

Wine Road WINERY Membership Application

Please PRINT entire application and mail in, along with your payment.

Our Board of Directors will review application at their next scheduled meeting and you will be notified if your membership is approved or denied.

**THE WINE ROAD REPRESENTS ALEXANDER, DRY CREEK AND THE RUSSIAN RIVER VALLEY
TO APPLY YOU MUST FIT BOTH OF THESE REQUIREMENTS:**

1. HAVE A BONDED WINERY WITHIN ONE OF THESE AVAs
2. PRODUCE WINES PRIMAIRILY FROM AT LEAST ONE OF THESE AVAs

INDIVIDUAL MEMBERSHIP CO-OPERATIVE TASTING ROOM

IF co-op tasting room – are you applying for;

ONE membership for the co-op (\$1200 for the collective)

EACH winery in the co-op will apply for their own membership (\$600 each winery)

Please Print (need all information for Member Directory)

Winery Name _____

Contact Name _____

Mailing Address _____

Street Address _____

City _____ Zip Code _____

Phone For Web & Map _____ Fax _____

Phone For Contact Person (if different #) _____

e-mail for web page on wineroad.com _____

e-mail for contact person (if different) _____

website _____

Assessment \$600 through July 2010

Annual assessments are always due and payable August 1st.

Signature _____ Date _____

Print Name _____

Title / Position _____

Form must be completed and signed, in order to be processed.

Wine Road - Member Application – Winery Information

Winery Name _____

Contact Person _____ Phone _____

Check off all that apply:

WINES:

- Alicante Bouschet
- Big Red
- Blended Red Wines
- Bordeaux Style Blends
- Cabernet Franc
- Carignane
- Chardonnay
- Cinsaut
- French Colombard
- Gewürztraminer
- Late Harvest Wines
- Marsanne
- Merlot
- Muscat
- Petit Verdot
- Pinot Grigio
- Pinot Noir
- Rhone Style Blend
- Riesling
- Rosa Bellissima
- Rushin River Red
- Sauvignon Blanc
- Shiraz
- Syrah
- Valdiguie
- Viognier
- Other
- Barbera
- Black Muscat
- Bordeaux Style Blend
- Brandy
- Cabernet Sauvignon
- Charbono
- Chenin Blanc
- Dolcetto
- Fumé Blanc
- Grenache
- Malbec
- Mataro
- Mourvedre
- Muscat Canelli
- Petite Sirah
- Pinot Gris
- Port
- Rhone Style Blends
- Rosé
- Rousanne
- Sangiovese
- Semillon
- Sparkling Wine
- Tempranillo
- Zinfandel
- Meritage

CREDIT CARDS

- VISA
- Master Card
- Diners
- Discover Card
- American Express

FACILITIES

- Free Wine Tasting
- Tasting Fee
- Tasting Fee, Refundable
- Gift Shop
- Winery Tours
- Winery Tours by Appt.
- Group Tours by Appt.
- Tasting By Appt. Only
- Dog Friendly Winery
- Handicap Accessible
- Special Wine Events
- Wine By The Glass
- Wedding Facilities on Site
- Bocce Ball
- Gardens

More detailed information can be written into your text. The items above are in our SEARCH data base.

EMAIL the following:

Description: For web site page, 200 word limit

Description for Printed Map - 12 words

Photo and logo for us to add to your web page

Send to: tracy@wineroad.com

Don't forget to include the copy of your ABC 02 license and your county USE permit, showing you may be open for wine tasting.

MEMORANDUM

TO: All Wine Road Member Wineries & Lodgings
FR: Wine Road Board of Directors
DT: March 2009
RE: Accounting of event supplies and funds



Due to the ever-increasing growth of our membership, the Board of Directors has voted to implement a new policy regarding member accountability to the Wine Road.

We have reached the point where we are investing nearly \$200,000 a year in event glasses. These are handed out to participating wineries prior to each event with the clear understanding that the winery is responsible for returning the unused glasses at the end of each event.

The Wine Road accounts for the number of glasses each winery uses based on pre-sold tickets and each winery's RSVP list, along with the "at the door" ticket sales that each winery reports.

With 100+ wineries participating in events, we have begun to experience a lack of responsibility on the part of wineries to return supplies or the appropriate amount of money to account for their ticket sales.

Although we request all supplies and money be accounted for and returned to the Wine Road office in the week following an event, we will allow for a 30-day grace period. The Board of Directors are winery owners or managers themselves, so they understand that for a variety of reasons it sometimes takes longer to return items/money to the Wine Road office.

Beginning with Barrel Tasting, once the 30-day grace period has passed, any member who has not reconciled their event materials, money or paid their yearly assessment will be removed from the website (wineroad.com) until their account is in good standing. With Barrel Tasting ending March 15, the 30-day grace period will end April 14.

Any member not in good standing when a deadline for a future event occurs, will not be allowed to participate.

We have found that our two-person office is wasting hours sending second and third notices via mail, email and phone calls in an attempt to collect unpaid dues and ticket money following events. As with any retail situation, our accountant expects a clear inventory of our glasses and or the ticket sales to account for the missing glasses. This has become increasingly difficult to accomplish. In many instances it takes several months to collect these dollars/glasses.

We appreciate the cooperation of all members and hope we have clearly explained the need for this new policy.

Winery _____ Signed _____ Date _____

Wine Road - Northern Sonoma County, is a Winery Association with Associate Lodging Members, within the Alexander, Dry Creek and Russian River AVAs.

➤ **For membership consideration;**

WINERIES – Must submit a copy of your ABC 02 license and your Sonoma County USE Permit or if you are within city limits, your City Business Permit for wine tasting. This must state that you can be open to the public for wine tasting, either with stated hours, or by appointment. It also shows how many events per year you may participate in.

LODGINGS – Must submit a copy of your most recent TOT payment (must be paying taxes) and have a lodging permit from the City or County; also, a copy of your ABC Type 80 license, if you are offering wine for your guests.

➤ **Members pay yearly assessments - wineries \$600, lodgings \$450.**

Assessments are mailed July 15th and are due August 1st.

➤ **All winery and lodging members are expected to attend our ONE annual General Membership Meeting.** Meeting is typically scheduled for mid May.

➤ **Applicant must have a tasting room or lodging located within the AVAs we represent:** Alexander, Dry Creek or Russian River.

➤ On all printed event material, **members may only promote wines made from within those AVAs.** On all event materials the Wine Road reserves the right to edit to the word limit if information exceeds stated limits. ALL members receive equal space to promote their winery / lodging.

➤ The Wine Road reprints their map, as needed – approx, every 12-14 months. New wineries and lodgings will be added to the map at that time.

➤ Member wineries and lodgings are listed on website, wineroad.com and have their own member page, with links to their own site. **New member (text) will be added to the website (wineroad.com) within one week of the application being approved.**

➤ **New member photos and logos are added to the site every Monday**, so depending on when you forward the photo and logo it may be a week or two before it will be online. Each member is allowed two images.

➤ **Online maps are updated with new members quarterly (first week of Jan, April, July, Oct).** If you join at a time when we have just updated the map, you will not be added until our scheduled update, unless you submit an additional \$200 for the expense of updating.

➤ **If you join AFTER event sign-up deadlines, we cannot guarantee participation in said event.** If time permits, you will be added to online event information, but will not be included in print material.

➤ **Members are encouraged to participate in our three annual events:** Winter Wineland, Barrel Tasting and A Wine & Food Affair. An event meeting is scheduled for the Wednesday prior to each event - they are mandatory meetings for any winery participating in the event.

➤ **Lodgings must have a minimum of 4 guest rooms** and will have a site inspection by Board members upon their application for membership. **The Wine Road is not accepting applications from vacation rentals.**

➤ **All new member applications are subject to approval by the Board of Directors.** Applications must be sent in complete (permits, payment and all forms filled in) and will be reviewed at the bi-monthly meeting of the Board of Directors.

➤ **Co-operative Tasting Rooms will have two options for membership:**

1. Each winery within the co-op will pay their own assessment (\$600 per winery) and each will have their own page on the website, their own dot on the map and their own listing in the event programs. Wineries in a co-op situation will each have to apply for membership individually.
2. Pay one assessment with the "Brand Name" of the tasting room - such as Family Wineries. This will allow one page on the website, one dot on the map, one event listing in program etc. Cost for this single listing of a co-op tasting room will be \$1200. per year. All member information will only list the "brand" name, not each individual winery name.

Retail wine shops will not be considered for membership. Applicant must show they are a true cooperative situation with each winery having a vested interest in the tasting room.

➤ **All announced deadlines for event participation, map-proofing, recipe submission etc are FIRM.** No information will be accepted after announced deadlines. All members are added to a weekly email list and sent information via our Monday Memo. If a member does not receive this weekly notice, it is their responsibility to inform the Wine Road office of the problem. All deadlines are announced via this weekly notice.

➤ **Members that participate in events must abide by deadlines to return leftover supplies, ticket money or other materials as requested.** Members are encouraged to return all items the week following each event, however they are given 30 days to comply. After 30 days, members that have not returned supplies and accounted for ticket money will be removed from the Wine Road website.

\$1000 FINE if you sign up for an event then cancel after ticket sales have launched and event material has been printed. Please plan carefully.

Once you commit – you are expected to follow through.

No action will be taken to remove you from an event until the \$1000 fine has been paid.

All new winery members must attend a Responsible Hospitality Training prior to participating in any Wine Road sponsored event.

I have read, understand and agree to these two pages of Frequently Asked Questions.

Signed _____ Date: _____

All 5 pages of this application must be completed and mailed to the Wine Road office along with your assessment check in order for the Board of Directors to review.

Board of Directors meet on the second Wednesday of
February, April, June, August, October, December

Also include a copy of your ABC 02 license and your county use permit, or if within a city limits your city business permit.

If a co-operative tasting room, we need a copy of the ABC 02 license for each winery.

MAIL TO ALL INFORMATION TO:
Wine Road, PO Box 46, Healdsburg, CA 95448