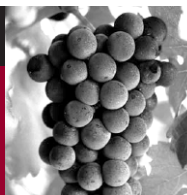




LWVC • NEWSLETTER



Lodi ZinFest WINE, FOOD AND FUN AT THE LAKE!

Lodi Wine Country will host the inaugural “Lodi Zinfest – Wine, Food and Fun at the Lake” May 13-15, 2005. Celebrating Lodi’s heritage grape, Zinfandel, the Lodi Zinfest will showcase the extraordinary wines of California’s newest fine wine destination, Lodi Wine Country.

Friday, May 13, 2005

Vintners’ Grille at the Lake 6 – 9 p.m. at Lodi Lake Park – Local vintners will be serving a casual barbeque dinner to kick-off the ZinFest Wine Festival Weekend. It’s a chance for visiting guests, Lodians, vintners’ and sponsors to meet over a glass of wine and enjoy the best seat in the house for the inaugural “Light Up the Lake” boat parade. Tickets to the dinner are \$50 per person.

Saturday, May 14, 2005

ZinFest Wine Festival 12 noon – 8 p.m. at Lodi Lake – The ZinFest Wine Festival will feature over 30 wineries pouring award-winning Lodi wines, a dozen regional

restaurants, live music from The Lovin’ Spoonful (*Do You Believe in Magic*), California Cowboys and the Flashback Band as well as food and wine exhibits and entertainment. A “foodies” paradise, the Marketplace features unique arts, crafts and specialty food items for sale. Cooking demonstrations, wine seminars, wine trivia and games will inspire your inner “cork dork.”

Attendees will also have the opportunity to purchase their favorite wines in the Wine Sales tent. Tickets are \$20 in advance or \$25 at the door.

Sunday, May 15, 2005

Lodi wineries will be holding open houses to allow festival attendees to taste the winery’s complete line of wines. Contact your favorite winery for more details.

The ZinFest Committee is looking for volunteers and sponsorsto help in the planning and execution of the event. If you are interested in volunteering or for more information contact the commission at (209) 367-4727.



Lodi Wines Win Friends in PA

Some 600 East Coast wine enthusiasts became familiar with the great wines of Lodi at the American Wine Society’s Annual Conference in November. The conference was held at Pennsylvania State College (home of the Nittany Lions, for you football fans).

The wines offered at two

seminars conducted by Mark Chandler drew rave reviews. The presentation of 10 “Zins of Lodi” is a perennial favorite. Also “Mediterranean Varietals the New World Way” gives an opportunity to show off how Syrah, Barbera, Tempranillo, Viognier, and Pinot Grigio perform in Lodi.

Chandler has been making presentations to this group for five years. As a result the consumer base for Lodi wines has expanded and many home winemakers have discovered Lodi grapes. Also, many of the attendees have come to tour Lodi Wine Country in recent years.

Next year’s conference will be in Las Vegas, Nevada, and will offer an opportunity for more wineries to create a positive impression of Lodi.

The Vision for Lodi

The preservation of farms and vineyards is critical to Lodi's prosperity. During the State of the City luncheon, Pat Patrick gave a sweeping vision of how urban and rural Lodi can co-exist and flourish in the future. Patrick's ideas include the creation of "vineyardettes" or 20-acre vineyard parcels with a single house and the continued renovation of downtown to include Bed and Breakfasts, and more shops and restaurants for Lodi Wine Country tourists.

The wine industry is the "engine that powers" the economic life of Lodi according to Larry Mettler during the state of the grape address at the State of the City Luncheon. Mettler described the need to preserve vineyards, increase the number of tasting rooms, and expanded the number of tourist related events, including the inaugural ZinFest in May, 2005.

Pat Patrick will be presenting his "Thoughts and Ideas for Lodi's Future" on February 15, 2005 at the Lodi Wine Country Night from 5:30 – 7 p.m. at the Wine & Roses Ballroom. We are encouraging all vintners and growers to attend this evening to learn more about the future of urban and rural Lodi, Lodi Wine Country initiatives, ZinFest and the status of LAWA. Please contact the Commission for more information at (209) 367-4727.



The Case of Direct Shipping

December 7, 2004 was a monumental news day for the wine industry as the U.S. Supreme Court heard arguments over the direct shipment of wine between states. Wide spread news coverage of the hearing elevated public knowledge and support for the issue, however the final ruling will not be announced until the Spring of 2005.

Local news coverage in the Lodi News-Sentinel, the Stockton Record and the Sacramento Bee focused on the positive impact the ruling could have on California's wine industry as well as local wineries and growers who sell wine out of state. Local television stations coverage included interviews various local vintners regarding the impact of the decision on the area.

Federal Application Process for New Wineries

The TTB and the Unified Wine & Grape Symposium will present a free seminar on the Federal application process for new wineries on Wednesday, January 26, 2005 from 12:30 – 1:30 p.m. at the Hyatt Regency Hotel in Sacramento. TTB representatives will discuss the Federal qualification process for becoming a bonded winery and will briefly explain Federal compliance requirements. Following the presentation TTB staff will be available to answer questions. Registration for the Unified Wine & Grape Symposium is not required to attend this seminar. For more information contact Doreen Marin, TTB at (916) 967-3544.



REMINDER FROM THE LWWC Research Committee

The LWWC Research committee will be meeting on February 16 from 1 – 3 p.m. at the LWWC conference room. These meetings are open to the public and the committee welcomes any interested grower to attend. Periodically committee seats become available on the Research, Marketing, and Education Committees. If you are interested in being considered for one of these seats please contact the LWWC at (209) 367-4727 to be put on the list.

LODI-WOODBRIDGE WINEGRAPE COMMISSION CRUSH DISTRICT #11, LOCAL COMMISSION - YEAR ENDED JUNE 30, 2004

BALANCE SHEET

ASSETS	
CURRENT ASSETS	
Cash and cash equivalents	\$ 620,374
Accounts receivable	17,916
Grants receivable	20,248
Prepaid expenses	<u>20,967</u>
Total current assets	<u>679,505</u>
CAPITAL ASSETS	
Office equipment	110,308
Promotional Display	7,918
Vehicles	23,033
Wine trail signage	14,331
	<u>155,590</u>
Less accumulated depreciation	<u>(86,773)</u>
Total capital assets	<u>68,817</u>
TOTAL ASSETS	<u>\$ 748,322</u>

LIABILITIES AND NET ASSETS	
CURRENT LIABILITIES	
Accounts payable	22,073
Accrued expenses	19,331
Current maturities of long-term debt	5,096
Research contracts payable	13,810
Total current liabilities	<u>60,310</u>
NON-CURRENT LIABILITIES	
Long Term debt	420
TOTAL LIABILITIES	<u>\$ 60,730</u>
NET ASSETS	
Invested in capital assets, net of related debt	63,301
Unrestricted	<u>624,291</u>
Total net assets	<u>687,592</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 748,322</u>

STATEMENT OF REVENUE, EXPENSES AND CHANGES IN FUND NET ASSETS

OPERATING REVENUES	
Assessment income	\$ 789,775
Grants	161,187
Lodi Conference and Visitors Bureau	134,705
Lodi Wine Country Fees	29,063
Other	<u>21,458</u>
TOTAL OPERATING REVENUES	<u>1,136,188</u>
OPERATING EXPENSES	
Salaries, wages and consulting	\$ 331,164
Marketing and promotion	231,034
Lodi Conference and Visitors Bureau operations	186,010
Contributions - California Wine Education Foundation dba Lodi Wine and Visitor Center	110,175
Employee benefits	68,694
Research	66,494
Rent	26,754
Depreciation	26,677
Travel and entertainment	24,839
Office expense	23,069
Insurance	22,933

operating expenses continued

Other	22,276
Equipment maintenance and rental	19,507
Legal and accounting	11,144
Telephone	5,730
Newsletters, directory, and materials	4,534
Dues and subscriptions	4,371
Grower meetings	2,214
Special events	1,484
Staff education	1,011
TOTAL OPERATING EXPENSES	<u>1,190,114</u>
OPERATING LOSS	<u>(53,926)</u>
NONOPERATING REVENUES (EXPENSES)	
Loss on disposal of assets	\$ (17,102)
Interest income	6,728
Interest expense	(568)
TOTAL NONOPERATING REVENUE (EXPENSES)	<u>(10,942)</u>
CHANGE IN NET ASSETS	<u>(64,868)</u>
NET ASSETS, BEGINNING OF YEAR	<u>752,460</u>
NET ASSETS, END OF YEAR	<u>\$ 687,592</u>

STATEMENT OF CASH FLOWS

CASH FLOWS FROM OPERATING ACTIVITIES	
Cash received from growers	\$ 789,775
Cash received from other operating sources	178,675
Cash received from granting agencies	147,907
Cash paid to suppliers/contributions	(613,172)
Cash paid to employees	(494,093)
Payment of grants	<u>(66,494)</u>
Net cash used in operating activities	<u>(57,402)</u>
CASH FLOWS FROM CAPITAL AND RELATED FINANCING ACTIVITIES	
Purchase of capital assets	(23,383)
Principal payments on long-term debt	(4,751)
Interest paid on long-term debt	<u>(568)</u>
Net cash used in capital and related financing activities	<u>(28,702)</u>
CASH FLOWS FROM INVESTING ACTIVITIES	
Interest received	<u>6,728</u>
NET INCREASE IN CASH AND CASH EQUIVALENTS	(79,376)
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	<u>699,750</u>
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	<u>\$ 620,374</u>
RECONCILIATION OF OPERATING LOSS TO NET CASH USED IN OPERATING ACTIVITIES	
OPERATING LOSS	\$ (53,926)
Adjustments to reconcile operating loss to net cash used in operating activities	
Depreciation	26,677
Changes in operating assets and liabilities	
Accounts receivable	(6,551)
Grants receivable	(13,280)
Prepaid expenses	(13,434)
Inventory	4,005
Accounts payable	(1,254)
Accrued expenses	361
NET CASH USED IN OPERATING ACTIVITIES	<u>\$ (57,402)</u>

UPCOMING EVENTS:

ZAP Zinfandel Tasting, Saturday, January 29 at Fort Mason Center, San Francisco
For information visit: www.zinfandel.org

Varietal Winegrape Production Short-Course at UC Davis, February 8-10, 2005
For information visit: www.extension.ucdavis.edu

Lodi Wine Lovers Valentine's Dinner, February 11, 2005
at Lodi Wine & Visitor Center
Contact the Lodi Wine & Visitor Center for more details at (209) 365-0621.

The Future of Lodi Wine Country, February 15, 2005
from 5:30 – 7 p.m. at Wine & Roses Ballroom. Contact the Lodi-Woodbridge
Winegrape Commission for more details at (209) 367-4727.

LODI GRAPE DAY



FEBRUARY 1, 2005

HUTCHINS STREET SQUARE, LODI
Seminars 8:30 – 11:30 a.m.
Wine Tasting 11:30 – 12 noon
Luncheon 12 -1:30 p.m.

Guest Speaker from *Constellation Brands Us*

LODI-WOODBRIDGE WINEGRAPE COMMISSION

Crush District 11

This newsletter is published at:
2545 W. Turner Rd. Lodi CA 95242
Reproduction of any part of this
newsletter must have the approval of the
LWWC. This newsletter and previous
newsletters can be downloaded from our
website: lodiwine.com

COMMISSIONERS

Larry Mettler - Chairman
Anthony Fuso - Vice Chairman
Jon Wetmore - Treasurer
Keith Watts - Secretary
Joe Valente
Paul Verdegaal
Brad Lange
Bill Stokes
Mike Manna

ALTERNATES

Brad Goehring, Jim VanRuiten,
Gary Patterson, Kurt Kautz,
Kim Bronson, Gus Young,
Alan Kirschenmann, Markus Bokisch,
Richard Lauchland

PRSRRT STD.
U.S. POSTAGE
PAID
PERMIT #269
STOCKTON, CA

RETURN SERVICE REQUESTED

LODI · WOODBRIDGE
WINEGRAPE COMMISSION
2545 W. TURNER RD.
LODI, CA 95242

