

# Russian River Valley Winegrowers News

## 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

## RRVW 2008 Annual Meeting

With 2008 behind us and 2009 in full swing, we would like to thank our members for another successful year and attending our Annual Meeting on February 4, 2009. It is because of our members that we are able to move forward with promoting new programs and bring world wide recognition to the Russian River Valley. All of which you have worked so hard to achieve.

The meeting was kicked off with the inauguration of our 2009 RRVW President "Lee Martinelli of Martinelli Farms, Inc.", congratulations to newly appointed/returning Board of Directors and the recognition and appreciation of our 2008 Past President "Hector Bedolla of La Crema Winery" along with Board of Directors who termed out. Special mention and honors were presented to Mauny Kaseburg, former Marketing Manager of the RRVW for all her tireless efforts and contributions to our organization.

John Kilcullen was our keynote speaker this year and we would like to "thank" him for all the invaluable advice he presented to our members on "**Marketing into the Future – New and Emerging Markets**". The feedback we have received has been phenomenal and we are told very refreshing.

We would like to thank, Julianna Martinelli for the Pinot Forum review, Sandy Henson for her update on "Mealy Bug Neighborhood Watch", Solar Works, RRVW member for hosting a table to discuss "Solar Needs/Uses", Judy Groverman Walker for all her time to coordinate the meeting, Steve Dutton's crew for spear heading the catering/bbq and all the RRVW Board members for help with set-up and clean-up. It really does take a whole community!

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

Campbell/McKinney Vineyard  
MAJIK Vineyards  
Graton Vineyard

## RRVW Membership Updates

Thank you to all members whom renewed their membership with the Russian River Valley Winegrowers.

Your renewed membership has guaranteed you a spot in our acclaimed "2009 Guide to the Russian River Valley" You still have time to get in the guide!

If you haven't already sent in your renewal paper work. Please contact Jennifer in the office at (707) 521-2534 and she will re-send your paperwork.

## RRVW Signs:

Get your member sign or a directional arrow sign and represent the RRVW.

## Newsletter Spotlight - Thomas George Winery

New member, Thomas George Estates announced their official opening after months of planning, designing and updating the old Davis Bynum winery location on Westside Road. They are now open daily from 11am - 5 pm. Check them out at [www.thomasgeorgeestates.com](http://www.thomasgeorgeestates.com)

## Upcoming Events: Mark your calendars:

6th Annual Crab & Fennel Fest - March 7, 2009 5:30PM  
Board of Directors Meetings - 3rd Thursday of the Month

## NEW : Classified Listings

2bdrm/1bath house in Cloverdale w/detached carport, fenced back yard, wood floors, central heat/AC. You can walk to town! \$1250/mo - Contact Andrew Forchini

and represent the RRVW.

Andrew Forchini

If you or someone you know needs their sign refreshed, please let us know.

## Russian River Valley Marketing News

### Meet Lee Hodo, Marketing Manager for RRVW

#### STATE OF THE VINEYARD REPORT

Board President, Lee Martinelli, Nick Leras of Leras Vineyards and Jim Ettaro of Gallo and Lee Hodo prepared the first in a series of reports on what is happening in the vineyard seasonally. These reports intended to be educational and up-to-the-minute will go out to the media regularly.

#### RRVW Food & Wine Magnum Partnership

Our first advertisement in Food & Wine Magazine will be in the April issue and on stands March 2<sup>nd</sup>. We have paid special attention in the ad copy to highlight the partnership of our grapegrowers and winemakers.

#### 2009 Guide to the Russian River Valley

The 2009 Guide to the Russian River Valley is near completion. We appreciate our members support in advertising and expertise.

#### Other Marketing Opportunities

- Burghound.com is a quarterly wine review publication by Allen Meadows that reaches subscribers in approximately 50 countries and all 50 states. It provides review of the wines of Burgundy and US Pinot Noir. **Burghound.com is inviting pinot producers in California to submit their current releases for evaluation and commentary.** Please contact Erica Meadows at [mrsburghound@aol.com](mailto:mrsburghound@aol.com) to get information on submitting samples and/or visit [www.burghound.com](http://www.burghound.com) for more information on the publication
- Ronn Wiegand invites wineries to submit their wines for review in his **Restaurant Wine Journal**, [www.restaurantwine.com](http://www.restaurantwine.com). Submit **(2)** bottles with production numbers, blend, release date and price to:

Ronn Wiegand - (707) 224-4777  
306 Randolph Street  
Napa, CA 94559

Wines must be available in "five" major markets

#### 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.



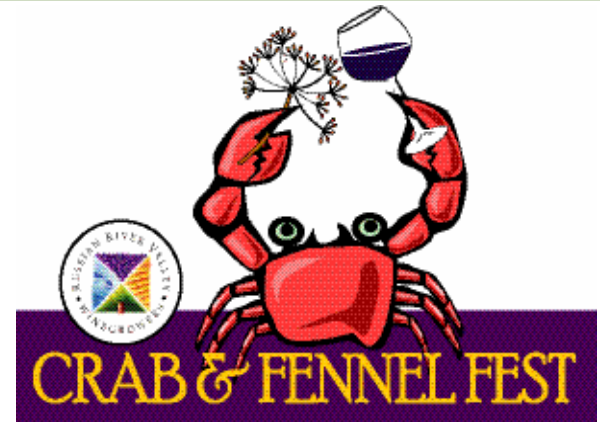
**Add wine infused chocolates** to your tasting room! Beautifully packaged, a portion of the net proceeds from this chocolate collection benefit Sonoma County's Vineyard Employee Education Program. Go to [www.sonomawinegrape.org](http://www.sonomawinegrape.org) or call, 707-522-5860 to find out more.

## 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 31<sup>st</sup> Annual Wine Road Annual Barrel Tasting weekend.

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](http://www.rrvw.org) or call 707-521-2535. Must be 21 years of age or older to attend, tickets will not be available at the door.

### **Crab & Fennel Fest : Donations/Volunteers**

The RRVW Crab & Fennel Fest is almost here – have you made a donation of wine, given an item for the auction and/or volunteered to help?

We know that many of you will be up to your necks and thoroughly exhausted from your participation in Barrel Tasting Weekend. But there are still many ways you can assist with this important RRVW event. If you can't be there in body, you CAN be there in BOTTLE!

You can assist in the following ways:

- Provide 1 to 2 cases of RRV crab-friendly wines to be served at the event.
- Donate to the Silent Auction a bottle, a vertical tasting, an overnight stay, cooking class, gift basket, gift certificate or any other RRV-related item coveted by our visitors.
- Volunteer to help, at the Fest Saturday evening, or for set-up Friday evening or during the day on Saturday.
- Vineyard Designated Tasting Area – requesting 4-6 bottles of Vineyard Designated Russian River Valley wine to pour for our guests that pay \$25 for a Riedel logo wine glass and 3 two ounce pours.
- Buy tickets and attend the event as a guest.

For a wine donation form, a silent auction donation form and a ticket/volunteer form please contact Jennifer at (707) 521-2534 or email [info@rrvw.org](mailto:info@rrvw.org).

**Thank you to all who have already signed up to be involved - it is not too late to contribute and we still need your help to make this event a success!**

If you have any questions or need more info please give Judy a call at 707-523-3728 or email her at [judy@rrvw.org](mailto:judy@rrvw.org).

### **Rare Opportunity to Attend the 2009 Food & Wine Classic in Aspen**

The highest bidder will receive TWO full weekend passes to the 2009 Food & Wine Classic in Aspen June 19, 20 and 21. . Your passes allow you to attend wine seminars and cooking demonstrations during this three-day event. You'll also be treated to lunch while in Aspen, hosted by Julie Lumgair of Windsor Oaks Vineyards. This amazing package includes two round trip ( U.S. continental) Alaska/Horizon Air tickets.

continental) Alaska/Horizon Air tickets.

Restrictions: must pre-register with Food & Wine by March 20; does not include lodging.

Approximate value:\$4,000

Starting bid will be: \$2,500

## **Save the Date! - Grape to Glass Weekend August 14-16, 2009**

Planning for the 14<sup>th</sup> Annual Grape to Glass has begun and we need your involvement. Grape to Glass is the Russian River Valley Winegrower's largest consumer event and a great way to show off your business. Participation forms are due back in to the RRVW office by Friday, March 13. If you need forms, please contact Jennifer in the office at (707) 521-2534 or email [info@rrvw.org](mailto:info@rrvw.org).

Please contact Judy Walker at 707-523-3728 or [judy@rrvw.org](mailto:judy@rrvw.org) if you need more information or have any questions

### **RRVW Pinot Passion Cruise**

Combine your "Passion for Pinot", on a deluxe 10-day Oceania cruise, departing from Rome to Barcelona June 17 to 27, 2009. Rod Berglund from Joseph Swan Vineyards, Rick Moshin from Moshin Vineyards, Vicki and Paul Michalczyk from Hawk Hill Vineyard, and Ben Papapietro from Papapietro Perry Winery, will host you as you taste your way through some of the world's best and most beautiful wine regions.

The RRVW program includes private wine tastings, and winemaker dinners, tours of wine-estates like Ornellaia (one of the few wineries to earn a perfect "100" rating from Wine Spectator), airfare from over 20 US cities, deluxe accommodations and meals, for prices that start as low as \$3349 per person double occupancy. We will be sailing with Oceania Cruises - rated the third best cruise line in the world by readers of Conde Naste Magazine. Oceania only carries 650 passengers, and is known for their no-tie policy, and gourmet cuisine overseen by their Executive Chef, Jacques Pepin.

Food & Wine Trails can be reached at (800) 367-5348, or [info@foodandwinetrails.com](mailto:info@foodandwinetrails.com) for further details.

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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](http://www.refb.org)