

Russian River Valley Winegrowers News

January 2009

2009 RRVW Board of Directors

Lee Martinelli Jr., Martinelli Farms, Inc. -
President

Valerie Wathen, Dutton-Goldfield Winery,
- **Vice President**

Amy Chenoweth, Chenoweth Vineyards -
2nd Vice President

Carol Kozlowski-Every, Kozlowski Farms
- **Secretary**

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

Dan Aguilar, Silicon Valley Bank

Armon Azevedo, Wilbur-Ellis Co.

Hector Bedolla, La Crema Winery

Rod Berglund, Joseph Swan Vineyards

Guy Davis, Davis Family Vineyards

Steve Dutton, Dutton Ranch

John Holdredge, Holdredge Winery

Alex Klein, American AgCredit

Nick Leras, Nick Leras Vineyards

Kirk Lokka, Emeritus Vineyards

Randy Luginbill, Silverado Sonoma
Vineyards

Your votes are in and our newly appointed Board of Directors is located to the left. We would like to thank all of you who returned your nomination forms and ballots for the 2009 RRVW Board of Directors elections. We received ballots from close to half of our membership.

Special congrats to the newly elected, appointed and re-elected Board members: John Holdredge of Holdredge Winery; Randy Luginbill of Silverado Sonoma Vineyards, LLC; Alex Klein of American AgCredit; Steve Dutton of Dutton Ranch; Carol Kozlowski-Every of Kozlowski Farms and Armon Azevedo of Wilbur-Ellis Co.

We would also like to thank the nominee's whom were not successful in gaining a seat on the board: Paul Bialla of Bialla Vineyards; Henry Bisordi of Bisordi Vineyards; Jim Ettaro of Gallo Family Vineyards; Frane Franicevic of Sunce Winery & Vineyard and Gary White of Pacific Crest Marketing.

The RRVW values and appreciates all the interest nominees have shown in our organization. Our hope for 2009 is to maintain our world class roster of events and projects as well as instituting exciting new projects.

If you or someone you know would be willing to head or serve on any committee, we would be most appreciative. It takes a River to make a Valley!!

New Members of 2009 - Please join the RRVW in welcoming the following new members:

Thomas George Estates
Silverado Sonoma Vineyards, LLC

RRVW Membership Updates

Membership renewal packages have gone out. If for any reason you have yet to receive yours, please contact our office manager, Jennifer at (707) 521-2534. Please be sure to review your membership profile for accuracy. Complete the enclosed items and return to the RRVW office at your earliest convenience in order to be included in the Annual Guide to the Russian River Valley print piece.

RRVW Annual Meeting:

Mark your calendar and plan to join us for the Annual Membership meeting of the RRVW on Wednesday, February 4 at 10 am at the Holy Ghost Hall at 7960 Mill Station Road in Sebastopol. In addition to updates on activities of the RRVW we will have John Kilcullen speak about "Marketing into the Future – New and Emerging Markets".

Two guests per membership may apply. Dutton-style lunch to be served. Please RSVP no later than January 20 to info@rrvw.org or call the RRVW

Newsletter Spotlight - Korbel Winery

The Russian River Valley Winegrowers would like to congratulate our member **Korbel Winery** once again for being part of a historic moment in time!!

History has been made with Barack Obama being sworn in as the 44th President of the United States and Korbel Champagne Cellars will be there to toast the new president on this momentous occasion. On January 20th, immediately following the Swearing-In Ceremony, Korbel Russian River Valley Natural Champagne - featuring a commemorative neck label including the Inaugural Seal - was served at the Inaugural Luncheon and raised in toasts to the new Obama administration.

Upcoming Events: Mark your calendars:

Annual Membership Meeting - February 4, 2009 10am-2pm
6th Annual Crab & Fennel Fest - March 7, 2009 5:30PM
Board of Directors Meetings - 3rd Thursday of the Month

NEW : Classified Listings

Do you need Sales?

Looking for an excellent sales person specializing in premium

lunch to be served. Please RSVP no later than January 30 to info@rrvw.org or call the RRVW office at 707-521-2534.

Do you need sales?

Looking for an excellent sales person specializing in premium brands with outstanding contacts? Then contact: Carolyn Vineyard @ (707) 857-3192 or petitchien6@aol.com

Russian River Valley Marketing News

Meet Lee Hodo, Marketing Manager for RRVW



January 2009, Lee Hodo joined the RRVW as Marketing Manager. Lee is a thirty year veteran in marketing and promotion of wine and destination brands.

Raised in Sacramento, California, Lee's connection with agriculture came early as she observed the seasons in the local farmlands of the Sacramento Valley. It was no accident that she was drawn to the emerging viticulture movement when she arrived in Sonoma in the 1970's

Her wine industry career started in the late 70's when pioneering growers and winemakers in California were beginning to make themselves known. As PR Director during the launch of *Jordan Vineyard and Winery* she was a part of the team involved in the most exciting wine project in California at the time. In the early 80's she joined another pioneering project, *Acacia Winery*, which was breaking ground as one of the first Pinot Noir producers in the US to gain national and international notoriety.

Lee's experience spans California's varied wine regions where she has executed successful marketing and promotional programs, bringing her clients national notoriety in television, radio, and print while building strong allegiances with the trade. Napa Valley, Sonoma County, Mendocino County and the Sierra Foothills have all been home to past associations with *Bouchaine Vineyards*, *Rodney Strong Vineyards*, *Parducci Winery*, and *Ironstone Vineyards*.

As a freelance consultant Lee's portfolio included such noteworthy clients as; *Schramsberg Sparkling Wine*, *Napa Valley Wine Auction*, *Russian River Valley Pinot Forum*, and *Raymond Vineyards*.

Lee and her husband, Jim Kopp reside in Santa Rosa where they enjoy cooking, discovering wines of the world, and biking around the beautiful Russian River Valley.

RRVW Food & Wine Magnum Partnership

We had a very impressive turnout for our Marketing Opportunities Open House on January 8th with a packed house of about 40 member representatives.

Board President, Hector Bedolla gave an overview of how we came upon our new office space courtesy of Lera's Vineyards and our members seemed to feel right at home here!

Guy Davis of Davis Family Vineyards and Marketing Committee Chair explained the scope and advantages of the Food & Wine Magazine marketing opportunities and the RRVW Guide. New this year is a special focus on bottle images with "Vineyard Designate" labels in our *Food & Wine* ads as well as an ad specially dedicated to our growers. We have had outstanding response to these opportunities and thank those who have signed up and look forward to more of your participation.

Recipe Call:

Do you have a recipe you would like to see published in our Guide to the Russian River Valley, then send it our way.

We are looking for either a fish or meat recipe that would pair nicely with Red and/or White wines!

Seminars:

Please keep an eye out for seminar opportunities both with the RRVW and others.

If you have a seminar you would like us to advertise, contact our office at (707) 521-2534.

Other Marketing Opportunities

Wall Street Journal invites wineries to submit wine for review for their "Annual Dozen" selection. Go to, www.wsjwine.com/annualdozen for information and submission forms for this free opportunity to be considered in this selection. Please call Lee Hodo at: 707-521-2534 if you have questions.

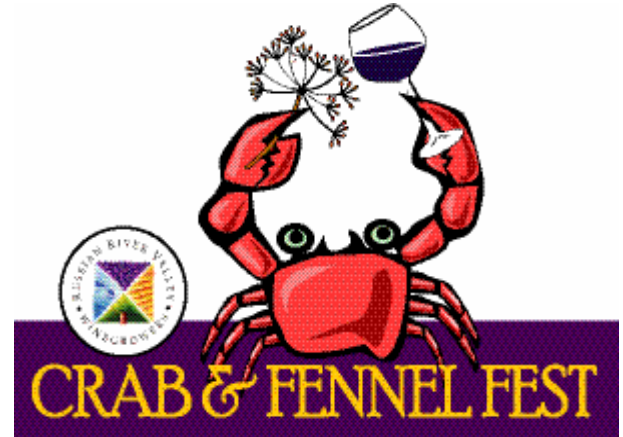
Russian River Valley Events News

RRVW Events with Judy Groverman Walker

Saturday, March 7, 2009
Sonoma County Fairgrounds, Hall of Flowers
Santa Rosa, California
Reception and Silent Auction: 5:30 PM
Dinner: 6:00 to 7:30 PM

Crab & Fennel Fest

Roll up your sleeves, crack fresh Dungeness crab, quaff Russian River Valley wine and experience culinary fennel creations made by local chefs in a relaxed and enjoyable atmosphere. This event is held in conjunction with the 31st Annual Wine Road Annual Barrel Tasting weekend.



Please look for participation forms and plan to provide wine for this very important RRVW event. You can also help by adding information about the Crab & Fennel Fest to your web site with a link to the RRVW web site to encourage ticket sales. There is also an opportunity to supply items for the silent auction.

Tickets are \$55 per person and include two glasses of RRV wine. Reserved tables for 8 people are also available for \$550. For more info or to purchase tickets go to www.rrvw.org or call 707-521-2535. Must be 21 years of age or older to attend, ticket will not be available at the door.

Save the date! - Grape to Glass Weekend August 14-16, 2009

Mark your calendars and plan to participate in the 14th Annual Russian River Valley Grape to Glass Weekend, August 14-16, 2009. This annual event not only raises funds for the association, but is also valuable in the promotion of the Russian River Valley – the people, the wines, the vineyards, the foods, the lifestyle, the lodging...

We are in the process of planning this year's event. Now is the time to get involved – provide your input, join one of our committees, sign up to participate in the many programs and activities, donate to the auction. Participation forms will be sent out by February 1. For more information or to volunteer to help please contact Judy Walker at 523-3728 or email her at judy@rrvw.org.

New Spirit of Service in America - Volunteers Needed!!

As part of the "Renew America Together" initiative that Barack Obama is promoting we ask you to volunteer your time to help the Russian River Valley Winegrowers. We have many opportunities available and hope that you will contact us to volunteer your time at any of the following:

Crab & Fennel Fest (March 7) – set up, ticket sales, food, wine bar, serving, clean up, crab races
Grape to Glass (August 14-16) – committee chairs and committee members for Volunteers, the Poker Run, Check In, Auction. Volunteers for the Friday night event; Tour de Vine Bike Ride; Hog in the Fog (food, auction, clean up, set up, check in, wine bar, sommeliers); Wings, Wine and Wind-down.
Office Help (ongoing)

To help with the Crab & Fennel Fest or Grape to Glass contact Judy Walker at 523-3728 or Judy@rrvw.org. To help at the RRVW office please contact Jennifer Gavrilloff at 521-2534 or info@rrvw.org. We look forward to hearing back from you.

Amongst Sonoma's rolling hills filed with the coming year's harvest, also lies the quiet pain of hunger. To learn more about Hunger in our community and how you can help please contact: The Redwood Empire Food Bank (707) 523-7900 or go to our website www.refb.org

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