



2022 MWC Annual Meeting Packet

*MWC Election to be conducted via Wild Apricot.
Candidate information and Ballot located in this packet.*

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Agenda

1. Meeting called to order [Dave Miller, President]
2. Establishment of a quorum [Brian Lesperance, Secretary]

The members present at any properly announced meeting shall constitute a quorum (MWC Bylaws, Section 4)

3. Reading of Notice of Meeting:

Notice of Annual Meeting: *The MWC Election and Annual Meeting will take place during the 2022 Orchard & Vineyard Show in Traverse City, January 18th-19th. Our meeting will be on January 19th at 2:30 pm. We encourage all members to attend the conference and the Annual Meeting, however, remote participation options will be available.*

We have some open board seats, executive positions, and committee chair posts available for dedicated MWC members looking to get involved.

OPEN BOARD SEATS 2022

GRAPE GROWER (OUTSIDE OF SW & NW MICHIGAN)- OPEN AVAILABILITY!!!

WINERY (OUTSIDE OF SW & NW MICHIGAN)- **CANDIDATE: PETER KING OF DREW RYAN WINES**

SW GRAPE GROWER- **CANDIDATE: BY SIDNEY FINAN OF STRANGER WINE CO**

BOARD SEATS UP FOR RE-ELECTION (These CAN be contested if you are interested in running for any of the seats below)

NW WINERY (CURRENTLY HELD BY LEE LUTES OF BLACK STAR FARMS)- **NO OPPOSITION CURRENTLY**

SE WINERY (CURRENTLY HELD BY BOB UTTER OF FLYING OTTER WINERY)- **NO OPPOSITION CURRENTLY**

NW GRAPE GROWER (CURRENTLY HELD BY TOM PETZOLD OF TEN HANDS VINEYARDS)- **NO OPPOSITION CURRENTLY**

SW GRAPE GROWER (CURRENTLY HELD BY TODD ROBBINS OF MODALES WINES)- **OPPOSED BY SIDNEY FINAN OF STRANGER WINE CO**

TOURISM (CURRENTLY HELD BY ED PEABODY OF HOUR DETROIT/MICHIGAN WINE COUNTRY)- **NO OPPOSITION CURRENTLY**

EXECUTIVE POSITIONS AVAILABLE

VICE PRESIDENT- **CANDIDATE: BRIAN LILLIE OF CHATEAU CHANTAL**

TREASURER (UP FOR RE-ELECTION; HELD BY LEE LUTES)- **NO OPPOSITION CURRENTLY**

COMMITTEE CHAIR POSITIONS

MEMBERSHIP COMMITTEE

We will be promoting the full line up of candidates and ballot initiatives soon. Keep an eye out in your email and on social media for more information.

4. Report of Officers
5. Report of Committees
6. Presentation of 2022 MWC Election Ballot- Board of Directors and membership/bylaws change proposals (E-vote following the meeting*)
7. Unfinished business
8. Adjourn

MWC Board Positions 2022

Below is the current Michigan Wine Collaborative Board of Directors.

Positions up for re-election are highlighted in yellow

Open positions highlighted in green.

Board #	Elected	Term Expires	Board member	Representing	Executive Board Position <i>(If Applicable)</i>
1	2020	2023	Matt Moersch	SW Winery	
2	2020	2023	Brian Lesperance	SW Winery	Secretary
3	2020	2023	Dave Miller	SW Winery	President*
4	2019	2022	Lee Lutes	NW Winery	Treasurer
5	2020	2023	Brian Lillie	NW Winery	
6	2021	2024	Josh Morgan	NW Winery	
7	2019	2022	Bob Utter	SE Winery	
8	2021	2024	Chris Southern	Other Region Winery	
9	2019	2022	Tom Petzold	NW Grape Grower	
10	2019	2022	Ed Peabody	Tourism	
11	2021	2024	Gina Shay	Supplier/Vendor	Vice President*
12	2021	2024	Lisa Lyon	Retail/Restaurant	
13	2022	2025	OPEN	Other Region Grape Grower	
14	2022	2025	OPEN	Other Region Winery	
15	2022	2025	OPEN	SW GROWER	

Open Board Seats

Position	Board member	Representing	Opposition
SE Winery	Peter King III	Drew Ryan Wines	
SE Grower	Patrick Spensley	Cherry Creek Cellars	
SW Grower	Sidney Finan	Stranger Wine Co	

Seats Up for Re-Election

Elected	Term Expires	Board member	Representing	Opposition
2019	2022	Lee Lutes	NW Winery	
2019	2022	Bob Utter	SE Winery	
2019	2022	Tom Petzold	NW Grower	
2019	2022	Ed Peabody	Tourism	

Executive Board

Position	Board member	Representing	Opposition
Vice President	Brian Lillie	NW Winery	
Treasurer	Lee Lutes	NW Winery	

***E-Voting for the 2022 MWC Election will occur via Wild Apricot. Voting members of MWC should have received the ballot in their inboxes this morning. Voting will remain open until Friday, January 21st to provide enough time to review candidates and proposals. Contact us if you did not receive your ballot.**

Candidates- Wineries

NW Winery



***Lee Lutes- Black Star Farms
Treasurer, Finance Chair***

As the head winemaker for Black Star Farms Lee oversees winemaking operations for the two processing facilities on the Leelanau and Old Mission Peninsulas. The home farm in Leelanau was created in 1998, with the addition on the Old Mission Peninsula in 2007, to separately specialize in red and white wine production. This separation of production makes Black Star Farms very unique in the industry, and Lee believes is significantly responsible for the general standard of quality that is their benchmark. Lee also directs the distillation program that produces European style fruit brandies and dessert wines, and further enhances their level of distinctiveness in the market. Lee is a proud self-taught winemaker, to which he eventually came following a business degree at MSU, years of experience in the restaurant industry, and extensive international travel. He was an assistant winemaker at a small Piedmont winery prior to moving back to Michigan, where he was born and raised, and returned home at a time fortuitous with the growth and expansion of the industry. He is an avid supporter of all things Michigan, and proudly pursues the best in Pinot Noir and Riesling.

SE Winery



Bob Utter- Flying Otter Winery

For the past 10 years Bob has been owner, winemaker, and vineyard manager at Flying Otter Winery in SE MI. Bob is an active member of MWC and an active VESTA winery and vineyard mentor.

SE Winery



Peter King- Drew Ryan Winery

Peter King III has been making wine for the past 8 years. He is one of three founding partners of Drew Ryan wines based out of Southfield, Michigan. The partners are in the process of opening a tasting room in the city of Detroit and have planted their first vines this past spring on a small lot off of the Detroit river where they are growing Cabernet Franc grapes.

Candidates- Growers

NW Grower



Tom Petzold- Ten Hand Vineyards

Tom Petzold and his wife established, own and operate Ten Hands Vineyards in Old Mission, facing the East Arm of the Grand Traverse Bay. They grow Riesling and Chardonnay for Bowers Harbor Vineyards, where Tom has worked in various capacities for over 12 years. Tom's employment at the historic Pontchartrain Wine Cellars restaurant in Detroit (1970s) gave him his first exposure to the world of fine wine. Committed to surviving the growing pains and opportunities of a young wine industry in Michigan, Tom enjoys working with the tens of partners in the vineyards and wine cellars in the NW region. He served six years (four as VP) on the Parallel 45 Wines and Vines LLC BOD, which is the region's volunteer organization for research, education and collaboration among growers, MSU, MSU/Ext, winemakers and wine enthusiasts. Tom is a founding member of the MWC and has chaired the R/E Committee since its beginning.

SW Grower



Sidney Finan- Stranger Wine Co

Sidney Finan is co-owner and farmer at Stranger Wine Company based in Buchanan, Michigan. She and her Fiance, Maxwell Eichberg, manage their 15 acre estate utilizing regenerative agricultural practices. Prior to moving to Michigan, Sidney worked as a farm hand on a small family owned organic farm in Illinois and fell in love with agriculture. From there she moved into viticulture and spent time working for a viticultural management group in Oregon where she gained exposure to hundreds of different vineyard sites and got to see first hand the impact that different management styles had on their environments.

Her current regenerative agricultural practices are informed by both her experiences in the field and by her bachelors degrees in Biology and Environmental Science. While in Oregon she also worked as a winery intern and fell in love with the entire process of farming grapes and watching them turn into wine. After leaving Oregon she and her Fiance decided that there was no time like the present and founded Stranger Wine Company to put their farming and wine making skills to the test. It was a bold leap, but prior to working in agriculture Sidney had also spent several years working in Property Management in Chicago learning important business principles that allowed her to feel confident in founding her own company. 2021 was a challenging year, but all in all it was a tremendously successful growing year and Sidney is already looking forward to 2022.

SE Grower



Patrick Spensley- Cherry Creek Cellars

Born and raised in SE Michigan, Patrick got his first experience working in the wine industry while abroad in New Zealand. Upon returning home he started at Cherry Creek Cellars in Brooklyn, MI in 2011 where he continued his formal education through VESTA and gained immeasurable hands on experience in the vineyard, cellar and tasting room. When the John & Denise Burtka, who started the winery in 2003, were ready to retire, Patrick took the reins in 2018. Together with his staff they have continued to build upon Cherry Creek's foundation. Outside of work, Patrick enjoys spending time with his family exploring all that Michigan has to offer. They find it convenient that there are so many wineries in all corners of the State!

Candidate- Tourism

Tourism



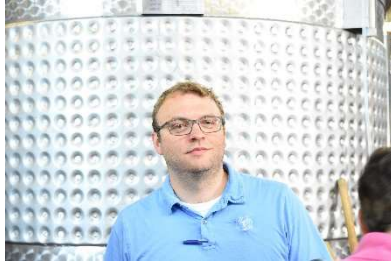
Ed Peabody- HOUR Media/Michigan Wine Country

As publisher of the Michigan Wine Country magazine, website, and e-newsletter, Ed Peabody has been a part of the Michigan wine tourism industry since 2005. His official title is Director of Custom Publishing at Hour Media, a company division he launched in 2000. When the Michigan Grape & Wine Industry Council dissolved, Ed persuaded the owners of Hour Media to continue publishing Michigan Wine Country, as it is a vital promotional tool for the industry and a valuable resource for agritourists.

Executive Board Positions

Vice President

***Brian Lillie- Chateau Chantal
Marketing & Communications Chair***



Brian Lillie is the Director of Hospitality and Distribution at Chateau Chantal Winery. He has been active in the Michigan Wine Industry since 2005. In 2013 he chaired the MiCast (Michigan Certified Alcohol Service Training) Program which received the 2015 Pure Michigan Governor's Award for Innovative Tourism Collaboration Award in Education and Training. He served on the Michigan Grape and Wine Annual Conference Committees for 10 years and has led a session called "Tasting Great Wine Before the First Glass. Brian was the driving force behind MWC's most recent SCBG award to build a cohesive brand image for Michigan wine.

Treasurer

***Lee Lutes- Black Star Farms
Finance Chair***



As the head winemaker for Black Star Farms Lee oversees winemaking operations for the two processing facilities on the Leelanau and Old Mission Peninsulas. The home farm in Leelanau was created in 1998, with the addition on the Old Mission Peninsula in 2007, to separately specialize in red and white wine production. This separation of production makes Black Star Farms very unique in the industry, and Lee believes is significantly responsible for the general standard of quality that is their benchmark. Lee also directs the distillation program that produces European style fruit brandies and dessert wines, and further enhances their level of distinctiveness in the market. Lee is a proud self-taught winemaker, to which he eventually came following a business degree at MSU, years of experience in the restaurant industry, and extensive international travel. He was an assistant winemaker at a small Piedmont winery prior to moving back to Michigan, where he was born and raised, and returned home at a time fortuitous with the growth and expansion of the industry. He is an avid supporter of all things Michigan, and proudly pursues the best in Pinot Noir and Riesling.

SCBG SURVEY INFORMATION

MWC must collect information on a specific outcome indicator that measures the change in Wine Grape Sales. PLEASE Complete the MWC 2021 Member Sales Survey

We will send a link to your INBOX or Use this QR Code.



This survey will be repeated in 2022

Responses are anonymous and collected by an independent third-party provider who is under a non-disclosure agreement

Results of the survey will be tabulate and shared in a way that will protect respondents' data