

Marketing Forum Launch

July 19

Ram's Gate Winery

4

Human Resources

Founding Forum

August 3

Finance Forum

September 8

Marketing Forum

September 28

Human Resources

Founding Forum

October 19

Finance Forum

November 3

Human Resources

Founding Forum

December 7

Forums are being added frequently. For schedule times and updates, visit: winewomen.net/events-list

North American Master Sommeliers in 2015



15.6% Female (23)



84.4% Male (124)



Find answers to your questions about membership here! We get lots of questions about WINE WOMEN, membership benefits, and what to expect since we're a new organization. While this list is not comprehensive, you can find more in our FAQs on our website, WineWomen.net, for more information.



I am not directly in the wine industry. Can I still join?

Yes. While Individual Membership is designed for professionals who work solely in the industry, Affiliate Membership is designed for those whose businesses provide services to the wine industry as well as to other industries. Further, for those with several employees in the wine industry, we recommend selecting Corporate Membership so your employees may build relationships with those in the wine industry and raise the visibility of your business among members. This organization is not a social, wine-tasting group. We are a business trade organization serving women in the wine industry.

What are WINE WOMEN Forums?

These peer-to-peer or topic-driven groups provide tools, guidance, resources and support to achieve success through regularly scheduled, structured meetings outside of the organization's larger events. Learn more.

What should I expect from my membership?

Only the best! Set the bar high and hold us accountable. But as in most organizations, you will get out of it what you choose to put into it. Since we are in our inaugural year, there is much foundation work yet to be set in place. That means you get the advantage of getting in on the ground floor to help shape the direction of WINE WOMEN. What do you want it to be?

Will you need volunteers?

Definitely! It takes a village (and then some)! Volunteer positions are available on a number of committees as well as for specific events and projects. We hope all our members will wish to contribute to the organization's success by volunteering in a variety of capacities.

Contact Membership Director Ellen Reich Luchtel at 415-740-9999 for further information or via email at Ellen@WineWomen.net.

INDIVIDUAL
MEMBERSHIP REG. \$165
CHARTER MEMBERSHIP
\$125

AFFILIATE
MEMBERSHIP REG. \$255
CHARTER MEMBERSHIP
\$190

CORPORATE
MEMBERSHIP REG. \$345
CHARTER MEMBERSHIP
\$260

Charter Membership through September 30, 2016 only

3 women have been inducted into the Vintners Hall of Fame:

Carol Meredith
2009

Zelma Long
2010

Merry Edwards
2013

They represent 6.25% of all those who have been inducted.

Source: <http://webpages.scu.edu/womenwinemakers/facts.php>

WINE WOMEN was founded as a 501(c)(3) non profit, professional trade organization in 2016 to advance women's professional careers in the wine industry by fostering and nurturing talent, providing networking and training opportunities, as well as advocating for better opportunities for women in this industry. Membership is open to like-minded professional women and men. | © 2016 WINE WOMEN

W I N E | WOMEN

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President's Message

There's nothing quite like the appeal of a blank canvas. We thought long and hard about how we wanted to paint that blank canvas: What do women in the wine business need to be successful? What aren't they getting now? What can we do to support this community and provide the tools needed to make a difference in their careers?

After lengthy brainstorming sessions, a vision emerged leading to today's official launch of WINE WOMEN. (Unofficially, we've been operating for months, planning the unveiling of our programs and helping members get underway.) Our mission and Declaration (see right sidebar) expressed our goals (and we hope they do the same for you!)

In our inaugural newsletter, learn what speakers and topics our founding forum has been hosting this year. Our member spotlight introduces charter member Linda Trotta, who will be heading up our Winemakers Forum. We've also got features highlighting special offers available to members only. Thank yous go out to Rick Bolen of Rick Bolen Photography, Personnel Perspective, the International Women's Wine Competition and particularly the Boisset Collection, as our major

events sponsor, for their assistance in the launch of this new organization.

Most importantly, we want this newsletter to be about you and for you, our members. Perhaps you'll learn about new communication skills or about how a new relationship can save your business significant time and money. Whatever it is that you take away, we hope you'll think of us when you meet a colleague in the industry who could benefit from membership. We believe that it is the strength of solid relationships that goes the furthest in aiding careers, whether these relationships are forged through our regular forum meetings or are the result of a chance meeting at one of our events.

We look forward to seeing you at our events, conversing with you online on our social channels (WineWomenOrg on both Facebook and Twitter) and getting to know you better. Cheers!

— Christine L. Mueller,
President, WINE WOMEN

OUR MISSION
To champion the advancement of women's careers in the wine industry by building strong relationships, essential business skills and leadership among members.

DECLARATION OF ASCENDANCE

WINE WOMEN was developed as a non-profit galvanized to accelerate the advancement of women's careers in the wine industry.

Our trade organization extends beyond prudent wine enjoyment and education to provide the tools, guidance and creativity for members to attain industry prominence.

Success is measured through member happiness and satisfaction in the services and benefits they receive as well as their ascendancy in career development. Developing and maintaining a breadth and depth of eminent members is essential to the growth of our community.

We are driven to continually improve our services, programs and outreach to expand the organization's strength, reputation and influence.



OUR MAJOR EVENTS SPONSOR | A diverse collection of unique wineries with deep historical and family roots in many of the world's most prestigious terroirs. Transcending traditional boundaries, the Boisset Collection embraces audacity and innovation and unites Old World and New into the One World of Wine, offering an unparalleled exploration of terroir, heritage, vineyards and style. Learn more at BoissetCollection.com

BOARD CONTACTS

Treasurer
Cristina Rodriguez
Cristina@WineWomen.net

Membership Director
Ellen Reich Luchtel
Ellen@WineWomen.net

Events Director
Olga Mosina
Olga@WineWomen.net

President
Christine L. Mueller
Chris@WineWomen.net

Secretary
Karen Alary
Karen@WineWomen.net

Forums Director
Jackie Egidio
Jackie@WineWomen.net

Marketing Director
Marcia Macomber
Marcia@WineWomen.net

The WINE WOMEN Newsletter

is published quarterly. For advertising rates and editorial inquiries, please contact Marcia Macomber at 707.721.1095. Writers and other contributors welcome!

FORUM PROFILE

HUMAN RESOURCES FOUNDING FORUM

By **Linda Higuera**, Charter Member
Employee Relations Director at Williams Selyem Winery

On Wednesday, April 20, 2016, the Wine Women Human Resources Founding Forum, met at the Constellation Brands offices in San Francisco for their regular meeting, hosted by Kim Dreyer. At the first meeting of the year in February 2016, Dawn Ross, another Forum member and resident employment attorney, presented on the 2016 Employment Law Changes. The meeting was hosted by Jackie Egidio at Ram's Gate Winery in Sonoma.

At the April meeting we invited attorneys from Seyfarth Shaw in San Francisco to present on Piece-Rate Regulations that impact our vineyard workforce. The full day's agenda also included consultants who spoke on three topics of great interest to the forum: The Benefits of Emotional Intelligence for Supervisors, What's Changed in Finding Jobs and Supervisory Leadership Skills. This type of robust content for our members is essential to our continuous learning and staying abreast of topics that HR Thought Leaders are promoting outside the wine industry.

At our future meetings we will also invite subject matter experts to present on Vineyard HR Challenges, Health & Wellness Best Practices, How to Leverage HR Benefits Software, and What's New with Women in the Wine Industry. We welcome speakers from the wine industry and also believe that inviting speakers outside the industry provides a different perspective and exposes us to best practices we might also replicate and customize for our winery employees.

HUMAN RESOURCES
FOUNDING FORUM

CHAIR *Linda Higuera*

MEMBERS **27**

MEETS *Bi-Monthly*

LOCATION *Napa and
Sonoma*

MEMBERSHIP *Closed with
wait list. (Another HR Forum
will begin meetings later
this year. Contact Forums
Director, Jackie Egidio, for
details.)*

THE GENDER PAY GAP AND YOU!

Among all California wineries, a significantly smaller proportion of female than male winemakers are also owners of their wineries (4% vs. 47%).

Among those wineries with women winemakers, 39% are both owners and winemakers; among those with men winemakers, the percentage is 52%.

Source:
<http://webpages.scu.edu/womenwinemakers/facts.php>

You may be thinking, "I feel adequately and fairly compensated for my work." Congratulations! Unfortunately, this isn't true for everyone. And in researching this issue, a few startling statistics came to light: Before retiring, a woman typically loses more than \$435,000 over the course of a career because of the current wage gap. That's the cost of a house! Perhaps you're thinking, "I'll make up for that as I climb my career ladder and earn higher wages." But according to a new analysis by TIME and Motto, women earn less than men at every age range, from 15% less between ages 22 and 25 to a staggering 38% less between ages 51 and 64. If current trends continue, women won't earn equal pay until 2059, according to the Institute for Women's Policy Research. Ouch!

Have we made so little progress in closing the gap in the past fifty years? The good news is that today's economy would be \$2 TRILLION smaller without the strides women have made since 1970. The bad news? "Men are negotiating four times more often than women—and they typically ask for 30% more," according to Lydia Frank, senior editorial and marketing director at Payscale, a salary-tracking company. "Women typically approach their work as, 'Keep your head down, work hard, do a good job and someone will reward you.' But that's generally not the case. You are more aware of what you're doing than your boss, and it's your personal responsibility to reinforce that and message that."

"There's all kinds of research out there that shows the same qualities in women and men are perceived very differently by employers," says Jessica Milli, the study

director at the Institute for Women's Policy Research. "For example, women who are demanding during wage negotiations are viewed negatively versus men who negotiate—they're seen as being confident and having confidence in their value. So that's a huge hurdle." According to Hill, the best way is to negotiate in a way that comes off as constructive rather than confrontational, i.e. avoid disrupting gender norms: "It's something women shouldn't have to worry about, but unfortunately they do because it is there."

Still think the gender pay gap may not apply to you? Two things: for our male readers, how do you feel about your spouse or your daughter bringing home approx. 20% less than she could in equal income? That's 20% less she can contribute to the mortgage or rent payments. More importantly, ladies, you realize that technically you can only afford to buy four-fifths of that bottle of wine on the right? Imagine being shorted 20% of every bottle you buy! Now are you feeling a bit more outraged? So are we...

WINE WOMEN's got your back! You'll hear our collective voices fighting to close the pay gap. To learn more, visit WineWomen.net/Gender-Pay-Gap. Sources in this article from <http://motto.time.com/4202330/making-less-money/>.



Linda Trotta

MEMBER PROFILE

LINDA TROTTA, CHARTER MEMBER

PROFESSION Winemaker and Consultant

COMPANY Winemaker at AW Direct LLC; Winemaking and Vineyard Consultant for several estate wine projects in Sonoma County

PERSONAL INTERESTS When not growing and making wine, my time is largely spent gardening, taking family hikes with the puppy, serving as equipment manager for my competitive swimmer niece.

FAVORITE WINE Champagne is my desert island wine.

Reason for joining WINE WOMEN "I see Wine Women is an exciting opportunity to provide mentoring and foster professional alliances for women in this amazing and crazy business of growing and making wine."

Have a special offer for our members only? Contact Karen Alary at Karen@WineWomen.net for details on participating.



This issue of the WINE WOMEN newsletter sponsored by Charter Member Rick Bolen
Rick Bolen Photography | 707-933-0932 | rick@bolenphoto.com
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The **Personnel Perspective**

10% OFF harassment prevention training for supervisors & managers. See WineWomen.net/For-our-members for details.

FEATURED MEMBER OFFER

