



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, From Bubbles to Boardrooms, “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



WOMEN FOR
WINESENSE

*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

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Legislative
Conference
Conference

Julie Johnson-Williams
Michaela Rodeno
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Joanne Spoto
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Lili Hsi-Thomas
Margaret Keams
Nancy Gilbert
Rosemary Cakebread
Dawnine Dyer
Julie Komes-Garvey
Zelma Long
Katie Wetzel-Murphy
Margaret Smith

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

MAY/JUNE 1991

THIS ISSUE!

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	33
Exhibitors	34
Floor Plan	36
Papers and Posters	38

Memorabilia

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

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 1990 – 1991
- Sharon Goldman 1993 – 1994
- Michaela Rodeno 1994
- Lynne Carmichael 1995
- Cathy Clifton 1996
- Rebecca Robinson 1997
- Claudia di Clemente 1998
- Kerry Manahan-Ehlow 1999
- Caroline Coleman Bailey 1999 – 2001
- 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



WOMEN FOR
WINESENSE





HAPPY BIRTHDAY 21 YEARS



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wineSense



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Grand Event
CELEBRATING OUR 25th ANNIVERSARY