

2022 Annual Report





Old Mission Statement

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.

We are a community dedicated to promoting the Russian River Valley as the premier region for growing cool climate grapes while producing wines that showcase the diversity of our many neighborhoods. Our farmers and winemakers work in a manner that is environmentally sound, socially equitable and economically feasible in order to continue our legacy as good stewards of the land and producers of distinctive wines of exceptional quality, authenticity and integrity.

New Mission Statement

*Adopted by approval of Board of Directors in
November 2022*

The Russian River Valley Winegrowers (RRVW) is a community of farmers and winemakers promoting the exceptional grapes and world-renowned wines reflective of the diversity within the Russian River Valley AVA.

We are multi-generational stewards of our land and natural resources, continuously innovating sustainable practices for the future in our premier region known for its distinctive Pinot Noir, Chardonnay, and other grape varieties.



Table of Contents

Officers, Board of Directors, & Team.....	5
President's Message & Executive Director's Note.....	8
Marketing + PR.....	13
Russian River Valley Paulee 2022 + Pinot Forum 2022	17
Financial Report	24
Membership Report	29
Member Events in 2022.....	30
Sponsorship Recognition.....	33
A Look to 2023 and Beyond.....	35



Officers, Board of Directors, & Team

President

Clark Lystra, Betty Ann Vineyard
4721 Hall Road
Santa Rosa, CA 95401
Grower, 2nd Term: 2021-2023
crlystra@aol.com

1st Vice President

Donald Patz, Maritana Vineyards
1200 American Way
Windsor, CA 95492
Winery, 1st Term: 2020-2022
donald@donaldpatzwinegroup.com

2nd Vice President

Ryan Kunde, DRNK Wines
3637 Frei Road
Sebastopol, CA 95472
Winery, 1st Term: 2021-2023
ryan@drnkwin.es.com

Treasurer

Michelle Muth Ausburn, BPM LLP
110 Stony Point Road, #210
Santa Rosa, CA 95401
At-Large, 2nd Term: 2021-2023
mausburn@bpmcpa.com

Directors

Gio Balistreri, Russian River Vineyards
(Past President)
PO Box 920
Forestville, CA 95436
Grower, 3rd Term: 2020-2022
gio@russianrivervineyards.com

Diane DiRoma, Ron Rubin Winery
5220 Ross Road
Sebastopol, CA 95472
Winery, 1st Term: 2021-2023
diane@ronrubinwinery.com

Nick Frey, Balletto Vineyards
5700 Occidental Road
Santa Rosa, CA 95401
At-Large, Legacy Seat: 2022-2024
nick@ballettovineyards.com

Marshall Graves, Bank of Marin
50 Santa Rosa Avenue
Santa Rosa, CA 95404
At-Large, 1st Term: 2021-2023
marshallgraves@bankofmarin.com

Barry Herbst, Bottle Barn
3331 Industrial Drive
Santa Rosa, CA 95403
At-Large, 1st Term: 2021-2023
winebuyer@bottlebarn.com

Mari Jones, Emeritus Vineyards
2500 Gravenstein Hwy N.
Sebastopol, CA 95472
Grower, 1st Term: 2022-2024
mari@emeritusvineyards.com

Jake Martini, Taft Street Winery
2030 Barlow Lane
Sebastopol, CA 95472
At-Large Winery, 2nd Term: 2022-2024
jake@taftstreetwinery.com

Erica Odden, Rodney Strong Vineyards
11455 Old Redwood Hwy
Healdsburg, CA 95448
Grower, 1st Term: 2022-2024
eodden@rodneystrong.com

Geoffrey Thompson, Notre Vue Estate
11010 Estate Lane
Windsor, CA 95492
Grower, 1st Term: 2022-2024
geoffrey@notrevueestate.com

Cristina Torres, Marimar Estate Vineyards & Winery
11400 Graton Road
Sebastopol, CA 95472
Winery, 1st Term: 2022-2024
cmt@marimarestate.com

Executive Director

Jesslyn Jackson
(O) 707.360.2907
(C) 205.862.3007
Jesslyn@rrvw.org

Russian River Valley Winegrowers

P.O. Box 16
Fulton, CA 95439-0016
Phone: 707.360.2907
info@rrvw.org
russianrivervalley.org

Former Presidents of Russian River Valley Winegrowers

Mike Sullivan, Benovia Winery

3339 Hartman Road
Santa Rosa, CA 95401
mike@benoviawinery.com

Chris Crispo, Bush Crispo Vineyards

2617 Woolsey Road
Windsor, CA 95492
bushcrispovineyards@live.com

Gio Balistreri, Russian River Vineyards

PO BOX 920
Forestville, CA 95436
gio@russianrivervineyards.com

Clay Gantz, Gantz Family Vineyards

1700 Laguna Road
Santa Rosa, CA 95401
clay@gantzfamilyvineyards.com

Rod Berglund, Joseph Swan Vineyards

2916 Laguna Road
Forestville, CA 95436
rod@swanwinery.com

Chris Donatiello, C. Donatiello Winery

4053 Harlan St. #311
Emeryville, CA 94608
christopher.donatiello@gmail.com

Randy Luginbill, Silverado Sonoma Vineyards, LLC

855 Bordeaux Way, Suite 100
Napa, CA 94558
randy@swgnapa.com

John Holdredge, Holdredge Wines

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

Nick Leras, Nick Leras Vineyards

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

Steve Dutton, Dutton Brothers Farming & Dutton Ranch

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

Valerie Wathen, Dutton-Goldfield Winery

3100 Gravenstein Hwy N
Sebastopol, CA 95472
valerie@duttongoldfield.com

Bob Cabral, Bob Cabral Wines

P. O. Box 1389
Healdsburg, CA 95448
bob@bobcabralwines.com

Merry Edwards, Merry Edwards Wines

2959 Gravenstein Hwy
Sebastopol, CA 95472
merry@merryedwards.com

Ellen Mack, Russian Hill Estate Winery

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

Kirk Lokka, Emeritus Vineyards

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

Hector Bedolla, Crop Production Services

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

Lee Martinelli, Jr. Martinelli Farms, Inc.

Warren Dutton, Dutton Ranch

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





President's Message & Executive Director's Note

RRVW Outgoing President's Message

As the outgoing Russian River Valley Winegrowers Board President, I wish to thank our members, sponsors, and Board of Directors for their support during my two-year tenure. I believe that, while we saw some membership changes over the past year, our member and sponsor community remain strong, as does the Russian River Valley brand.

I would like to recognize and personally thank our Executive Director, Jesslyn Jackson, for her leadership and tireless work in support of our organization. Her professionalism and commitment to excellence made a real difference. I would also like to thank Christine Margetts for her administrative and financial records support. Her experience with the RRVW over the years is invaluable to the Board and to the smooth operation of the organization.

As pandemic restrictions eased, events were rescheduled, and normalcy began to return to our community despite some ups and downs. RRVW supported the Sonoma County Pruning Competition and was a presenting partner for Pinot Forum, a popular trade event. But issues such as inflation, supply chain disturbances and competition for venues, equipment and personnel confronted us. While challenging and often frustrating, each of these presented an opportunity for change in our organization. They included membership dues and sponsorship restructuring, committee changes, conversion of our physical office space to a remote office solution, calendar and event changes, streamlining of the budget, and bylaw amendments on board structure and meetings. The Board of Directors unanimously supported all of these changes.


We also pressed forward with our annual Paulée Dinner at the La Crema Estate at Richard's Grove. Thanks so much to Jackson Family Wines and the La Crema team for their support, as well as to the amazing chefs, participating wineries, and sponsors that helped make this a world-class event. I'd like to also thank American Ag Credit for their sponsorship of our RRVW Vineyard Sign replacement initiative.

I look forward to continuing to participate on the Board of Directors in 2023 and seeing everyone at RRVW events!

Clark Lystra

Outgoing Board President

Russian River Valley Winegrowers



*“Participation and input
by members is important to
the success of the RRVW.
So much of what the
organization needs to be
successful resides in
our member community.”*

Executive Director's Note

After 18 months in the role as Executive Director, I have listened to feedback from our members regarding their vision for the organization and the steps necessary to get there. This includes the type of support that is needed for both segments of our membership: growers & wineries. We are a diverse community comprised of large and small producers, hobby growers and large agricultural operations, members who exclusively grow and produce Chardonnay and Pinot Noir, and those that hang their hats on one of the 30+ other varietals we grow across our AVA.

I, with the support of the Board of Directors, worked in the second half of 2022 to find ways to take this organization into the next era. First, I proposed and sought approval for a more inclusive mission statement that pertains to all segments of our members. Second, I restructured our membership dues into a flat-rate tiered system that will allow us to better predict our revenue and plan for our marketing and event efforts in the future. Third, I suggested to shift the organization's focus towards investment in larger-scale marketing & public relations campaigns throughout 2023. To do this, we made the decision to postpone any Russian River Valley Signature events for 2023. This will afford us the time to evaluate how to execute a new event without a significant financial loss, to develop a new format that encompasses many of our traditions, and to engage a new consumer audience. In lieu of hosting a Russian River Valley-branded event, we will seek sponsorship of existing consumer and trade events that we can participate in throughout 2023 to provide our members an opportunity to tell their stories and share their wines.

We greatly appreciate the support of our members and sponsors, especially to our early adopters and contributors who have made us what we are today. Please feel free to reach out to me if you ever have questions about your membership or want to learn how to get more involved. I am proud to represent this association and share the stories of our members.

Cheers and more to come in 2023!



Jesslyn Jackson

Executive Director, Russian River Valley Winegrowers





Additional RRVW Support

Amy Tesconi, Project Manager and Marketing Consultant, Tesconi Marketing

Russian River Valley Winegrowers has enjoyed working with Amy Tesconi, an independent marketer, since the start of her freelancing venture, Tesconi Marketing, in 2021. Amy has assisted in redesigning many of the Russian River Valley collateral assets, particularly for the Neighborhoods initiative. She also will be the project manager lead for most of the Marketing + PR efforts for 2023 during the Executive Director's leave. Amy has an extensive wine industry background:

- BA Communications, 2005 San Diego State University / MBA 2009 Cal Poly San Luis Obispo
- Started wine career in 2009 in Paso Robles and has held marketing positions at well-known wineries to include Justin, Benziger Family Winery, Mumm Napa, and Kenwood Vineyards
- Former Director of Marketing and PR for Sonoma County Winegrowers 2017-2021
- Wine marketing consultant, strategist and project manager
- Adjunct instructor for SRJC DTC Wine Marketing Course

Amy Tesconi

Amy@rrvw.org

About our Bookkeeper

Christine Margetts, Sonoma Ag Art

Christine's passion for wine, and the Russian River Valley originated while employed by two of the most recognized and influential scions of Sonoma County; Saralee McClelland Kunde and Richard Kunde. Saralee was a founding member of the inaugural board of the Russian River Valley Winegrowers and served as the Treasurer for many years. Christine has provided accounting expertise to Saralee and the Winegrower board since 1997. After Saralee's passing in 2014, Christine continued to support the board by providing bookkeeping guidance to the organization.

After Richard's passing, Christine continued in her role as General Manager of Sonoma Ag Art, which owns Catie's Corner and Coffey Lane Vineyards. Additionally, she provides accounting support to Sonoma County non-profit agricultural-related companies, as well as serving on the board of the Russian River Valley Winegrowers Foundation and Sonoma County Fair Foundation.

Christine Margetts

1998 Jones Road

Windsor, CA 95492

707.837.9200

Christine@SonomaAgArt.com





Marketing + PR



Marketing + PR Briefing

Chair of Marketing + PR Committee: Jake Martini, Taft Street Winery

With continued membership engagement, the marketing & PR committee built on efforts from the previous year with PR activations including:

- Press Releases surrounding our two core events, Russian River Valley Paulée and Pinot Forum
- Larger participation and engagement in Pinot Forum
- Media FAM Hosting in conjuncture with our signature events
- Collateral and branding enhancements

Our goal is to continue to focus on marketing initiatives that encompasses the history of the Russian River Valley and its people; to capture and share the stories of our members to consumers, trade, and media. Planned for 2023 are a celebration of the AVA's 40 years; PR outreach highlighting Pinot & Beyond; as well as involvement and support of Pride Month. We're also focusing efforts to develop a more effective social media strategy with the assistance of Amy Tesconi as well as a more functional website to direct trade, media and consumers alike to our members.

Welcome to Our Neighborhoods

Media Toolkit Development

New Media Toolkit for the RRVW Neighborhoods initiative launched at RRVW member workshop in April 2022 at Rodney Strong Vineyards 'Cellar Door'

- New Neighborhoods Map
- New Informative PowerPoint Deck on Russian River Valley + Neighborhoods
- New Informative Brochure on Russian River Valley + Neighborhoods
- Assets are currently available via a Dropbox link on the RRVW website; they will be accessible via our website in early Q1 of 2023



Russian River Valley Winegrowers PowerPoint Presentation

Welcome to Our Neighborhoods 'Boot Camp' at Rodney Strong Vineyards

April 13, 2022





Russian River Valley Paulee 2022 + Pinot Forum 2022



Paulée Dinner

Russian River Valley Winegrowers marked the start of harvest 2022 with our signature Russian River Valley Paulée dinner held a month earlier than previous years on Saturday, August 6 at La Crema Estate at Saralee's Vineyard in Richard's Grove.

2022 Russian River Valley Paulée Overview

The Annual Paulée featured 26 of our member wineries pouring world-class Pinot Noir, Chardonnay, Syrah, Zinfandel and Sauvignon Blanc. Our culinary partners for 2022 were Chef Crista Luedtke of boon eat + drink, Chef Tracy Shepos Cenami of La Crema Estate, and Chef Mark Stark of Stark Reality Restaurants. All three joined together to craft an amazing family-style meal. We were excited to include several local vendors as well such as Journeyman Meat Co., Wolf Coffee, Volo Chocolate and Grossman's Noshery & Bar.

Guests in attendance included over 10 Bay Area media, one of which was Laurie Jo Miller Farr from Haute Living, who RRVW and member wineries hosted in the area for a couple of days prior to the Paulée. This allowed for additional tasting opportunities for participating wineries. Over 175 seats were sold to consumers with an average ticket price of \$235. There were over 258 people in attendance. The event boosted a whopping \$51k in overall revenue (ticket sales, sponsorship, and winery participation), but due to the high cost of rentals and food costs, the expenses came in around \$62, netting a loss of \$11k overall for the event.



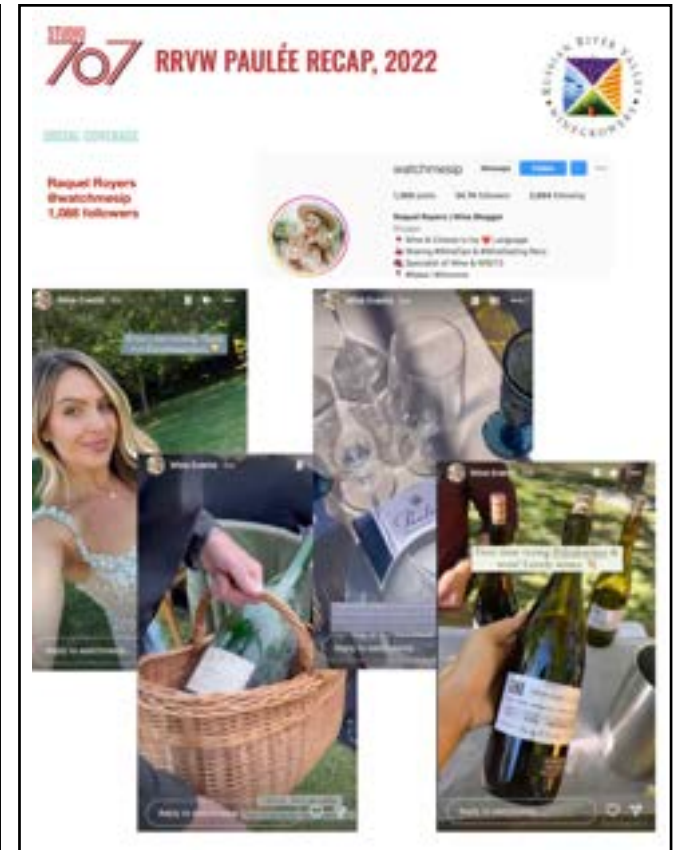


“There’s no better place to celebrate the rich legacy of Russian River Valley than at La Crema Estate at Saralee’s Vineyard. Saralee Kunde had an enormous influence on winegrowing in the area, and she was one of the predominant founders of Russian River Valley Winegrowers, so it is especially meaningful to gather on this picturesque historic property.”

*-Jesslyn Jackson,
Executive Director,
Russian River Valley Winegrowers*

Participating Wineries

- Balletto Vineyards,
- Benovia Winery
- Bob Cabral Wines
- Bricoleur Vineyards
- Carlisle Winery
- Domaine Della
- DRNK Wines
- Gary Farrell Winery
- Hartford Family Winery
- Inman Family Wines
- Jeff Cohn Cellars
- Joseph Swan Vineyards
- Korbel Champagne Cellars
- La Crema
- Landmark Vineyards
- LANDO Wines
- MacRostie Winery & Vineyards
- MARITANA VINEYARDS
- Merriam Vineyards
- Notre Vue Winery & Vineyards
- Ron Rubin Winery
- Russian River Vineyards
- Siduri Wines
- Sonoma-Cutrer
- Three Sticks Wines
- Tongue Dancer Wines.



Media Attendees

- Tina Caputo, freelance
- Ziggy Eschliman, Ziggy the Wine Gal
- J'nai Gaither, Wine Enthusiast
- Theresa Gonzalez, Brit + Co
- Holly Le, freelance/Bay Area Premium Wine Guide/Modern Luxury 6. Danny Mangin, Fodor's Napa & Sonoma
- Alexandra Russell, Wine Industry Advisor
- Carey Sweet, freelance
- Dana Rebmann, freelance
- Raquel Royers, Watch Me Sip





Pinot Forum 2022

Russian River Valley Winegrowers was proud to further our existing partnership with Pinot Forum in 2022 to become a presenting sponsor of the overall event. Pinot Forum is an annual trade-focused event hosted in the Russian River Valley where distinguished Pinot Noir producing wineries collectively host over 50 top wine buyers and sommeliers from across the country, to share an insider's view of the region and explore key trends of the variety through education, networking, and tastings.



July 10-12, 2022

- 58 Sommeliers and Wine Buyers from across the U.S
- 2 Media Representatives: Christina Barrueta on behalf of The Somm Journal and freelancer Shakera Jones (@blackgirlsdinetoo)
- 35 Participating RRVW Member Wineries
- 2 immersive days of programming including two master classes, a marketplace tasting, a Grand Dinner at Gary Farrell Winery + The Bacchanalia at Rodney Strong Wine Estates

Exclusive Media Partnership for Pinot Forum 2023 with THE **SOMM** JOURNAL

Pinot Forum, Presented by Russian River Valley Winegrowers, secured a media exclusive partnership for the 2023 program (July 9-11) with The Somm Journal and sister publication, The Tasting Panel. This partnership includes:

- Key advertisements to promote the program to interested trade
- Critic/Wine Scoring Reviews for participants of Pinot Forum
- Coverage of the 2022 program in the December 2022 issue; Coverage of the 2023 program in the December 2023 issue
- A six-part series featuring The Neighborhoods of Russian River Valley in all issues from December 2022-December 2023



Part 1 of the six-part Neighborhood Series in November/December 2022 Issue of The Somm Journal

Advertisement in November/December 2022 Issue of The Somm Journal



PINOT FORUM
RUSSIAN RIVER VALLEY
SONOMA COUNTY, CALIFORNIA



Financial Report



Financial Highlights of 2022

Prepared by RRVW Treasurer, Michelle Muth Ausburn

Revenues

Total revenues were \$211,322, short of budget of \$232,500 by \$21,178. The variance is primarily related to unfavorable variances in Grower and Winery Membership dues offset by favorable variances in Community Partnership/Sponsorship dues and Paulée income.

Grower and Winery Membership dues totaled \$130,252, short of budget of \$175,000 by \$44,748. Community Partnership/Sponsorship dues were \$30,000 and exceeded budget of \$22,500 by \$7,500.

Expenses

Actual expenses were \$255,534, exceeding budgeted expenses of \$249,960 by \$5,574. The variance is primarily related to overages in Paulée event expenses offset by favorable variances in rent, website maintenance and employee expenses.

Paulée income was \$51,069, compared to budgeted income of \$35,000. Related expenses were \$62,079, compared to budget of \$30,000. Net loss from the event was \$11,010 compared to budgeted net income of \$5,000.

Net Loss

Actual net loss totaled \$43,859, an unfavorable variance of \$26,399 compared to budgeted net loss of \$17,460.

Cash

Bank balances totaled \$245,595 as of December 31, 2022.

5-Year Trends

Net Income (Loss)

Year	Net Income
2017	(\$26,607)
2018	\$23,167
2019	\$18,350
2020	\$52,477
2021	(\$60,492)
2022	(\$43,859)

Cash Balance

Year	Net Income
2017	\$258,233
2018	\$284,921
2019	\$327,918
2020	\$360,947
2021	\$267,258
2022	\$245,595

Income

	2022 Actual	2022 Budget
Membership Dues		
Grower	\$50,530	\$75,000
Winery	\$79,722	\$100,000
Community Partnership Sponsorship	\$30,000	\$22,500
Total Membership Dues	\$160,252	\$197,500
Events		
Paulee Income	\$51,069	\$35,000
Total Event Income	\$51,069	\$35,000
Total Income	\$211,322	\$232,500

Expenses

	2022 Actual	2022 Budget
Advertising	\$145	\$ -
Website	\$4,948	\$7,800
Marketing and PR	\$14,955	\$13,000
Bank Service Charges	\$2,454	\$1,500
Contract Labor	\$ -	\$1,000
Donations	\$50	\$ -
Dues and Subscriptions	\$486	\$300
E-Mail Service Provider	\$882	\$1,000
Rent	\$7,348	\$12,000
Utilities	\$1,513	\$4,000
Pinot Forum	\$4,111	\$5,000
Freight and Shipping	\$ -	\$500
Insurance	\$13,286	\$13,000
Licenses and Permits	\$105	\$100
Office Supplies	\$651	\$1,200
Office Furniture	\$ -	\$2,000
Office Equipment	\$874	\$ -
Paulee Expenses	\$62,079	\$30,000
Postage	\$57	\$1,000
Post Office Box Rental	\$318	\$150
Phone	\$4,281	\$3,600
Printing	\$ -	\$2,500
Passion for Pinot	\$(10)	\$ -
Professional Fees	\$9,712	\$9,500
Executive Director	\$105,000	\$117,600
Payroll Taxes	\$8,404	\$9,000

	2022 Actual	2022 Budget
Development	\$869	\$2,000
Board of Directors	\$365	\$500
Member BBQ	\$1,454	\$1,500
Annual Report	\$500	\$1,500
Annual Meeting	\$5,223	\$3,650
Member Mixers	\$4,300	\$4,000
Miscellaneous Expense	\$880	\$1,000
Franchise Tax Board	\$ -	\$60
Sales Tax Expense	\$295	\$ -
RRVW Girls Scholarship	2,000	-
Sales Tax Expense	43	-
Signs	2,036	500
Utilities	2,029	4,000
Website	7,113	7,800
Total Expense	\$255,534	\$249,960
Other Income (Expense)		
Signs, net	\$375	\$(500)
Pruning Contest	\$(633)	\$ -
Donations, net		
RRV Girls, net	\$474	\$ -
Interest Income	\$499	\$500
Other, net	\$(362)	\$ -
Total Other Income, net	\$353	\$ -
Net Loss	\$(43,859)	\$(17,460)



Membership Report



Member Events in 2022

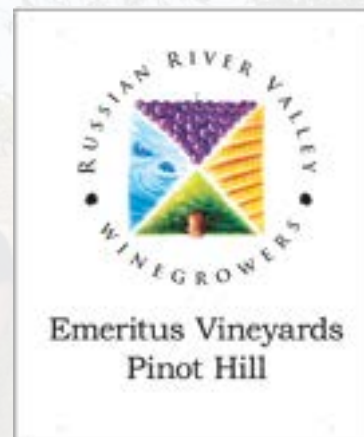
- Annual Meeting for 2022 @ Vintner's Inn Resort in March
- Vineyard Walk @ Bacigalupi Vineyards in May
- Vineyard Walk @ Limerick Lane Cellars in August
- Member BBQ + Redwood Empire Food Drive @ Balletto Vineyards in October
- Annual Meeting for 2023 @ Paradise Ridge in December

American AgCredit RRVW Vineyard Sign Replacement Program

For the month of June, American AgCredit sponsored the RRVW Vineyard Sign Replacement Program, which allowed members to purchase NEW vineyards signs for their property at 50% of the actual cost of production.

Over 40 members took advantage of this special offering.

RRVW also introduced new 'Neighborhood' signs that can be attached to existing vineyard signs.



American
AgCredit

Your future grows here

Grower Members

Allen Family Vineyards
Ancient Oak Cellars
ASERN Vineyards
Aster Vineyards
BCD Farms
Bacigalupi Vineyards
Baekgaard Family Farm
Balletto Vineyards
Bell Summe Vineyard
Benovia Winery
Betty Ann Vineyard
Bialla Vineyards
Bisou Vines
Boschetti Family Vineyards
Bricoleur Vineyards
Bush Crispo Vineyards
Calegari Vineyard
California Wineries & Vineyards
Carinalli Vineyards
Cartograph
Cole Creek Vineyard
Cornerstone Certified Vineyard
Dalya Estate
Dellinger Vineyard
DNA Vineyards
Domaine de la Riviere
Double Creek Vineyards
Dow Vineyard
Emeritus Vineyards
Ewald Vineyard
Flora Vina
Forchini Vineyards
Four Palms Farm
Gantz Family Vineyard
Great Oak Vineyards
Gunsalus Vineyard
Hoeschler Vineyards
HoppeKelly Vineyards
Iron Horse Ranch & Vineyards
Jackson Ranch & Vineyard

Joseph Swan Vineyards
Julia's Vineyards
Kasim Family Vineyard
Kobler Family Vineyards
La Crema
Landmark Vineyards
Lennox Vineyards
Leras Vineyards
Martin Ray Vineyards & Winery
Medlock Ames Vinters
Merriam Vineyards
Mononi Ranches
Moore Vineyard
Notre Vue Winery & Vineyard
Nunes Vineyard
O'Connor Vineyards
Ponzo Vineyards
Ramey Wine Cellars
Rancho Coyote Vineyard
Redwood Lane Vineyards
Ricioli Bros
Rochioli Winery
Rodney Strong Wine Estates
Ron Rubin Winery
Ruxton Vineyard
Sanchietti Ranch
Sonoma Ag Art
Sonoma Cutrer Vineyards
Soracco Family Vineyards
Starr Lake Vineyards
Syar Family Vineyards
Trenton View Vineyard
Trione Vineyards
Vino Farms

Winery Members

Ancient Oak Cellars
Arista Winery
Bacigalupi Vineyards
Balletto Vineyards
Benovia Winery
Bob Cabral Wines
Bricoleur Vineyards
Carinalli Vineyards
Carlisle Winery
Cartograph Wines
Char Vale Vineyards
DeLoach Vineyards
Domaine de la Riviere
Domaine Della
Dot Wines
DRNK
DuMOL
Dutton Estate Winery
Dutton-Goldfield Winery
Emeritus Vineyards
Furthermore Wines
Gary Farrell Vineyards & Winery
George Wine Company
Hartford Family Winery
Hook & Ladder Winery
Inman Family Wines
Iron Horse Ranch & Vineyards
J. Cage Cellars
Jeff Cohn Cellars
Joseph Jewell
Joseph Swan Vineyards
Kanzler Vineyards
Korbel Champagne Cellars
La Crema Winery
Landmark Vineyards
LANDO Wines
Limerick Lane Cellars
Lynmar Estate
MacRostie Winery & Vineyards
Marimar Estate Vineyards & Winery
MARITANA Vineyards

Martin Ray Vineyards & Winery
Martinelli Winery
Medlock Ames Vinters
Merriam Vineyards
Merry Edwards Winery
Modus Operandi Cellars
Moshin Vineyard
Notre Vue Winery & Vineyard
Nunes Vineyard
Paradise Ridge Winery
Paul Hobbs Winery
Pellegrini-Olivet Lane
Ramey Wine Cellars
Rancho Coyote Vineyard
Rochioli Winery
Rodney Strong Wine Estates
Ron Rubin Winery
Russian River Vineyards
Scherrer Winery
Senses Wines
Siduri Wines
Sonoma Cutrer Vineyards
St. Michelle Wine Estate
Taft Street Winery
Three Sticks Wines
Tongue Dancer Wines
Trione Vineyards
Twomey Cellars
Williams Selyem
VML Winery



Sponsorship Recognition





A Look to 2023 and Beyond



"I'm incredibly excited to support the Russian River Valley as President during its 40th anniversary in 2023. This year is a wonderful opportunity to honor the rich history of our AVA and celebrate not only the established names and farming legacies, but also new up-and-comers and multi-generational businesses building upon what already has been established. It is the people in the Russian River Valley that make this place special, and I feel fortunate to be a part of this wonderful community."

*-Jake Martini, Taft Street Winery
Incoming RRVW President, 2023*



Marketing + PR Initiative 1: Celebrating 40 Years of Innovation, Craft & Community

Goal: Honor the rich history of the RRVW by marking the 40th anniversary of the AVA's founding in 1983. Leverage milestone as opportunity to highlight the diverse winery + grower members, farming legacy and, of course, world-class wines.

Activation points

Development of Talking Points + Messaging Guide + Commemorative Assets, Winter 2023

- National Press Release + Media Pitches, Winter 2023
- National anniversary announcement featuring a selection of wineries who will participate in the “Decades of RRVW” consumer tour.
- Release will highlight major milestones and legacy of innovation among growers + vintners.
- Individual media targets with specific story ideas for wine, lifestyle + influencer coverage.
- Studio 707 will create overarching Anniversary messaging as a guide. Can be shared with hospitality teams, marketing, etc.
- Decades of RRVW Webpage , Spring 2023 , that has a draw for consumers (self-guided tasting through the decades)
- Developing a new landing page on website outlining history and showcasing member wineries/ growers established in each decade.

Exclusive Media Tasting, TBD Fall 2023

- A highly targeted tasting with A-list Bay Area writers, showcasing pairs of wineries/growers and exploring the rich history of the region.

Marketing + PR Initiative 2: Pinot and Beyond

Goal: *To showcase the diversity of RRVwines by focusing on the more obscure varieties. Highlight winery + growers who have non-Pinot or Chardonnay offerings and emphasize why the Russian River Valley is well-suited to growing and creating the highest-quality wines for any palette.*

Activation points

- Targeted Media Mailer, Spring 2023- Share a streamlined selection of wines with targeted list of A-list journalists and influencers.
- Pitch key publications for a feature story on the lesser-known grapes of the Russian River Valley.
- Bring in an existing partner (Coravin, etc.) to sponsor mailer





Marketing + PR Initiative 3: Pride in Russian River Valley

Goal: Help make the RRV THE place for wine tasting in the month of June. Spread the word about special DTC offerings and events, while also featuring the local LBGT community.

Activation points

- Gay Wine Weekend Presented by Out in the Vineyard, July 14-16
 - Confirmed partner for opening reception at central location in downtown Healdsburg
 - 16 Members Confirmed to Participate
- RRVW Pride Storytelling
- Social media calendar highlighting RRVW members that are leading players in the LBGTQ+ community
- Calendar lists, local radio interviews, etc



2023 EVENT PARTNERSHIPS

- Passion 4 Pinot, Palm Desert
January 27-28
- Master Class at World of Pinot Noir
March 3
- Grand Tasting AVA Association
Participant at World of Pinot Noir
March 3 & March 4
- Sonoma County Barrel Auction
Collaborative Lot, May 5
- Other community event sponsorships
TBA



2023 Calendar

January 27-28	Passion 4 Pinot in Palm Desert; 40th Anniversary Celebration Dinner at Mission Hills Country Club hosted by Russian River Valley Winegrowers
March 1	County-Wide Pruning Contest at Foley Family Wines property at 3700 Pine Flat Road, Healdsburg.
March 3-5	World of Pinot Noir in Santa Barbara featuring Past, Present + Future Master Class Presented by Russian River Valley Winegrowers
March 7	RRVW Members: Quarterly Educational Series-Grower Workshop at American AgCredit
May 24	RRVW Members: Vineyard Walk at Ross Ridge Vineyard Hosted by Sonoma County Properties
June 14	RRVW Members: Quarterly Educational Series-Winery Workshop at Martin Ray Winery
June 24	Taste of Sonoma Hosted by Sonoma County Vintners
July 9-11	Pinot Forum Presented by Russian River Valley Winegrowers with Exclusive Media Partner, The Somm Journal
July 14-16	Gay Wine Weekend hosted by Out in the Vineyard; Opening Night Reception Sponsored by Russian River Valley Winegrowers
October 19	RRVW Members: Annual Member BBQ at Landmark Vineyards
November	RRVW Members: Quarterly Educational Series
December 12	RRVW Members: Annual Meeting + Holiday Party at Balletto Vineyards

All dates are subject to change depending on availability of venue hosts or conflicts with other meetings and events in our area. More member networking opportunities and events will be added throughout the year once confirmed.

Committee Meeting Schedule

Russian River Valley Winegrower Meetings will be held via Zoom unless otherwise indicated. To be considered for a committee seat please email the Jesslyn Jackson at Jesslyn@rrvw.org.

• Direct to Consumer (DTC) Networking Group

Chair: Cristina Torres, Marimar Estate

- Thursday, February 9, 9:00am via Zoom
- Wednesday, April 12, 3:30pm-5:00pm @ Hartford Family Winery
- Wednesday, May 17, 9:00am via Zoom
- Tuesday, June 27, 3:30pm-5:00pm @ Lynmar Estate

• Marketing + PR Committee

Chair: Mari Jones, Emeritus Vineyards

- First meeting of the year to be held on Tuesday, January 10, 10:00am
- Committee will typically meet every other month unless additional meetings are deemed necessary by a consensus of the committee. Each future meeting date will be determined in the committee meetings.

• Events Committee

Chair: Erica Odden, Rodney Strong Vineyards

- RRVW is actively recruiting for this committee to assist in the reevaluation of our branded events (the Russian River Paulée and Grape to Glass) to hopefully slate at least one for 2024. Committee to meet every other month starting in May 2023 unless additional meetings are deemed necessary by a consensus of the committee. Each future meeting date will be determined in the committee meetings.