



# WineAmerica

The National Association of American Wineries

March 2006 Newsletter

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## From the President's Desk

After a very successful Washington meeting where our members were able to meet with key USDA decision makers and members of Congress, it is becoming clear that our efforts to inform policy makers are paying off. Recognition of winegrowing as a surging and extremely valuable sector of the farm and rural economy is becoming widespread among policy makers. It is especially heartening to see this recognition taking root in states relatively new to winemaking. Key officials are grasping the concept that with the combination of grape growing and the value added provided by the winery, a family farm winery with only 20 acres of grapes is a viable full time farming entity. The impact of grapes, the nation's sixth largest crop after corn, soybeans, hay, wheat and cotton and its very important on-farm value-added component is being felt.

Our "Taste the Wines of America" Congressional reception was a big hit, attracting many members of Congress and staff. Though crowded, there was a lot of buzz and enthusiasm for the wines from 25 states.

There is a general feeling that wine throughout America has come of age and is being respected. The impression comes out at USDA, in the halls of Congress and with the press. We have seen that in the news coverage of the many very contentious and difficult battles over state winery rights. State by state, familiarity with local producers and the support of the public for wineries is beginning to change perceptions of the importance of wineries to the rural economy. A broad section of the public is clearly expressing support for "their" wineries and the need for those wineries to have reasonable marketing channels. The WineAmerica board has strengthened its statement of principles governing marketing opportunities for local wineries. It now reads as follows:

WineAmerica and its 850 winery members are firmly committed to the concept that wineries throughout the country must have reasonable, effective and cost efficient marketing channels for their wine. States have recognized that the development and growth of wineries cannot be fostered by strict adherence to the archaic one size fits all laws developed more than 70 years ago in a politically charged atmosphere at the end of prohibition when few farm wineries existed. Most states have subsequently evolved their laws in order to provide reasonable marketing opportunities for in-state wineries.

As a result, wineries are ubiquitous in most of the country, there are now wineries in all 50 states, and the number of wineries in America has grown more than six fold in 30 years. The local benefits associated with a thriving wine industry are manifold, including stimulating the local economy, protecting rural agricultural land against rampant development and fostering tourism. The economic prosperity associated with wineries

## Category of Links

### [WineAmerica](#)

*Click above to go directly to WineAmerica's homepage*

### [WineAmerica Supplier Membership Webpage](#)

*Click above to view a complete list of WineAmerica Supplier Members*

### [Alcohol Tobacco Tax & Trade Bureau \(TTB\)](#)

*Click above to view the TTB homepage*

### [Supplier Virtual Trade Show](#)

*Click above to view the programs & discounts offered by WineAmerica's Supplier Members*

### [WineAmerica Trailblazers](#)

*Click above to view the WineAmerica Trailblazers homepage*

## Contact Us

[www.wineamerica.org](http://www.wineamerica.org)

[info@wineamerica.org](mailto:info@wineamerica.org)

in rural areas, virtually all of which are solid small businesses, should not be sacrificed by the necessity of conforming state laws to the Granholm decision. WineAmerica will strive to ensure that states addressing constitutional problems provide adequate and effective channels for marketing the wines of their local wine industry.

The new language emphasizes the importance of wineries to state economies, a necessary factor in consideration, under the Granholm decision, of whether "... [a] State [']s regime 'advances a legitimate local purpose that cannot be adequately served by reasonable nondiscriminatory alternatives.'"

Finally, please take the time to look over the WineAmerica position papers developed for the Washington conference on our web site. The position papers can be found in the Members Only section of the website under "Quick Links." Please also share these position papers with your member of Congress and Senators as the opportunity presents itself.

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## Recap of the 2006 Wine & Grape Policy Conference

Over March 26-29<sup>th</sup>, WineAmerica members converged on Washington, DC for the annual board of directors meeting, the State Associations Council meeting, and to visit with legislators on Capitol Hill. Aside from the annual board meetings, WineAmerica members and members of the Winegrape Growers of America prepped for congressional and USDA agency visits, met with over 100 Congressional offices and threw a very popular reception on Capitol Hill in honor of the Congressional Wine Caucus.

It was another successful year and the timing couldn't have been better as Congress was in the process of debating immigration reform and a specialty crops bill was about to be introduced. Meeting participants focused on several key issues during their Hill visits and promoted the industry's message to members of Congress. Priority Issues covered during the meeting included:

- Industry opposition to TTB User Fees;
- Promotion for greater funding for viticulture research and the National Wine & Grape Initiative;
- Inclusion of the Specialty Crops Competitiveness Act into the 2007 Farm Bill; and,
- Support for immigration reform as proposed in the AgJOBS legislation

Meeting participants also got the chance to hear directly from legislators on the ongoing immigration and specialty crops debate. Senator Richard Burr (R-NC) addressed the group during lunch and spoke about the biggest issues facing small businesses, such as wineries, today – health care costs, global markets, labor force/immigration. Representative Radanovich (R-CA) spoke during the breakfast and gave the group advice on lobbying lawmakers on the Hill and on tackling the immigration reform issue.

On Tuesday evening, following a day of successful congressional visits, the "Taste the Wines of America" reception was held in the House Agricultural Committee room. This event provides WineAmerica and Winegrape Growers of America the opportunity to showcase their wines for members of Congress and their staff. This year we had one of our most successful events ever. WineAmerica members from 25 states donated wines and over 350 congressional staff and members of Congress attended the event. This was a great way to build on the productive visits during the day and continue to educate lawmakers about the geographic reach and diversity of the American

## WineAmerica Board of Directors

### Northeast

Tom Sharko  
Alba Vineyard, NJ  
Mike Williams  
Winery at Wilcox, PA

### New York

Dan Damianos  
Pindar Vineyards  
James Finkle  
Constellation Brands

### Southeast

Jerry Douglas  
The Biltmore Company, NC  
Steve Gibson (Chairman)  
Habersham Vineyards & Winery, GA

### Great Lakes

David Braganini  
(Secretary/Treasurer)  
St. Julian Wine Company, MI  
Kathleen Oliver

Oliver Winery, IN

### Midwest

Thomas J. Held  
Stone Hill Winery, MO  
Eldon Nygaard  
Valiant Vineyards, SD

### Rocky Mountain

Ron Bitner  
Bitner Vineyards, ID  
Naomi Shepherd Smith  
Grande River Vineyards, CO

### Washington

Craig Leuthold  
Maryhill Winery  
Marty Clubb  
L'Ecole No. 41 Winery

### Oregon

Dick Erath  
Erath Vineyards Winery  
Harry Peterson-Nedry  
Chehalem

### California

Patrick Campbell  
Laurel Glen  
Pete Downs (Vice Chairman)  
Kendall Jackson Wine Estates, Ltd.  
Herb Schmidt  
Robert Mondavi Winery  
Richard Smith  
Paraiso Springs Vineyards

### At-Large

Jim Anderson (State Associations  
Council Chairman)  
Missouri Grape and Wine Program,  
MO  
Jim Ballard  
James Arthur Vineyards, NE  
Rob Deford  
Boordy Vineyards, MD  
Douglas Moorhead  
Presque Isle Wine Cellars, PA  
Edward O'Keefe, III  
Chateau Grand Traverse, MI  
Jim Trezise  
New York Wine & Grape Foundation  
Lew Parker  
Willowcroft Farm Vineyards, VA

wine industry.

The Wine & Grape Policy Conference is one of the highlights of the year and a great way to become involved in the Association and to promote the wine industry on Capitol Hill. It is important that lawmakers hear from wineries around the country and how policies affect each state industry. The meeting is held in March every year and we encourage you to attend.

Also, mark your calendars for the Fall Board of Directors & Membership Meeting. It will be held November 12-14 in Canandaigua, NY. All WineAmerica, SAC members, Delegates are welcome and encouraged to attend.

## Election Results for WineAmerica's Board of Directors

Thank you to all of the members who returned their election ballots for the 2006 election for the members of the Board. The chairmanship changed hands from Patrick Campbell (Laurel Glen, CA) to Steve Gibson (Habersham Vineyards & Winery, CA) and we have one new board member, Craig Leuthold (Maryhill Winery, WA).

We want to welcome our newest board member, Craig, and also say a big thank you to Patrick Campbell, the outgoing chairman, for all of his hard work and support for the Association over the past two years. His work is much appreciated!

**See Below for a complete list of the WineAmerica Board of Directors for 2006:** (New Members are highlighted in *Blue*)

### Northeast

*Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, Pennsylvania, Rhode Island, Vermont*

#### **Tom Sharko**

Alba Vineyard, NJ

#### **Mike Williams**

Winery at Wilcox, PA

### New York

#### **Dan Damianos**

Pindar Vineyards

#### **James Finkle**

Constellation Brands

### Southeast

*Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia*

#### **Jerry Douglas**

The Biltmore Company, NC

#### **Steve Gibson (Chairman)**

Habersham Vineyards & Winery, GA

### Great Lakes

*Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin*

#### **David Braganini** (Secretary/Treasurer)

St. Julian Wine Company, MI

#### **Kathleen Oliver**

Oliver Winery, IN

### Midwest

*Arkansas, Iowa, Kansas, Missouri, Nebraska, Oklahoma, South Dakota, Texas*

#### **Thomas J. Held**

Stone Hill Winery, MO

#### **Eldon Nygaard**

Valiant Vineyards, SD

### Rocky Mountain

*Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah*

## WineAmerica Supplier Members

eSkye Software, LLC  
[www.eskyesolutions.com](http://www.eskyesolutions.com)

Idology Group, LLC  
[www.idology.com](http://www.idology.com)

Kendall-Jackson Nursery  
[www.kj.com](http://www.kj.com)

Sell More Wine  
[www.sellmorewine.com](http://www.sellmorewine.com)

Apprise Technologies  
[www.apprisetech.com](http://www.apprisetech.com)

Davis Wright Tremaine, LLP  
[www.dwt.com](http://www.dwt.com)

In Short Direct Marketing  
[www.inshortmarketing.com](http://www.inshortmarketing.com)

Inertia Beverage Group  
[www.inertiabev.com](http://www.inertiabev.com)

McDermott Will & Emery  
[www.mwe.com](http://www.mwe.com)

TradePulse  
[www.tradepulse.com](http://www.tradepulse.com)

Advance Packaging Corporation  
[www.advancepkg.com](http://www.advancepkg.com)

American Wines To You, Inc.  
[www.americanwines2u.com](http://www.americanwines2u.com)

Arton Glass & Ceramic Imprinters  
[www.artonimp.com](http://www.artonimp.com)

Bottle Gnek Inc.  
[www.vinamor.com](http://www.vinamor.com)

Capital Wine & Spirits  
[www.capitalwine.net](http://www.capitalwine.net)

Cosmo Graphics

Envision, LLC  
[www.envision.com](http://www.envision.com)

FedEx-US Marketing  
[www.fedex.com](http://www.fedex.com)

Fine Vine Wines, LLC  
[www.finevinewines.com](http://www.finevinewines.com)

Hinman & Carmichael, LLP  
[www.beveragelaw.com](http://www.beveragelaw.com)

La Belle Amie Vineyard & Winery  
[www.labelleamic.com](http://www.labelleamic.com)

McCandlish Holton PC  
[www.mccandlishholton.com](http://www.mccandlishholton.com)

MKF Group, LLP  
[www.mkf.com](http://www.mkf.com)

Pride Polymers, LLC  
[www.pridepolymers.com](http://www.pridepolymers.com)

The Rawls Group  
[www.rawlsgroup.com](http://www.rawlsgroup.com)

Valley Global Insurance  
[www.vgib.com](http://www.vgib.com)

Valley Wine Storage

VICAM  
[www.vicam.com](http://www.vicam.com)

### **Ron Bitner**

Bitner Vineyards, ID

### **Naomi Shepherd Smith**

Grande River Vineyards, CO

### **Washington**

#### **Craig Leuthold**

Maryhill Winery

#### **Marty Clubb**

L'Ecole No. 41 Winery

### **Oregon**

#### **Dick Erath**

Erath Vineyards Winery

#### **Harry Peterson-Nedry**

Chehalem

### **California**

#### **Patrick Campbell**

Laurel Glen

#### **Pete Downs** (Vice Chairman)

Kendall Jackson Wine Estates, Ltd.

#### **Herb Schmidt**

Robert Mondavi Winery, CA

#### **Richard Smith**

Paraiso Springs Vineyards

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Missouri Grape and Wine Program, MO

#### **Jim Ballard**

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#### **Douglas Moorhead**

Presque Isle Wine Cellars, PA

#### **Edward O'Keefe, III**

Chateau Grand Traverse, MI

#### **Jim Trezise**

New York Wine & Grape Foundation

#### **Lew Parker**

Willowcroft Farm Vineyards, VA

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## Senate Moves Toward Comprehensive Immigration Reform, AgJOBS included as amendment

On March 27<sup>th</sup>, the Senate Judiciary Committee voted by a margin of 12-6 to pass a comprehensive immigration reform bill for consideration by the full Senate. After much concern and intense lobbying efforts, agriculture was added to the bill in the form of an amendment. The amendment is modeled after the AgJOBS bill and contains several provisions supporting the needs of agricultural employers across America.

The key elements of the comprehensive bill are focused on border security and enforcement, a general-industry temporary guest worker program, a path for the 11 million undocumented workers already in the U.S. to earn residency, and a specific carve out for agriculture in the form of AgJOBS.

Having agriculture included in the comprehensive immigration reform bill is a much needed and heralded first step towards finding a solution to the current immigration problem. However, many challenges may threaten the integrity of the reform bill. Among them are hostile amendments that would seek to reshape and limit AgJOBS' provisions and strong opposition from the House of

Vine Tales, LLC  
[www.vinetales.com](http://www.vinetales.com)

Virginia's Best  
[www.vabest.com](http://www.vabest.com)

WinoWorld.com  
[www.winoworld.com](http://www.winoworld.com)

**Quick Tip:**

**\*\* Pictures from the 2006 Wine & Grape Policy Conference are posted on the website under the Spring Meeting Tab. \*\***

Representatives who vastly favor enforcement only mechanisms that would leave U.S. agriculture without a stable workforce. With estimates placing 70% of the current workforce as having questionable legal status, this does not bode well for America's wineries.

Given the constantly changing dynamic of immigration reform, WineAmerica will continue its close work with ACIR (the Agricultural Coalition for Immigration Reform) and others to ensure that the needs of America's wineries are met and a balanced solution for the immigration problem is found. WineAmerica members are encouraged to contact their Representatives and Senators to express their need for a stable workforce.

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## 2006 Specialty Crops Bill Introduced in Senate

The Specialty Crops Competition Act of 2006 (S. 2487) was introduced in the United States Senate last week by Senators Craig (R-ID), and Stabenow (D-MI). This legislation picks up where the Specialty Crops Competitiveness Act of 2005 left off, most notably, by including a title that would provide block grants to states to enhance competitiveness of US specialty crops.

Under Title II of this legislation, each eligible state will receive a minimum of \$3million and a maximum of \$15 million annually in grant money to be used solely for the purpose of enhancing the competitiveness of US Specialty Crops for each of fiscal years 2007 through 2009. The amounts received by each state will be based on the value of specialty crop production in that state during the preceding calendar year and the value of specialty crop production during that calendar year in all eligible states submitting applications for grants. This program is similar to the 2001 Specialty Crop Block Grant program enacted by Congress that proved very successful in providing states with funding needed for investment in research strategies aimed at improving competitiveness, quality and production efficiency.

WineAmerica members are strongly urged to contact their Senators and ask them to co-sponsor this important bill. Building support for addressing the needs of specialty crop producers is vital as Congress prepares to tackle the upcoming Farm Bill.

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## Welcome to the Newest WineAmerica Supplier Members!

### **eSkye Software, LLC**

Indianapolis, IN  
[www.eskysolutions.com](http://www.eskysolutions.com)

eSkye Solutions provides wine, spirits and beverage software and services for over 200 of the world's leading wineries, brand owners, distributors and retailers. eSkye Software enables the world's wineries and brand owners to maximize product quality by efficiently managing investment outlays, tracking all steps in the production process, ensuring compliance with the many statutory reporting requirements and efficiently connecting with customers electronically. eSkye's Missing Link Service provides account level depletion reporting as well as a national account price and promotions network to brand owners and retailers. This service provides companies with critical brand decision making data

through eSkye's database of over 25,000 SKUs of beer, spirits and wine. eSkye was founded in 1999 by senior executives from the consumer-packaged goods and distribution industries and bases its operations in California and Indiana.

**American Wines To You, Inc.**

Encinitas, CA

[www.americanwines2u.com](http://www.americanwines2u.com)

**Arton Glass and Ceramic Imprinters**

Lively, VA

[www.artonimp.com](http://www.artonimp.com)

Custom imprinted glassware and ceramics

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## Welcome to the Newest WineAmerica Winery Members!

Please welcome our newest members since February 1, 2006.

**Athena Vineyards and Winery**

Heathsville, VA

**Atticus Wine**

Weston, FL

**Blue Ridge Vineyard**

Eagle Rock, VA

**Bostock Winery**

Tucson, AZ

**Carneros Creek Winery**

Kelseyville, CA

**Childress Vineyards**

Lexington, NC

**CSV Wine Company, LLC**

Crandall, GA

**D-Cubed Cellars, Inc.**

St. Helm, CA

**Firefly Vineyards, LLC**

Arrington, TN

**Franklin Hill Vineyards**

Bangor, PA

**Garvin Heights Vineyards**

Winona, MN

**Horizon Cellars**

Siler City, NC

**Hug Cellars**

Paso Robles, CA

**Laddsbury Mountain Winery**

New Albany, PA

**Quick Tip:**

**\*\* Need a contact in another state? The SAC page on the website has been updated to include a listing of all SAC members. \*\***

**Longview Winery**

Suttons Bay, MI

**Lopez Winery and Vineyard Inc**

Lopez, PA

**McReynolds Winery**

Round Mountain, TX

**O'Shaughnessy Estate Winery**

Angwin, CA

**Parallel Wines**

Helena, CA

**Prairie House Vineyard and Winery**

Atkinson, IL

**Redman Wines**

Beaverton, OR

**Reeder Mesa Vineyards**

Whitewater, CO

**Reustle Vineyards and Winery, LLC**

Umpqua, OR

**Sensorium**

Los Gatos, CA

**Summit Lake Winery**

Holts Summit, MO

**The Winery at Holy Cross Abbey**

Canon City, CO

**Waters Winery**

Walla Walla, WA

**Whitecliff Vineyard & Winery**

Gardiner, NY

**Willamette Valley Vineyards**

Turner, OR

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[labels@wineamerica.org](mailto:labels@wineamerica.org)