



## 2023 MWC Annual Meeting Packet

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

## **Table of Contents**

Agenda.....	1
MWC Board Positions.....	2
Election Seats.....	3
Candidates.....	4-9
Membership/Bylaws Proposals.....	10
SCBG Survey Information.....	11

## Agenda

1. Meeting called to order [Gina Shay, 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 Michigan Wine Collaborative Election and Annual Meeting will take place during the 2023 Michigan Governor's Cup Events in Lansing, June 28-29th. Our meeting will be on June 29th at 10a.m. We encourage all members to attend the first annual Governor's Cup Events and the MWC 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 2023**

NW Winery Seat- **CANDIDATES WELCOMED**

SW Winery Seat- Andrew Backlin of Modales Winery- **NO OPPOSITION CURRENTLY**

Retail/Restaurant- Tamela Todd of T&T Sip n Read- **NO OPPOSITION CURRENTLY**

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

SW WINERY (CURRENTLY HELD BY MATT MOERSCH OF ROUND BARN, TABOR HILL, & FREE RUN CELLARS)- **NO OPPOSITION CURRENTLY**

SW WINERY (CURRENTLY HELD BY BRIAN LESPERANCE OF FENN VALLEY VINEYARDS & WINERY)- **NO OPPOSITION CURRENTLY**

NW WINERY (CURRENTLY HELD BY BRIAN LILLIE OF CHATEAU CHANTAL)- **NO OPPOSITION CURRENTLY**

### **EXECUTIVE POSITIONS AVAILABLE**

TREASURER- **CANDIDATE: PETER KING OF DREW RYAN WINERY**

SECRETARY (UP FOR RE-ELECTION; HELD BY BRIAN LESPERANCE)- **NO OPPOSITION CURRENTLY**

### **COMMITTEE CHAIR POSITIONS**

MEMBERSHIP COMMITTEE

GRANTS & FUNDING

### **BYLAWS PROPOSALS**

HONORARY NON-VOTING LEGAL BOARD SEAT

HONORARY NON-VOTING IT SEAT

HONORARY NON-VOTING FINANCIAL STRATEGY SEAT

MISSION STATEMENT CHANGE

RAISING ANNUAL DUES

*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. Approval of May's Meeting Minutes
5. Report of Officers
6. Report of Committees
7. Presentation of 2023 MWC Election Ballot- Board of Directors and membership/bylaws change proposals (E-vote following the meeting\*)
8. Unfinished business
9. Adjourn

## MWC Board Positions 2023

Below is the current Michigan Wine Collaborative Board of Directors.

*Positions up for re-election are highlighted in yellow*

*Open positions highlighted in green with candidates running in 2023.*

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	Brian Lillie	NW Winery	Vice President
4	2022	2025	Lee Lutes	NW Winery	
5	2022	2025	Bob Utter	SE Winery	
6	2021	2024	Chris Southern	Other Region Winery	
7	2022	2025	Tom Petzold	NW Grape Grower	
8	2022	2025	Ed Peabody	Tourism	
9	2021	2024	Gina Shay	Supplier/Vendor	President
10	2022	2025	Patrick Spensley	Other Region Grape Grower	
11	2022	2025	Peter King	Other Region Winery	Treasurer
12	2022	2025	Sidney Finan	SW Grower	
13	2023	2026	Tamela Todd	Retail/Restaurant	
14	2023	2026	Andrew Backlin	SW Winery	
15	2023	2026	Bonnie Hardin	NW Winery	

## Open Board Seats

Position	Candidate	Winery/Company	Opposition
NW Winery	Bonnie Hardin	Mari Vineyards	NONE
Retail/Restaurant	Tamela Todd	T&T Sip n Read	NONE
SW Winery	Andrew Backlin	Modales Winery	NONE

## Seats Up for Re-Election

Elected	Term Expires	Board member	Representing	Opposition
2020	2023	Matt Moersch	SW Winery	NONE
2020	2023	Brian Lesperance	SW Winery	NONE
2020	2023	Brian Lillie	NW Winery	NONE

## Executive Board

Position	Board member	Representing	Opposition
Secretary	Brian Lesperance	SW Winery	
Treasurer	Peter King	SE Winery	

**\*E-Voting for the 2023 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, June 30<sup>th</sup> to provide enough time to review candidates and proposals. Contact us if you did not receive your ballot.**

## Candidates- Wineries

### SW Winery



#### ***Matt Moersch- Round Barn, Tabor Hill, Free Run Cellars***

Matt Moersch's wine career began as picking grapes in his family's vineyard and apprenticing with his father, and he continued his studies with world-renowned winemakers and growers in France, Germany, and Hungary. Currently, he is partner of The Round Barn Winery and co-founder of Free Run Cellars, crafting more than 40 different styles of dry and sweet wines; more than 100 unique beer recipes; and 20 different types of fortified wines and spirits, such as bourbon, rum, and vodka. While focused on French-style wines and spirits, Matt draws from the vast diversity of European winemaking and distillation traditions to develop the diverse, award-winning portfolio for which Round Barn and Free Run are celebrated. Spearheading the Great Lakes Sustainable Wine Alliance (GLSWA), a statewide sustainability initiative, Moersch is working to bring Round Barn's sustainability mindset to a broader coalition of neighboring winegrowers. Modeled on Oregon's premier LIVE certification, the GLSWA will encompass agricultural, cellar, and business practices; including key issues such as the elimination of herbicides from Michigan vineyards and aggressive water-reduction practices. "Good wine is made in the vineyard. So I always begin by understanding how I can better serve the grapes by honoring where they grow. When the vines are happy, the wine is, too." All of Moersch's properties are MAEAP-verified. Moersch has been a leading figure in building the nationally recognized reputation of Michigan's famed Lake Michigan Shore AVA.

### SW Winery



#### ***Brian Lesperance- Fenn Valley Winery & Vineyards Secretary***

Brian joined the family business in 2012 after nearly a decade in technology sales and marketing. He and his wife Gwen represent the 3rd generation of family to be actively managing Fenn Valley Vineyards in Fennville, MI. Brian's background in operations and management coupled with Fenn Valley's vast experience allowed him to assume the title of Winemaker in 2015, a spot held by his Father-in-Law since the winery's inception in 1973. Today Brian not only heads up production, but oversees overall operations of the business. When not at work Brian enjoys downhill skiing, cycling and travel. Brian and Gwen have two children and live on the farm in Fennville.

## **NW Winery**



**Brian Lillie- Chateau Chantal**

**Vice President**

### **Family**

Father

Husband

### **Career**

Vice President of Hospitality and Distribution Chateau Chantal Winery

VP, Marketing Committee Chair, Inclusion and Expansion Committee Michigan Wine Collaborative

Northwestern Michigan College Extended Education Instructor

North Central Michigan College Lifelong Learning Virtual Instructor

10 years Grape and Wine Industry Council Annual Conference Planning Committee

Taste Michigan/Cool is Hot Campaign 2021-2023

MiCAST Program 2013

Guitarist

### **Accomplishments**

Executive Board North Traverse Heights Neighborhood Association 2010

Downtown Traverse City Chili Cook Off Champion- No Bean category 2013

First Chair Baritone Parkside Junior High Varsity Marching Band

Jackson Catholic Middle School Dance Off Runner Up 1989

Self-Proclaimed Thumb War Champion 1994-Present

**Initiative/Goal:** Create a sustainable Full Time Executive Director role

## SW Winery



### *Andrew Backlin- Modales Winery*

I grew up in Northern California, surrounded by winegrowing and winemaking. During high school, my first job was working on a bottling line after school. I always had an interest in foraging for wild plants and fermentation. It started with kombucha brewing, which then led to homebrewing, and eventually, I fell in love with winemaking.

After high school, I initially pursued theology in college, but upon graduation, I realized it wasn't the path I wanted to continue on. Instead, I spent the next four years touring the country as a hardcore musician. However, the demands of the road eventually wore me out, and I knew I needed to find something else that would allow me to stay creative.

That's when I landed a job as an enologist at Steele Wines in Lake County, CA. While working there, I enrolled in courses at Santa Rosa Junior College and the UC Davis extension for Enology. Under the mentorship of Jed Steele, an innovator in low-intervention winemaking, I worked my way up to the position of Assistant Winemaker at Steele Wines.

However, Michigan started calling my name when my wife decided to move there. I joined Lawton Ridge Winery as an assistant winemaker and truly fell in love with cool-climate winemaking and viticulture. Eventually, an opportunity arose to return to California and work at Duckhorn Wines. We packed up and made our way back. During my time in California, I was approached by the owners of Modales with a proposition to move back and help start a new winery in the Fennville AVA. We seized the opportunity, returned to Michigan, and broke ground on Modales in 2018. Since then, we have been focused on innovation and approaching winemaking in Southwest Michigan from a fresh perspective.

At Modales, we have made significant changes to our winemaking practices. We have converted 90% of our processes to Native Fermentations, adopting a hands-off approach. Additionally, witnessing the decline of our vineyard soils, we decided to transition to organic viticulture. We are working towards certifying all of our vineyards in 2024.

I firmly believe that a "shades of green" revolution, as Dave Bos would say, is coming to Michigan. We strive to be an example of what regenerative farming can look like on a commercial scale.

#### **Initiatives**

- Start an educational initiative to teach growers and wineries about compost production
- Engage with the universities and growers about studying softer chemistry spray materials for Michigan
- Industry outreach in Chicago for Michigan wine promotion
- Create winemaker forums to forward community and discussion about premium winemaking
- Engage with MSU to study the connection between foliar nitrogen sprays and Sour Rot
- Form a quality alliance like the VDP group in Germany
- Start more dialogue surrounding winemaking techniques and how we can innovate



## NW Winery



### *Bonnie Hardin- Mari Vineyards*

Born and raised in Traverse City, MI, Bonnie started at Mari Vineyards in 2016 after a decade of working in events and communications. After helping Mari to open their Tasting Room as a server, Bonnie was promoted to Supervisor, then Assistant Manager, and then Sales & Marketing Coordinator. Her role includes managing Mari's marketing, social media, in-house wine education, off-site events, and local wholesale. In 2021 she was awarded her WSET Level 2 with Distinction, and plans to go for her Level 3 soon. Bonnie serves on the Old Mission Peninsula Wine Trail Marketing Committee and is actively involved with the Traverse Wine Coast, Michigan Wine Collaborative, and Dirt to Glass Conference.

Bonnie graduated from Michigan State University with a degree in Global Studies in the Arts and Humanities, including minors in French and Religious Studies. A study abroad program took her to Tours, France for a summer in 2014, and she returned to Michigan with a heightened interest in regional wine and food. After graduation, she worked in the restaurant industry and beer world before converting fully to wine.

In addition to her work at Mari Vineyards, Bonnie is a freelance website and graphics designer, production assistant, and social media manager.

#### **Initiatives:**

1. Cultivate connections across all sectors of our state's wine industry. Increased collaborations between stakeholders leads to a deepened understanding of shared values and can foster forward growth in unexpected places.
2. Bolster local educational resources and opportunities for industry workers, such as wine training or alcohol management. As Michigan grows its prowess in the wine world, our workers deserve to remain competitive with already established regions through increased educational opportunity.
3. Explore possible collaboration with other existing Michigan wine networks, such as trails, hospitality tourism groups, educational programs, research conferences, and others.

## Candidates- Retail/Restaurant

### Retail/Restaurant



*Tamela C. Todd- T&T Sip n Read*

Tamela C. Todd is a bestselling author, certified mental health coach, and entrepreneur, who is passionate about promoting mental health and self-care. Tamela also has a love for literature and wine. She plans to combine these passions by opening a Sip n Read Book Bar, where customers can enjoy a glass of Michigan wine while browsing through a selection of books. With her experience as a women-owned and minority-owned business owner, Tamela understands the challenges facing small businesses. She believes that promoting Michigan wines can help boost the local economy and provide a unique selling point for retailers. Tamela has honed her business sense with the completion of Retail Boot Camp at Tech Town Detroit, Build Basics at Build Institute, Scale Your Business Like a Boss at Operations School, and 3x Motor City Match awardee. She is also a member of Bamboo of Detroit and has been featured in various media outlets like Rolling Out Magazine, Metro Parent, She Leads Podcast, WDIV, and many others.

As a potential retail board member for the Michigan wine collaborative, Tamela would not only promote Michigan wines but also the unique experiences that can be created by pairing wine with literature. Her vision for the Sip n Read Book Bar is to create a welcoming space where customers can relax and unwind, while also promoting local authors and literature.

Tamela's entrepreneurial spirit and innovative ideas make her an asset to any team. With her experience in healthcare, mental health, and small business ownership, she has the skills and knowledge necessary to help retailers thrive. As a retail board member for the Michigan wine collaborative, she would bring a fresh perspective and a commitment to creating positive experiences for customers.

#### **Initiatives:**

1. Increase awareness and visibility of Michigan wines: As a retail board member, I would prioritize initiatives that help increase the visibility and awareness of Michigan wines in the marketplace. This could include working with local tourism boards to promote wine tours and tastings, creating educational materials for consumers, and partnering with restaurants and bars to feature Michigan wines on their menus.

2. Foster collaboration and networking: As a retail board member, I would prioritize initiatives that foster collaboration and networking among Michigan wine producers, retailers, and other industry stakeholders. This could involve organizing industry events and conferences, facilitating networking opportunities, and creating online forums and groups where members can connect and share information and resources.

## Executive Board Positions

### Treasurer



*Peter King III- Drew Ryan Wines  
Finance Chair*

My name is Peter King III and I am a senior accountant at Elevance Health and I have over 15 years of accounting and finance experience. I hold a BBA in Accounting from Tennessee State University. Some of my career achievements that would directly benefit the collaborative would be my experience with GAAP accounting, financial data analysis as well as process automation. In addition, I have over five years of experience using QuickBooks online on behalf of my company Drew Ryan Wines and for the past few months I have served as the interim treasurer for the Michigan wine collaborative. As the interim treasurer I have automated the check distribution/payroll process for our executive director and for some of our routine vendors. In addition I have reconciled our QuickBooks account to match our general checking account. My goal as treasurer would be to continue to automate many of the routine transactions and ensure quality financial reporting and budgeting, file tax returns and provide insight on financial strategies or financial goals of the collaborative.

I would like to thank you for considering me for the role as Treasurer for the Michigan

## Open Board Positions

NW Winery

## **BYLAW PROPOSALS**

1. *Addition of Honorary (non-voting) Legal Board Seat*
  - a. Mark Vanneste of Howard & Howard running for this position should the seat be approved by the Michigan Wine Collaborative board.
2. *Addition of Honorary (non-voting) IT Seat*
3. *Addition of Honorary (non-voting) Financial Strategist Seat*
4. *Adjust Mission Statement to reflect evolution of the organization.*
  - a. MWC has continued to evolve and change based on the feedback from our members on how our time and resources should be prioritized. The mission statement should reflect that.
    - i. Option 1: Keep original mission statement: *To enhance the sustainability and profitability of the Michigan wine industry by supporting wineries, growers and other businesses and individuals connected to the industry – today and for future generations.*
    - ii. Option 2: Version 1 from retreat: *To serve as the ambassador of the Michigan wine industry by building the Michigan brand, creating standards, providing resources, and fostering connection for the wine community.*
    - iii. Option 3: Version 2 from retreat: *To lead the Michigan wine industry by serving as an ambassador, differentiating the region, providing resources, and fostering connection for the wine community.*
5. *Vote on whether to raise annual dues.*
  - a. The dollar had an average inflation rate of 3.40% per year between 2016 and today, producing a cumulative price increase of 26.40%. MWC dues are the same prices as they were in 2016, but all of our costs have gone up.
  - b. Propose raising member dues 25% to cover cost of labor, materials, and software subscriptions and tools necessary to run the organization.

# CALLING ALL GRAPE GROWERS AND WINEMAKERS

SURVEY DEADLINE July 20th!

- MWC needs Wine Grape Information for 2022
- 10 min to complete & anonymous
- Highlights from the 2021 Survey (41 Responses):
  - \$12.7M Wine Grape Sales
  - 2,333 Acres under vine, average size 40 acres
  - 602,000 Cases of Wine Sold
  - Social Media was ranked as the most important marketing strategy

***Your Specialty Crop Block Grant Funds at work!***

TAKE THE SURVEY TODAY:



**ALCHEMAE**

CRAFT BEVERAGE CONSULTING