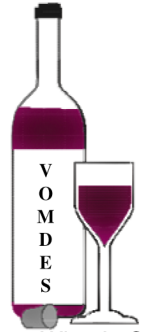




Swig* Times



*Sonoma Wine Is Great

Valley of the Moon Dilettante Enological Society Newsletter April, 2006

President: Michael Muscardini, 939-9848

Secretary/Treasurer: Doug Ghiselin, 996-8967

Vice President & Winemaster: Jack Bertram, 938-2310

**DUES ARE DUE!! SEND \$36 CHECK TO
VOMDES, 300 MOON MOUNTAIN ROAD, SONOMA 95476**

Meeting of April 13, 2006

President Muscardini called the meeting to order at 7:37 PM. There were 25 members present.

Old Business:

1. Discussions with respect to our participation with the Vintage Festival and the Home Winemakers competition were held open for further discussion.
2. Doug Ghiselin reported that the Classic Committee had decided to target for an event with 300 participants at \$35 each. The committee estimates our expenses at \$15 per participant. Therefore our estimated net receipts for the event are \$6000 plus funds raised at the silent auction.. Doug reported that the committee felt it was necessary to get a location set before further planning takes place. The committee is looking at Sebastiani, Imagery, Benzinger and Gunlack-Bunschwineries. Comments from the floor were that we should also look at the Inn at Sonoma and that we should either plan for more participants or establish a higher participant's fee. The committee continues to meet with Tracey Walker as the Boosters representative. VOMDES is responsible for ticket sales (Doug Ghiselin), the venue (Rich Brooks), wine competition (Bobbie Collins), media outreach (Jack Bertram), permits and license (Rich Brooks) and donations for the silent auction (Michael Muscardini). The boosters

will be responsible for set up and tear down as well as support during the event. Volunteers to work on the sub-committees have been identified. The committee consists of Bobbie Collins (Chair), Jack Bertram, Bruce Stephens, Doug Ghiselin, Mike Muscardini, Rich Brooks and Tracey Walker from the Boosters.

3. There was no update discussion regarding the vineyard at the Vallejo Home. Item will be held open.. Committee to pursue this item is Dennis Przybycien(chair), Ghiselin, Trotta and Carroll are committee members.

4. By oversight, we did not discuss our donation to the Vineyard Workers Services. This item will be discussed at the next meeting.

New Business

1. Pres. Muscardini reported that the Sonoma Valley Vintners and Growers Association has offered VOMDES members an "Associate Membership" for \$100 a year. Members wishing to join should send their check to SVVGA, 17964 Sonoma Highway, Sonoma, CA 95476. Be sure to identify yourself as a VOMDES member applying for a VOMDES Associate membership. They will need your address and phone number. You will receive all of the benefits of a full member.

2. Member Chris Kukshel announced that he organizes a golf tournament at Lake Tahoe on July 27 through July 30. Anyone interested should contact Chris for details. You can reach Chris at 939-2999 or email him at chris@kukshel.com

VOMDES Calendar

May Business meeting.. Appoint Picnic Committee
June Business meeting
July Annual picnic
Aug Business meeting. Appoint Holiday Party Committee
Sept/Oct/Nov Business meeting
Dec. Holiday Party

GUEST SPEAKER: Our guest speaker was Bradley Gray, Wine Columnist and Publicity Consultant. He spoke on the effort to establish a small commercial winery. His primary message was to get focused and stay focused. Write down your objectives in two or three short sentences and then stick with this objective periodically reviewing your progress. Don't try to do too much. Pick one or two varietals. Stay away from large distributors. Sales through restaurants and distributors are fine, but recognize that you will be selling your wine for half price! Direct sales are the best in that you sell for retail and have no middleman. Keep your doors open to the media. Let the media know where your wine can be purchased. Be sure you and your staff know your product and show enthusiasm when dealing with people.

FOR SALE

FOR SALE

FOR SALE

FOR SALE

1. Member Ghiselin, 996-8967, has new wine bottles for sale. Large quantities of both Bordeaux and Burgundy styles now available at \$6.00 per case. Even some blue Bordeaux!
2. Member Ghiselin has several 5 gallon glass carboys available at \$10 each. Call him at 996-8967.
3. Member Ghiselin has high quality corks (dated but still in sealed bags) at \$100 per bag of 1000. No partial bags.

DUES ARE DUE!! DUES ARE DUE!! DUES ARE DUE!!

SEND \$36 CHECK PAYABLE TO VOMDES

VOMDES

300 MOON MOUNTAIN ROAD

SONOMA, CA. 95476