

W I N E  W O M E N

————— P R E S S K I T —————

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Summer 2016 Newsletter

### MEDIA CONTACT

Marcia Macomber  
Marketing Director

Marcia@WineWomen.net | 707.721.1095

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WineWomen.net | Facebook and Twitter @WineWomenOrg | 707.996.8740

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# ABOUT

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WINE WOMEN was formed as a 501(c)(3) non profit, professional trade organization in 2016, by four, long-time former directors of the Napa-Sonoma chapter of Women for WineSense. The new membership organization launched its activities in early 2016.

It is focused on advancing 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. The organization is geographically focused on serving professionals in the Napa and Sonoma wine country regions.

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# MEMBERSHIP

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Members have the opportunity to participate in the organization's peer group forums as well as to attend events at discounted rates. WINE WOMEN encourages both women and men, of legal drinking age, to join the organization. All can be supportive of the efforts to provide equal opportunities and compensation to women in the wine industry.

The primary individual benefits of membership are the opportunities to develop strong relationships with like-minded women and men who focus upon career development in the wine industry of Napa and Sonoma. In addition, affiliate and corporate memberships provide companies with discounts on multiple employee memberships as well as brand exposure through the organization's promotional offerings, including dedicated web pages for businesses.

With advance commitment from many in the wine industry community of the North Bay, we project conservative membership growth of up to 100 during our first year, achieving approximately 200 members within three years. Membership growth projections are centered around offering structured events throughout the year, with some open to the public to draw new interest and members. Revisions to projections will be made annually.

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# ACTIVITIES

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WINE WOMEN will hold a variety of events throughout the year for members to participate in and build strong relationships with other members and guests. These include programs for Business Networking, Advanced Wine Exploration, Lectures, Forums and Conferences. Find us at:

Online		WineWomen.net	Twitter		@WineWomenOrg
Facebook		WineWomenOrg	Phone		707.996.8740

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WineWomen.net | Facebook and Twitter @WineWomenOrg | 707.996.8740

# 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.

## MISSION

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

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# MEMBERSHIP

With members at the core of the organization's strength, WINE WOMEN requires an elevated level of dedication from them. This begins with asking member candidates to state their objectives in applying for membership. While encouraging all interested parties of legal drinking age to apply, regardless of gender and diversity, accepted members will also be asked to volunteer a modest number of hours annually, serving the organization in some capacity outside of attendance as a guest at our events. Membership features and tools to achieve these objectives are:

Membership Features and Benefits	Individual	Affiliate	Corporate
Who should join?	An individual who works exclusively in the wine industry, male or female, from students to retirees	An individual serving many industries who wants to strengthen wine industry relationships	A wine industry business seeking exposure for both its company and its employees
Individual Member Personal Profile WEBPAGE	✓	✓	✓
Access to searchable MEMBER DIRECTORY	✓	✓	✓
Opportunities to participate in FORUMS	✓	✓	✓
Access to online DISCUSSION FORUM	✓	✓	✓
Eligible for Wine Women SCHOLARSHIPS	✓	✓	✓
Preference on opportunities to speak at events	✓	✓	✓
DISCOUNTS on career development tools	✓	✓	✓
DISCOUNTS on event tickets	✓	✓	✓
All Individual Member benefits plus		✓	✓
Company Profile WEBPAGE		✓	✓
Pref. on opps. to sponsor events and programs		✓	✓
Tier 1 DISCOUNT on 2-5 Ind. Members price			5% off
Tier 2 DISCOUNT on 6-10 Ind. Members price			10% off
Tier 3 DISCOUNT on 11+ Ind. Members price			15% off
<b>ANNUAL DUES</b>	<b>\$165</b>	<b>\$255</b>	<b>\$345</b>
<b>CHARTER MEMBERSHIP (25% off)</b>	<b>\$125</b>	<b>\$190</b>	<b>\$260</b>

Charter Membership is offered to all through September 30, 2016. After September, member pricing will revert to the regular annual dues rate thereafter. Tiered pricing is calculated on the current membership rate. Therefore, the multi-member discount rates will be calculated on the Charter Membership rate through September 30, 2016, depending the number of memberships being purchased at one time.

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# FORUMS

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## MEMBER FORUMS PROGRAM

- Profession-Specific Knowledge
- Training Seminars
- Networking
- Mentoring
- Maintain Confidentiality
- Relationship Building
- Develop Credibility
- Sales Referrals or Introductions
- Speaking Opportunities

WINE WOMEN Forums provide key components of career development. It is an opportunity for members to regularly discuss and learn about topics within their profession. Building upon one another's knowledge elevates all forum members' skills, credibility and value to employers. Within the Forums, members develop

deep and long-lasting business relationships. These peer-to-peer groups also provide tools, guidance, resources and support to achieve success and are at the core of WINE WOMEN's success. Some benefits include:

- Learn key networking skills to maximize your industry involvement.
- Open doors to industry specific opportunities.
- Develop speaking skills and presentations to demonstrate niche knowledge expertise.

Forums meet at different member locations in Napa and Sonoma. Meeting dates, times and agendas are chosen directly by forum members. They meet a minimum of four times per year.

Some forums have opted to close their groups to new members until an existing members leaves the group, locking in group size and content. Other forums are open to new membership. WINE WOMEN Members may join as many forums as they wish, although each may have different meeting attendance requirements. Non-members may visit with open forums up to two times before choosing to join WINE WOMEN.

## EXISTING AND FUTURE FORUMS

- Winemaking
- Finance/Accounting
- Human Resources
- Viticulture
- Marketing
- C-Suite/General Managers
- Domestic Sales
- International Sales
- Digital Marketing
- Social Media
- Technology
- Wine Clubs
- Tasting Rooms
- Event Planning
- Hospitality
- Wine Education
- Strategic Planning

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# 2016 CALENDAR

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The 2016 event calendar is nearly fully fleshed out. Networking opportunities abound at our events, scheduled at least one per quarter. At the core of our first year's event schedule is a launch dinner at DeLoach Vineyards, in partnership with the International Women's Wine Competition judges' dinner and a fundraiser tentatively scheduled for December, along with events focused on career development, wine education and other seminars and wine tastings.

DATE	VENUE	EVENT
June 21	DeLoach Vineyards, Santa Rosa	Org Launch
July 19	Ram's Gate Winery, Sonoma	Marketing Forum Launch
August 3	TBD	Founding HR Forum Mtg.
August 3	Gloria Ferrer, Sonoma	Wine Women Mem. Drive
September 8	TBD	Finance Forum Mtg.
September 13	Raymond Vineyards, St. Helena	Career Day
September 28	TBD	Marketing Forum Mtg.
October 1X	BC Property	IWWC Tasting
October 19	TBD	Founding HR Forum Mtg.
November 3	TBD	Finance Forum Mtg.
December 7	TBD	Founding HR Forum Mtg.
December X	TBD	Fundraiser

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# SPONSORSHIP

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The primary benefits of WINE WOMEN membership are the opportunities to develop strong relationships with like-minded women and men who focus upon career development in the wine industry of Napa and Sonoma. To that end, WINE WOMEN seeks organizational (501(c)3) support via sponsorships and donations in order to provide our members with top-notch programs, education, seminars, an extensive network, along with day-to-day access to:

- ✓ Professional forums will be supported by a CRM-system. (A Forum are peer groups that meet outside of the organization's event schedule. Members will have the opportunity to participate in the forums as well as to attend events at discounted rates.)
- ✓ All members will have access to a comprehensive individual, corporate membership and affiliate association directory.
- ✓ A comprehensive website will house all resources, including career development tools (and member benefits), affiliate information (wine trade associations directory and access), dedicated web pages to raise individual and business brand awareness.

Sponsorship opportunities are first available to business members of WINE WOMEN. Opportunities include the option to speak at upcoming events and/or exhibit wares at a conference, and WINE WOMEN offers annual and lifetime opportunities to support women in the wine industry:

## SPONSOR BENEFITS

Access to searchable MEMBER DIRECTORY

Access to online DISCUSSION FORUM

Company Profile WEBPAGE with Company Logo, Description and Links on our website

Preference on opportunities to speak at or sponsor events and programs

Ongoing membership and media exposure

Social Media, Member Emailings and Online Promotion as Organizational Sponsor (with logo) in PR and communication documents

Company Logo, Description and Links on our website for up to 6 months

Company Name and Logo on Sponsor Signs

VIP Access - Event ticket(s) - mingle with our members; nametag(s) with satin "SPONSOR" flag(s) per event

President's acknowledgement of your Sponsorship during event announcements

Brief speaking "infomercial"

"Thank you" mention with logo and link in the post-event email to our mailing list

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INVESTMENT RANGE \$6,000 - \$150,000

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# BOARD OF DIRECTORS

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**Karen Alary (Secretary)** is managing partner of Santa Rosa-based The Personnel Perspective, an HR consulting, training and recruiting firm, where she is responsible for all aspects of the business: from the day-to-day operations to the strategic initiatives and long-term goals. She has previously served as Trustee Committee Chair and Secretary for The Healdsburg School, as past president of PASCO-HR, and currently serves on the leadership council for Sonoma Humane Society. Karen works with companies of varying sizes and in many industries, assisting in HR matters and acting as a confidential business advisor and coach.



**Jackie Egidio (Forums Director, Co-Founder)** has been the Finance Director for Ram's Gate Winery in Sonoma for more than three years. Prior to her tenure at Ram's Gate, she also oversaw finances at Robert Craig Winery and served as Accounting Manager at Edna Valley Vineyard. Jackie served as CFO for Women for WineSense's National Board of Directors, beginning in early 2007, in addition to participating on two of the Napa-Sonoma chapter's roundtables, Human Resources and Finance & Accounting. She has also served on the Napa-Sonoma Board of Directors recently as Secretary, then Treasurer, and finally, Professional Development Director. In between all these duties, Jackie has begun the introductory level of the Guild of Sommeliers.



**Marcia Macomber (Marketing Director, Co-Founder)** has served as Creator-in-Chief for Cornucopia Creations, her marketing and graphic design firm, for 20 years. Current and past clients include large corporations, such as ClosetMaid, to small entrepreneurs, including gourmet chefs, wholesale manufacturers, contractors, CPAs, small wineries, bookkeepers, business coaches and sculptors. During the past five years, she served as Communications Director for the Napa-Sonoma Women for WineSense chapter and then Marketing Director. In addition to her marketing and design work, she hosts "The Morning Show" on Sonoma's KSVY 91.3 FM radio on Mondays. She has been a past president and member of Business Network International (BNI) for more than five years.



**Olga Mosina (Events Director)** had been juggling her intense passion for wine, jazz and good jokes alongside a day job in the financial sector / economic research for over 10 years. A couple of years ago she finally gave up and left the hustle and bustle of Moscow, Russia, for the serenity and beauty of the Napa Valley (and her wine-industry husband). She is a proud holder of the Sud de France Master-level certification and the WSET Level 3 certificate. You can read more from Olga at [www.particularlynice.com](http://www.particularlynice.com).

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## BOARD OF DIRECTORS

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**Christine Mueller (President, Co-Founder)** has worked with Fortune 500 companies and has been the CEO of Marketing Made Simple/2Alibis LLC since 1999, with more than 25 years in advertising, media sales and marketing. Since the mid-90s, she has worked with wineries and hospitality-focused businesses to help them raise their visibility through web strategies, print advertising, PR and broadcast. Chris served as the president of the Napa-Sonoma Women for WineSense chapter from 2006-2015. She is a current member of SFSU Hospitality and Tourism Management department's Advisory Board, and delivered the commencement speech in May 2012. She has an Advanced Certificate from WSET, and serves as the Brand Ambassador for Spann Vineyards.



**Ellen Reich Luchtel (Membership Director, Co-Founder)** is owner and vintner, with her husband Gary Luchtel, of Fortunati Vineyards in Napa, where they grow and make stunning wines including Chardonnay, Cabernet, Pinot Noir, Syrah and many others. Ellen is an active member of CANVAS, Napa Valley Vintners, Napa Valley Grapegrowers, Napa County Farm Bureau, Oak Knoll District of Napa Valley AVA and the Junior League of San Francisco. And she served as Membership Director of the Napa - Sonoma chapter of Women for WineSense for more than five years.

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# MEMBERSHIP

## WINE WOMEN

Photo courtesy Rick Bolen | Rick Bolen Photography

### MEMBER PROGRAMS

Forum Meetings

Business Networking Events

Advanced Wine Exploration

Lectures

Conferences and Trade Shows

## It's Your Career in the Wine Industry. What do you want it to be?

If your immediate answer was Château d'Yquem or Screaming Eagle, you're in the right place!

Why not dream big? ...But how will you reach those career heights?

In the wine industry, you can't wait for someone else to fill your glass. Outside of formal education programs to provide professional certificates and degrees in expertise, there's no yellow brick road providing navigational tools, guidance, resources and support to find the path to success.

WINE WOMEN's role is help fill that wine glass for you! We provide tools to help you connect with colleagues, prospective clients and mentors to build strong, lasting relationships. We champion providing equal opportunities and compensation for women in the wine industry. Our members have the opportunity to participate in the organization's peer group forums as well as to attend events at discounted rates.

If you'd like your career direction to be as crystal clear as a Riedel Bordeaux glass, join WINE WOMEN today to start building your career path tools!

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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.

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### 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.

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707.996.8740



If you think your net worth is directly tied to your network, start building your Wine Women Network today!

## INDIVIDUAL MEMBERSHIP

\*Career Tools: Winery & Bottle Photography, Training Classes (WSET, Court of Somms), Packaging & Design, Shipping Supplies, Trade Associations (in development)

To achieve our mission to aid in career development for women in the wine industry, our membership benefits are:

- Individual Member Personal Profile WEBPAGE
- Access to searchable MEMBER DIRECTORY
- Opportunities to participate in FORUMS
- Access to private online DISCUSSION FORUMS
- Eligible for Wine Women SCHOLARSHIPS
- Preference on opportunities to speak at events
- DISCOUNTS on career development tools\*
- DISCOUNTS on event tickets

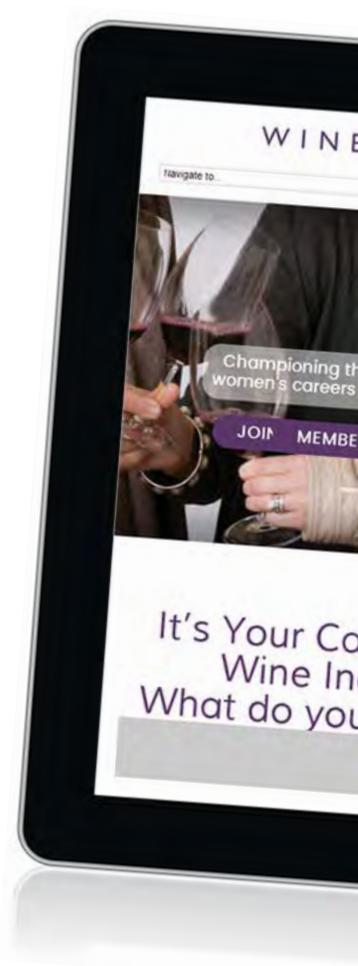
ANNUAL MEMBERSHIP DUES ..... ~~\$165~~

**CHARTER MEMBERSHIP (25% off) ..... \$125**  
through September 30, 2016

- All Individual Member benefits, plus
- Company Profile WEBPAGE
- Pref. on opps. to sponsor events and programs
- Tier 1 DISCOUNT (5%) on 2-5 Ind. Members price
- Tier 2 DISCOUNT (10%) on 6-10 Ind. Members price
- Tier 3 DISCOUNT (15%) on 11+ Ind. Members price

ANNUAL MEMBERSHIP DUES ..... ~~\$345~~

**CHARTER MEMBERSHIP (25% off) ..... \$260**  
through September 30, 2016



## CORPORATE MEMBERSHIP

Neither of these memberships quite right for you? Take a look at our Affiliate Membership online for those serving the wine industry but not IN the wine industry.

for more information on memberships, contact:  
**WINE WOMEN**  
Ellen Reich Luchtel  
Membership Director  
Ellen@WineWomen.net



# FORUMS

## WINE WOMEN

### MEMBER FORUMS PROGRAM

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Profession-Specific  
Knowledge

Training Seminars

Networking

Mentoring

Maintain  
Confidentiality

Relationship Building

Develop Credibility

Sales Referrals or  
Introductions

Speaking  
Opportunities

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### WINE WOMEN

WineWomen.net

Facebook & Twitter

WineWomenOrg

707.996.8740

## What do you want to get out of your Forum meetings?

WINE WOMEN Forums provide key components of career development. It is an opportunity for members to regularly discuss and learn about topics within their profession. Building upon one another's knowledge elevates all forum members' skills, credibility and value to employers.

Within the Forums, members develop deep and long-lasting business relationships. These peer-to-peer groups also provide tools, guidance, resources and support to achieve success.

- Learn key networking skills to maximize your industry involvement.
- Open doors to industry specific opportunities.
- Develop speaking skills and presentations to demonstrate niche knowledge expertise.



If you'd like your career direction to be as crystal clear as a Riedel Bordeaux glass, join WINE WOMEN today to start building your career path tools with Forums!

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# What peer group Forum do you want to join?

Winemaking  
Finance/Accounting  
Human Resources  
Viticulture  
Marketing  
DTC/Sales  
International Sales  
Digital Marketing  
Social Media  
Technology  
Wine Clubs  
Tasting Rooms  
Event Planning  
Hospitality  
Wine Education  
Strategic Planning



## FORUM BENEFITS

With so many professions in the wine industry, members may join one or more Forums, or start a new group that focuses on a specialty.

To achieve our mission to aid in career development for women in the wine industry, our forum benefits are:

- Regular Forum peer-to-peer group meetings
- Forum meeting dates and times established annually by each Forum peer group
- Recruitment assistance to maintain healthy Forum participation
- Forums may be open or closed to additional members depending upon the rules established by each Forum
- Confidential space for Forums to establish member-specific profession and participation guidelines
- Members choose the Forum focus and meeting topics
- Access to private online discussion forums between meetings for consultation and file sharing among Forum members
- Assistance in securing meeting venues and guest speakers, as needed
- Assistance in managing Forum operations, membership and developing leadership



## 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.

We are here to support you! Find meeting venues... Secure speakers... Manage your member operations... Provide guidance when needed.

for more information on our forums, contact:  
**WINE WOMEN**  
Jackie Egidio  
Forums Director  
Jackie@WineWomen.net

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# SPONSOR & DONATE

## WINE WOMEN

### WAYS TO CONTRIBUTE

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Annual Sponsorship

Event and Program  
Sponsorship

Cash Donation

WINE WOMAN  
Angel

Goods/Services  
Donation for Auction  
or Raffle

Matching Gift  
Donation Campaign

In-Kind Donation

Discounted Services  
or Goods

Grants and  
Endowments

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### WINE WOMEN

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Facebook & Twitter

WineWomenOrg

707.996.8740

## Can you see our future? We can! ...And it's big with your help!

To build a world-class professional organization and provide the best services and benefits to our members, we need your help. There are great ways for you to give back to the women in the wine business community and/or garner brand name recognition, depending upon your goals. Best of all, as a 501c3 non-profit, we can offer you the best tax benefits (as allowed by law) for your investment in our organization.

Give back by:

- Offering discounts on services or goods, our Career Development Tools.
- Becoming a WINE WOMEN Angel, supporting students and others who are financially challenged to participate in our organization.
- Sponsoring a program or specific event, increasing your brand's visibility and prominence with our members.
- Making a cash donation to fund future scholarships, training programs, speakers and more.
- Underwriting a grant or major donation in your name to guarantee the organization's continued good work and financial good health.

Want to know more? See details on the reverse.

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# Looking for brand recognition with a side of 'feel good'?

Become a WINE WOMEN Angel, ensuring students and young professionals can become members and participate in our programs.

Underwrite a speaker series program or a topic-specific forum.

Donate goods or services (including meeting and event spaces for WINE WOMEN members) for auction and raffle.



## SPONSOR BENEFITS

Sponsorship opportunities are first available to business members of WINE WOMEN. Opportunities include the option to speak at upcoming events and/or exhibit wares at a conference, and WINE WOMEN offers annual and lifetime opportunities to support women in the wine industry:

### ANNUAL SPONSOR BENEFITS

- Access to our searchable MEMBER DIRECTORY
- Access to online DISCUSSION FORUMS
- Company Profile WEBPAGE with your Company Logo, Description and Links on our website
- Preference on opportunities to speak at, or sponsor, events and programs
- Ongoing membership and media exposure
- Social Media, Member Emailings and Online Promotion as Organizational Sponsor (with logo) in Press Releases and other communication documents
- Your Company Logo, Description and Links on our website for up to 6 months
- Your Company Name and Logo on Sponsor Signs
- VIP Access - Event ticket(s) - mingle with our members; nametag(s) with satin "SPONSOR" flag(s) per event
- President's acknowledgement of your Sponsorship during event announcements
- Brief speaking "infomercial"
- "Thank you" mention with logo and link in the post-event email to our mailing list as appropriate

### 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.

for more information on our sponsorships and donations, contact:  
WINE WOMEN  
Christine L. Mueller,  
President  
Chris@WineWomen.net or  
Karen Alary, Secretary  
Karen@WineWomen.net

INVESTMENT RANGE \$6,000 - \$150,000

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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](http://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](http://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](mailto: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>

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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

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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.



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BOARD CONTACTS

Treasurer  
Cristina Rodriguez  
[Cristina@WineWomen.net](mailto:Cristina@WineWomen.net)

Membership Director  
Ellen Reich Luchtel  
[Ellen@WineWomen.net](mailto:Ellen@WineWomen.net)

Events Director  
Olga Mosina  
[Olga@WineWomen.net](mailto:Olga@WineWomen.net)

President  
Christine L. Mueller  
[Chris@WineWomen.net](mailto:Chris@WineWomen.net)

Secretary  
Karen Alary  
[Karen@WineWomen.net](mailto:Karen@WineWomen.net)

Forums Director  
Jackie Egidio  
[Jackie@WineWomen.net](mailto:Jackie@WineWomen.net)

Marketing Director  
Marcia Macomber  
[Marcia@WineWomen.net](mailto: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](http://WineWomen.net/Gender-Pay-Gap). Sources in this article from <http://motto.time.com/4202330/making-less-money/>.

## 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."



Linda Trotta

Have a special offer for our members only? Contact Karen Alary at [Karen@WineWomen.net](mailto:Karen@WineWomen.net) for details on participating.



This issue of the WINE WOMEN newsletter sponsored by Charter Member Rick Bolen  
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