

Table of Contents

2020 Officers, Directors and Staff	4
President's Report	7
Marketing Report	9
Harvest Report	14
Financial Report	16
Neighborhood Report	21
Membership Report	24
RRVW Members	25

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.

Nick Leras Vineyard





PRESIDENT

Mike Sullivan, Benovia Winery

3339 Hartman Road, Santa Rosa, CA 95401 Grower – 2nd Term: 2019, 2020, 2021 Email: mike@benoviawinery.com

1ST VICE PRESIDENT

Jim Sturgeon La Crema Winery

425 Aviation Blvd, Santa Rosa, CA At-Large, Winery – 2nd Term: 2019, 2020, 2021 Email: jim.sturgeon@lacrema.com

2ND VICE PRESIDENT

Clark Lystra, Betty Ann Vineyard

4721 Hall Rd, Santa Rosa, CA 95401 Grower – 1st Term: 2018, 2019, 2020 Email: crlystra@aol.com

TREASURER

Michelle Ausburn, BPM

110 Stony Point Rd., Ste. 210, Santa Rosa, CA 95401 CPA (Appointed) – 1st Term: 2018, 2019, 2020 Email: mausburn@bpmcpa.com

SECRETARY

Carol Kozlowski-Every, Kozlowski Farms

5566 Gravenstein Highway, Forestville, CA 95436 Appointed Secretary – Past Board Director Email: carol@kozlowskifarms.com

DIRECTORS

Chris Crispo, Bush Crispo Vineyards

2617 Woolsey Road, Windsor, CA 95492 Grower – 2nd Term: 2018, 2019, 2020 Email: bushcrispovineyards@live.com

Gio Balistreri, Russian River Vineyards

PO BOX 920, Forestville, CA 95436 Grower-3rd Term: 2020, 2021, 2022 Email: gio@russianrivervineyards.com

Joe Foppoli, Christopher Creek

641 Limerick Lane, Healdsburg, CA 95448 Winery – 2nd Term: 2019, 2020, 2021 Email: Joe@christophercreek.com

Tom Fredericks, Trenton View Vineyards

4810 Trenton Road, Santa Rosa, CA 95401 Grower – 3rd Term: 2018, 2019, 2020 Email: tfred323@aol.com

Donald Patz, Maritana Vineyards

Maritana Vineyards 1200 American Way Windsor, CA 95492 Winery-1st Term: 2020, 2021, 2022 Email: maritanavineyards@gmail.com

Kim Pasquali, Medlock Ames

13414 Chalk Hill Rd Healdsburg, CA 95448 Winery, At-Large – 1st Term: 2018, 2019, 2020 (Completing Davis Term) Email: Kim@medlockames.com

Jake Martini, Taft Street Winery

2030 Barlow Lane, Sebastopol, CA 95472 At-large, Winery – 1st Term: 2019, 2020, 2021 Email: jake@taftstreetwinery.com

Sonia Byck-Barwick, Paradise Ridge Winery

4545 Thomas Lake Harris Dr, Santa Rosa, CA 95403 Winery, At-Large –2018, 2019, 2020 (Completing Woods Term) Email: sonia@prwinery.com

Ryan Kunde, DRNK

3637 Frei Rd, Sebastopol, CA 95472-2311 Winery, 1st term: 2020 (Completing Morthole Term) Email: ryan@drnkwines.com

EXECUTIVE DIRECTOR



Wendy Hilberman (O) 521.2534 3210 Woolsey Rd. Windsor, CA 95492 Email: Hilberman@rrvw.org

PAST PRESIDENTS

Chris Crispo, Bush Crispo Vineyards 2617 Woolsey Road, Windsor, CA 95492 Email: bushcrispovineyards@live.com

Gio Balistreri, Russian River Vineyards PO BOX 920, Forestville, CA 95436 Email: gio@russianrivervineyards.com

Clay Gantz, Gantz Family Vineyards 1700 Laguna Road, Santa Rosa, CA 95401 Email: clay@gantzfamilyvineyards.com

Rod Berglund, Joseph Swan Vineyards 2916 Laguna Road, Forestville, CA 95436 Email: rod@swanwinery.com

Chris Donatiello, C. Donatiello Winery 4053 Harlan St. #311, Emeryville, CA 94608 Email: Christopher.Donatiello@gmail.com

Randy Luginbill, Silverado Sonoma Vineyards, LLC

855 Bordeaux Way, Suite 100, Napa, CA 94558 Email: randy@swgnapa.com John Holdredge, Holdredge Wines

712 University Street, Healdsburg, CA 95448 Email: jholdredge@gearylaw.com

Nick Leras, Nick Leras Vineyards

2051 Laughlin Road, Windsor, CA 95492 Email: abovethevineyards@gmail.net

Steve Dutton, Dutton Brothers Farming & Dutton Ranch

P.O. Box 48, Graton, CA 95444 Email: steve@duttonranch.com

Valerie Wathen, Dutton-Goldfield Winery 3100 Gravenstein Hwy N, Sebastopol, CA 95472 Email: valerie@duttongoldfield.com

Bob Cabral, Three Sticks Wines 143 West Spain, Sonoma, CA 95476 Email: rjcabral@msn.com

Merry Edwards, Merry Edwards Wines 2959 Gravenstein Hwy, Sebastopol, CA 95472 Email: merry@merryedwards.com Ellen Mack, Russian Hill Estate Winery

4525 Slusser Road, Windsor, CA 95492 Email: ellen@russianhillwinery.com

Kirk Lokka, Emeritus Vineyards

2597 Gravenstein Hwy N, Sebastopol, CA 95472 Email: kirk@goldridgepinot.com

Hector Bedolla, Crop Production Services

837 March Avenue, Healdsburg, CA 95448 Email: zinwine1@sonic.net

Lee Martinelli, Jr. Martinelli farms, Inc.

Warren Dutton, Dutton Ranch

Saralee McClelland Kunde, Richard's Grove & Saralee's Vineyard

RUSSIAN RIVER VALLEY WINEGROWERS

P.O. Box 16, Fulton, CA 95439-0016

Phone: 707.521.2534 E-mail: info@rrvw.org

Website: russianrivervalley.org







"IT IS THE COLLECTIVE
STRENGTH OF OUR
COMMUNITY AND
OUR INDUSTRY
THAT WILL GET US
THROUGH THESE
DIFFICULT TIMES."

~ Mike Sullivan Benovia Winery

President's Message

2020 President's Annual Report - Russian River Valley Winegrowers By Mike Sullivan

Dear Members,

2020 has been a year that will not soon be forgotten. The year started off like a normal year, with two marketing opportunities focused on promoting the Russian River Valley Neighborhoods. In January we attended the Passion for Pinot Noir event in Palm Springs where we were invited to host a panel of six RRVW winery members discussing each of our Neighborhoods. This was an excellent audience of passionate Pinot Noir consumers and our panelists did an amazing job. The second marketing opportunity came in early March at the World of Pinot Noir (WOPN) and was moderated by our friend Even Goldstein MS. This is one of the signature Pinot Noir events in California and we were honored to be a featured panel at the event. We were so excited about this panel that we had our friends from Wildly Simple come down and film the panel discussion and tasting.

It was just after our WOPN event on March 5th, 2020 that our ambitious plans for the year got completely derailed. Governor Newsom tightened gathering restrictions on March 11th and then went into full lockdown because of Covid-19 and the resulting pandemic. Many of our plans had to be scrapped or reimagined due to shutdowns and limited social gatherings. Our plans to restart Grapes to Glass had to be tabled until 2021, as did the Paulée event.

After the cancelation of all events in 2020, our Executive Director Wendy Hilberman has stepped up in a big way this year. She has done a wonderful job engaging our membership by organizing and implementing many Zoom roundtable discussions. Providing information and helping our tasting rooms reopen and sharing the latest health guidelines from the county and state. The roundtable discussions (via Zoom) have allowed our members to share ideas and discuss timely issues relating to our industry, wine market and engaging our DTC membership in a most productive way. These Zoom meetings have allowed us to connect during a time when we needed it most.

Sparked by lightning, the Walbridge fire (part of the LNU complex) began on August 17, burning more than 190,000 acres and was not contained until October 2nd. The fire affected many wineries along Westside Road and northern Russian River Valley and blanketed Northern California in thick black smoke. Many of our member wineries had to suspend harvest and crush activities for several days due to the proximity of the fires. Luckily, none of our member wineries had structural damage because of the fires. A second fire (Glass Fire) began on September 27th in Napa County and quickly spread to Sonoma County burning more than 67,000 acres in a matter of days. Unfortunately, a handful of wineries in Napa Valley were destroyed in this blaze as were homes, businesses, and schools. A grim reminder of the fragility of our beloved state.



President's Message

The 2020 Vintage had been enjoying near-perfect growing conditions all spring and summer. The resulting crop was light, and most wineries were encouraged by the low yields, considering oversupply conditions persisted from the 2018 vintage. As a result of the fires, many growers and wineries were worried that their grapes had been compromised by smoke exposure and decided not to harvest grapes from the 2020 vintage. Some sources say that 70% of growers in Sonoma County would be adversely affected by the fires and as much as 20-30% of Sonoma County's grapes would go unharvested. The negative economic impact may reach as much a \$150 million to growers in Sonoma County.

After what can only be described as *a very challenging year*, it is the collective strength of our community and our industry that will get us through these difficult times. I look forward to a time next year when we can gather and raise a glass of wine and celebrate our winegrowing community. My sincere thanks to all our members and sponsors for your continuing support. My deepest thanks to our Board of Directors and a special thanks to our Executive Director Wendy Hilberman for all their hard work and the many hours invested in Russian River Valley Winegrowers in 2020.

Sincerely,

Mike Sullivan, Board President



TWO DECADES OF SERVICE

Carol Kozlowski, Director and Board Secretary, Russian River Valley Winegrowers

With deep appreciation for two decades of loyal and dedicated service serving as the Board Secretary for the Russian River Valley Winegrowers Board.

On behalf of the entire association, the Board of Directors extends its sincere gratitude for your leadership, guidance, and commitment to ensuring the health and vitality of the Russian River Valley Winegrowers. Thank you Carol!



Marketing Report

Marketing Chair, Jake Martini, Gio Balistreri and Joe Foppoli

MARKETING AND EVENTS 2020

We started the year with a great line-up of events, programs and initiatives that were unfortunately sidelined due to the Corona Virus Pandemic (COVID-19). COVID-19 has presented numerous challenges for tourism, the wine industry and our country as a whole. This has been a year of unchartered territory and we learned really fast that we had to be nimble in the rapidly changing landscape.

We had to adjust our focus to accommodate new tools, new policies with an understanding that the wine industry would not be able to conduct busines in the same manner they had prior to the Pandemic with no information on how long it would last. We initiated Zoom meetings for our committees, Board Meetings, check-ins and educational seminars. We postponed all of our in person events. education, information and resources became a focus with the consistently changing State and local guidelines.

We designed and executed several consumer focused campaigns aimed at promoting our member wineries encouraging e-commerce sales, brand recognition and online visitation. We had a strong showing of wineries participating in the program with email communications going out to an audience of 2,000.











DESTINATION EVENTS 2020

Destination events have been put on pause as we focus on the safety of both our visitors and our wine community. The Paulée continues to generate excitement as we look forward to the return of this signature event scheduled for Fall of 2021. We also postponed our re-launch of the Grape to Glass consumer event at La Crema Estate at Saralee's Vineyard.

The positive news is event planning and current expenses will give us a head start in planning for a safe re-opening and a successful 2021.



Marketing Report



RUSSIAN RIVER VALLEY NEIGHBORHOODS PROJECT

With events postponed, we continued our focus on promoting the Russian River Valley Neighborhoods Pinot Noir initiative. Using the neighborhoods as our lens, we are showing what is compelling about our region to entice guests to purchase and support the Russian River Valley region.

We continue to make great strides in successfully integrating the Neighborhoods concept into a clear and concise message for consumers and trade media. We now have a suite of marketing materials for a variety of audiences, from trade to tasting rooms. Maps and other printed collateral as well as video assets are available for all members to help promote the appellation's unique qualities. This initiative is further supported by published scientific analysis from UC Davis enabling a broad national reach.

PR & OUTREACH

This year's outreach and communication was focused on appellation awareness, amplifying the narrative about Russian River Valley wines and the people who make them. Email campaigns, website updates, and social posts were all developed to encourage online orders and support winery direct-to-consumer efforts.

WHAT WE WANT TO ACCOMPLISH IN 2021

- As the world recovers from the COVID-19 pandemic, we will continue to work with all of our industry partners to reopen safely and successfully.
- Tailor marketing messages towards appellation awareness; highlighting the products and the people that make this area special and unique.
- Paulée: Continue to elevate the Paulée as an exclusive event that on its own is a reason to visit the Russian River Valley. The Paulée continues to be the icon event for the RRVW and we hope to welcome the return of this event in Fall of 2021.

Harvest 2019 _____

A CHALLENGING HARVEST IN A CHALLENGING YEAR

Chris Crispo, Bush Crispo Vineyards

2020 has been an extremely demanding year in so many respects and the challenges extended to the 2020 harvest as well.

The year started with generally favorable weather as the vines were emerging from their winter dormancy. In March, Sonoma County health officials issued a stay at home directive in response to the Covid-19 pandemic. This closed tasting rooms and restaurants, reduced visitors to our area and negatively impacted direct to consumer wine sales when there was already a surplus of wine on the bulk market from previously large harvests. this made for a tough market for many growers.

Meanwhile back in the vineyard there were some reports of shatter associated with April frost events but fruit set was generally good and we enjoyed favorable weather through much of the growing season with slightly below normal crop yields expected.

Harvest started in early August when a lighting storm started the Walbridge Fire on August 17 followed by the Glass Fire in September. Smoke throughout the region caused concerns over potential for smoke taint and the focus shifted from harvest to long waits for testing results of guaiacol and 4-methlyguaiacol levels in samples set to local labs which were overwhelmed. There were numerous online meetings between growers and wineries as well as adjusters regarding crop insurance claims. Unfortunately, many vineyards were not harvested in 2020 adding to the hardship of this unprecedented year.

As we move into a new year there is some good news and a reason for optimism. In a few months the grape vines will start pushing buds which is always a hopeful sign. As the Covid vaccine slowly becomes available and travel restrictions are lifted we should expect an increase in visitors to our area and a corresponding increase in wine sales. The grape market is more in balance and we can grow some of the best fruit in the world. The Russian River Valley reamins a phenomenal place to live, work and farm.

Cheers!

Chris Crispo







Public Relations & Media Report.

Chair Jim Sturgeon



After years of effort, the elemental analysis conducted by UC Davis was published in April 2020 in the scientific journal, Molecules. The title of the article was "The Use of Macro, Micro, and Trace Elemental Profiles to Differentiate Commercial Single Vineyard Pinot Noir Wines at a Sub Regional Level". This article helped to

create momentum for the Neighborhoods project as a whole, resulting in additional interest and articles from several other publications. Balletto Vineyards generously offered RRVW an opportunity to work with Benson Marketing to assist with promoting the results of the UC Davis Study. As a result, we received positive coverage of the Neighborhoods project in Forbes, the drinks business, Beverage Industry Enthusiast, Terroirist, and Wine Enthusiast.

Prior to COVID-19 a major focus of PR and Media was to promote our two planned flagship events: Grape to Glass and the Paulée Dinner. To assist on elevating the promotion of these events we engaged Studio 707, an experienced Wine Country based boutique firm, as our partner. Studio 707 planned to use a comprehensive mix of traditional PR, influencer outreach, brand engagement and paid media partners, along with digital advertising. Unfortunately we had to postpone the work when we made the hard decision to cancel the events. We released the agency from their contract but do hope to work with them in the near future.

We are looking forward to launching in 2021 the Russian River Valley Winegrowers 'Neighborhood' Series. Hosted by Amanda McCrossin (Sommvivant), this series will virtually take viewers around the Russian River Valley appellation and dive deep into each of their six distinct 'Neighborhoods.' With the help of our winemakers and growers, we will showcase the Neighborhoods and their various personalities. Live sessions will be recorded locally to Zoom to be edited/repackaged for the Russian River Valley Winegrowers IGTV and YouTube channels, Amanda will post the IGTV to @sommvivant IG channel subsequently.



Forbes

drinks business









Financial Report

Michelle Ausburn, Treasurer

FINANCIAL HIGHLIGHTS OF 2020



Like many, if not all of our members, the shelter-in-place orders generated by the COVID-19 pandemic significantly impacted RRVW's operations. In March, as we began to cancel

events, we were prompted to review the impact of these operational changes on our budget. We also discussed the need to implement additional measures to ensure we had adequate cash flow to continue to serve our members and achieve our mission through the year and beyond. As a result, the Board of Directors met in June and approved a revised budget. Major adjustments to the budget included eliminating revenue (and the associated expense) from cancelled events (cruise, Grape to Glass, and Paulée), and implementing expense reductions primarily in the areas of brand recognition, marketing, and public relations; deferring certain of these expenditures to 2021 where possible. We are pleased to report we have met these objectives and believe that the actions we have taken have been effective in positioning us to succeed through another uncertain year. References to "budget" below represent the revised budget.

REVENUES

Total revenues were \$265,000 compared to budget revenues of \$237,774 - membership dues and barrel auction income accounting for the majority of revenues. Membership dues totaled \$194,704 and exceeded budget by \$21,946. In addition, we collected \$63,516 related to the 2019 Barrel Auction, as expected.

EXPENSES

Actual expenses were \$212,553 compared to budget expenses of \$253,768. This is mainly due to lower than expected employee expense and savings in brand recognition, marketing, and public relations expense, many of which are being deferred.

NET INCOME

Actual net income totaled \$52,447 compared to budget net loss of \$15,994.

RESERVES

As of the close of 2020, RRVW held \$153,306 in reserves in a money market account.

Income

	2020 Actual	2020 Budget	2020 Budget (Revised)
Membership Dues			
Grower	\$87,047	\$65,000	\$82,368
Winery	85,156	100,000	67,889
Corporate Sponsors			
Platinum	5,000	5,000	5,000
Gold	8,000	10,000	8,000
Silver	2,000	2,500	2,000
Estate	7,500	7,500	7,500
Interest Earned	1,454	2,500	1,500
Barrel Auction	63,516	63,516	63,516
Paulee Dinner	3,575	40,000	-
Grape to Glass	-	34,050	-
Cruise	-	25,000	-
RRVW Girls Membership	1,490	-	-
Member Signs	260		-
Total Income	\$265,000	\$355,066	\$237,773

Expenses

	2020 Actual	2020 Budget	2020 Budget (Revised)
Advertising	\$6,073	\$8,000	\$8,000
Annual Meeting	3,284	4,000	4,000
Annual Report	1,517	1,000	1,517
Bank Service Charges	2,479	3,000	3,000
Bank Supplies	-	250	250
Board of Directors	173	500	500
Brand Recognition	-	20,000	2,000
Grape to Glass	4,449	20,000	-
Contract Labor	1,574	2,000	2,000
Dues & Subscriptions	372	300	300
E-mail Service Provider	756	1,500	1,500
Employee Expenses	113,485	140,282	135,466
Equipment Rental	1,180	-	401
Franchise Tax Board	60	-	60
Freight & Shipping	520	500	520
Graphic Design	-	4,000	4,000
Harvest Wrap Up	-	1,500	1,500
Insurance	7,259	6,500	6,500
Licenses and Permits	99	100	100
Marketing	6,795	20,000	8,000
Media Tasting	2,500	3,000	3,000
Member Mixers	-	1,500	1,500
Miscellaneous	359	1,000	1,000
Neighborhood Tastings	-	2,000	2,000
Newsletter	378	-	378
Office Equipment	1,369	2,000	2,000
Office Supplies	898	1,500	1,500
Paulee Dinner	247	25,000	-
Phone	5,452	5,000	5,000
Pinot Forum	-	5,000	-
Post Office Box Rental	148	134	148

Expenses (continued)

	2020 Actual	2020 Budget	2020 Budget (Revised)
Postage General	35	500	500
Printing - General Office	2,008	4,000	2,500
Professional Development	-	1,000	-
Professional Fees	9,616	9,500	9,500
Pruning Contest	-	500	500
Public Relations	-	24,000	3,000
Rent	12,000	12,000	12,000
RRVW Girls Scholarship	2,000	2,000	2,000
Sales Tax Expense	128	5,000	5,000
Signs	1,257	3,000	500
Utilities	4,262	4,000	4,000
Website	19,810	10,000	18,125
Total Expense	\$212,552	\$355,066	\$253,767
Net Income (Loss)	\$52,447	\$-	\$(15,993)



Neighborhoods Report

Neighborhoods Chair, Mike Sullivan



We had a great year of Neighborhood focused tastings, promotions and activities planned for 2020 and while we were not able to complete all of our ambitious plans, we are proud of what we were able to accomplish in 2020.

In January we attended the Passion for Pinot Noir event in Rancho Mirage where we were invited to host a panel of six RRVW winery members

discussing each of our Neighborhoods. This was an excellent audience of passionate Pinot Noir consumers and our panelists did an amazing job. Thank you to our panel, Mike Sullivan, Benovia Winery (Laguna Ridge), Greg La Follette, Ancient Oak Cellars (Eastern Hills), Jenn Walsh, La Crema Winery (SR Plains), Heidi Bridenhagen, MacRostie Vineyards (Middle Reach) Alex Kanzler, Kanzler Vineyards (Sebastopol Hills) and Gio Balistreri, Russian River Vineyards (Green Valley).

PALMSPRINGS PINOT NOIR FEST™

The second marketing opportunity came in early March at the World of Pinot Noir (WOPN) and was moderated by our friend Even Goldstein MS. This is one of the signature Pinot Noir events in California and we were honored to be a featured panel at the event. We were so excited about this panel that we had our friends from Wildly Simple come down and film the panel discussion and tasting. The panel included, Mike Sullivan, Benovia Winery; Alex Kanzler, Kanzler Vineyards; David Lattin, Emeritus; Greg Morthole, Davis Bynum and Nicole Hitchcock, J Vineyard.



In addition, in early 2020 we spent some time working with the Engine is Red on building out the Neighborhood pages on the RRVW website. We added more content and copy to the pages and created an enhanced map function to make exploring the Neighborhoods easier.

The Drive with Steve Jaxon

In June we began a six week Russian River Valley Neighborhoods Series on the radio show "the Drive with Steve Jaxon". We lined up two wineries per Neighborhood to tell the unique story of each



neighborhood, talk about the wine and of course have some fun educating and sipping with Steve through some incredible Russian River Valley Wines. The series was very well received, with 21,281 listeners every week. The series included the following winemakers,

- Eastern Hills: Mike Brunson, Christopher Creek and John Viszlay, Viszlay Vineyards
- Middle Reach: Jeff Mangahas-William Selyem and Nicole Hitchcock-J Wines
- Laguna Ridge: Mike Sullivan-Benovia Winery and Rod Berglund-Joseph Swan Winery
- Santa Rosa Plains: Anthony Beckman-Balletto Vineyards and Greg Morthole-Davis Bynum
- Green Valley: Mari Jones-Emeritus Vineyards and Alex Kanzler-Kanzler Vineyards
- **Sebastopol Hills:** Gio Balistreri-Russian River Vineyards and Kathleen Inman-Inman Family Wines



Rod Berglund, Nicole Hitchcock, Gio Balistreri, Greg Morthole, Mike Brunson, Mari Jones and Alex Kanzler moderating.

Virtual Tasting with six winemakers from the Neighborhoods

Six winemakers from the Neighborhoods participated in a zoom call where they conducted a virtual discussion of the six Neighborhoods, with Alex Kanzler moderating. Focus was to discuss the unique characteristics of each Neighborhood and the wine produced in the area. It was set up as a train the trainer model to be used for education and promotion of the Neighborhoods. Video was shared on YouTube channel and social media.

We ended the year with a virtual Neighborhoods update for our membership. Great time to give our members an update and reconnect with them.

NEIGHBORHOODS PAPER



Clark Lystra

Despite the pandemic, the Neighborhoods Committee continued to work on its Neighborhoods white paper that encompasses data from the U.C. Davis study and professional presentations, informational products that the Neighborhoods Committee produced over the past several years, as

well as winemaker quotations, journal articles, and media/marketing items. Most importantly, the paper includes the final UC Davis study results that were published in the professional journal, Molecules, this year, as well as a link to a recent article in Forbes online that highlights the Neighborhoods project. We plan to use the paper as a proposal to promote the RRV Neighborhoods through panels and other forums at professional wine industry events.

GOVERNMENTAL AFFAIRS COMMITTEE

The Government Affairs Committee monitors issues that impact grape growers and wineries and to share important issues with members. Recent topics include Sonoma County Vintners inquiries into AVA use of Business Improvement Districts and County Planning Commission actions on winery use permits. The committee meets quarterly and items of importance to members are highlighted in the RRVW Newsletter.



Member Programs

Membership Chair, Kim Pasquali



2020 started out with a strategic planning session with the Russian River Valley Winegrowers Board. The Membership Committee had a full slate of events planned for 2020 and we were looking forward to creating networking and educational opportunities for our grower and winery members. As we all know, the year took a turn and we canceled many events and turned others to a virtual format.

Turrentine Brokerage shared their outlook on the California grape and bulk wine market with an informative presentation with Mike Needham and Mark Cuneo. In the spring we had a dynamic presentation from Peter Alig, Alignment Wine Marketing on email marketing and social media strategies for our members. Both presentation were well attended and the presenters provided Power Point Presentations that we were able to share with our membership.

Our Direct-to-Consumer Sub-Committee remained active throughout the year, as wineries pivoted their business to a remote format, then to in-person tastings with many restrictions, then back to remote again. Direct-to-Consumer and Hospitality professionals were able to learn together as we all adjusted our businesses through the challenges of 2020.

We also released a survey to our winery and grower members that will help guide our plans, programs and priorities for 2021. Feedback from our members is essential as we move forward in these unprecedented times to ensure that we continue to strive to provide value to both our growers and winery members.

Moving into 2021, we cannot wait to see our members in person again and the Membership Committee is planning to add back (when it's safe to do so) some outdoor vineyard walks and small get togethers mid-year. Please stay tuned for our DTC and Member Calendars for 2021 as we are all hoping that we can bring some in person events back to our membership.

WINERY MEMBERS

Ancient Oak Cellars Aperture Cellars Bacigaluipi Vineyards Balletto Vineyards Benovia Winery Bowman Cellars Bricoleur Vineyards California Wineries & Vineyards Campana Ranch Winery Carlisle Winery & Vineyards Cartograph Char Vale Winery Christopher Creek Cleary Ranch Vineyards LLC Copain Wines Croix Estate D&L Carinalli Vineyards Davis Bynum Davis Family Vineyards Dehlinger Winery DeLoach Vineyards Domaine de la Riviere Domaine Della DRNK **Dutton Estate Winery** Dutton-Goldfield Winery Enriquez Estate Wines Enroute Winery Forchini Vineyards Russian River Terrace Futhermore Wines Gary Farrell Vineyards & Winery George Wine Company Gramma Vineyards & Winery Hartford Family Winery Harvest Moon Estate & Winery Holdredge Wines Hook & Ladder Winery Inman Family Wines Iron Horse Vineyards J Cage Cellars

Members

J Vineyards & Winery

Jigar Wines Joseph Jewell

Joseph Swan Vineyards Kanzler Vineyards

Korbel Champagne Cellars

Kosta Browne Winery

La Crema Winery Landmark Vineyards

Lauterbach Cellars Lynmar Estate

Marimar Estate Vineyards & Winery

Maritana Vineyards Martin Ray Winery Martinelli Winery, inc. Medlock Ames Vintners

Merriam Vineyards Merry Edwards Winery

Migration

Moshin Vineyards Notre Vue Winery Nunes Vineyards Paradise Ridge Winery Patz & Hall Wine Co Paul Hobbs Winery

Porter Creek Vineyards Rochioli Vineyard & Winery Rodney Strong Vineyards

Ron Rubin Winery

Scherrer Winery Siduri

Sonoma Cutrer Square Peg

St. Rose Winery & Distillery

Taft Street Winery Ten Acre Winery Tongue Dancer Wines

Trione Winery Twomey Cellars VML Winery Vaughn Duffy Wines Viszlay Vineyards

Williams Selvem Winery

GROWER MEMBERS

Anderson-Ross Vineyard Asern Family Vineyard Bacigaluipi Vineyards Baekgaard Family Farms Balletto Vineyards **BCD Farms LLC** Bella Vigna Vineyards Betty Ann Vineyard

Bisordi Ranch & Vineyards LLC

Boschetti Family Vineyards Brenda Vineyards Bricoleur Vineyards

Bush Crispo Vineyards Calegari Vineyard

Bialla Vineyards

California Wineries & Vineyards

Campana Ranch Winery Carinalli Vineyards Cartograph

Catie's Corner Vineyard Char Vale Vineyards Christopher Creek Coffey Lane Vineyards Cole Creek Vineyard

Cornerstone Certified Vineyards

Cypress Ridge Vineyards Davis Family Vineyards Davo Family Vineyards Dellinger Vineyard DNA Vineyards Dow Vineyard Duckhorn Portfolio Dutton Ranch Corp Elsbree Vineyard Emeritus Vineyards Enriquez Estate Wines Enroute Winery Etsec Vineyards

Ewald Vineyard

Forchini Vineyards Russian River Terrace

Futhermore Wines Gantz Family Vineyards Great Oak Vineyards

Gunsalus Vineyard Hawk's Roost Ranch

Hoeschler Vineyards Hopkins River Ranch

Hoppe Kelly Vineyards Iron Horse Vineyards J Vineyards & Winery

Jackson Ranch & Vineyard

Jayda Hill Vineyard Joseph Belli Vineyards Joseph Swan Vineyards Kasim Family Vineyard Kent Richie Vineyard KOA Vineyards, LLC

Kozlowski Family Vineyard

LaFranchi Vineyards Lauterbach Hill Vineyard Lennox Vineyards

Leras Vineyards Lyrik Vineyards LLC

MacRostie Winery & Vineyards

Mariola Ridge Vineyard Martin Ray Winery Martinelli Farms, Inc. Matthew's Station Vineyard Medlock Ames Vintners Merriam Vineyards Mononi Ranches Moore Vineyard Moshin Vineyards

Nunes Vineyard Oehlman Vineyard Paradise Ridge Winery Paul Hobbs Winery

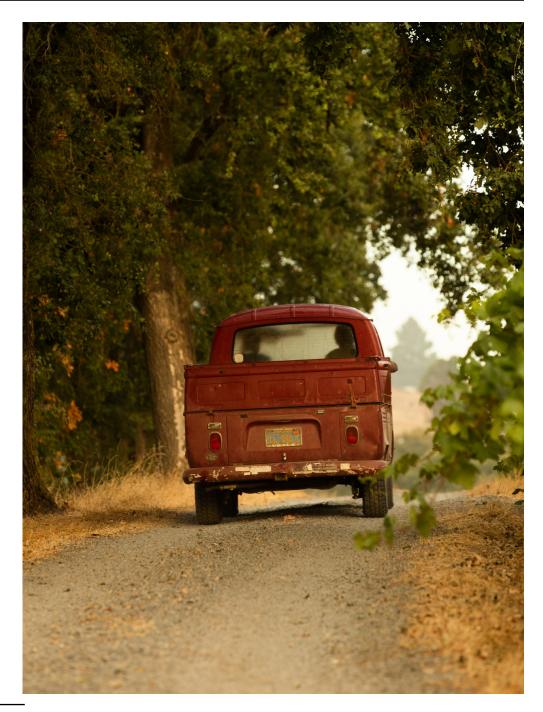
Porte Cochere Vineyard Porter Creek Vinevards

Ricioli Bros Riddle Vineyard

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Russian River Valley Winegrowers

P.O. Box 16, Fulton, California 95439-0016

Phone: 707.521.2534

Website: russianrivervalley.org

Executive Director: Wendy Hilberman

Email: info@rrvw.org