

**ADVISORY BOARD FOR THE ATASCADERO TOURISM
BUSINESS IMPROVEMENT DISTRICT**



MINUTES

Wednesday, March 18, 2020 at 2:30 P.M.

**Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

Chairperson Alexander called the meeting to order at 2:41 p.m.

ROLL CALL:

Present: Chairperson Alexander, Vice Chairperson Dawson, Board Member O'Malley, Board Member Sohi

Vacant: One vacant seat.

Absent: None.

Staff Present: Destination Management Consultant Angelica Ottman, Destination Management Coordinator Hanna Meisinger, Marketing Consultant Ashlee Akers and Deputy City Manager/Outreach Promotions Terrie Banish.

APPROVAL OF AGENDA:

MOTION: By Board Member O'Malley and seconded by Vice Chairperson Dawson to approve the agenda with the alteration that item B-3 will be moved to the April Board Meeting.
Motion passed 4:0 by a roll call vote.

PUBLIC COMMENT: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – March 2, 2020

- Recommendation: Approve the Draft Action Minutes of March 2, 2020. [Big Red Marketing]

MOTION: By Board Member Sohi and seconded by Chairperson Alexander to approve the consent calendar.
Motion passed 4:0 by a roll call vote.

B. BUSINESS ITEMS

1. Wine Speak Recap Presentation

- Recommendations:
 1. Receive and file event recap on 2020 Wine Speak event. [Wine Speak Paso Robles]
 2. Approve sponsorship of 2021 Wine Speak event. [Wine Speak Paso Robles]
- Fiscal Impact (GL 2801): \$15,000.

Amanda Wittstrom-Higgins and Macey Cox presented a recap from the 2020 Wine Speak event and answered questions from the Board. Wittstrom-Higgins explained plans and expectations in regards to the COVID-19 outbreak in regards to the 2021 event. The Wine Speak Application for 2021 (Exhibit A) was distributed digitally and physically.

Vice Chairperson Dawson left the meeting at 3:17 p.m.

Destination Management Consultant Ottman left the meeting at 3:17 p.m.

Wittstrom-Higgins agreed to send reports of garnered support at a 60-day and 90-day periods.

Board Member O'Malley requested to hear from Terrie Banish if the City is planning on supporting at the same level.

PUBLIC COMMENT: Jessica Sohi and Annie Weyrich.

The Wine Speak Recap Presentation was received and filed by the Board.

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to support the 2021 Wine Speak event at the \$15,000 level contingent upon any changes in a significant way within its structure and other partners supporting at similar levels, within 90-days the discussion can be revisited and revoted on.
Motion passed 3:0 by a roll call vote.

2. Atascadero Colony Days Events Support Application

- Recommendation: Decline sponsorship of the 2020 Colony Days events. [Atascadero Colony Days Committee]
- Fiscal Impact (GL 2801): \$5,000.

Heather Young began presenting information and updates about the Colony Days event and the 4th of July event. Young and the Board recommended tabling the discussion based on potential event structure changes due to the COVID-19 outbreak.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to table this discussion to a further Board Meeting.
Motion passed 3:0 by a roll call vote.

3. Templeton Tennis Ranch Events Sponsorship

- Recommendation: Provide staff direction on potential sponsorship of Templeton Tennis Ranch Events. [Templeton Tennis Ranch]
- Fiscal Impact (GL 2801): \$1,500.

This agenda item was postponed until the April Board Meeting.

PUBLIC COMMENT: N/A.

**The Templeton Tennis Ranch Events Sponsorship presentation
was postponed to the April Board Meeting.**

4. Mid-State Fair Sponsorship Opportunity

- Recommendation: Approve \$7,500 Mid-State Fair Sponsorship. [Big Red Marketing]
- Fiscal Impact (GL 2502): \$7,500.

Deputy City Manager Terrie Banish presented information about the Mid-State Fair Sponsorship and answered questions from the Board.

Board Member O'Malley exited the call at 3:35 p.m. The meeting paused in order to meet quorum.

Board Member O'Malley returned to the call at 3:37 p.m. and the meeting resumed.

PUBLIC COMMENT: Annie Weyrich.

MOTION: By Board Member O'Malley and seconded by Chairperson Alexander to approve \$7,500 Mid-State Fair Sponsorship.
Motion passed 3:0 by a roll call vote.

5. Monthly Marketing Statistics Summary

- Recommendation: Receive and file Marketing Statistics Report. [Verdin]
- Fiscal Impact: None.

This agenda item was tabled due to quorum.

PUBLIC COMMENT: N/A.

**The Monthly Marketing Statistics Summary
was tabled by the Board.**

6. Monthly Budget Report

- Recommendation: Receive and file Budget Report. [Big Red Marketing]
- Fiscal Impact: None.

This agenda item was tabled due to quorum.

PUBLIC COMMENT: N/A.

**The Monthly Budget Report
was tabled by the Board.**

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi – This agenda item was tabled by the Board.
2. Visit SLO CAL Marketing Committee Update – Verdin – This agenda item was tabled by the Board.
3. Destination Management Update – Big Red Marketing – This agenda item was tabled by the Board.
4. City Business Update – City Manager's Office – This agenda item was tabled by the Board.

C. BOARD MEMBER COMMENTS


Chairperson Alexander requested information about if the current budget will be affected by the significant decrease in income from lodging partners due to the COVID-19 outbreak. asked how the budget will be affected by lack of income from the lodging partners. Destination Management Consultant Amanda Diefenderfer answered her questions and recommended this topic is discussed with City finance.

Marketing Consultant Ashlee Akers shared that all marketing dollars have been paused currently due to the COVID-19 outbreak and social media posts have been redirected to local activities and specials.

D. ADJOURNMENT

Chairperson Alexander adjourned the meeting at 3:52 p.m.

MINUTES PREPARED BY:

A blue ink signature, appearing to read 'Hanna Meisinger', is written over a horizontal line.

Hanna Meisinger, Destination Management Coordinator

Exhibit A – 2021 Wine Speak Event Sponsorship Application

APPROVED: April 15, 2020



Event Support Application Form

Requesting Organization: Non Profit: Dream Big Darling- Event Name: Wine Speak Paso Robles

Contact: Amanda Wittstrom Higgins **Phone Number:** [REDACTED]

Email: [REDACTED] **Mailing Address:** [REDACTED]

City, State, Zip: Paso Robles CA 93446

Name of Event: Wine Speak Paso Robles

Event Description: Wine Speak is a premiere wine industry summit that brings the highest

level trade, media and consumer together for a time of learning sharing, for an intimate educational

journey. Founders Chuck Furuya MS and Amanda Wittstrom Higgins are deeply passionate

about promoting and enhancing the wine industry through: seminars, workshops, dinners, tastings and vineyard
tours.

Event Dates/Times: January 11-14 2021

Event Website: www.winespeakpaso.com

Total Anticipated Attendees: 850 **Portion From Outside SLO County:** 60 %

Is this the first year the event will take place? ☐ Yes ☒ No

If this event has taken place previously, please provide historical data including

attendance numbers: Please see attached Impact Report

How will the event be advertised? What resources will be used to advertise? What geographic locations will be targeted? The event will be advertised in a number of ways: specific invitations and sponsored attendance to key trade and media to recruit attendance.

Key media & Tradepartners: Wine Enthusiast Magazine, Somm Journal, Tasting Panel, American General Media.

Guild Somm, Paso Wine, CAB Collective, all participating producers. Targeted press releases.

Social Media: Instagram, FB. Email Campaigns, print collateral.

Crowd Control Safety Plan:

Ticket sales will be limited to venue capacities, and security will be provided.

Will the event require an ABC Permit? ☒ Yes ☐ No

Has a City permit been issued for your event or contracted the venue for your event date? ☐ Yes ☒ No

Support Requested (desired monetary amount or in-kind marketing support): _____

\$15,000

Describe how the event supports Visit Atascadero's mission and goals:

Wine Speak is one of the most premier wine summits held in CA and the western US. The events occur mid week in January which is off peak season. By targeting influencers in the wine media and trade, these attendees have the power to be life long advocates for the community of Atascadero.

In addition to offering much needed training and educational opportunities to the hospitality professionals of the community so we can attract more affluent and repeat customers.

What opportunities do you plan to offer that specifically promote lodging in Atascadero?

Dedicated page on website for booking lodging in the Atascadero community. Mentions and tags in all social media posts. Logo placement on email and print campaigns. Verbal mentions

and signage during events. Ticket allocation to members, VIP invitation to specific events for the board and contractors.

Additional Details:

Rules and Regulations for Event Coordinators

- Event coordinators will be held accountable for promoting and advertising the event, including, but not limited to, listing the event on the Visit SLO CAL website (www.slocal.com) within 30 days of Board approval for funding.
- Event coordinators will also be held responsible for ensuring the Visit Atascadero logo and branding is used appropriately on any event materials. This includes ensuring the Visit Atascadero logo is visible on event website and marketing collateral within 30 days of Board approval for funding.
- Event coordinators should ensure every effort is made to promote the entire Atascadero destination. On the event website, event coordinators should only link to the Visit Atascadero lodging page (www.visitatascadero.com/lodging) and always pay careful attention to never promote specific lodging properties unless individual agreements with those properties have been arranged outside of ATBID activity.
- Event coordinators should plan to attend an ATBID Board Meeting following the event to provide a recap presentation which includes attendee numbers, overnight stays, event perception and any other pertinent information for the Board.
- Visit Atascadero must be offered logo promotion opportunity (ex. Visit Atascadero logo included on event marketing materials like glassware) if event support from the ATBID Board totals more than \$10,000.

*****Please include a detailed event budget and marketing strategy. Feel free to attach additional information for consideration with application.**

*****You must submit copies of additional required documents two weeks prior to event. The Atascadero TBID Board reserves the right to**

withdraw funding if the appropriate documents are not obtained for the event.

IMPORTANT: Future ATBID event sponsorship funding requests may be affected should any discrepancies, including, but not limited to, event application, planning, marketing materials or website, be brought to ATBID's attention.

Should the event not take place as presented and scheduled, event coordinators are required to reimburse the ATBID for sponsorship support.

Applicant Signature Amanda Wittstrom Higgins **Date** 3.6.20

In case of questions or the need for clarification, please contact Destination Management Consultant, Angelica Ottman at aott@bigredmktg.com.

WINE SPEAK PASO ROBLES

2020 RECAP REPORT



JANUARY 14th-16th, 2020 | ATASCADERO, CA

IMAGE HIGHLIGHT: DAY 1



IMAGE HIGHLIGHTS: DAY 2



IMAGE HIGHLIGHTS: DAY 3



IMAGE HIGHLIGHTS: DAY 4



THANK YOU FROM OUR CO-FOUNDERS

Dear Friends,

We have so many people to thank for embracing the mission of Wine Speak Paso Robles. This event would not have been possible without the generous support of our speakers, panelists, wineries, sponsors and guests. We also greatly thank the communities of Atascadero and Paso Robles for welcoming us with such open arms, warm hearts and aloha - we are forever grateful.

Sincerely,

Amanda Wittstrom-Higgins
and Chuck Furuya, MS



WHAT IS WINE SPEAK PASO ROBLES?

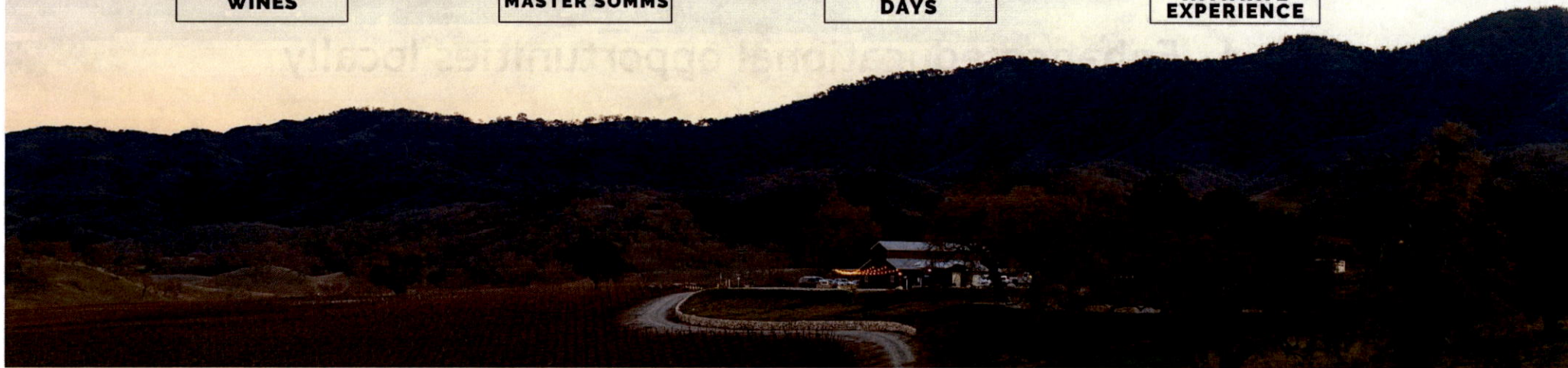
Wine Speak was created in 2017 as an opportunity to gather some of the most brilliant, savvy and insightful wine minds of the New World. Our mission has stayed true. Speakers, panelists and guests alike are encouraged to share their wisdom and experiences, so that we can learn from one another and help our industry move forward. We believe that this kind of forum fosters dialogue, sharing, camaraderie and collaboration all in the name of elevating our wine community.

200+
WINES

5
MASTER SOMMS

3
DAYS

1
INTIMATE
EXPERIENCE





ULTIMATE GOALS

- 1. Bring key influencers to the area**
- 2. Increase visibility of the region**
- 3. Engage key media**
- 4. Enhance educational opportunities locally**

MISSION ACCOMPLISHED!

IMPACT OVERVIEW

- **48** participating wineries
 - **33** from the Paso Robles AVA
- Wines from Paso Robles, Napa, Lodi, Santa Barbara, Santa Maria, Ojai, Argentina, Spain, Germany, France and more
- **25+** local **food** vendors
- **13** unique **events** held within the Paso AVA throughout the week
- **98%** event **sell-out** rate
- **15** Scholarship Recipients
- **7** person Somm Team from all over the country



ECONOMIC IMPACT

98%

SELL OUT RATE

40%

OUT OF THE AREA
ATTENDEES

15

SCHOLARSHIP
ATTENDEES

+11%

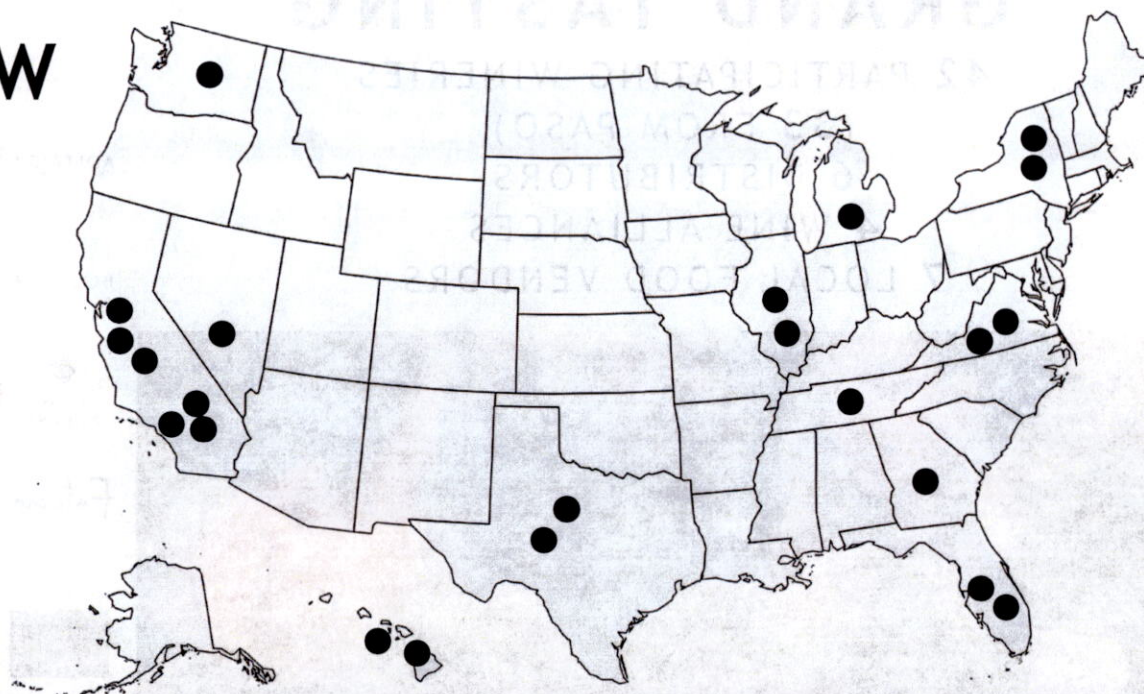
INCREASE IN ATASCADERO
HOTEL OCCUPANCY
BASED ON STR REPORT

*The Carlton does not report to STR.

EVENT OVERVIEW

GEOGRAPHIC STATS

We had attendees
from **12+** states and
3 different countries!



40% of attendees were from outside of San Luis Obispo County

Plus France, Spain and Argentina!

GRAND TASTING

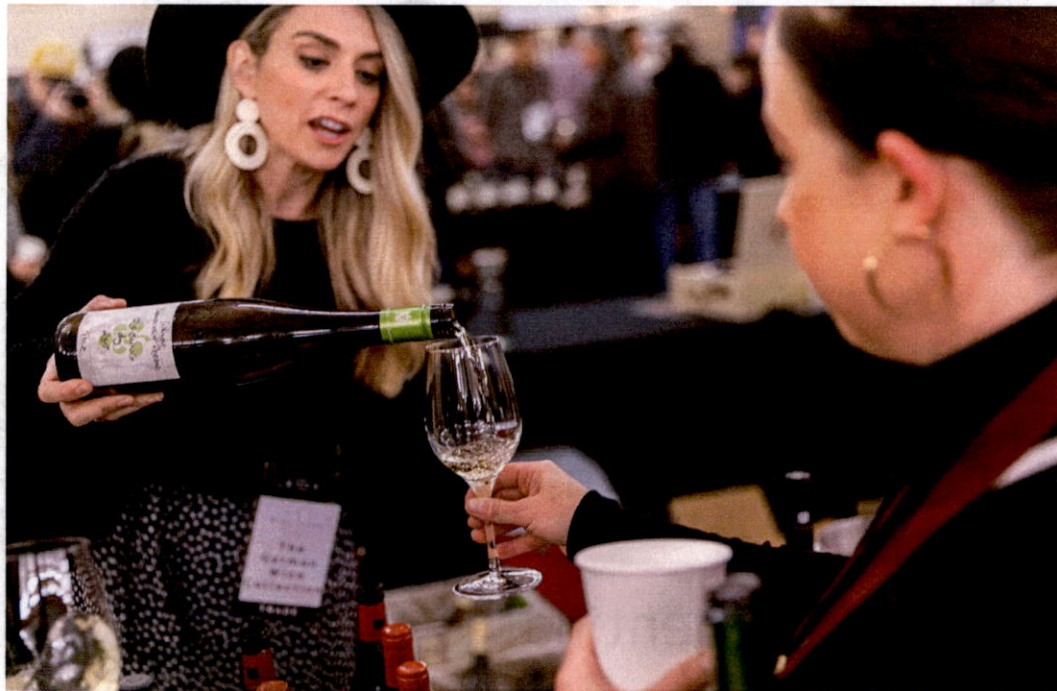
42 PARTICIPATING WINERIES

(33 FROM PASO)

6 DISTRIBUTORS

4 WINE ALLIANCES

7 LOCAL FOOD VENDORS



2020 Participants Included:



Plus:

15C
 Back Porch Café
 Just Baked
 Dark Nector
 Thomas Hill Organics
 The Range
 El Compadre

MEDIA COVERAGE

American General Media helped us tell our story of Wine Speak through several narrative avenues including liquid lunch segments starring featured guests, interviews with the speakers and founders of Wine Speak, as well as several other short vignettes.

62 spots on The Krush Radio 92.5

38 spots on KVEC News Talk 96.5

30 spots on COAST 104.5

24 spots on 93.3 KZOZ

24 spots on KJUG 98.1



SOMMELIER EXTRAVAGANZA

Set for January 2020

200+
WINES

3
DAYS

5
MASTER SOMMS

1
INTIMATE
EXPERIENCE

Wine Speak Paso Robles is set to return for a third annual campaign on January 14-16, 2020, advancing its momentum as a premier trade event featuring an all-star cast of master sommeliers, wine industry leaders and hospitality professionals. Wine Speak 2020 spans three days in the Paso Robles wine country, starting with two days of winemaker-sommelier panels and concluding with professional development seminars and workshops.

"Wine Speak is all about gathering luminaries from around the world to share their knowledge, wisdom and experience, so that everyone attending can have an opportunity to learn," said master sommelier, Chuck Furiya, who co-founded Wine Speak with Amanda Wittstrom-Higgins.

Generously sponsored by

THE **SOMM** JOURNAL

PUBLIC TASTING EXPERIENCES

While Wine Speak 2020 is first and foremost a trade event, wine consumers are invited to join in on two remarkable public tasting experiences:

"Wines of The World" on January 14

At this public grand tasting, local chefs will present wine-friendly small plates and an international cast of winemakers will showcase some of their finest reserve and library bottlings. The aim is to give guests a sense of wonderment as they taste wines from Paso Robles, Germany, Portugal, Italy, Spain, Argentina, France and beyond.

"BYOB Dinner" on January 15

BYOB Dinner is an opportunity to gather with wine friends from near and far. The casual setting is ideal for mingling and meeting winemakers, sommeliers, wine professionals and other real wine lovers. Attendees bring bottles of their favorite wines to share—and everyone is always amazed at what they get to taste.

WINE SPEAK
PASO ROBLES, CALIFORNIA

MEDIA & TRADE PARTNERS



wineenthusiast



2,036
Posts

358K
Followers

1,193
Following



WINEENTHUSIAST

THE **SOMM** JOURNAL



PASO ROBLES
WINE COUNTRY ALLIANCE

THE **tastingpanel**
MAGAZINE



wine1percent



1,343
Posts

33.5K
Followers

1,001
Following

THE MAGAZINE	NEWSLETTERS	WINEMAG.COM	SOCIAL MEDIA
940,000 Readers	300,000 Subscribers	1,000,000 Monthly Visitors	952,000 Followers

EARNED MEDIA

WINE ENTHUSIAST



LOOK WHO IS ON THE COVER

VP of Operations, Ancient Peaks Winery, Santa Margarita, CA
President & Founder, Dream Big Darling
Cofounder, Wine Speak Paso Robles, Paso Robles, CA

Dare to Dream Big

A second-generation owner, Wittstrom-Higgins oversees everything from brand development and distribution to events and special projects at Ancient Peaks Winery, an acclaimed Central Coast operation that crafts both high-end bottlings and the best bang-for-buck values from more than 900 acres of vineyard near Paso Robles. She also founded Dream Big Darling, a nonprofit aimed to lift women in the wine industry, and Wine Speak Paso Robles, an annual event that brings together sommeliers, beverage industry leaders and other members of the winemaking community for a three-day educational summit.

"I am honored to be recognized by Wine Enthusiast, and to be included with such a great group of innovators."

AMANDA WITSTROM-HIGGINS



The Paso Robles Press
Delivering your Hometown News, since 1889

CENTRAL COAST
California

Paso Robles Daily News

The Atascadero News
Delivering your Hometown News, since 1916



EARNED MEDIA

Featured in Market Watch Magazine

7. FROM LEFT: Musician Pink, master sommelier Madeline Triffon, and Wine Speak co-founder Amanda Wittstrom-Higgins attend Wine Speak 2020 at Atascadero City Hall in Paso Robles, California on January 15.

mw

Jessica Beebe



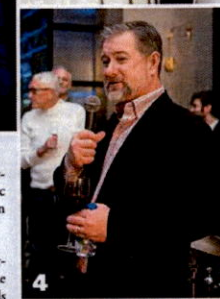
AS PICTURED:

1. DJ Khaled and rapper Lil Wayne performed at the Bud Light Super Bowl Music Fest at American Airlines Arena in Miami on February 2.

2. Actress Jennifer Aniston signed an oversized bottle of Taittinger Champagne at the 26th Annual Screen Actors Guild Awards at the Shrine Auditorium in Los Angeles on January 19.

3. Actor and musician Jamie Foxx attended the 6th annual Culinary Kickoff pre-Super Bowl fundraising event—where former football player Charles Woodson's Intercept wine was served—at Seminole Hard Rock Hotel & Casino in Miami on January 30.

4. Justin Wines winemaker Scott Shirley celebrated the release of the 2017 Isosceles vintage at B. On Top at the Gansevoort Meatpacking hotel in New York City on January 25.



EVENTS

mw



5. Giulia Cucurullo, bartender at Artesian in London, was crowned the winner of the 2020 Patrón Perfectionists Cocktail Competition at Hacienda Patrón in Jalisco, Mexico on January 24.

6. FROM LEFT: U.S. military veterans Luke Holton, Carl Christensen, John Fannin, and Evan Stratton, known as team Fight Our Die, completed the Talisker Whisky Atlantic Challenge on February 1, arriving at English Harbour in Antigua after 50 days, 11 hours, and 35 minutes of rowing.

7. FROM LEFT: Musician Pink, master sommelier Madeline Triffon, and Wine Speak co-founder Amanda Wittstrom-Higgins attend Wine Speak 2020 at Atascadero City Hall in Paso Robles, California on January 15.

Jessica Beebe



{ wine concourse }



A touching moment shared between the founders of Wine Speak Paso Robles. Master Sommelier Chuck Furuya and Amanda Wittstrom-Higgins of Ancient Peaks Winery.

Goodwill Tasting

WINE SPEAK PASO ROBLES REMAINS ONE OF THE INDUSTRY'S MOST INSPIRING CONVENTIONS

story by Jessie Birschbach / photos by Acacia Productions

HERE'S THE THING about Wine Speak Paso Robles: It's got heart. Our industry is chock-full of gatherings that meet the baseline expectation of educational seminars and tastings, but unlike many of its fellows, Wine Speak has generated a palpable sense of genuine community since its inaugural event three years ago.

Now, I know what you're thinking: All of these events provide a sense of community, as the simple act of congregation is at their very core, but I have yet to find a level of enthusiastic support and inclusivity that rivals what I've encountered at Wine Speak. Perhaps this is thanks to its thoughtful and kind-hearted founders, Hawaii-based Master Sommelier Chuck Furuya of DK Restaurants and Amanda Wittstrom-Higgins, VP of Operations for Ancient Peaks Winery—or perhaps it's because the event takes place in a region that's still eager to prove itself despite *The New York Times* recently deeming it one of "52 Places to Go in 2020."

The three-day gathering primarily unfolded within the Atascadero Historic City Hall, which Furuya referred to as a symbol of Wine Speak's communal identity; each day, four seminars are interspersed with networking breaks and lunches that give way to BYOB dinners and tastings. The first round of seminars—which comprised of an overview of Paso Robles with some of the region's top winemakers as well as Old World insights from Northern Rhône winemaker Lionel Faury of Domaine Faury—were led by Furuya in his signature laidback style. Not only did the panel members "talk story" (a Hawaii term for sharing personal anecdotes) but the audience did too.



The Paso Robles Overview panel from left to right: Jason Haas of Tablas Creek, Jordan Fiorentini of Epoch Estate Wines, Steve Peck of J. Lohr Vineyards & Wines, and Mike Sinar of Ancient Peaks Winery.



Master Sommeliers Fred Dame, Madeline Triffon, and Nunzio Alioto are pictured during a blind-tasting seminar at Pavilion on the Lake in Atascadero Lake Park.

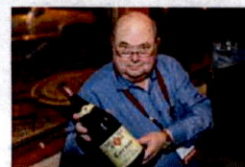
The second day focused on wines commonly found in Paso Robles: L'Aventure co-owner/winemaker Stephan Asseo and Master Sommelier Emmanuel Kemij led a seminar dubbed "Crazy Red Blends" before Thomas Rivers Brown of Napa's Rivers-Marie and Master Sommelier Fred Dame, now the Global Wine Ambassador for DAOU Vineyards, took a deep dive on Cabernet Sauvignon.

With a focus on professional development, the third day delved into blind-tasting strategies from Dame and fellow Master Sommeliers, Nunzio Alioto and Madeline Triffon, among other topics. But perhaps most reflective of Wine Speak's benevolent spirit was Wittstrom-Higgins' was the second day's "Dream Big Darling, Wine

from a Different Perspective" seminar with Triffon. During the moving hour-and-a-half-long talk—named for the nonprofit created to support female professionals in the wine and spirits industry—Triffon recalled the experience of becoming the second woman in the world to earn the Master Sommelier title.

Wittstrom-Higgins drew an emotional parallel between Triffon and her grandmother, who always called her "darling"; "Through her I realized how powerful kindness and love can be," she said. "Likewise, there are so many people Madeline has touched throughout her career; and that's why we're here sharing her story. I hope that you all take the time to help someone who is coming up the ranks and champion them because that's what our world needs—and that's what our industry needs in order to be successful."

And there you have it: At the core of Wine Speak is not just community and education but also compassion and generosity. Read on for a few of my favorite quotes from some of the heavy hitters in attendance:



"Wine Yoda" Bruce Neyers brought a 2014 magnum of Domaine Clape Cornas to the BYOB dinner.

Overheard at Wine Speak Paso Robles

Jason Haas, Partner/General Manager for Tablas Creek At the "Paso Robles Overview" seminar, Haas offered an in-depth explanation of why his family and the Parnin clan of Château de Beaucastel selected their winery's location: the longer growing season for late-ripening Rhône varieties and significant diurnal swings; adequate rainfall; and calcareous soils that are remnants of an old seabed. "If you draw the overlays on the map of those things, you end up with this little triangle in west Paso Robles. So we ended up here—to our surprise as much as anyone else's. It was a not a particularly established region at that point. I don't think anyone was talking about Paso in 1989 as the next great California wine region, but it's incredible to see the way that it's developed."

Bruce Neyers, Winemaker for Neyers Vineyards During the "Talk Story with the Wine Yoda" seminar, Neyers spoke of his greatest influences—a list that amounted to a who's who of figures that have shaped the contemporary wine scene. In one example, Neyers paid homage to Joseph Swan of Joseph Swan Vineyards for making one of California's breakthrough Pinot Noir in the 1970s: During that time, as a pilot on a visit to Burgundy, Swan asked the leadership at Domaine de la Romanée-Conti if he could take some budwood back with him to California. When he didn't get a straight answer, Swan returned that night to take matters into his own hands. Years later, after being blown away by Swan's Pinot Noir, Neyers asked, "Hey Joe, which DRC vineyard did you get that budwood from?" Swan responded, "Oh, I don't know—it was way too dark to tell."

Steve Peck, Director of Winemaking for J. Lohr Vineyards & Wines At the overview seminar: "This wine [the J. Lohr Signature Cabernet Sauvignon] is from the Beck Vineyard in the Creston sub-AVA. [It's] just a beautiful property with weathered sandstone and shale that sits above the fog line. I think of Paso as an elevated valley with mountains in a circular form around it, and this is one of the high points in that sort of southern crested area. At 1,700 feet there are lots of mornings where you're up there and you're looking down on the fog in the valley."

Madeline Triffon, MS During the Dream Big Darling seminar Triffon offered some valuable advice about the Master Sommelier exam: "Your muscle memory is so essential. It doesn't matter if you're standing in a warehouse at 4 a.m., you don't put your fingers in the glass, right? Because when you take the MS exam, guess what's going to take over? Your muscle memory." ❖

EVENT RECAP

Words of Wisdom from Wine Speak 2020

Guests of Wine Speak 2020 laughed sympathetically when panelist Laura Catena of Bodega Catena Zapata explained why she left medicine to join the family business in the 1990s. "I do a lot out of rage," she told them—and at a time when Argentina's industry was being undervalued on the market, "I started making wine because I wanted to help my father and my country." They laughed knowingly when Master Sommelier Madeline Triffon recalled the night that she served Dom Pérignon on ice to legendary actress Olivia de Havilland. "I know the way it's supposed to be and I know the way she wants it. Guess which way it's going to be." And their collective gasp gave way to more laughter when Neyers Vineyards' Bruce Neyers told a story about pioneering Sonoma winemaker Joseph Swan stealing budwood from Domaine Romanée-Conti.

In short, there was a whole lot of good cheer to accompany the deeply personal insights that one gleams only from a gathering like this one, in the view of Amanda Wittstrom-Higgins, who launched Wine Speak three years ago with co-founder Chuck Furuya, MS. "The size of the event is small and intimate so that we can really dig

THIS PASO ROBLES SUMMIT BRINGS ALL WALKS OF WINE LIFE TOGETHER
by Ruth Tobies



Chuck Furuya, MS, moderates a panel at Ascadero City Hall during the three-day Wine Speak conference. (inset) Paso Robles' diverse soils on display at the grand tasting.

deep into stories," she explains. "The audience can really participate and create relationships because of how it's structured."

To be sure, the beverage professionals who attended the conference—held in the town of Atascadero in California's Paso Robles region last January—had plenty to participate in over the course of three days. The slate of seminars and panels was full and diverse, from a blind tasting led by Triffon with fellow Master Sommeliers Fred Dame and Nurzio Alioto to an overview of Paso Robles through the eyes of four of the appellation's star winemakers: Tablas Creek's Jason Haas, Epoch's Jordan Fiorentini, J. Lohr's Steve Peck, and Ancient Peaks' Mike Sinor. There were vineyard tours, a lakeside grand tasting, and a BYOB dinner at the Carlton Hotel, to which "everyone brings something special," in the words of Wittstrom-Higgins, be it old vintages or highly allocated bottles.

"One gentleman who comes every year and has a very large cellar—he's a big collector—was so excited to let the young somms try wines they would otherwise never get to," she adds.

Not as excited as they were, no doubt—which brings us to yet another objective of Wine Speak, according to Wittstrom-Higgins, who's also the founder of Dream Big Darling, a nonprofit that aims to support women in the industry. Having granted scholarships to eight young conference attendees, she says, she was moved by "just seeing their faces when they met some of the speakers and panelists—it was like they were meeting their heroes." Making those connections between hospitality newcomers and veterans, local and international winemakers, and so on is all part of the program, she adds: "It doesn't touch on just one segment of our industry but the totality. We can all be together under one roof." ■



Ancient Peaks VP of Operations and Wine Speak co-founder Amanda Wittstrom-Higgins looks on as Madeline Triffon, MS, reflects on her three-plus decades in hospitality during the "Dream Big Darling: Wine from a Different Perspective" seminar.

EARNED MEDIA

THE
tastingpanel
MAGAZINE

- The national voice of the beverage buying decision makers
- Reaches over **45,000** readers per issue
- Wine Speak Paso Robles was included in the following:
 - November/December Issue

THE SOMM JOURNAL

- Targets on and off-premise hospitality professionals and academics.
- **67,000** Subscribers
- Wine Speak Paso Robles was included in the following:
 - August/September Issue
 - October/November Issue
 - December/January Issue

SOCIAL MEDIA EXPOSURE

By, **PINK**

twowolveswine Inspirational!!! #winespeak in Paso these last couple of days was nothing short of inspirational!!! And these two women right here! @amandawittstromhiggins is the cofounder of this beautiful event along with @chuckfuruya who is all love and heart and jokes and wisdom. @madelinetriffon (the magic in the middle) was the very first female Master Sommelier in the United States and for many a decade has been changing the game and making the world more beautiful by being in it. I listened to these women speak today about their mothers and grandmothers and how they were raised to be kind and to work hard and to pay it forward. I will leave you with two of Madeline's quotes from today's seminar.... "forget about everybody else, just be loyal to your best self, and what you know you are capable of." And, "create a team where you don't have to watch your back." If you ever have a chance to spend time with these women or hear them speak, please go. We can only learn from each other's experiences and I was inspired and overwhelmed with their generous spirits. These are the moments that send you off with fired up intention of being better, stronger, more present, and ready to kick some ass. I love the world of wine and the many beautiful souls that live in it. And you can't tell, but I had a tear in my eye when I took this photograph. Thank you to my friend @chadmerville for having me as your guest.



twowolveswine



285
Posts

44.7K
Followers

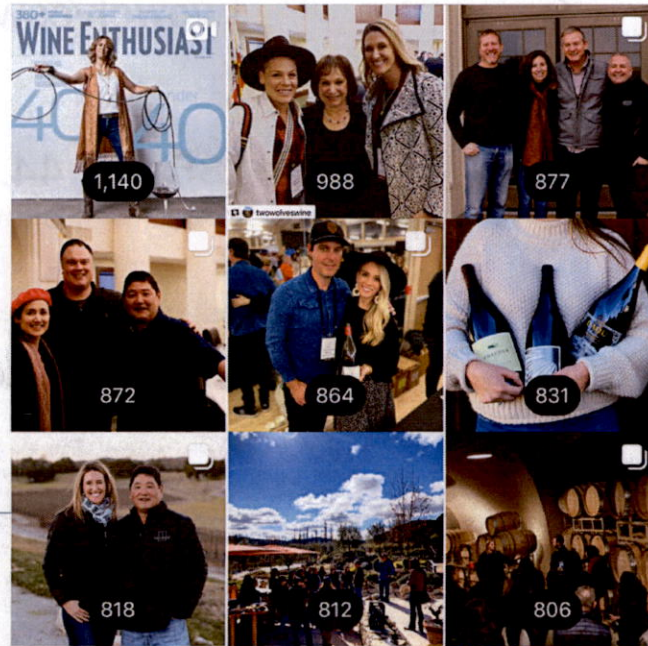
177
Following



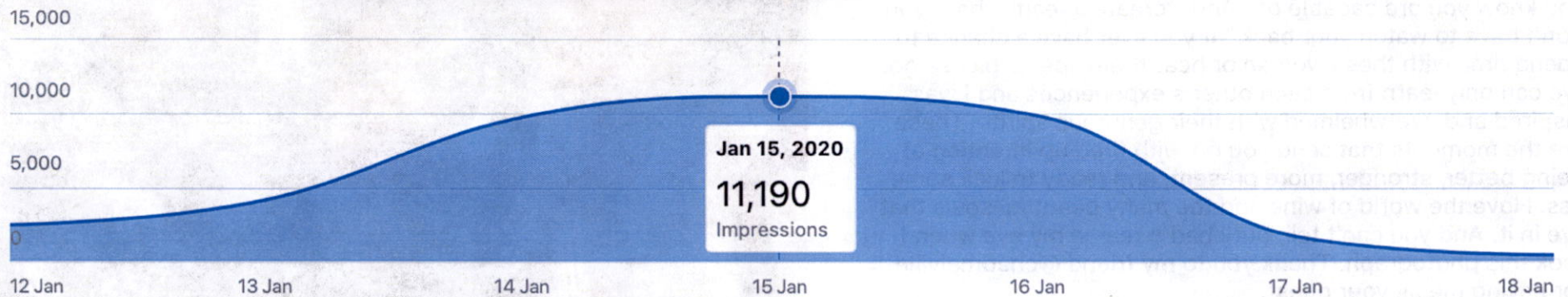
Liked by solterrastrategies and 7,132 others



SOCIAL MEDIA SAMPLING



IMPRESSIONS



Email Reach

TARGETED EMAIL CAMPAIGN

THE **SOMM** JOURNAL

~ 15,000 people

THE **tastingpanel**
MAGAZINE

~ 20,000 people

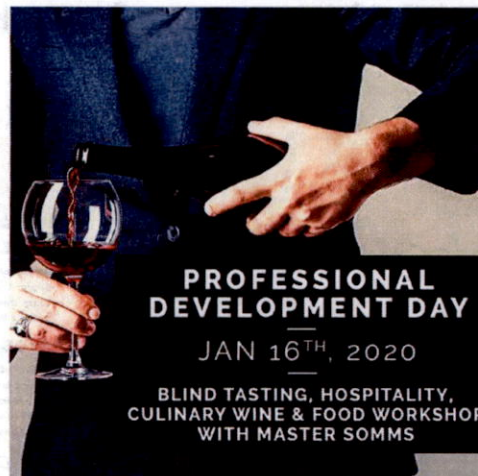
WINE ENTHUSIAST

~ 70,000 people

Trade ~ 10,000 people

PRWCA ~ 10,000 people

Wine Speak ~ 1,000 people



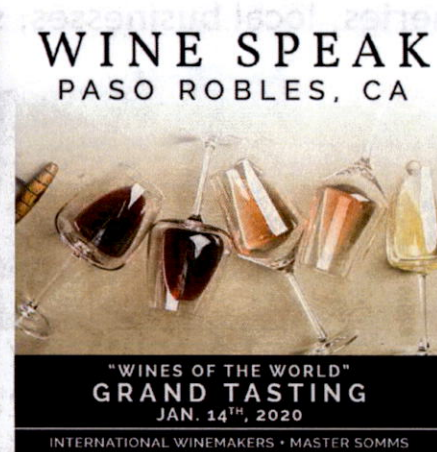
"Hospitality, after all, is one of the keys to excellent service, whether you work at a restaurant, winery or hotel. This is an essential panel for anyone interested in raising their hospitality game." ~ Chuck Furuya

JAN 16th, 2020 | 9:00am-2:30pm

General | COST: \$150

Location: The Atascadero Lake Pavilion

[GET TICKETS](#)



**"WINES OF THE WORLD"
GRAND TASTING**

You will be featuring wines from Germany, Portugal, Italy, Spain, Argentina and France, alongside many of our friends from Paso Robles and throughout California. Taste side by side with winemakers across the globe along with 5 MASTER SOMMELIERS!

JAN 14th, 2020 | 5:30-8:30pm

VIP Early Access - 5:30-8:30pm | COST: \$125

General - 8:30-8:30pm | COST: \$95

Location: The Atascadero Lake Pavilion



BYOB DINNER

Gather all of your wine friends, from near and far, to hang out, talk story and enjoy camaraderie. The casual setting is ideal for mingling and meeting WINEMAKERS, SOMMELIERS, WINE PROFESSIONALS and other real wine lovers—in fact, this has really turned out to be a star shindig. Attendees bring bottles of their favorite wines to share with old and new friends, and we are always amazed at the wide variety and vast numbers of wines brought and shared.

JAN 15th, 2020 | 5:30-8:30pm

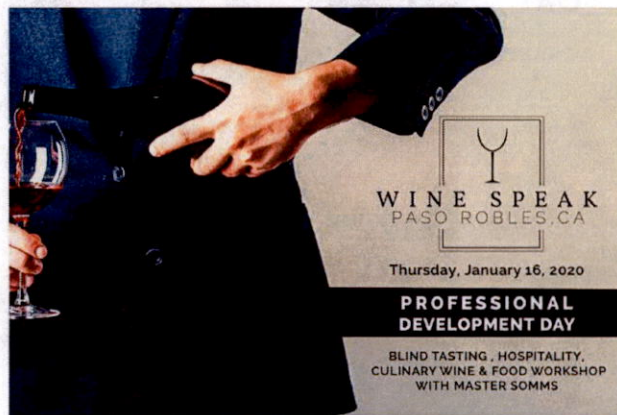
COST: \$110

Location: The Carlton Hotel

Our email campaigns were shared by several of our key partners and participating wineries and reached over 100,000+ people.

TARGETED PRINT CAMPAIGNS

Promotional materials were delivered to all local hotels, participating wineries, local businesses, supporting sponsors & speakers

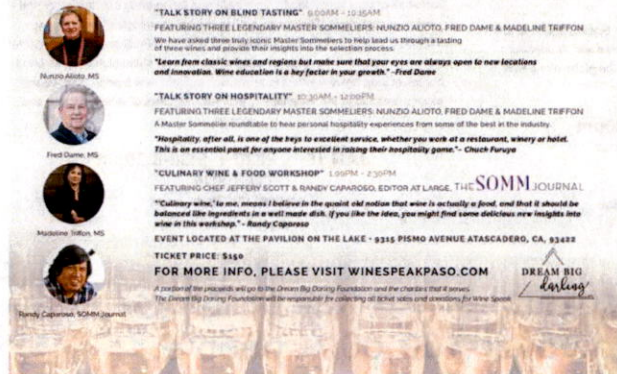


WINE SPEAK
PASO ROBLES, CA

Thursday, January 16, 2020

PROFESSIONAL DEVELOPMENT DAY

BLIND TASTING, HOSPITALITY, CULINARY WINE & FOOD WORKSHOP WITH MASTER SOMMS



"TALK STORY ON BLIND TASTING" 8:00AM - 10:30AM
FEATURING THREE LEGENDARY MASTER SOMMELIERS: NUNZIO ALIOTO, FRED DAME & MADELINE TRIFFON
We have asked three truly iconic Master Sommeliers to help lead us through a landing of three wines and provide their insights into the selection process.
"Learn from classic wines and regions but make sure that your eyes are always open to new locations and innovation. Wine education is a key factor in your growth." - Fred Dame

"TALK STORY ON HOSPITALITY" 10:30AM - 12:00PM
FEATURING THREE LEGENDARY MASTER SOMMELIERS: NUNZIO ALIOTO, FRED DAME & MADELINE TRIFFON
A Master Sommelier roundtable to hear personal hospitality experiences from some of the best in the industry.
"Hospitality, after all, is one of the keys to excellent service, whether you work at a restaurant, winery or hotel. This is an essential part for anyone interested in raising their hospitality game." - Chuck Furuya

"CULINARY WINE & FOOD WORKSHOP" 1:00PM - 2:30PM
FEATURING CHEF JEFFREY SCOTT & RANDY CAPAROSO, EDITOR AT LARGE, THE SOMM JOURNAL
"Culinary wine, to me, means I believe in the quintessential notion that wine is actually a food, and that it should be balanced like ingredients in a well-made dish. If you like the idea, you might find some delicious new insights into wine in this workshop." - Randy Caparoso
EVENT LOCATED AT THE PAVILION ON THE LAKE - 8315 PISMO AVENUE ATASCADERO, CA, 93422
TICKET PRICE: \$150
FOR MORE INFO, PLEASE VISIT WINESPEAKPASO.COM

THE SOMM JOURNAL
DREAM BIG
tastingpanel



JANUARY 14-16, 2020

COMMUNITY, CAMARADERIE & COLLABORATION

3 DAYS 5 MASTER SOMMS 200+ WINES 1 INTIMATE EXPERIENCE

WINESPEAKPASO.COM



JOIN US FOR AN INTIMATE EXPERIENCE

SEMINARS, WORKSHOPS, WINES OF THE WORLD GRAND TASTING, BYOB DINNER, NETWORKING & MUCH MORE!

MASTER SOMMS

CHUCK FURUYA
DAVID FAMILY ESTATES

FRED DAME
DAVID FAMILY ESTATES

NUNZIO ALIOTO
FOUNDER CHAIR, COURT OF MASTER SOMMS

MADELINE TRIFFON
COURT OF MASTER SOMMS

EMANUEL KEMJI
CLOS PISGAARD, PROSECO, SPAIN

FEATURED SPEAKERS

LAURA CATENA
BODEGA CATENA, ZAPATA, ARGENTINA

LIONEL FAURY
BODEGA FAURY, FRANCE

THOMAS BROWN
MUSEE MOSE

BRUCE NEYERS
NEYERS VINEYARDS

RANDY CAPAROSO
SOMM JOURNAL

HATT KETTMANN
SANTA BARBARA INTERNATIONAL & WINE EDUCATION

AMANDA WITSTROM-HIGGINS
SANTA BARBARA INTERNATIONAL & WINE EDUCATION

JASON HAAS
THE AC CREST VINEYARD

JORDAN FIORENTINI
EPOCH ESTATE WINES

MIKE SINOR
ANCIENT PEAKS WINERY

STEPHAN ASSEO
L'ESPRESSO WINERY

STEVE PECK
ALVARO VINEYARDS & WINES

TEGAN PASSALACQUA
TUNLEY WINE CELLARS

THE SOMM JOURNAL
Pavilion
WINE ENTHUSIAST
tastingpanel
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TRICORBRAUN
Paso Robles



WINE SPEAK
PASO ROBLES, CA

INTERNATIONAL WINEMAKERS • MASTER SOMMS • WINES OF THE WORLD

WINES OF THE WORLD GRAND TASTING STARTS 6:30pm | JAN 14th | \$95
We are opening the door to the WORLD OF WINE! We will be pouring wines from Germany, Portugal, Italy, Spain, Argentina and France, alongside many of our friends from Paso Robles and throughout California. Taste side by side with winemakers across the globe along with 5 MASTER SOMMELIERS! Get your tickets now for this unforgettable night!

BYOB DINNER STARTS 5:30pm | JAN 15th | \$110
Gather all of your wine friends, from near and far, to hang out, talk story and enjoy camaraderie. The casual setting is ideal for mingling and meeting WINEMAKERS, SOMMELIERS, WINE PROFESSIONALS and other real wine lovers—in fact, this has really turned out to be a star shindig. Attendees bring bottles of their favorite wines to share with old and new friends, and we are always amazed at the wide variety and vast numbers of wines brought and shared.

5 MASTER SOMMS 200+ WINES 1 INTIMATE EXPERIENCE



PARTICIPATING WINERIES

Kermit Lynch Wine Merchant, Camino Cellars, Neyers Vineyards, Catena Zapata, Miura Vineyards, Costa De Oro Winery, Domaine Faury, Kysela Pere et Fils, Melville Winery, Oliver McCrum Wines, Rudi West Selections, Sandlands Vineyards, Villa Italia Wines, Douro Vito Selections, Winebow, Ancient Peaks Winery, The Ojai Vineyard, Law Estate Wines, Booker Wines, Unne Calado, DAOU Family Estates, J. Lohr Vineyards & Wines, Hearst Ranch Winery, Niner Wine Estates, Villa Creek Cellars, Falcone Family Vineyards, Chateau Margene, Epoch Estate Wines, Onx Wines, Calcareous, Turley Wine Cellars, Brecon Estate, Denner Vineyards, Alta Colina Wine, Hope Family Wine, Barton Family Wines, LA Adventure Winery, Thatcher Winery, Stolo Family Vineyards, Parrish Family Vineyards, Seven Oxen Estate Wines, Clos Solene, Adelaida Vineyards, Tablas Creek Vineyard, Camino, Halter Ranch Vineyard, Giornata Wines, TH Estate Wines, Caliza Winery & Saxum Vineyards.

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WINE ENTHUSIAST

SPONSORSHIP EXPOSURE

Tickets

Signage

Website

Verbal
Recognition

+Presence on ALL collateral!



ACCOMMODATIONS

Atascadero offers a range of fine lodging options. Please see Visit Atascadero's website for a complete list of properties.

[VISIT ATASCADERO WEBSITE](#)



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"CLOSE TO EVERYWHERE YOU WANT TO BE."



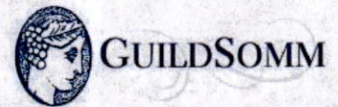
WINE SPEAK 2020 SCHOLARSHIP RECIPIENTS



8 Scholarship Recipients



- Sasha DeJaynes, CA
LCA Wine
- Danielle Otero, FL
Disney
- Jordan Lynn Traylor, GA
Sommelier, Chef & Wine Distribution
- Kelly Schmidt, TN
Blackberry Farm
- Jackie Shearn, CA
Social Media Coordinator & Wine Sales
Associate at Stave
Wine Cellar at Spanish Bay
- Emily Johnston, CA
Wine Director, Ojai Rotie
- Adrienne Vani, NY
Sommelier at Cote Korean Steakhouse
- Yoo Chung Chang, IL
Sommelier, Everest Restaurant



2020 SOMM TEAM



Emily Edeen, WA (Sommelier, Canlis), Matthew Dulle, CA (Beverage Director, Lazy Bear), Rafael Santos, CA (Sommelier, Acquerello), Christopher Ramelb, HI (Director of Fine Wine, Southern Glazer's Wine & Spirits), Sang Hyun Mun, HI (Wine Director, Pacific Club), Taro Kurobe, HI (Wine Director, Hy's Steakhouse), and Zack Musick, HI (Wine Director, Merriman's Kapalua)

SCHOLARSHIP RECIPIENT TESTIMONIALS

“I love Paso Robles!!!! I look for any opportunity to come back. I found all three days very educational. I loved that there was a mix of perspectives... master somms, winemakers, wine critics, etc.” - **2020 Scholarship Recipient**

“I truly loved this experience. All the networking, seminars, and knowledge we gained were invaluable.” - **2020 Scholarship Recipient**

“Paso Robles was wonderful, a true gem of California. Each seminar provided knowledge I will take on forever. - **2020 Scholarship Recipient**

“It introduced me to the people and winemakers of the region who are passionate and making beautiful wines. I want to go back and experience more.” - **2020 Scholarship Recipient**

WHAT INDUSTRY LEADERS ARE SAYING

“Amazing, unique, extremely educational, and great opportunity to network and enjoy camaraderie among trade (restaurateurs and sommeliers) and industry (winemakers and growers).”

-Randy Caparoso, *The SOMM Journal & Lodi Wine Commission, Lodi, CA*

“There were many wineries and producers, but one had the sense of being around family. I was particularly struck by the diversity of styles of wines presented.”

-Laura Catena, *Bodega Catena Zapata, Argentina*

“Very impressed, highly educational, and fun...which makes me want to promote it with others in the industry.”

-Dan Williams, *Hi-Time Wine Cellars, Costa Mesa, CA*

WHAT 2020 ATTENDEES ARE SAYING

“Wine Speak was executed very well and super organized. I learned so much about the people of Paso Robles and understand the sense of place now. I left very excited to sell Paso Robles wine and tell the different stories of the region.” - **2020 Attendee**

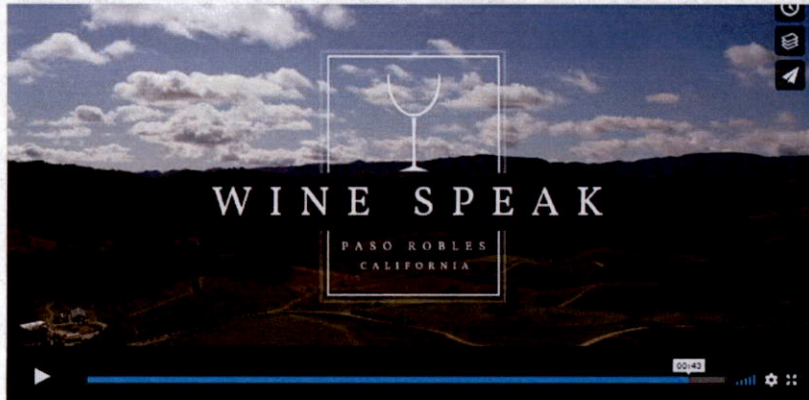
“Wonderful, welcoming, enlightening, inspiring, FUN!” - **2020 Attendee**

“There is a great sense of community among the businesses in the region.” - **2020 Attendee**

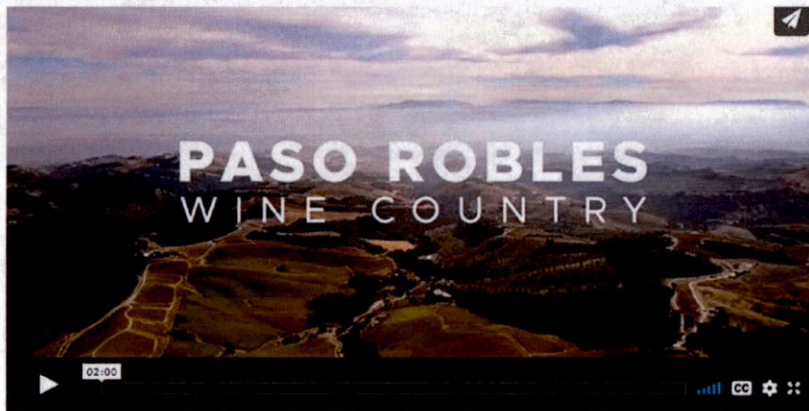
“A real sense of community and sharing that doesn't exist in other wine events.” - **2020 Attendee**

An amazing event! The level of engagement between the local community and wine industry makes this truly a special event and worth attending every year.” - **2020 Attendee**

EVENT VIDEOS



[Click Here](#)



[Click Here](#)

A top-down photograph of a wine and cheese platter. A hand is pouring dark wine from a bottle into a glass. The platter includes various cheeses (a wedge of hard cheese, a piece of blue cheese, and a small round cheese), several walnuts (some whole, some cracked open), two yellow pears, and a cluster of blueberries. A small knife and a piece of parchment paper are also visible.

THANK YOU FOR
ALL YOUR
SUPPORT!

