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RUSSIAN RIVER VALLEY

*Pinot and Beyond...*

**ANNUAL  
REPORT**

**2018**



# Table of Contents

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2018 Officers, Directors and Staff	4
President's Report	6
Marketing Report	8
Harvest Report	11
Financial Report	14
Neighborhood Report	19
Membership Report	21
RRVW Members	

## OUR MISSION

*The Russian River Valley Winegrowers (RRVW) is a community of winemakers and farmers dedicated to producing exceptional wines that showcase the diversity of the Russian River Valley neighborhoods. Our members are committed to preserving natural resources and the authentic farming heritage of this premier wine region known for award-winning Pinot Noir.*







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RUSSIAN RIVER VALLEY

**OFFICERS  
DIRECTORS  
& STAFF**

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**2018**



## PRESIDENT

### **Gio Balistreri, Russian River Vineyards**

(O) 326.6449 (M) 331.8618 (F) 676.9145

PO BOX 920, Forestville, CA 95436

Winery – 2nd Term: 2016-2018

Email: gio@russianrivervineyards.com

## 1ST VICE PRESIDENT

### **Chris Crispo, Bush Crispo Vineyards**

(O) 527.0599 (M) 328.4733 (F) 527.0599

2617 Woolsey Road, Windsor, CA 95492

Grower – 2nd Term: 2015-2017

Email: bushcrispovineyards@live.com

## 2ND VICE PRESIDENT

### **Nick Frey, Balletto Vineyards & Winery**

(O) 707.291.2857 (M) 707.291.2857

5700 Occidental Road, Santa Rosa, CA 95401

Winery – 2nd Term: 2016-2018

Email: nick@ballettovineyards.com

## TREASURER

### **Michelle Ausburn, BPM**

(O) 524.6588 (M) 239.1768

110 Stony Point Rd., Ste. 210, Santa Rosa, CA 95401

CPA (Appointed) – 1st Term: 2018-2020

Email: mausburn@bpmcpa.com

## SECRETARY

### **Carol Kozlowski-Every, Kozlowski Farms**

(O) 887.1587 x111 (M) 321.8888

5566 Gravenstein Highway, Forestville, CA 95436

Appointed Secretary – Past Board Director Email:

carol@kozlowskifarms.com

## DIRECTORS

### **Catherine Bartolomei, Farmhouse Inn**

(O) 887.3300 (M) 548.6761

(F) 887.3311 (H) 887.8929

7871 River Road, Forestville, CA 95436

Restaurateur/Resort (Appointed) – 2nd term 2017-2019

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### **Clark Lystra, Betty Ann Vineyard**

(O) 433.0964 (M) 291.0679 (F) 433.8635

4721 Hall Rd, Santa Rosa, CA 95401

Grower – 1st Term: 2018-2020

Email: crlystra@aol.com

### **Joe Foppoli, Christopher Creek**

(M) 486.1932

641 Limerick Lane, Healdsburg, CA 95448

Winery – 1st Term: 2018

Email: joe@christophercreek.com

### **Tom Fredericks, Trenton View Vineyards**

(O) 542.5500 (M) 292.4751

4810 Trenton Road, Santa Rosa, CA 95401

Grower – 2nd Term: 2015-2017

Email: tfred323@aol.com

### **Alex Kanzler, Kanzler Family Vineyards**

(O) 824.1746 (M) 480.9642 (H) 861.9476

2109 Sanders Rd Sebastopol, CA 95472

Grower – 1st Term-2017-2019

Email: alex@kanzlervineyards.com

### **Don Davis, MacRostie Winery & Vineyards**

(O) 473.9303

4605 Westside Rd., Healdsburg, CA 95448

Winery, At-Large – 1st Term: 2018-2020

Email: don@macrostiewinery.com

### **Greg Morthole, Davis Bynum & Rodney Strong**

(O) 707.433.0955 (M) 707.326.4768

11455 Old Redwood Hwy, Healdsburg, CA 95448

Winery- 1st Term 2018-2019

Email: gmorthole@rodneystrong.com

### **Kenneth Rochford, Kosta Browne & CIRQ.**

(O) 823.7430 (M) 694.9884

220 Morris Street, Sebastopol, CA 95472

Winery – 1st Term: 2017-2019

Email: Email: kenneth@kostabrowne.com

### **Jim Sturgeon, La Crema Winery**

(O) 522.6427 (M) 415.412.5171 (H) 230.2953

425 Aviation Blvd, Santa Rosa, CA

At-Large, Winery – 1st Term: 2016-2018

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### **Mike Sullivan, Benovia Winery**

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(F) 526.4120 (H) 696.3184

3339 Hartman Road, Santa Rosa, CA 95401

Grower – 1st Term: 2016-2018

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### **Nancy Woods, Merriam Vineyards**

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11650 Los Amigos Road, Healdsburg, CA 95448

Winery, At-Large – 1st Term: 2015-2017

Email: nancy@merriamvineyards.com



## PAST PRESIDENTS

### **Clay Gantz, Gantz Family Vineyards**

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Email: clay@gantzfamilyvineyards.com

### **Rod Berglund, Joseph Swan Vineyards**

(O) 573.3747 (M) 321.8917

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2916 Laguna Road, Forestville CA 95436

Email: rod@swanwinery.com

### **Chris Donatiello, C. Donatiello Winery**

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320 Center Street, Healdsburg, CA 95448 Email:

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### **Randy Luginbill, Silverado Sonoma**

#### **Vineyards, LLC**

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### **Nick Leras, Nick Leras Vineyards**

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### **Steve Dutton, Dutton Brothers Farming & Dutton Ranch**

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P.O. Box 48, Graton, CA 95444

Email: steve@duttonranch.com

### **Valerie Wathen, Dutton-Goldfield Winery**

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### **Bob Cabral, Three Sticks Wines**

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143 West Spain, Sonoma, CA 95476

Email: rjcabral@msn.com

### **Merry Edwards, Merry Edwards Wines**

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2959 Gravenstein Hwy, Sebastopol, CA 95472

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### **Ellen Mack, Russian Hill Estate Winery**

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### **Kirk Lokka, Emeritus Vineyards**

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### **Lee Martinelli, Jr. Martinelli farms, Inc.**

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### **Warren Dutton, Dutton Ranch**

### **Saralee McClelland Kunde, Richard's Grove &**

### **Saralee's Vineyard**

## EXECUTIVE DIRECTOR

### **Wendy Hilberman**

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## RUSSIAN RIVER VALLEY WINEGROWERS

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E-mail: info@rrvw.org

Member Website: www.rrvw.org

Marketing Website: russianrivervalley.org





RUSSIAN RIVER VALLEY

# PRESIDENT'S MESSAGE

2018





**“WE CONTINUE TO  
GROW THE PRESTIGIOUS  
REPUTATION OF THE  
RUSSIAN RIVER VALLEY”**

**~ Giovanni Balistreri**

President of the Russian River Valley Winegrowers  
& Winemaker of Russian River Vineyards

## *President's Message*

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As we close out the 2018 vintage and welcome in the New Year, we did some fabulous work celebrating the 35th anniversary of the Russian River Valley AVA. Reflecting back on 2018, I wanted to touch on our accomplishments, direction, and the vast opportunities that lie on the horizon.

First, I want to recognize the outstanding work of our Executive Director Wendy Hilberman and thank our Board of Directors. Without their countless hours of volunteering and sharing their expertise, our organization would not be thriving as it is today.

As I conclude my second term as President of the Board, it's humbling to look back on all the achievements and challenges we have overcome throughout the course of the year. In response to the devastation of the October fires that swept through Sonoma County, the board unanimously approved a donation of 10,000 dollars to the RCU fire relief fund. The Executive Team was on hand to present the check to the President of Redwood Credit Union, Brett Martinez.

Our 7th Annual Paulée Dinner held at Sonoma-Cutrer was once again a sold-out event and overall a smashing success with 225 attendees, five brilliant chefs and 33 talented winemakers all on hand to ensure that the event was truly a phenomenal experience and RRVW's signature event. The addition of our new website raised eyebrows not just with the public but in the PR world and received 3 SILVER Davey Awards for best Tourism Website Experience, Best Association Website Experience, and Best Home Page Design for 2018, other winners were YETI and the Smithsonian Institution, so we are in great company.

We re-established our Annual Member Appreciation BBQ, with over 100 people in attendance our Board and Dutton Ranch put on an amazing feast. We are always faced with the continued pressure from other wine growing regions to stay relevant and current and for the second year we received validation from UC Davis that we have something very special in our Neighborhood Initiative, that truly does set our AVA apart from other wine growing region in the world. Our appellation offers so much diversity within its borders we are crafting the message to promote, grow and educate the public of just how unique we are, we will unveil this message latter this year. Once again, we are humbled and honored that the top auction lots at the Sonoma County Barrel Auction went to Russian River Valley wineries which in turn raises tens of thousands of dollars for our organization. We are also proud that we have more than doubled our sponsors, it a great feeling to see that other believe in what we are doing and want to be a part of it. We are very grateful to have such dynamic support from our sponsors and the business community.

Finally, what this organization holds is like no other. Members help members, there is such a sense of community within this organization when things need to happen there is not just one person there to help it's a whole team! That's special, that's the Russian River Valley way and that's what makes us who we are. Here's to a health and prosperous 2019.





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RUSSIAN RIVER VALLEY

# MARKETING REPORT

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# 2018



# Marketing Report

Russian River Valley Winegrowers (RRVW) developed a proactive strategy in 2018 for promoting Russian River Valley in the media. Our plan focused on two major goals: 1) Attracting tourism to the Russian River Valley, and 2) Amplifying the narrative about Russian River Valley wines and the people who make them.

We executed on our strategy using a mix of tactics, including in-depth storytelling, writer tastings and tours, press releases, social media, media pitching, and sponsored content. The results speak for themselves: RRVW was included in 18 media articles in 2018, reaching an estimated audience well over 3 million.

## DESTINATION MARKETING

During early Spring 2018, RRVW engaged with Horizons Travel & Lifestyle on a multi-channel destination marketing campaign reaching over 226,000 readers nationwide. “The Perfect Time to Visit Russian River Valley” campaign was delivered with the Sunday New York Times to over 100k households in California. A 5-second tourism marketing video on Russian River Valley ran for 6 days on the Disney Screen in New York Times Square!

Russian River Valley Winegrowers also invited regional audiences to, “Experience Russian River Valley in a Brand New Way,” with a second destination marketing campaign in Spring 2018. This campaign included ads in the March issue of North Bay biz, the San Francisco Chronicle Sonoma County Destination section in April 2018.

## WINE WRITERS

RRVW helped coordinate a regional tasting with wine critic Jeb Dunnuck. His scores were published in a regional report titled, “Brilliance from Sonoma” on [JebDunnuck.com](http://JebDunnuck.com), which featured the wines of over 10 Russian River Valley Winegrower members.

Luxury wine writer Ken Freidenreich spent several days touring Russian River Valley for a feature story in the annual food and wine edition of California Homes, a glossy lifestyle magazine targeting highly affluent readers. The article ran as a gorgeous full-spread featuring RRVW members Kosta Browne, Martin Ray, MacRostie, Dutton-Goldfield and J. Rochioli.

Millennial food and wine writer Jess Lander spent 2 days touring and tasting through Russian River Valley with RRVW members. The resulting 4-page feature article appeared on the home page of 7x7 Magazine in May 2018. Featured members included Gary Farrell, Russian River Vineyards, Balletto Vineyards, Dutton-Goldfield, Iron Horse Vineyards, Backyard, Farmhouse Inn, and Vintners Inn. Lander also published a travel guide on [Sonoma.com](http://Sonoma.com) featuring Russian River Valley. This was a second piece generated by her trip with RRVW in February.

Wine travel writer Renee Humphrey spent a day touring Olivet Road for the first piece in our ‘Russian River Ramblings’ series. The resulting article appeared on Drinkhacker, and highlighted RRVW members Harvest Moon, Hook & Ladder, DeLoach, and Farmhouse Inn’s new Farmstand concept.

## EVENT PROMOTION

Twelve members of the media attended the 2018 Paulée, resulting in excellent social media coverage and six feature articles. RRVW also collaborated with SF Gate on a story that educates readers about the annual Paulée tradition in Russian River Valley. This article will have great shelf life for promoting this event in the future.

## SOCIAL MEDIA INFLUENCERS

We enjoyed great coverage from social media influencers in 2018, including newfound partnerships with Untethered Vines and Emily Martin, aka the Jetsetting Fashionista. Martin curated a long-form blog post about Paulée, referencing more than 15 RRVW members with photos and links to their individual websites.





# Marketing Report

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## LOOKING FORWARD

Momentum continues to build for RRVW in the media. Laura Levy-Shatkin, editor of Napa Sonoma Magazine, is currently writing a tourism feature on Russian River Valley. The article is scheduled to run in March 2019.

We continue to develop narratives about people in Russian River Valley AVA, and look forward to a great 2019!





# Marketing Report

## WHAT WE ACCOMPLISHED 2019

- Established the Paulée as a preeminent destination event for wine aficionados. Held on August 31st, 225 guests enjoyed an elegant dinner prepared by chefs from Farmhouse Inn, Russian River Vineyards, Vintners Inn, Costeaux Bakery and the Estate Chef for Sonoma Cutrer. Over 30 wineries paired their most unique cellar selections and guests brought special bottlings from the personal cellar. It was a spectacular event and a great representation on the spirit of the Russian River Valley.
- In addition, we hosted 12 top-tier media for this the event to share the story, including a mix of wine writers, magazine editors, lifestyle writers, and social media influencers from publications such as Napa Sonoma Magazine, Wine Industry Network and the Jet Setting Fashionista.

[www.jsfashionista.com/russian-river-valley-winegrowers-paulee-dinner-at-sonoma-cutrer/](http://www.jsfashionista.com/russian-river-valley-winegrowers-paulee-dinner-at-sonoma-cutrer/)



- Participated in the Sonoma House on May 15th hosting 10 freelance writers that work with the New York Times, Food & Wine, Travel + Leisure and various other major media outlets. The writers spent a day in the Russian River Valley and visited Armstrong Woods in the morning to get an in-depth look at the unique geography of the RRV and then spent the afternoon visiting various member wineries for educational wine experiences.
- Created an immersive 3 day Russian River Valley experience for Peter Hoyne (Chicago Sun-Times Wine Writer) and Amy Lively Jensen (Lively Communications) in October. Peter and Amy were hosted at +15 wineries along with dinners and events over the trip. Each acknowledged that they gained a deeper level of awareness and recognition of the RRV due to this trip.

- Officially launched our new award winning website, [russianrivervalley.org](http://russianrivervalley.org) while phasing out rrvw.org. This new digital home of the Russian River Valley elevates the brand and delivers an engaging and educational consumer experience. In October, it was announced that the Davey Awards selected RussianRiverValley.org as the winner of three Silver Awards for the best Tourism Website Experience, Best Association Website Experience, and Best Home Page Design for 2018. The Davey's are an international creative competition for independent agencies that each year collect over 4,000 creative entries and each are judged by panelists from the Academy of Interactive and Visual Arts. It is a great acknowledgement for the RRVW and our partner creative agency, The Engine is Red.
- Hosted two Single Vineyard Nights: Santa Rosa in May and San Francisco in November. Each attracted a strong list of participating wineries and growers while guests enjoyed the VIP selections that were poured. Not unlike trends across all of the wine industry, this format of this event is becoming increasingly difficult to promote so look for a revamped consumer tasting event plan in 2019.
- Engaged in advertisements and promotions with partners such as San Francisco Chronicle, SF Gate, North Bay Biz, to name a few.

## WHAT WE WILL ACCOMPLISH

- Continue to elevate the Paulée as an exclusive event that on its own is a reason to visit the Russian River Valley. Our long term goal is that this event is sold out as soon as the date and place is set. The Paulée is the icon event for the RRVW.
- Relook at how traditional consumer tasting events are organized and develop a new approach that is engaging. We will be moving away from the Single Vineyard night concept but will have a new plan to engage consumers with the wines of the Russian River Valley
- Integrate the Neighborhoods into a clear and concise message for consumer, trade and media. Coming off a December 2018 strategic workshop with The Engine is Red, the organization is setup to elevate this program to build the awareness and understanding of the unique terroirs of the Russian River Valley that make it such a remarkable place for grape growing.
- Invest in advertisements and promotions that work with our brand identify and help drive a compelling and unique message for the RRVW





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**RUSSIAN RIVER VALLEY**

# **HARVEST REPORT**

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# **2018**



# Harvest 2018

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Every harvest has its own personality. For most winemakers and Russian River Valley grape growers, 2018 will be remembered more as a serious marathon than a quick sprint. The pace, while steady and fast, was never manic. Mild weather never crept too low (think the cold stream of weeks in the late summer that marked 2010) or ever wildly spiked like Labor Day Weekend in 2017. This perfect growing weather slowly but steadily ripened a larger than usual crop load, and wineries throughout the region saw and ample high quality grapes.

And it's already showing in the wines. Pinot and Chardonnay both are displaying great balance with a little extra acidity, depth and delicacy this year.

Years like 2018 don't often happen.

Not that it was an easy year. Harvest of Pinot Noir for sparkling, which is always the first in for Balletto Vineyards, was a full two weeks behind last year with the first grapes hitting the winery on August 29 (compared to August 15 last year and August 11 in 2016.)

And then the long race began.

Without any weather pressure pushing grape sugars too quickly, it became a wait-and-trickle-in affair. With only one or two blocks harvested at a time, the winery was always busy, but never saw the wild long days that mark a must-pick-now harvest. We were actively harvesting through October and still actively punching down red fermentations into November, an event that hasn't happened in nearly 10 years here.

With a nearly perfect spring, most all varieties had incredible set. Even in our most difficult vineyards in the hills southwest of Sebastopol, set was as close to 100 percent as we've ever seen. Getting correct tonnage in every vineyard was the difficult challenge of late summer, and overall crop yield was well above average, reminiscent of 2006 and 2013. Luckily, the weather cooperated and slowly ripened everything, which relieved some of the pressure on the winery side by allowing earlier fermentations to finish and make way for the next. For several days in a row, we were draining and pressing two to three 6-ton fermentation tanks first thing in the morning and refilling them with just-picked grapes as soon as they were empty. At several points during the harvest, the winery was more than completely full with fermentations occurring in tanks that usually only hold finished wine.

The only real blip to the season was a late September/early October weather system that dropped nearly 1.5 inches of rain between the 29th and the 2nd. Rot and botrytis pressure instantly increased, and crews were sent through to drop any damaged fruit. But, the weather quickly rebounded, and after a few days of drying out, harvest resumed much the same way it left off before the rain – slowly and steadily.

In the end, it was a winemaker's dream harvest with wide-open pick windows and the time to wait and harvest when the grapes were exactly right. It certainly will be remembered as an exceptional year.



~ **Anthony Beckman**  
Winemaker, Balletto Vineyards





**RUSSIAN RIVER VALLEY**

# **FINANCIAL REPORT**

# **2018**



# Financial Report

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By Michelle Ausburn, Finance Committee Chair

## REVENUES

Our revenue is generated primarily from three main sources: membership, events, and the Sonoma County Barrel Auction (“Barrel Auction”). Actual revenue was \$329,281, short of budget of \$349,000. This is mainly due to lower than expected membership dues and event revenue, offset by higher than expected proceeds from the Barrel Auction.

- **Membership:** Membership dues were budgeted at \$193,000 and represented 55% of our total revenue budget. Actual membership dues of \$174,603 fell short of budgeted amounts.
- **Events:** Paulee generated revenue of \$39,134, slightly above budget of \$38,000. Related expenses were \$26,235, slightly above budget of \$25,000. Net income generated from the event was \$12,899 compared to budgeted net income of \$13,000.
- **Single Vineyard Night:** Revenue from our two Single Vineyard Night events totaled \$23,025, compared to budget of \$54,000. Related expenses were \$26,574, compared to budget of \$50,000. Net loss incurred from the event was (\$3,549) compared to budgeted net income of \$4,000.
- **Barrel Auction:** During 2018, we collected \$86,247 related to the 2017 and 2016 Barrel Auction. We anticipate receiving proceeds related to the 2018 Barrel Auction in 2019.

## EXPENSES

Actual expenses were \$306,124, compared to budgeted expenses of \$348,820. This is mainly due to lower than expected event expenses as described above, and lower than expected employee expenses. Employee expenses were budgeted at \$129,600 and accounted for 37% of our total expense budget. Actual employee expenses totaled \$114,427, mainly due to a part time administrative position unfilled for a portion of the year. Other major expense areas include advertising, website, marketing, rent, professional fees, and neighborhoods study, and actual amounts were consistent with budgeted amounts.

## NET INCOME

Actual net income totaled \$23,167, compared to budgeted net income of \$180.

## RESERVES

Over the past several years, RRVW has established some cash reserves. These reserves increase our ability to absorb or respond to changes in our environment or circumstances, such as unanticipated increases in operating expenses and/or losses in operating revenues. They could also help fund new activities or provide us with the flexibility to take advantage of strategic opportunities in the future. With respect to our reserves, during 2018, the Board approved the investment of \$100,000 in an 18-month CD and the deposit of \$50,000 in a high-interest money market account, which will generate an additional source of income for the organization. We believe our reserves are adequate and meet the specific needs of RRVW at the current time.

## LOOKING AHEAD

As we move into 2019, we are deep in the process of preparing our 2019 budget to align with our immediate and long-term strategic goals. It is an honor to serve RRVW, to provide oversight to the financial management function, and to participate in ensuring the organization exists and thrives for years to come.



# Income

	January - December 2018	Budgeted
Membership Dues		
Grower Membership Dues	\$68,720	
Winery Membership Dues	\$84,503	
Retail/Comm Membership Dues	-	
Assoc. Winery Membership Dues	\$6,830	
CS Gold	\$7,800	
CS Silver	\$3,000	
CS Estate	\$3,750	
CS Friend of RRVW	-	
Total Membership Dues	\$174,603	\$193,000
RRVW Signs	\$2,080	\$4,000
Sonoma County Vintners	\$86,247	\$60,000
Paulee Income	\$39,134	\$38,000
Single Night Income	\$23,025	\$54,000
Brand Recognition Income	\$1,000	-
RRVW Girls Membership	\$1,475	-
Interest Earned	\$627	-
Contributions	\$1,100	-
<b>Total Income</b>	<b>\$329,291</b>	<b>\$349,000</b>



# Expenses

	January - December 2018	Budgeted
Advertising	\$6,862	\$2,000
Annual Meeting Expense	\$3,788	\$3,000
Annual Report	-	-
Bank Service Charge	\$4,188	\$3,600
Bank Supplies	-	\$250
Barrel Auction Expense	-	-
Barrel Auction Preview Expense	\$3,000	-
Board of Directors	\$344	-
Brand Recognition	\$18,839	\$1,000
Contract Labor	\$2,112	\$1,200
Depreciation Expense	\$684	-
Donations	\$1,050	\$1,000
Dues & Subscriptions	\$408	\$500
E-mail Service Provider	\$378	\$1,500
Employee Expenses	\$114,427	\$129,600
Pinot Forum	\$5,000	\$5,000
Franchise Tax Board	\$60	-
Freight & Shipping	\$325	-
Growers Seminar	-	\$2,000
Harvest Wrap Up Meeting	-	\$5,000
Insurance	\$5,749	\$6,450
Licenses and Permits	\$85	\$100
Marketing Misc.	\$15,743	\$18,000
Media Tasting	\$362	\$5,000
Member Mixers	\$1,106	\$3,000
Misc. Expense	-	\$1,300
Neighborhood Tastings	-	\$10,000
Office Equipment General	\$2,791	\$4,200
Office Supplies	\$1,634	\$2,000
Paulee Expenses	\$26,235	\$25,000
Phone	\$4,302	\$3,400



## Expenses (continued)

	January - December 2018	Budgeted
Pinot Noir Research	\$15,000	-
Post Office Box Rental	\$120	\$120
Postage General	\$702	\$1,200
Professional Fees	\$9,066	\$9,000
Printing - General Office	\$789	-
Pruning Competition Expenses	\$100	-
Rent	\$12,000	\$12,000
RRV Experience Expense	\$41	-
RRV Girls-Donation	-	-
RRV Girls-Scholarship	\$2,000	-
RRVW Newsletter Expense	-	-
Sales Tax Expense	\$5,286	\$3,500
Signs	\$332	\$5,000
Single Night Expense	\$26,574	\$50,000
UC Davis	-	\$15,000
Utilities	\$3,636	\$2,900
Website	\$11,006	\$16,000
<b>Total Expense</b>	<b>\$306,124</b>	<b>\$348,820</b>
 <b>Net Income</b>	 <b>\$23,167</b>	 <b>\$180</b>





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**RUSSIAN RIVER VALLEY**

**NEIGHBORHOODS  
REPORT**

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**2018**



# Neighborhoods Report

We have had some tremendous strides in scientifically validating the concept of the Russian River Valley Neighborhoods in 2018. The RRV Neighborhood Initiative started over a decade ago, trying to understand the neighborhoods and promote diversity of the Russian River Valley. In 2014 the neighborhood initiative formalized sensory evaluation of young Pinot Noirs from RRV neighborhoods. Over the next three consecutive vintages 2014-2016 member winemakers worked as a team to evaluate and differentiate wines from different neighborhoods. This sensory exercise was a valuable experience in exploring differences between neighborhoods but was inconclusive in quantifying unique characteristics between neighborhoods.

In the fall of 2015, UC Davis approached the RRVW and offered to evaluate young wine samples (Pinot Noir) utilizing molecular analysis and conical statistical variation (a way of fingerprinting wine). In the first year, this partnership with Dr. Roger Boulton and UC Davis, demonstrated that the neighborhoods produced wines that were scientifically different from one another and different from wines grown anywhere else in the world. After this first pro-bono work done in 2015 the RRVW decided to fund a second set of analysis for wines from 6 distinctive neighborhoods within the Russian River Valley on wines from the 2017 vintage. This second year we again studied the molecular composition of wine samples from the 6 different neighborhoods: Middle Reach, Green Valley, Laguna Ridge, Santa Rosa Plains, Sebastopol Hills, and the Eastern Hills. The results of the study were presented to the Russian River Winegrowers on August 29th, 2018.

**IN SUMMARY OF THE  
RESULT BY DR. BOULTON,  
HE AGAIN PROVIDED**

**UNDISPUTABLE SCIENTIFIC  
EVIDENCE THAT THE  
NEIGHBORHOODS OF THE  
RUSSIAN RIVER VALLEY  
ARE UNIQUE FROM ANY  
OTHER GROWING REGION  
IN THE WORLD AND THAT  
THEY ARE STATISTICALLY  
DISTINCTIVE BETWEEN  
EACH OTHER.**

A research paper explaining the data will be published later this year and as soon as we have a copy we will distribute among membership. This is a very significant study and has not been done before in the US.

The Russian River Valley Winegrower conducted an educational seminar featuring 5 woman winemakers from the Russian River Valley on June 21st at La Crema Tasting room at Saralee's Vineyard. Member winery sales staff were invited to taste and explore 15 single vineyard Pinot Noirs from the Russian River Valley were tasted and the panel explored the flavor differences of each.

Expanding our marketing effort of the RRV Neighborhoods in 2018 and beyond. We have struggled internally to accurately capture and consolidate all of the date and information we have accumulated regarding the neighborhoods. Our next step is to work with a Marketing Agency to help package, summarize and develop promotional materials that can be decimated

across multiple platforms: website, social media and video.







RUSSIAN RIVER VALLEY

# MEMBERSHIP REPORT

2018



# Member Programs

Our year-round Direct-to-Consumer Group meetings have been really well received from our Tasting Room, Direct and Wine Club Members. They are able to learn and share from each other on a monthly basis.

In March we hosted our second annual leadership circle at Balletto. Approximately 35 leaders from the past and the present joined us for an evening of friendship and discussion of what makes the RRVW special and what can we do to ensure that the future continues to shine bright for the organization.

In April La Crema at Saralee's Vineyard hosted an educational seminar and mixer. John Aguirre from the California Association of Winegrape Growers and John Green the lead scientist from Gold Ridge Resource Conservation District spoke. John Aguirre discussed the statewide political landscape, including legislation that impacts the wine industry. And John Green spoke about the water issues effecting the RRV.

Martinelli hosted our May educational seminar and mixer in their new upstairs event space. Tim Schmeizer and Adam Kotin from the Wine Institute discussed the key issues they are addressing, regulations, and legislations passed.

June brought a vineyard walk, and our first in many years, BBQ at Dutton Ranch. The BBQ was so well received we have decided to make this an annual event.

The end of harvest was celebrated at Balletto with our harvest celebration. We had our second annual food drive supporting our local community with donations being made to the Redwood Empire Food Bank.



*Leadership Circle Meeting at Balletto Vineyards*

I would personally like to thank all Members who attended our events and a big thank you to the above hosts!

Nancy Woods, Membership Chair



*Education Seminar at La Crema*



# Members

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## WINERY MEMBERS (98)

Marimar Estate Vineyard  
ACORN dual  
Alquimista Celalrs  
Arista dual  
Bacigalupi Vineyards  
Balletto Vineyards-dual  
Benovia dual  
Bowman Cellars  
Bricoleur Vineyards  
Bricoleur Vineyards-dual  
Bucher Vineyard-dual  
Camlow Cellars  
Campana Ranch Winery  
Cartograph-dual  
Char Vale Winery  
Chenoweth Vineyards & Chenoweth Wines-dual  
Christopher Creek-dual  
Cleary Ranch Vineyards LLC Winery  
Croix Estate  
D&L Carinalli Vineyards-dual  
Davis Bynum Winery  
Dehlinger Winery  
DeLoach Vineyards-dual  
Dewitt Family Wines LLC  
Domaine Della Winery  
DRNK  
Dutton Estate Winery/Sebastopol Vineyards  
Dutton-Goldfield Winery  
Emeritus Vineyards  
EnRoute dual  
Forchini Vyd/Russian River Terrace-dual  
Freeman Vineyard & Winery  
Friedeman Wines LLC  
Furthermore Wines-dual  
Gamba Vineyards & Winery  
Gary Farrell Vineyards & Winery  
George Wine Company

Gold Ridge Vineyards  
Gordian Knot Winery  
Hartford Family Wines  
Holdredge Wines  
Hook & Ladder Vineyards & Winery  
Horse & Plow Winery  
Inman Family Wines  
Iron Horse Vineyards-dual  
J Cage Cellars  
J dual  
J. Rochioli Vineyards-dual  
James Family Cellars  
Jigar Wines  
Jim Ball Vineyards  
Joseph Swan Vineyards-dual  
Kanzler Vineyards-dual  
Kistler Vineyards  
Kobler Estate dual  
Korbel Champagne Cellars  
Kosta Browne dual  
LaCrema dual  
Landmark Vineyards-dual  
Lando Wines  
Lauterbach Hill Vineyards-dual  
Limerick Lane Cellars  
Lynmar Estate-dual  
MacPhail Wines  
MacRostie Winery & Vineyards  
Martin Ray Winery  
Martinelli Vineyards & dual  
Matrix Winery  
Medlock Ames  
Merriam Vineyards-dual  
Merry Edwards Winery  
Moshin Vineyards-dual  
Notre Vue Estate Winery & Vineyards  
Nunes Vineyard-dual  
Ottimino

Paradise Ridge Winery  
Patz & Hall Wine  
Paul Hobbs dual  
Pellegrini Olivet Lane Estate-dual  
Porter Creek Vineyards-dual  
Ramey Wine Cellars-dual  
Rodney Strong Vineyards  
Russian River Vineyards  
Scherrer Winery  
Siduri Winery  
Sonoma-Cutrer Vineyards-dual  
Square Peg Winery  
Sunce Winery & Vineyard  
Taft Street Winery  
Tara Bella Winery  
Ten Acre Winery  
The Rubin Family of Wine-dual  
Thomas George Estates-dual  
Tongue Dancer Wines  
TR Elliott, LLC  
Twomey Cellars  
VML Winery  
Williams Selyem-dual  
Wren Hop Winery

## GROWER MEMBERS (114)

ACORN Winery-dual  
Anderson-Ross Vineyard  
Arista Winery-dual  
ASERN Family Vineyards  
Bacchi Vineyards  
Balletto Vineyards-dual  
Bazzano Vineyard  
BCD Farms  
Benovia Winery-dual  
Bergman Family Vineyards  
Betty Ann Vineyard

Bialla Vineyards  
 Bisordi Ranch & Vineyards LLC  
 Boriolo Vineyards  
 Boschetti Family Vineyards  
 Bricoleur Vineyards-dual  
 Bricoleur Vineyards-dual  
 Bucher Vineyard-dual  
 Bush Crispo Vineyard  
 Calegari Vineyards  
 Calif Wineries & Vineyards  
 Campana Ranch Winery  
 Carinalli Vineyards-dual  
 Cartograph-dual  
 Castelli-Knight Ranch  
 Catie's Corner  
 Champion Estate Vineyard-pro-rated  
 Chenoweth Vineyards & Chenoweth Wines-dual  
 Christopher Creek-dual  
 Cole Creek Vineyard  
 Cornerstone Certified Vineyard  
 Cypress Ridge Vineyards  
 Davis Family Vineyards  
 DeLoach Vineyards-dual  
 DnA Vineyards  
 Dow Vineyard  
 Dutton Ranch  
 Elieo Vineyard (KOA Vineyard)  
 Elsbree Vineyards  
 EnRoute Winery-dual  
 Ewald Vineyards  
 Foppoli Family Vineyards  
 Forchini Vyd/Russian River Terrace-dual  
 Furthermore Wines-dual  
 Gantz Family Vineyards  
 Giusti Ranch  
 Great Oak Vineyards  
 Gunsalus Vineyard  
 Harvest Moon Estate  
 Hawk Hill  
 Hawk's Roost Ranch  
 Hoeschler Vineyards

Hopkins River Ranch  
 HoppeKelly Vineyards LLC  
 Iron Horse Vineyards-dual  
 J Winery-dual  
 J. Rochioli Vineyards-dual  
 Jackson Ranch & Vineyard  
 Jayda Hill Vineyard  
 Joseph Belli Vineyards  
 Joseph Swan Vineyards-dual  
 Kanzler Vineyards-dual  
 Kobler Estate Winery-dual  
 Kosta Browne Winery-dual  
 Kozlowski Family Vineyard  
 LaCrema Winery-dual  
 Lafranchi Vineyards  
 Landmark Vineyards-dual  
 Lauterbach Hill Vineyards-dual  
 Lennox Vineyards  
 Leras Vineyards  
 Lynmar Estate-dual  
 Lyrik Vineyards  
 Mariola Ridge Vineyard  
 Martinelli Farms Inc.  
 Martinelli Vineyards & Winery-dual  
 Matthew's Station  
 Merriam Vineyards-dual  
 Mononi Ranches  
 Moore Family Vineyard  
 Moshin Vineyards-dual  
 Nunes Vineyard-dual  
 Oehlman Vineyard  
 Parsons Home Grown  
 Paul Hobbs Winery-dual  
 Pellegrini Olivet Lane Estate-dual  
 Ponzo Ranch  
 Porte Cochere Vineyard  
 Porter Creek Vineyards-dual  
 Ramey Wine Cellars-dual  
 Ricioli Brothers  
 Ritchie/Poplar Vineyards  
 Rodney Strong Vineyards

Ruxton Vineyard  
 Sadie's Vineyard  
 Sanchietti Ranch  
 Sexton Valley Vineyard  
 Silverado Sonoma Vineyards  
 Sonoma Ag Art  
 Sonoma-Cutrer Vineyards-dual  
 Soracco Family Vineyards  
 Sweeney Vineyard  
 Syar Vineyards  
 Tanya's Vineyard  
 The Farm Vineyards  
 The Rubin Family of Wine-dual  
 Thomas George Estates-dual  
 Trenton View Vineyard  
 Vineyard eleven  
 Vino Farms  
 Westside Vineyards  
 Williams Selyem-dual  
 Windsor Creek Vineyard  
 Windy Hill Ranch  
 Wycoff Ranch

## ASSOCIATE WINERIES (6)

Belle Glos  
 Ferrari-Carano Vineyards & Winery  
 Ledson Winery & Vineyards  
 Maritana Vineyards  
 Picket Fence Winery  
 Trione Vineyards & Winery

## RETAIL/COMMERICAL (4)

Farmhouse Inn  
 The Raftord Inn  
 Sunridge Nurseries  
 Vintners Inn



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