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Summer 2016 Newsletter

MEDIA CONTACT
Marcia Macomber
Marketing Director

WINE WOMEN
WineWomen.net | Facebook and Twitter @WineWomenOrg | 707.996.8740
ABOUT

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.

MEMBERSHIP

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 projected conservative membership growth of up to 100 during our first year (actual 130), 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.

ACTIVITIES

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

WINE WOMEN

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.
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:

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

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
GETTING A NEW ORGANIZATION OFF THE GROUND SUCCESSFULLY REQUIRES A TEAM EFFORT. OUR FIRST SIX MONTHS AS A NEW ORGANIZATION SURPASSED OUR WILDEST DREAMS: 130 MEMBERS JOINED. WE HELD 2 MAJOR EVENTS. 6 PROFESSIONAL FORUMS LAUNCHED AND HELD 11 MEETINGS WITH MORE THAN 300 ATTENDEES. OUR FORECASTS WERE EXCEEDED.

LIKE ANY NEW ORGANIZATION, NOT EVERYTHING WENT PERFECTLY ACCORDING TO PLAN, REQUIRING US TO REVAMP SOME ACTIVITIES QUICKLY. OUR MEMBERS AND LEADERSHIP WERE UP TO THE TASK. DURING THIS TIME, NEW LIGHT WAS CAST UPON WOMEN’S ISSUES.

WE FOUND OUT THAT ONE IN FIVE WOMEN IN THE WINE INDUSTRY WORLDWIDE BELIEVES SHE HASN’T BEEN PAID EQUALLY TO A MALE COUNTERPART, ACCORDING TO MEININGER’S WINE BUSINESS INTERNATIONAL’S FIRST WORLDWIDE WOMEN IN WINE SURVEY. (IN CALIFORNIA ALONE, THAT NUMBER WAS NEARLY ONE IN THREE WOMEN IN THE WINE INDUSTRY.) IT LOOKS LIKE WE HAVE WORK TO DO TO BRING PAY LEVELS TO PARITY!

AN AMBITIOUS 2017 SCHEDULE OF ACTIVITIES IS UNDERWAY. THE NEW WINERY EXECUTIVE GM FORUM LAUNCHED IN JANUARY 2017, TO BE FOLLOWED BY SEVERAL MORE FORUMS THROUGHOUT THE YEAR. FEBRUARY WILL INCLUDE THE LAUNCH OF OUR FIRST TRAINING EVENT, AS PART OF OUR NEW PROFESSIONAL TRAINING SERIES, AS WELL AS OUR NEW VOLUNTEER PROGRAM. BY SPRING WE’LL BE IN FULL SWING WITH A MEMBER CONFERENCE, FOLLOWED IN THE SUMMER WITH OUR FIRST MAJOR FUNDRAISER.

2017 EVENTS

OUR FIRST FULL YEAR OF EVENTS WILL ADD ANOTHER 6 PROFESSIONAL FORUMS WHICH WILL HOLD NEARLY 40 SEPARATE MEETINGS SCHEDULED TO DATE. IN ADDITION, THE ORGANIZATION WILL LAUNCH ITS PROFESSIONAL TRAINING SERIES WITH A MINIMUM OF 3 EVENTS, FOLLOWED BY AN EVENT WITH ITS ALLIANCE PARTNER, STARTUP GRIND SONOMA, IN EARLY SUMMER.

MAJOR EVENTS WILL INCLUDE OUR FIRST ANNUAL CONFERENCE, TO BE HELD ON APRIL 4TH AT NAPA VALLEY COLLEGE’S PERFORMING ARTS CENTER, CELEBRATING WOMEN’S EQUAL PAY DAY IN THE U.S. WE WILL HOLD OUR FIRST MAJOR FUNDRAISER IN LATE SUMMER ALONG WITH A FORUMS CONFERENCE NEXT FALL.
SPONSORSHIP

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:

<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
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<tbody>
<tr>
<td>Access to searchable MEMBER DIRECTORY</td>
</tr>
<tr>
<td>Access to online DISCUSSION FORUM</td>
</tr>
<tr>
<td>Company Profile WEBPAGE with Company Logo, Description and Links on our website</td>
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<td>Preference on opportunities to speak at or sponsor events and programs</td>
</tr>
<tr>
<td>Ongoing membership and media exposure</td>
</tr>
<tr>
<td>Social Media, Member Emailings and Online Promotion as Organizational Sponsor (with logo) in PR and communication documents</td>
</tr>
<tr>
<td>Company Logo, Description and Links on our website for up to 6 months</td>
</tr>
<tr>
<td>Company Name and Logo on Sponsor Signs</td>
</tr>
<tr>
<td>VIP Access - Event ticket(s) - mingle with our members; nametag(s) with satin “SPONSOR” flag(s) per event</td>
</tr>
<tr>
<td>President’s acknowledgement of your Sponsorship during event announcements</td>
</tr>
<tr>
<td>Brief speaking “infomercial”</td>
</tr>
<tr>
<td>“Thank you” mention with logo and link in the post-event email to our mailing list</td>
</tr>
</tbody>
</table>

INVESTMENT RANGE $6,000 - $150,000

WINE WOMEN

WineWomen.net | Facebook and Twitter @WineWomenOrg | 707.996.8740
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.

Irina Kassil, C.P.A., M.S.T. (Treasurer) has been working in the Bay Area for the last 20 years. She has a Master’s Degree in Tax Law from Golden Gate University. In her private practice, she specializes in tax strategy and solutions for business owners and self-employed individuals. She has over 10 years of experience working with non-for-profit organizations, including serving as Treasurer-Elect and Treasurer at the Junior League of San Francisco and was a member of JLSF Executive Committee and Board of Directors. She’s an active member of the California Society of CPA and Business Network International (BNI). She is also the Treasurer/Secretary of BNI Sonoma Chapter and a member of COO Forum, Marin Chapter.

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.
Christine McMillan (Events Director) is owner of C McMillan Destinations & Event Planning and has lived in seven states in the US. She has planned events in most of them. As well as being a restaurateur in St. Augustine, Florida, for many years, she also planned national conferences, three-day music festivals, corporate meetings, weddings and special events. After many years in the restaurant business, she and her family moved to Napa, California. They had fallen in love with the wine country areas of Sonoma and Napa during annual visits to discover small-production wines. Each trip included guests of the restaurant, Opus 39, on a wine-finding mission. Custom planned trips to wine country, including lodging, transportation, and winery excursions are her specialty. The research is the best part!

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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**BOARD OF DIRECTORS**

![Christine McMillan](image1.png)  
**Christine McMillan** (Events Director)

![Christine Mueller](image2.png)  
**Christine Mueller** (President, Co-Founder)

![Ellen Reich Luchtel](image3.png)  
**Ellen Reich Luchtel** (Membership Director, Co-Founder)

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**WINE WOMEN**

WineWomen.net | Facebook and Twitter @WineWomenOrg | 707.996.8740
MEMBERSHIP

**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.

**MEMBER PROGRAMS**
- Forum Meetings
- Business Networking Events
- Advanced Wine Exploration
- Lectures
- Conferences and Trade Shows

**WINE WOMEN**
WineWomen.net
Facebook & Twitter
WineWomenOrg
707.996.8740

**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!

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.
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**

- All Individual Member benefits, plus
- Company Profile WEBPAGE
- Preferences on speaking or sponsoring opportunities

**ANNUAL MEMBERSHIP DUES ........ $255**

- 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**
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

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 forums, contact: Wine Women Jackie Egidio, Forums Director Jackie@WineWomen.net

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

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

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.
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.

--- 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

--- 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

**INVESTMENT RANGE $6,000 - $150,000**
Find answers to your questions about membership here! While this list is not comprehensive, you can find more information about membership FAQs on our website, WineWomen.net.

I joined last summer and attended a couple events. What’s next? It’s great you jumped in! (Thank you!) But it also sounds like you’re not yet fully engaged with WINE WOMEN! If you joined to build your network, we recommend that you also join a forum (or two) to build new relationships. Also, our new volunteer program will be launching this winter. It will be a great opportunity for you to get involved, give back, and demonstrate your expertise. One final suggestion: If you’re focused on “what’s next,” why not help us steer the organization in the direction you want it to go? There’s nothing like putting your talents to use, leading the way, to raise the bar for all our members.

My area of expertise in the wine industry is not among the professions currently covered by the forums. How can I get the most from membership since my job’s not covered here? Two suggestions. Start your own WINEMARKETING FORUM! We’re currently helping several members organize and plan the launch of additional forums. Showcase your knowledge by leading the next forum. Second, forums don’t have to be profession-centric only. Consider leading a forum on career development or issues facing women in the workplace to share ideas with other members.

Are there any member discounts? YES! Our member discounts are designed primarily as career development tools—savings on training tuition, discounts on entry fees to wine competitions, etc. View them on our website under the Members drop-down menu.

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 the industry. Membership is open to like-minded professional women and men.

WE’VE BEEN planning an ambitious 2017 schedule of activities. Our new Winery Executive/CMO Forum will launch in January, followed by several more forums throughout the year. February will include the launch of our first training event as well as our new volunteer program. By spring we will be in full swing with a member conference, followed in the summer with our first major fundraiser. It goes on from there, all equally ambitious.

WineWomen.net

ABOUT MEMBERSHIP

Q & A

Individual Membership $65

Affiliate Membership $155

Corporate Membership $345

WineWomen.net

WINE WOMEN

Volume I, Issue 2 Winter 2017

President’s Message

The new Wine Industry is not among the professions currently covered by the forums. How can I get the most from membership since my job’s not covered here? Two suggestions. Start your own WINEMARKETING FORUM! We’re currently helping several members organize and plan the launch of additional forums. Showcase your knowledge by leading the next forum. Second, forums don’t have to be profession-centric only. Consider leading a forum on career development or issues facing women in the workplace to share ideas with other members.

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Inside, find profiles on our one hundredth member, Janet Oldt, a long-time human resources professional, and Elizabeth Kubo, Chair of the Finance Forum. It looks like WINE WOMEN is off to a fast start. We look forward to seeing you at our events in 2017, conversing with you and getting to know you better. Cheers!

—Christine L. Mueller, President, WINE WOMEN

WINE WOMEN Newsletter is published quarterly for advertising rates and editorial inquiries, please contact Marcia Mackemer at 707.721.1095. Writers and other contributors welcome!
MEMBER PROFILE

ELIZABETH KARBOUSKY, CHARTER MEMBER

PROFESSION Commercial wine industry banker

COMPANY MUFG Union Bank, N.A.

PERSONAL INTERESTS Would it be too obvious to say wine? It is thought! I really enjoy discovering new brands and wines to share with my husband Kevin and our extended family. Otherwise, I am embracing the life of parenting a toddler (can you say Frozen anyone?) and squeezing in some travel whenever possible.

FAVORITE WINE It changes over time as I discover new ones, but my current favorite is the Neyers Vineyard Mourvedre. I credit Bruce Neyers with helping me rediscover some of the Rhone varietals.

Reason for joining WINE WOMEN “I was looking for a way to get more involved in the industry and find an avenue to give back. WINE WOMEN’s dedicated focus on providing career development opportunities for women in the industry was the perfect answer. I can continue learning about the industry while sharing my time and network through the launch of a new Finance Forum.”

Elizabeth Karbousky and her daughter

Janet has the distinction of being the 100th member of WINE WOMEN, and is excited to be joining our professional organization to help expand her career through learning and networking. As an accomplished human resources professional, Janet embodies the WINE WOMEN spirit of passion, leadership and excellence. This is a particularly exciting milestone for WINE WOMEN as the organization has grown to over 100 members in less than four years. (By the end of 2016, the organization had grown to more than 120 members—Ed.)

A former boss once told her, “Janet, you’re my utility player. You’re resourceful and get it done and make things happen.” This compliment sums up Janet’s career. She has a passion for making stuff work. “If there’s something broken I’m going to get in there and figure out how to make it work and hopefully make it work better,” she says.

Janet has been an HR professional for more than 16 years. The field of human resources is ever changing and compliance is becoming increasingly challenging. “I am so fortunate to have always been surrounded by great professionals and mentors along the way, all of whom have helped me navigate through challenging waters,” Janet says.

Janet is a Sonoma County native, starting her career when she was hired as an executive assistant to a Human Resources VP in aluminum manufacturing, then onto the world of high tech as a regional administrative services manager. After that, she embarked into the wine industry and began a new position with Kendall-Jackson. Her first few years there were as an Administrative Services/Operations Manager where she spearheaded the expansion of their HO facilities. That is until Jess Jackson asked her to move into HR, where she remained for the next nine years.

During her time with Kendall-Jackson, she was heavily involved in establishing their HR Service Center—a model still in place today. This plan streamlined human resources company-wide by centralizing all HR support and transactions. Janet also spent two years running a talent pool initiative—a program where she trained and performed 360 assessments and reviews. This is where she fell in love with coaching.

“HR is never dull,” Janet says. “To her, every situation that crosses her path is an opportunity to help someone who is struggling, or a chance to solve a problem. She loves partnering with employees and managers to get these things done, “I believe in the human element of human resources,” Janet states. “And that is about connecting with people and taking the time to understand, rather than simply assume that what is put in writing is what they really mean or the complete story.”

After Kendall-Jackson, Janet joined the HR team at Crimson Wine Group. Crimson is a growing company with a lot of opportunities, which is the type of environment where Janet thrives. Her main focus over this past year has been project managing the implementation of their new HRIS system; all while continuing other HR responsibilities, which includes recruiting, onboarding, managing leaves of absence, worker’s compensation and providing back-up support to the HR Director on employee relations matters. On top of all that, she is also Crimson’s acting benefits administrator. With all those plates spinning, she is undoubtedly a highly motivated, proactive, and resourceful problem solver.

When it comes to her recruiting duties, she finds it much more gratifying than just filling a position. Janet likes to sit down with a manager and ask questions to understand what worked really well the last time, or what could be done differently. She likes to break the status quo and mold and think outside of the box. “I want to be part of bringing good to a company,” she says.

Janet’s professional mantra is simple: “How can it work better, faster, more efficiently?” This translates into HR really well. “If you take the time to listen to people and learn what their needs are, then you can see where they’re struggling and how to help them.”

Welcome, Janet, to our second HR Forum!
ABOUT MEMBERSHIP

Q & A

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.

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 415.740.0009 for further information or via email at Ellen@WineWomen.net.

INDIVIDUAL MEMBERSHIP REG. $75
CHAIRタル MEMBERSHIP REG. $125

AFFILIATE MEMBERSHIP REG. $55
CHAIRタル MEMBERSHIP REG. $100

CORPORATE MEMBERSHIP REG. $145
CHAIRタル MEMBERSHIP $260

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. We are a business trade organization serving women in the wine industry. 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 top-down groups provide tools, guidance, resources, and support to achieve success through regularly scheduled, structured meetings outside of the organization’s larger events. Learn more.

WINE WOMEN’s mission is to champion the advancement of women’s careers in the wine industry by building strong relationships, essential business skills and leadership among members.

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.

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! Unfortunately, we’ve been operating for months, planning the unveiling of our programs and helping members get underway! Our mission and Declaration (see right sidebar) expresses 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 our charter member Linda Tratta, who will be heading up our Winemakers Forum. We’ve also got features highlighting special offers available to members only, thank you go out to Rick Bolen of Rick Bolen Photography, Personnel Perspective, the International Women’s Wine Competition and particularly the Kosseleker Forum, 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 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 memberships. We believe that is the strength of solid relationships that goes the furthest in paving 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
HUMAN RESOURCES FOUNDING FORUM

By Linda Higueras

BIOGRAPHY

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.

You may be thinking, “I feel adequately and fairly compensated for my work.” Congratulations! Unfortu- nately, 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 $345,000 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 Mosaic, 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,” accord- ing to Lydia Frank, senior editorial and marketing direc- tor 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 Milk, 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 techni- cally 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/.

The Personnel Perspective

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

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