BE A PART OF OUR MISSION TO PROMOTE, PROTECT AND ENHANCE NAPA VALLEY.

Napa Valley is the leading wine region, preserved for future generations.
To realize this vision, we must:

(1) Position and champion Napa Valley as the world's premier wine region. Working together, Napa Valley wineries have an impactful presence in the marketplace. Throughout the year, we tell the Napa Valley story, engage key audiences and build equity for the Napa Valley brand.

(2) Provide leadership to solve significant community and industry issues for Napa Valley. Together with member wineries, we champion a healthy environment in Napa Valley and engage with and care for the community.

(3) Demonstrate the principles of our founders to strengthen the membership and perpetuate a world-class organization. We work to foster the collaboration that has always been a hallmark of the Napa Valley wine community. We continue to provide opportunities for our members to gather, share their experiences and knowledge, and just enjoy each other's company in this most beautiful place we call home.
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2020 BOARD OF DIRECTORS

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2020 AUCTION COMMUNITY MEMBERS BOARD

David Butler
John Hamilton
Carol Kingery Ritter

PRESIDENT & CEO
Linda Reiff
Many vintner leaders, like Louis Martini, John Daniel, Jr., and Robert Mondavi of his family’s Charles Krug Winery knew there were challenges ahead for their fledgling wine industry, not the least the ongoing threat of natural disasters and growing regulation. They formed the Napa Valley Vintners trade association in October 1944, with just seven founding members, with the idea that they were stronger together than individually. It was a novel idea at the time and decades ahead of the industry’s Renaissance.

Seven decades after being formed and now more than 530 wineries strong, the Napa Valley Vintners carries on the vision of its founders to promote and protect – as well as enhance – the Napa Valley AVA as the premier winegrowing region. NVV members are deeply committed to conservation and sustainable farming, and to supporting the local community through charitable work. The Napa Valley wine industry thrives on a strong culture of collaboration and pride in its agricultural heritage, community, and appellation.
Positioning the Napa Valley...
POSITIONING THE NAPA VALLEY

Position and champion Napa Valley as the world's premier wine region. We promote the Napa Valley by telling our story to important audiences and building equity in the Napa Valley brand.

We tell the story through:

- The **Napa Valley Rocks** program – our signature marketing program packaging the Napa Valley story into an easy-to-use narrative of the valley's unique soils, geography, climate, wines and history.
- The consumer website, napavintners.com
- Through all of our programs (as outlined below)

We tell the Napa Valley story to important international and domestic audiences:

- Consumers
  - **Auction Napa Valley** – our annual community fundraiser and the world's most celebrated food and wine event
  - Dozens of consumer promotions throughout the year
- Trade
  - **Premiere Napa Valley** – our must-attend, trade-only auction, where winemakers create unique lots to raise money to promote the AVA
  - In-valley immersion programs such as **Experience Napa Valley, Master Napa Valley, Sommelier Napa Valley, Wine Educators Academy**, the **Steakhouse Summit** and other trade boot camps
  - In-market programs such as **Taste Napa Valley** and trade fairs in the international market
- Media
  - The **Symposium for Professional Wine Writers**® – our three-day intensive designed to help writers hone their skills while learning about the Napa Valley AVA
  - Our work with prominent and up-and-coming journalists throughout the year

We work to build equity in the Napa Valley brand through all of these programs and by cultivating relationships with key influencers and partners such as the Guild of Sommeliers, J.P. Morgan, Lexus, The Michelin Guide and NetJets among others.
Protecting the Napa Valley Since 1944
Collectively, we work with our members to:

- advocate for the Napa Valley wine industry
- enhance wine quality and protect the Napa Valley name from misuse
- improve the environment and thereby preserve Napa Valley’s natural beauty
- engage with and care for the community
- work with government to reduce traffic and increase housing that is affordable.

PROTECTING PLACE

Provide leadership to solve significant community and industry issues for Napa Valley
Bringing the Valley together...
STAYING TRUE TO PRINCIPLES

Demonstrate the principles of our founders to strengthen the membership through a world-class organization.

The Napa Valley wine community is renowned for its collaboration and camaraderie, which we foster through our work to:

- create effective networking and collaboration opportunities
- provide relevant education, resources and communications to members

...and by striving for excellence in all we do as an organization.
“In this very dynamic time for wine producers, it is vital to have a strong organization representing Napa Valley. Keep up the great work”

– Rosemary Cakebread, Gallica
Winemaker & Proprietor
MEMBERSHIP

General Membership
(1) General membership in the association is extended to any brand owner that annually produces, in Napa County, a Napa Valley AVA 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.

The Board of Directors reviews and votes on all new member applications at its monthly meetings.
MEMBERSHIP DUES

There is a one-time Initiation Fee of $1,500 due upon application.

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 from grapes crushed or fermented in Napa County, under labels owned by the winery, regardless of bottling location. 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 only the initiation fee with your application. For our members' convenience, we provide several payment options for paying dues including automatic withdrawals and recurring credit card charges.
About the Napa Valley Vintners

The Napa Valley Vintners nonprofit trade association has been cultivating excellence since 1944 by inspiring its 550 members to consistently produce wines of the highest quality, to provide environmental leadership and to care for the extraordinary place they call home. In 2019 the NVV is celebrating its 75th anniversary.