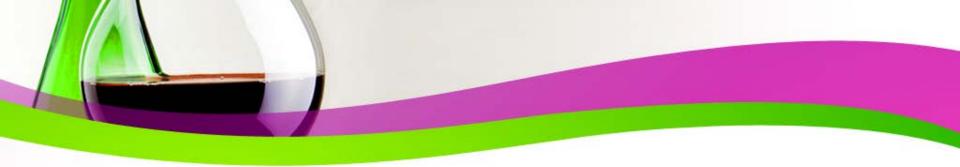
WOMEN FOR WINESENSE

Our 25 Years



Women for WineSense is the premier wine education and networking organization for wine industry professionals and wine aficionados.

- We believe that wine enhances and enriches everyday life.
- We promote the appreciation and responsible enjoyment of wine.
- We support the success and professional development of individuals in wine and associated industries.





The Beginning

- Founders, Michaela Rodeno and Julie Johnson, were leaders in the wine industry and still are today.
- Back in 1990 their children asked them why they were "making drugs."
- Outraged that their children were not receiving balanced information, they formed Women for WineSense to discuss moderate wine consumption, its benefits in a healthy lifestyle, and the need for balanced information in warning labels on wine bottles.
- "Xeroxing" hundreds of pages, a small WWS army began its quest to defend wine.
- Joining Michaela and Julie were industry icons like Margaret Duckhorn, Rosemary Cakebread, Kit Wall, Lynne Carmichael, Dawnine Dyer, Zelma Long, Lili Thomas, Annette Shafer, Susan Sokol-Blosser, Gabrielle Saylor, Cathy Clifton, Margrit Mondavi, and many more.

The Beginning

- Rodeno writes in her book, <u>From Bubbles to</u> <u>Boardrooms</u>, "Legislators in Sacramento and Washington were eager to meet with us. The media wanted to hear more. I have never felt or seen such energy in my life, before or after, the early days of Women for WineSense."
- Congress declared American Wine Appreciation Week in April 1993.
- Having achieved their initial mission, the WWS members decided in 1994 during a strategic planning meeting facilitated by Karen Jess-Lindsley and Linda Cyrog to continue the organization as a forum for wine education and relationship building.



First National Conference Women for WineSense

1991



Bringing people together to impart educational information on the benefits of moderate wine consumption

Program

The National Conference

The first national conference of Women for WineSense comes at a time of increasingly negative public debate over the consumption of alcohol. Those of us who make, market and enjoy wine wish to impart a counterpoint of balance and common sense to the views of the highly vocal anti-alcohol groups.

Our conference brings together professionals in the fields of health, government and education, along with leading figures in the wine industry, to tackle the tough issues that face us today. The seminars and workshops are designed to be informative, provocative and, perhaps most importantly, interactive.

Board of Directors

Co-Chair/President Co-Chair/Vice President Secretary Treasurer COMMITTEE Education Education Media Relations Liaison Speakers Bureau Legislative Legislative Conference Conference Julie Johnson-Williams Michaela Rodeno Nancy Gilbert Joanne Spoto CHAIR Margit Biever Lili Hisi Thomas Margaret Keams Nancy Gilbert Rosemary Calobread Dawnine Dyer Julie Komes-Garvey Zelma Long Karle Wetzel-Murphy Margaret Smith

Memorabilia

Women, wine and sense in the '90s. We think conference participants will agree it's an idea whose time has come.

The Organization

Women for WineSense was organized in 1990 to spread appropriate, positive information on the benefits of moderate wine consumption, especially to other women, who account for more than half of the wine sales in the United States and are often the targets of health warnings on the consumption of alcohol. Participants are primarily women in the California wine industry with membership growing across the country.

Marketing Director/Co-Owner, Frog's Leap Winery Executive Vice President/CEO, St. Supéry Winery Public Relations Director, Simi Winery Production Manager, Sterling Vineyards

Vice President/Cultural Affairs, Robert Mondavi Winery Director of Market Development, St. Supéry Winery Public Relations/Publicity, Robert Mondavi Winery Public Relations Director, Simi Winery Production Manager, Cakebread Cellars Vice President/Winemaker, Domaine Chandon Public Relations/Marketing Director/Co-Owner, Flora Springs Winery President/Co-Owner, Simi Winery Sales/Marketing Director/Co-Owner, Alexander Valley Vineyards Consultant, Event Planning/Food and Wine

VINEYARD&WINERY MANAGEMENT

Memorabilia

MAY/JUNE 1991

SUE

Women For WineSense Ready To Meet. Virginia Tech Hosts Chardonnay Conference. Material Handling Management: Conveyors. A Look At Wine Marketing Demographics Valves for Wine Processing. Fertigation Management.

> ASEV Annual Meeting Special Section: Schedule at a glance

Exhibitors Floor Plan Papers and Posters

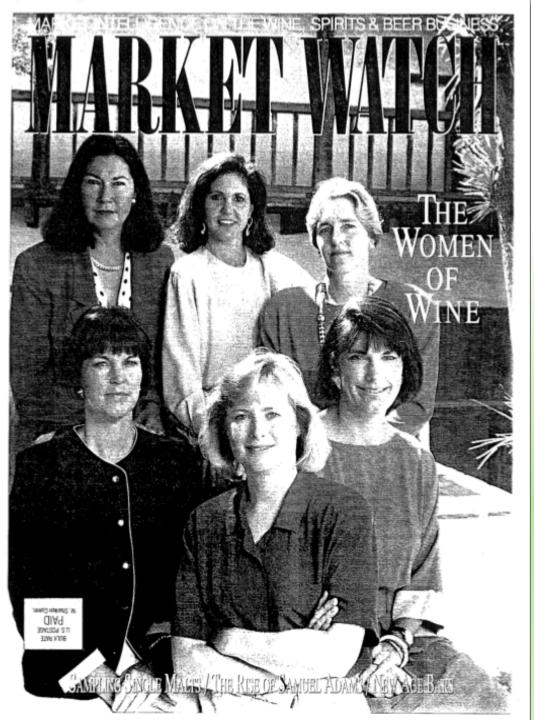
Vineyard & Winery Management **May/June 1991**

Standing (left to right)Jamie Davies

- Kathryn Havens Susan McWilliams
- Jennifer Abbott
- Margaret Smith Antonia Allegra
- **Joy Sterling** •
- Vivien Gay

Seated

- Lili Thomas
- **Margaret Duckhorn**
- Julie Garvey
- Nancy Gilbert Michaela Rodeno
- Julie Johnson
- Rosemary Cakebread Margrit Biever Mondavi



Memorabilia

Market Watch November 1991

Clockwise from lower left:

- Michaela Rodeno, CEO of St. Supéry Vineyards & Winery
- Eileen Crane, General Manager of Domaine Carneros
- Mary Fetzer, Senior Vice President of Sales and Marketing at Fetzer Vineyards
- Zelma Long, President and CEO of Simi Winery
- Carolyn Wente, Vice President of Marketing at Wente Bros. Winery
- Jill Davis, Executive Winemaker and Vice President of Production at Buena Vista



History

- 1990: Napa/Sonoma Founding Chapter Opens
- 1991: First National Conference
- 1992: Portland Chapter Opens
- 1993: American Wine Appreciation Week
- 1995: "Climbing the Vine" Conference in Washington, DC
- 1996: National Conference in Portland, OR
- 1997: National Conference in San Luis Obispo, CA
- 1998: Seattle Chapter Opens
- 1999: Rochester Chapter Opens
- 2004: Professional Roundtables Introduced
- 2007: 1st Grand Event, Dallas Chapter Opens
- 2008: 2nd Grand Event
- 2009: Pittsburgh Chapter Opens
- 2010: 3rd Grand Event
- 2012: 4th Grand Event
- 2013: "Girls Gone Willamette" Conference in Willamette Valley, OR
- 2014: Central Florida and TX Hill Country Chapters Open
- 2015: 25th Anniversary Celebration and 5th Grand Event Finger Lakes and Sacramento Chapters Open



National Presidents Julie Johnson Sharon Goldman Michaela Rodeno Lynne Carmichael Cathy Clifton • **Rebecca Robinson**

- Claudia di Clemente 1998
- Kerry Manahan-Ehlow 1999
- Caroline Coleman Bailey 1999 - 2001

1990 - 1991

1993 - 1994

1994

1995

1996

1997

- Kim Ledbetter Bronson 2001 - 2004•
- Gabrielle Leonhard 2004 - 2008
- Karen Jess-Lindsley 2008 - 2011
- **Rebecca** Moore 2012 - 2013
- Jonjie Lockman 2014 - 2015



Women for WineSense Award Recipients

Woman of the Year Award

1994: Julie Johnson and Michaela Rodeno
1995: Margrit Biever Mondavi
1996: Jancis Robinson
1997: Julia Child

Lifetime Achievement Award

2007: Carole Meredith
2008: Susan Sokol Blosser
2010: Ann Noble
2012: Lorraine Hems
2015: Kathryn Hall

Hall of Fame

2007: Margrit Biever Mondavi
2010: Julie Johnson and Michaela Rodeno
2012: Ramona Nicholson
2015: Susan Sokol Blosser

Rising Star Award

2007: Kathy Charlton Zita Keeley Ann Roncone Leslie Sbrocco 2008: Deborah Brenner Julie Brosterman Whitney Fisher Vanessa Wong 2010: Donna Schlosser-Long Anna Monticelli Jennifer Williams Lindsay Woodard 2012: Kathleen Inman Kathy Johanson Stacy Lill Liz Thach 2015: Karla Barber Cindy Cosco



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