

# RUSSIAN RIVER VALLEY WINEGROWER NEWS

*You can't imagine a more beautiful place to grow great wine!*



## Member Profile - Solar Works

March 2009



Solar Works joined the RRVW as a Retail Member in July of 2008. Their involvement with the RRVW since then has been phenomenal. In 2009 they have joined us for our Annual Meeting, worked at the Crab & Fennel Fest, are part of the RRVW Millennial Council and will host their first Growers Seminar on April 23rd, 2009. We are pleased to have them profiled as our

Member of the Month!

Since 1986, Solar Works has been giving people the power to make a difference. A full-service, licensed solar contractor, Solar Works provides high quality solar systems for home, business and community. Solar Works has installed more solar systems in Sonoma County than any other local installer and offers expert in-house design and installation, extraordinary customer service, and the best warranties in the solar industry. A local employer, Solar Works is active in our community, and is committed to a healthy economy and environment.

You can reach Solar Works at (707) 829-8282 or view their website at [www.solarworksca.com](http://www.solarworksca.com).

### 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

### Upcoming Events: Mark your calendars

- Growers Seminar - April 23, 2009 at Dutton Ranch
- Food & Wine "Pebble Beach" - April 16-19, 2009
- RRVW Equipment Auction - May 2, 2009 - Shone Farm
- Sonoma In the City, Austin, TX - May 19, 2009
- Board Mtgs - Monthly on the 3rd Thursday, 2:00 pm

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

Icon Estates, Constellation Wines U.S.  
Tandem Winery  
Littorai Wines  
Freestone Vineyards

## Marketing with Lee Hodo

**GETTING TO KNOW OUR MEMBERS:** Grower, Winery and Commercial members – we're looking for ways in which you plan to conserve water! Conventional, unconventional, innovative and original.....we want to know. Give us a call 521-2534 or e-mail [leeh@rrvw.org](mailto:leeh@rrvw.org)

### Food & Wine Magazine

If you haven't already, don't forget to take a look at the April 2009 issue of *Food & Wine*. The April issue features (9) RRVW Members Bottle shots. There will be subsequent issues in May, July, October and December.

### GETTING TO KNOW OUR MEM-

**BERS:** Grower, Winery and Commercial members – we're looking for ways in which you plan to conserve water! Conventional, unconventional, innovative and original.....we want to know. Give us a call 521-2534 or e-mail [leeh@rrvw.org](mailto:leeh@rrvw.org)

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*Come Cruise with us on Oceania Cruises!*

*The Pinot Passion Mediterranean Cruise featuring Russian River Valley growers and winemakers sails June 17 -27th. Go to [www.rrvw.org](http://www.rrvw.org) to learn more.*

**Grape to Glass – Deadline for tours/special programs is NOW**

**See Below for more details**

## Events with Judy Groverman Walker

March 2009

### Crab & Fennel Fest

Saturday, March 7 was the 6th Annual Russian River Valley Winegrowers Crab & Fennel Fest at the Sonoma County Fairgrounds. Even in a poor economy the Crab & Fennel Fest showed an increase in the number of tickets sold and the amount of money generated through the silent auction. Bringing back the Crab Races also helped to increase the bottom line.

Thank you to all of our members that participated in this year's event – without all of our volunteers we would not be able to hold such a successful event. Also vital to the success of the event, are the dozens of valuable donations for the wine bars and the silent auction. And we couldn't do it without our food purveyors and restaurant members that always come through for us with plenty of fabulous, local ingredients and dishes.

Here is a brief summary of the event:

Total tickets sold 09: **673**

Total tickets sold 08: **615**

Income from Auction: **\$7,971** Last year's auction benefited the RRVWF and raised **\$3,937**

Income from Crab Sales: **\$2,030.00** (We did not have crab races in 08)

If you have any feedback on the Crab & Fennel Fest please email [judy@rrvw.org](mailto:judy@rrvw.org) or give her a call at 707-523-3728. Again, thank you for your support and involvement in Crab & Fennel Fest, next year's event is scheduled for March 6, 2010.

In order to successfully promote the Russian River Valley through our Annual Grape to Glass event - More than ever we need to be out there marketing RRV wines and our region to keep our competitive advantage.

Grape to Glass is August 14-16 and is our major consumer event of the year. A big thank you goes out to everyone that has already responded.

**TOURS** -We are running up against our deadline and still need more behind-the scene educational venues for the G2G programs. Exactly those events that this event is built around - creative tours, panel discussions, field demonstrations...

If you have already signed up to provide a tour/special program, but have not sent over your tour description - please send to [judy@rrvw.org](mailto:judy@rrvw.org) ASAP or fax to (707)528-8633. We want to be sure to include you in the registration materials. The Board of Directors toyed with the idea of changing the 1 pm tour to a winery lunch, it does not appear that is a very viable option – so we will continue to move forward with tours at 10 am and tours at 1 pm and offering our guests a box lunch option. We would love to help you formulate your tour concept! See contact info below if we can be of additional assistance.

**PANEL DISCUSSIONS** - If you would like to be a part of a panel discussion please consider asking your colleagues to participate with you. Panel Discussions need a point person and a location. Right now I have a handful of wineries interested in participating in a panel discussions looking for other participants and locations. See contact info below if you need additional assistance.

**KAYAK**...Need "OUT" location for the RRV Kayak Tour. The Kayak tour is one of our most popular activities of the 3 day event. Guy Davis of Davis Family Wines has volunteered to be the start of the tour - but I need an "OUT" location along the Russian River for launch. If you have a place or connection on the Russian River that would work, please call me at 523-3728, 953-3909 mobile or [judy@rrvw.org](mailto:judy@rrvw.org) or contact Guy Davis at [guy@davisfamilyvineyards.com](mailto:guy@davisfamilyvineyards.com)

If you are interested in doing something, but you are just are not sure, know that we will help you get there. Contact Judy at 707-523-3728 or [judy@rrvw.org](mailto:judy@rrvw.org) or Lee Hodo at 521-2534. Our members are our greatest asset and we want to show you all off.