

COMMISSION ELECTS NEW BOARD AND OFFICERS

Several new faces will be joining the Commission board after the recent election. Newly elected Commissioners include Dino Mencarini and Randy Lange; and newly elected alternate Steve Quashnick. They will be joining the returning Commissioners Steve Borra, Kevin Delu, John Graffigna, Brad Kissler, Bob Lauchland, Joe Valente, and Jon Wetmore; along with returning alternates Matt Permann, John Duarte, Bill Stokes, Craig Ledbetter, Ernie Dosio, Markus Bokisch, Kevin Phillips, and Mike Manna.

The board also elected their new officers for the 2010/11 year. Joe Valente will be returning for a second year as Chairman. He will be joined by Bob Lauchland, Vice Chairman, Brad Kissler, Secretary, and Randy Lange, Treasurer.

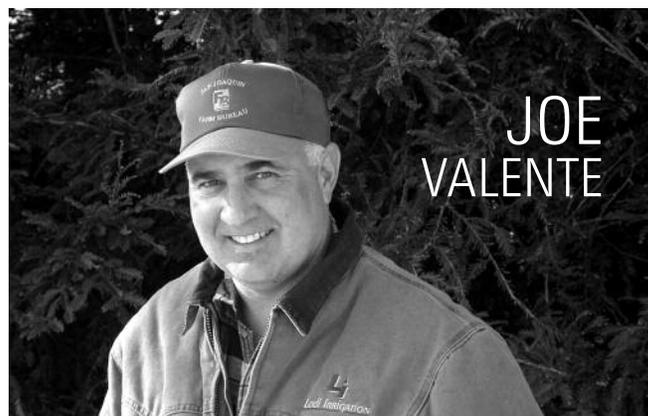
COMMISSION ADOPTS 2010/11 BUDGET

At a recent board meeting Commission members took a peek into their crystal balls to project this year's revenue and expenses. Expecting a smaller crop after last year's record harvest the board projected assessment income of \$1,079,603 and additional incomes of \$316,700 for a total projected income of \$1,396,303. The additional income is primarily winery contributions and event revenues. The board adopted a balanced budget reflecting total expenses of \$1,396,209 divided among the following budget categories: Grower Marketing \$547,768, Winery Marketing \$289,500, Research & IPM \$248,900, Education & Communications \$85,415, and General & Administrative \$224,626.

COMMISSION MAILING LIST

The Commission is working on updating the master grower mailing list. Staff has been calling all growers that we have phone numbers for to determine if they are still growing grapes in Crush District 11 and to hopefully attain email addresses for timely dissemination of information. Please provide us with any updated information on your farming entities including current phone numbers, mailing addresses, and email. Please call Sherri Cascaden at (209) 367-4727 with any updates.

CHAIRMAN'S MESSAGE



"I would like to thank the outgoing commissioners and alternates for their time and dedication representing the Lodi Winegrape Commission. I would like to welcome all the new commissioners and alternates to the Board. I am honored to be selected by my peers to serve one more year as chairman. I will continue to be an active chairman by attending as many committee meetings and events held by the Lodi Winegrape Commission as time allows. This past year, we have accomplished many things. We have spent many hours on our Strategic Vision Planning, restructured all committees, and have held monthly Board meetings. One of our major outcomes of our strategic vision was how to communicate with our growers and our grape buyers. Ultimately, how do we increase the price of our grapes? We must make the consumer aware that Lodi has a lot to offer. We have farmers that are third, fourth, and fifth generation. We provide a wide variety of varietal grapes from District 11. We have nearly 80 wineries that are in our area. Some of the larger wineries now have Lodi on the labels. As with every year, we face many challenges. It appears that the start of harvest will be later than normal. How will the economy affect wine sales? As growers and wineries, we must remain optimistic that the upcoming year and future will be successful."



NEW MARKETING & COMMUNICATIONS COORDINATOR: SHANNON HARBERT

We would like to welcome Shannon Harbert, our new Marketing & Communications Coordinator, to the Winegrape Commission team. Shannon comes to us from Citrus – Marketing & Advertising Agency in Bend, Oregon where she has been an Account Manager for the past few years. She grew up locally in Linden, CA and brings a wealth of marketing, advertising, and social media experience to the Commission. While at Citrus she served as the agency’s Social Media Director, worked with multiple clients to develop strategic marketing plans, and even taught small businesses at the local community college how to use Facebook and Twitter as marketing tools.

Over the past nine months, through our strategic planning process, the Commission has identified several areas that Shannon’s experience will help address. Her strong communication skills, experience with social media and consumer branding will be essential in helping grow the reputation of Lodi in the world of wine. Please welcome Shannon to our Lodi Wine Community.

LWC NEWS BRIEFS

- Last month Mark Chandler hosted a Lodi wine class at the Culinary Institute of America (CIA) St. Helena campus. He is participating in a new informal series of seminars/classes hosted by regional winemakers and associations. The classes are intended to augment the visiting chefs wine education while attending classes at the CIA. Mark is scheduled to give another class later in August.
- The last week of July Mark Chandler attended the annual Society of Wine Educators Conference in Washington D.C. He hosted a Wine & Food Pairing Seminar with Philadelphia-based Chef Tony Lawrence titled the “The High Alcohol Myth” that demonstrated how higher alcohol wines from warmer climates can be paired well with food. He also participated in a panel discussion titled “Does the Price of Wine Reflect its Quality,” and poured a selection of Lodi wines at the conference’s International Tasting on July 28, 2010.
- Over the past two months the Commission has hosted several groups of Gallo National Sales representatives for educational seminars on what makes Lodi wines special. These visits have become an annual component of Gallo’s educational efforts with their sales force.
- The Commission as “Lodi Wine Country” is once again a sponsor for the 2nd annual “SF Chefs 2010” event August 14-15, in San Francisco (www.sfchefsfoodwine.com). The Commission is partnering with local wineries that will be cosponsoring with a \$200 contribution for the opportunity to host a table at one of the Grand Tasting events throughout the weekend. Mark will be hosting a couple of seminars titled “The ABC’s of Lodi” and the “Green Wines of Lodi.”
- The Winery Marketing Committee is working on enlarging the Wine Trail Map to accommodate the growth in Lodi Wine Country. Our goal is to maintain the successful, simple formatting of the current map that meets the needs of visitors and is easy to navigate. The committee is also working on the design of a new table top display that wineries can take to events indicating their status as part of the proud Lodi family. Eight new directional signs are planned for various locations throughout the county.
- Staff has also begun the process of updating and republishing the “Vineyard Supplier Directory.” Last published in 2004, the directory is a listing of all suppliers and vendors that local grape growers use in their daily business. The directory is self-funded through ads that are sold to vendors. Please consider helping staff by assisting in updating the directory. If you know of any businesses that should be on the list please let staff know.

ZINFEST 2010 - THE BEST YET

Thousands of guests descended upon Lodi for the 6th annual Lodi ZinFest May 14-16, 2010 in what many are regarding as the best festival to date. Mother Nature cooperated delivering a beautiful spring weekend of 85 degree temperatures that created the perfect atmosphere for visitors to discover the wonderful wines and hospitality that Lodi is known for.

Nearly 5,000 attendees from at least a dozen states and throughout California took part in the weekend activities - including the Vintner's Grille, Saturday's main festival, and Sunday's winery open houses. Attendance was down from previous years, primarily due to an increase in the ticket price. This created a more comfortable atmosphere that allowed vintners the chance to really interact with guests.

A post event survey of Saturday festival goers indicated that our efforts were spot on in reaching those most likely to buy, consume, and enjoy wine.

How often do you consume wine?

67.4%	more than once a week
23.1%	once a week
5.6%	once a month
3.7%	special occasions only

Please select your age from the appropriate range:

33.9%	50 - 59
20.2%	30 - 39
19.3%	40 - 49
15.0%	21 - 29
11.3%	60+

Please indicate your annual household income:

39.6%	\$50,000 - \$100,000
32.5%	\$100,000 - \$200,000
11.3%	Decline to state
8.4%	Less than \$50,000
8.0%	More than \$200,000

ZinFest continues to be one of our most important marketing endeavors, and is not possible without the hundreds of dedicated volunteers that contribute time, effort, and money to the cause. Our foundation board was instrumental this past year in generating over \$41,000 in sponsorship dollars to help offset costs. Over \$10,000 was given back to nearly a dozen community groups for their hours of service in helping put together a memorable event. Final thanks to all our LWC board members, growers, vintners, and staff that made ZinFest 2010 a hit!



Chef John Gurnee with KCRA 3's Teo Torres at the Zinfest Cooking School



Event Manager Courtney Thommen with Zinfest's Canadian friends

How do we know ZinFest was a success?

According to the post-event survey, 93% of guests are planning to return to Lodi for wine tasting in the near future and 70% are planning to return to ZinFest. Comments submitted included:

"I had a great time and sure enjoyed Lodi. Everyone was so nice! Next time I will stay long enough to do some sight seeing and enjoy the Sunday open house wine tastings!"

"Great day! Cooler weather made the day so much more enjoyable, and made wine drinkers stick around longer. The blending and cooking schools were fun! It was great to see some brand new labels under the tents. And the food selections were good. As we left, I saw quite a few cases of wine trolled out on the golf carts with happy tasters in tow...a fantastic sign!"

"The overall atmosphere of the event was grand, from my perspective the Zinfest appealed to all ages - great music, delectable food, family friendly and of course an array of fabulous wines! One more thing, the location is perfect, plenty of room and I spent half my time chatting on the lawn next to the lake."

"Nicely organized; good crowd control. Booths and entertainment were really nice! It was a good value for the price of admission."

"I love the people and the wines! Y'all are so friendly and knowledgeable. It is awesome to actually get to talk to the farmers and the wine-makers and really helps with the enjoyment of the wine."

"I found everything to be top notch- from the parking, the shuttles, the set up, music, bread roll, water stations, and, of course, the wine. The event staff was plentiful, pleasant, and helpful."

2ND ANNUAL TREASURE ISLAND WINEFEST

LODI WINE ON THE WATER



Plans are well underway for the 2nd annual Treasure Island WineFest – Lodi Wine on the Water scheduled for Sunday, October 10, 2010. Last year’s inaugural festival was a huge success drawing 1,500 wine enthusiasts from throughout the Bay Area. The event is situated at the edge of the historic Treasure Island with beautiful views of the San Francisco skyline, and coincides with the annual Fleet Week celebrations. Guests will have front row seats to the Blue Angel’s aerial show while enjoying delicious Lodi wines.

Last year’s event built on Lodi’s community spirit and enlisted dozens of growers, vintners, and community supporters pulling together to create a very memorable experience to put Lodi wine on the map. Building on last year’s momentum we are once again seeking your assistance in promoting this

wonderful event. Please consider volunteering or helping spread the word to your Bay Area family and friends. Tickets are \$55 in advance or \$65 at the gate. www.tiwinefest.com

LODI WINEGRAPE COMMISSION
Crush District 11

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Joe Valente - Chairman
Bob Lauchland - Vice Chairman
Brad Kissler - Secretary
Randy Lange - Treasurer
Steve Borra, Kevin Delu,
John Graffigna, Jon Wetmore,
Dino Mencarini

ALTERNATES

Matt Permann, John Duarte,
Bill Stokes, Craig Ledbetter,
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