then there are our community outreach efforts, which provide ongoing contact and dialog with all of our neighbors.

Ultimately, the words *Napa Valley* stand for world class wine. That’s why we continue our innovative efforts, in the public arena and in the courts, to protect the integrity of the Napa Valley name.

NAPA VALLEY VINTNERS/AUCTION NAPA VALLEY
2008 Boards of Directors

Pat Stotesbery, President
Proprietor, Ladera Vineyards

Stephen Corley, Vice President
Director of Sales and Marketing, Monticello Vineyards

Rick Jones, NVV Chief Financial Officer
Owner, Jones Family Vineyards

Kathleen Heitz Myers, Secretary
President, Heitz Wine Cellars

Karen Cakebread
General Manager, Terrano Napa Valley

Cyril Chappellet
Owner, Chappellet Vineyard

Paula Kornell
General Manager, Oakville Ranch Vineyards

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

Alex Ryan
President, Duckhorn Vineyards/Paraduxx

Tracey Skupny
Owner, Lang and Reed Wine Company

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

Auction Community Board Members

David Freed
Martha May
Melinda Mendelson
Dave Meyers, Auction Secretary

NAPA VALLEY VINTNERS

Membership List

Ahnfeldt Wines, LLC
Alpha Omega
Amici Cellars
Amuse Bouche Winery
Andretti Winery
Anomaly Vineyards
Anselmo Vigne
Araujo Estate Wines
Ardente Winery
Arger-Martucci Vineyards
Arietta
Artesa Winery
Astrale e Terra
Atalon Winery
Atlas Peak Vineyards
Azalea Springs Vineyards
Baldacci Family Vineyards
Barlow Vineyards
Barnett Vineyards
Beaucanon Estate
Beaulieu Vineyard
Benessere
Bennett Lane Winery
Beringer Vineyards
Bighorn Cellars
Blackbird Vineyards
BOND
Bouchaine Vineyards
Bounty Hunter Rare Wines
Bourassa Vineyards
Brandlin Vineyard
Bravante Vineyards
Bressler Vineyards
Broman Cellars
Brookdale Vineyards
Brown Estate Vineyard, LLC
Bryant Family Vineyard
Buehler Vineyards
Burgess Cellars
CADE Winery
Cafaro Cellars
Cain Vineyard & Winery
Cakebread Cellars
Cardinale
Carter Cellars
Carver Sutro Wines
Casa Nuestra Winery and
Vineyards
CE2V
Cefalu Family Vineyards
Ceja Vineyards
Chappellet Winery and
Vineyard
Chateau Boswell Winery
Chateau Montelena Winery
Chateau Potelle Winery
Chimney Rock Winery
Clark-Claudon Vineyards
Clif Bar Family Winery
Cliff Lede Vineyards
Clos Du Val Wine Co., Ltd.
Clos Pegase
Cloud View Vineyards
Coho
Colgin Cellars
Conn Creek Winery
CONSTANT-Diamond
Mountain Vineyard
Corison Winery
Cornerstone Cellars
Cosentino Winery
Crauford Wines
Crocker & Starr Wines
Cuvaion Estate Wines
D.R. Stephens Estate
Dalla Valle Vineyards
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
Eagle Eye Wine
Ehlers Estate
Elkhorn Peak Cellars
Elyse Winery
Emilio's Terrace
Erba Mountainside Vineyards
Etude
Fantesca Winery
Far Niente
Farella-Park Vineyards
Faust
Fleury Estate Winery
Flora Springs Wine Company
Flying Horse Winery
Folie a Deux
Franciscan Oakville Estate
Frank Family Vineyards
Frazier
Freemark Abbey
Frias Family Vineyard
Frog's Leap
Gabrielle Collection
Gargiulo Vineyards
Gemstone
Girard Winery
Grgich Hills Estate
Groth Vineyards & Winery
GustavoThrace Winery
Hall
Harlan Estate
Harris Estate Vineyards &
Winery, LLC
Hartwell Vineyards
HdV
Heitz Wine Cellars
Helena View Johnston
Vineyards
Hendry
The Hess Collection Winery
Hill Family Estate
Honig Vineyard & Winery
Hoopes Family Vineyard &
Winery
hope and grace winery
Hourglass Wine Company,
Inc.
Howell Mountain Vineyards
Hundred Acre
Husic Vineyards
Ilsley Vineyards
I'M
JAX Vineyards
J. Davies Vineyards
J-P Harbison
Jericho Canyon Vineyard
Jessup Cellars
Jocelyn Wines
Joel Gott Wines
John Anthony Vineyards
Jones Family Vineyards
Joseph Phelps Vineyards
Judd's Hill
Juslyn Vineyards
Keenan Winery
Keever Vineyards
Kelham Vineyards & Winery
Kent Rasmussen Winery
Kongsgaard

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

Pillar Rock Vineyard
Pine Ridge Winery
PlumpJack Winery
Pride Mountain Vineyards
Promise
Provenance Vineyards
Quintessa
Ramian Estate
Raymond Vineyard & Cellar
Realm Cellars
Redmon
Regusci Winery
Renteria
Revana Family Vineyard
Reverie on Diamond
Mountain
Reynolds Family Winery
Ristow Estate
Robert Craig Wine Cellars
Rober Foley Vineyards
Robert Mondavi Winery
Robert Pecota Winery
Rocca Family Vineyards
Rockledge Vineyards
Rombauer Vineyards, Inc.
Round Pond Estate
Roy Estate, LLC
Rubicon Estate
Rudd
Rutherford Grove Vineyards
and Winery
Rutherford Hill Winery
Rutherford Ranch Vineyards
Saintsbury
Salvestrin Vineyard & Winery
Sawyer Cellars
Schrader Cellars, LLC
Schramsberg Vineyards
Schweiger Vineyards
Screaming Eagle
Seavey Vineyard
Seps Estate at Storybook
Mountain
Sequoia Grove Vineyards
Shafer Vineyards
Sherwin Family Vineyards
Signorello Vineyards
Silver Oak Cellars
Silverado Vineyards
Sjoebloom Winery
Snowden Vineyards
Sodaro Estate Wines
Soñador Cellars
Source-Napa
Spelletich Cellars

Spencer Roloson Winery
Spottswoode 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, LLC
StoneFly Vineyards
Stonegate
Stonehedge Winery
Stony Hill Vineyard
Sullivan Vineyards
Summers Winery
Swanson Vineyards & Winery
Switchback Ridge
Tamber Bey
Teaderman Vineyards
Terlato Family Vineyards
Terra Valentine
Terrano
The Terraces
Thirteen Appellations
Tom Eddy Wines
Tor Kenward Family Wines
Trefethen Family Vineyards
Tres Sabores
Trinchero Winery
Trinitas Cellars
Truchard Vineyards
Tudal Winery
Turnbull Wine Cellars
Twomey Cellars
V. Sattui Winery
Viader Vineyards & Winery
Vineyard 7 and 8
Vineyard 29
VinRoc Wine Caves
Viviani Vineyards
Volker Eisele Family Estate
von Strasser Winery
W Winery
William Cole Vineyards
William Hill Estate
Wolf Family Vineyards, Inc.
XTANT
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

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

(One of only 12 Green Certified Businesses in Napa County)

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

Recent Accolades

"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

NAPA VALLEY VINTNERS
Member Testimonials

General:

"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

"I have come to value the association's commitment to its members and community. Perhaps best of all, has been the opportunity to work with an enthusiastic and talented Vintner staff. The NVV is an effective, worthwhile organization because of the diverse and dynamic member participation. Whatever your interest, the NVV has a place for you, and you have a place in the NVV."

*Craig Williams, Senior Vice President and Director of Winemaking,
Joseph Phelps Vineyards*

Member Meetings and Social Events:

"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, Clarke-Claudon Vineyards

Premiere Napa Valley:

"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*

International Marketing Programs:

"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

Auction Napa Valley:

"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.*

Opportunities for Smaller Wineries:

"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

Marketing and Promotion

Auction Napa Valley

High-end wine consumers and top media representatives from around the world attend 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 nearly \$78 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 hospitality event 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 news 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-case, 10-case, 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.

Master Napa Valley and Wine Educators Academy

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.

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.

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.

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.

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 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 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 spring membership luncheon; the summer Grower Vintner Softball Challenge and the Vintner Grower Dinner; 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, 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 great satisfaction when involved in the grass roots work of the NVV, and the organization benefits from the unique talents of its members.

Member Benefits Program

NVV in-kind donors 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.

Committees and Chairs

Appellation

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 2008

Chair: The Heitz Wine Cellars Family

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

Community and Industry Issues

Chair: Rick Jones, Jones Family Vineyards

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

Community Outreach

Chair: Deborah Russell Broman, Broman Cellars

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

Grants Review

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

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

Chair: Ron Lee, Mumm Napa

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

Premiere Napa Valley 2008

Chair: The Duncan Family, Silver Oak Cellars and Twomey Cellars

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

Chair: Mia Malm, Franciscan Winery/Mount Veeder Winery/Robert Mondavi Winery

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

Strategic Partnership

Chair: Elaine Mellis, Atalon/Cardinale/Freemark Abbey/La Jota/Lokoya

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.

NAPA VALLEY VINTNERS
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: _____

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: _____

Continued on page 2 

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 (please 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 (please 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, 2007:

Number of cases produced was: _____

(Number of cases bottled in Napa County during 2007 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 2007. 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.*