

Allan Hancock College

Viticulture & Enology Foundation



AGENDA

Board of Directors

Annual Meeting

June 21, 2017

3:30 PM

Captain's Room
Building B
Room—B-102

Allan Hancock College Viticulture & Enology Foundation



AGENDA

Board of Directors

Annual Meeting

Wednesday, June 21, 2017 – 3:30 PM
 Captain's Room B-102, Building B

	<u>Page</u>	<u>Est. Time</u>
1. Call to Order		3:30 PM
2. Public Comment		
<p>The section of the agenda is intended for members of the public to address the board on items involving the foundation. Public comment not pertaining to specific agenda items is welcome under public comment. <i>Please note that Board members are prohibited by the Brown Act from responding to comments made regarding topics not on the official agenda.</i> Testimony on specific agenda items will be welcome during consideration of the item by the Board. When public testimony is completed regarding a specific agenda item, discussion is then confined to board members only. This practice is in accordance with laws governing Board of Directors public meetings.</p>		
3. Action Items		3:30 PM
3.A. Approval of April 12, 2017 Meeting Minutes	3	
A recommendation to approve the minutes of the April 12, 2017 meeting.		
3.B. Election of Directors and Officers	7	
A recommendation to approve the election of the proposed slate of directors and officers.		
3.C. Determination of Date, Time and Place of Regular Board Meetings	8	
A recommendation to set a date and time for regular meetings and the annual meeting.		
3.D. Acceptance of Donations	9	
A recommendation to accept the donation of 150 Touriga Nacional dormant vines from Wonderful Nurseries LLC.		

	<u>Page</u>	<u>Est. Time</u>
4. Information Items		4:00 PM
4.A. Financial Report	10	
A report on year-to-date financial data ending May 31, 2017.		
4.B. Winery Inventory Report	13	
A report on inventory as of May 31, 2017.		
4.C. Recent or Upcoming Events	15	
A report on recent or upcoming events.		
4.D. Wine Pricing/New Releases/Labels	17	
A report on approved wine pricing, new releases, and/or new labels.		
4.E. Inventory Valuation and Cost Accounting	18	
An update on the inventory valuation and cost accounting process.		
4.F. Proposed Viticulture and Enology Foundation Winery Business Plan	19	
A review and discussion of the plan's second draft.		
5. New Business/Oral Reports		4:20 PM
6. Adjournment		4:30 PM

The next regular meeting of the Board of Directors will be held on September 20, 2017 at 3:30 PM, unless otherwise determined by action agenda item 3.C.

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the President's Office at (805) 922-6966 ext. 3245. Please make requests 48 hours prior to the meeting in order to make reasonable arrangements to ensure accessibility to this meeting.

Alfredo Koch
Foundation President

ALLAN HANCOCK COLLEGE
Viticulture & Enology Foundation



Minutes
Board of Directors
Regular Meeting
Wednesday, April 12, 2017

Alfredo Koch, President
Larry Lahr, Vice President
Michael Black, Treasurer
Richard Mahon, Secretary
Kevin G. Walthers, Board Member

Allan Hancock College
Captain's Room B 102, Building B
800 South College Drive, Santa Maria, CA 93454

1. Call to Order

Dr. Walthers called the meeting to order at 3:33 p.m. with the following directors present: Michael Black, Alfredo Koch, Larry Lahr, Richard Mahon, and Kevin Walthers.

Absent: None

Also present: Terri Lee Coleman, Susan Houghton, Keli Seyfert, Mike Sandoval,

Jason Mergenov, Chris Brown

Note Taker: Linda Reed

2. Public Comment

Jason Mergenov asked to discuss a proposal on expanding the Santa Maria Valley AVA (American Viticultural Area) to include the AHC vineyard. The majority of our grapes fit within the defining parameters of the AVA, but the vineyard is located just outside the boundary. It would add more value to both the wines and grapes. To be able to put "estate bottled" on our labels, the grapes must be grown and finished on the same land and must fit in an AVA. The AHC Winery would be the only one within the city limits. He wants to build support within the community, because everyone needs to be on board. There will be a petition where people can comment for or against. Potential costs are not known yet. It may involve surveyors and incidental costs to host an event showcasing AHC wines. Dr. Walthers said this will be placed on the June 21, 2017 meeting agenda as an action item.

3. Action Items

3.A. Approval of December 14, 2016 Meeting Minutes

On a motion by Richard Mahon, seconded by Alfredo Koch, the Foundation board voted to approve the minutes of the December 14, 2016 meeting as submitted.

(Ayes: Black, Koch, Lahr, Mahon, Walthers; Noes: None; Abstentions: None)

3.B. Approval to Engage Glenn Burdette, Certified Public Accountants, to Establish Winery Process Cost Accounting.

Michael Black explained that Glenn Burdette has been an independent auditor for the district. He learned that they do consulting in the wine industry and talked to them about working with our Auxiliary Accounting staff to walk them through the process of establishing cost accounting. The books will show inventory and work in process. It must be completed by June 30, 2017, in time for this year's audit.

On a motion by Larry Lahr, seconded by Richard Mahon, the Foundation board voted to approve contracting with Glenn Burdette to provide consulting services to develop a winery process cost accounting system for a \$3,000 to \$5,000 fee.

(Ayes: Black, Koch, Lahr, Mahon, Walthers; Noes: None; Abstentions: None)

3.C. Authorization and Approval of AHC Viticulture & Enology Foundation Operating Activities

Michael Black said there has been confusion, so there is a need to formalize who is authorized to approve various operating activities. The proposed matrix will clarify and expedite approvals. Dr. Walthers requested that the V&E Foundation Board be added under three areas: pricing, new releases, and labels, to go to the board as an information item. Keli Seyfert asked if there should be a dollar threshold for donations received. Michael Black suggested adding “per Board Policy 3820 Gifts,” which was just reviewed by Budget Council. Susan Houghton wants to capture donations in Banner and may need to do an engagement letter or put an endowment in place. Michael Black added that, in the future, acceptance of monetary donations of \$500 or more and in-kind donations valued at \$500 or more should be action items.

On a motion by Larry Lahr, seconded by Alfredo Koch, the Foundation board voted to approve the authority matrix as revised.

(Ayes: Black, Koch, Lahr, Mahon, Walthers; Noes: None; Abstentions: None)

3.D. Approvals Related to AHC Foundation’s 40th Anniversary on October 21, 2017.

The board discussed how to determine costs and set a price for the wines, factoring in costs of labor, bottles, labels, and the market. Estimated costs and pricing will be included on the June 21 agenda. Dr. Walthers suggested that proceeds from this event could be split between the AHC Foundation and the V&E Foundation.

Susan Houghton brought two bottles with different labels for the board to choose a name and a graphic design. Directors agreed on the “Hancock Aviator” label, but Dr. Walthers asked to see a grayscale version, to look like the 1920s-30s. The label must be submitted and approved by the Alcohol and Tobacco Tax and Trade Bureau (TTB).

On a motion by Richard Mahon, seconded by Alfredo Koch, the board voted to approve the “Hancock Aviator” label and to approve \$40 as the sparkling wine price point for AHC Foundation’s 40th anniversary.

(Ayes: Black, Koch, Lahr, Mahon, Walthers; Noes: None; Abstentions: None)

4. Information Items

4.A. Financial Report

Michael Black reviewed the balance sheet and the income statement for the Viticulture and Enology Foundation for the period ending March 31, 2017. He commented that all in-kind donations (non-cash) have been captured to date.

4.B. Winery Inventory Report

Dr. Walthers reviewed the inventory report as of March 31, 2017 and noted that wine was added to the inventory in March. Dr. Mahon pointed out that discrepancies in count are now in the single digits and declining. Counting is done weekly.

4.C. Donation Report

Dr. Walthers reported the following donations:

- Four wine barrels and two wine racks from Foxen Vineyard and Winery;
- 400 cases of glass wine bottles from Zotovich Wine Enterprises;
- Several gallons of chemicals and ground cover from Crop Production Services;
- Malbec, Petite Verdot, and Cabernet Sauvignon grapes from Bellum, LLC;
- \$2,000 from the Santa Barbara Vintner's Foundation;
- \$250 from the Santa Maria Chapter of California Women for Agriculture.

4.D. Independent Auditor's Report

Michael Black reviewed the audited financial statements for the year ended June 30, 2016, which is a clean audit. In discussion with the auditors, the expectation is for us to put together a cost accounting system this fiscal year.

4.E. Recent/Upcoming Events

Dr. Walthers reported that AHC wines were poured at the Spring Gathering at the Lompoc Valley Center on March 1, 2017. He reviewed a list of upcoming community and marketing events in 2017.

4.F. Proposed Viticulture and Enology Program Plan

Dr. Mahon presented the initial draft plan for the board's review and discussion. He began drafting it with a placeholder for each issue that comes up. His concern is that it be a thriving program for students. He would appreciate any kind of feedback and will bring revised drafts back at future board meetings. Dr. Walthers pointed out that the academic program review is separate, and this board is about the business side. For the June meeting, he wants all the steps of a business plan (planting, harvesting, bottling, labeling, value, what we're doing to determine how much we should give away, what we should charge, etc.). Dr. Mahon said a business plan draft will be included in the next version for June.

5. New Business/Oral Reports

Dr. Mahon brought up a problem related to creating/funding a permanent position using Strong Workforce dollars. He submitted a PAR/NE for the temporary position, but the employee's hours will run out in May. Dr. Walthers suggested extending the PAR/NE through 6/30/17 and then creating a low level management/winery director position with decision-making authority. Michael Black has talked to Dr. Railey and Margaret Lau. She has put the winery position in the Strong Workforce budget for next fiscal year. Dr. Walthers noted that we need to work out the logistics.

6. Adjournment

Dr. Walthers adjourned the meeting at 4:36 p.m.

7. The next meeting of the board of directors will be the annual meeting on Wednesday, June 21, 2017 at 3:30 PM in the Captain's Room, Building B.

Richard Mahon
Foundation Secretary



AHC Viticulture & Enology Foundation



To: Board of Directors	ACTION ITEM
From: Alfredo Koch, President	Date: June 21, 2017
Subject: Election of Officers and Directors	Item Number: 3.B.
	Enclosure(s): Page 1 of 1

BACKGROUND

In accordance with Article III Section 6 of the Bylaws, “The Board shall hold an annual meeting for the purpose of organization, selection of directors and officers, and the transaction of other business.” Additionally, Article II Sections 2 and 4 of the Bylaws specify the following: “There shall be only one class of membership of this corporation and it shall consist of the Board of Directors....Each member shall have one (1) vote for all purposes.”

Article III Section 3 of the Bylaws provides for four ex-officio members of the Board of Directors to serve in their capacity as: Superintendent/President, Vice President of Administrative Services (title was revised to Finance and Administration), Dean of the Life and Physical Sciences Program, and Coordinator of the Agricultural Business Program. The Bylaws further provide for one member of the Board of Directors to be appointed by the Allan Hancock Joint Community College District Board of Trustees.

Below is the proposed slate of officers and directors:

President	Kevin Walthers, Superintendent/President
Secretary	Richard Mahon, Dean, Life and Physical Sciences
Treasurer	Michael Black, Vice President, Finance and Administration
Vice President	Larry Lahr, Allan Hancock Joint Community College District Trustee
Director	Alfredo Koch, Coordinator/Instructor, Agribusiness/Viticulture and Enology

FISCAL IMPACT

None.

RECOMMENDATION

A recommendation that the board of directors approve the election of the proposed slate of officers and directors.



AHC Viticulture & Enology Foundation



To: Board of Directors	ACTION ITEM
From: Kevin Walthers, President	Date: June 21, 2017
Subject: Determination of Date, Time and Place of Regular Board Meetings and the Annual Meeting	Item Number: 3.C.
	Enclosure(s): Page 1 of 1

BACKGROUND

Section III of the Bylaws addresses annual, regular, and special meetings of the Board of Directors. “Annual meetings of the board shall be held without call or notice on the third Wednesday of June of each year at 5:00 p.m. ...without any notice being required; or at such other time and date in the month of June as shall be determined by the Board or the President, and upon prior notice of at least thirty (30) days of such meeting....” The date and time for this annual meeting was set at the September 21, 2016 annual meeting.

Section III of the Bylaws also states that “Regular meetings...shall be held without call or notice at such times and at such places as the Board of Directors shall from time to time determine.” The college must also comply with Brown Act requirements and post meeting agendas at least 72 hours prior.

The 2017-18 schedule below proposes that regular meetings be held quarterly at 3:30 p.m. on the third Wednesday, with the exception of December, when the second Wednesday is suggested. The preferred location is the Captain’s Room, which is usually available at that time and will be reserved in advance.

September 20, 2017
 December 13, 2017
 March 21, 2018
 June 20, 2018

ANNUAL MEETING (third Wednesday)

FISCAL IMPACT

None.

RECOMMENDATION

A recommendation that the board of directors hold regular meetings at 3:30 p.m. on September 20, 2017, December 13, 2017, and March 21, 2018, and hold the annual meeting on June 20, 2018.



AHC Viticulture & Enology Foundation



To: Board of Directors	ACTION ITEM
From: Kevin Walthers, President	Date: June 21, 2017
Subject: Acceptance of Donations	Item Number: 3.D.
	Enclosure(s): Page 1 of 1

BACKGROUND

Wonderful Nurseries LLC of Wasco, California, has donated 150 Touriga Nacional dormant grape vines for planting in the student vineyard.

FISCAL IMPACT

None.

RECOMMENDATION

A recommendation to accept the donation of 150 Touriga Nacional dormant grape vines from Wonderful Nurseries LLC.



AHC Viticulture & Enology Foundation



To: Board of Directors	INFORMATION ITEM
From: Michael Black, Treasurer	Date: June 21, 2017
Subject: Financial Report for AHC Viticulture & Enology Foundation	Item Number: 4.A.
	Enclosure(s): Page 1 of 3

BACKGROUND

Attached are the balance and income sheets for the AHC Viticulture and Enology Foundation as of May 31, 2017.

AHC Viticulture & Enology Fdtn
Balance Sheet
As of May 31, 2017

Assets

Rabobank Checking	94,783
Accounts Receivable	527
Total Assets:	95,310

Liabilities

Sales Tax Payable	443
Total Liabilities:	443

Fund Balance

Fund Balance, July 1	54,711
Current Income(Loss)	40,156
Total Fund Balance:	94,867
Total Liabilities and Fund Balance:	\$95,310

**AHC Viticulture & Enology Fdtn
Income Statement
As of May 31, 2017**

Revenue

Sales & Commissions	28,806
Sales Returns & Allow	-17
Sales Discounts	-7,824
Contributed Gifts/Grants/Endw	67,254
Non-Cash Contribution	10,509
Other Local Revenues	300
Total Revenues:	99,028

Expenditures

Technology Supplies	137
Office/Operational Supplies	3,696
In-Kind Supply Contribution	10,403
Printing	2,151
Food Supplies	406
Indep Contractor (Individuals)	700
Service Contracts (Businesses)	11,112
Off-Site-Conference/Bus Exp	1,246
Non-Tech Licenses,Permits,Fees	1,021
Technology Services	200
Facility Leases	200
Land Lease	800
In Kind-Legal Fees	106
Misc Operating Expenses	2,120
Fngrprmt/Bckgrnd/Psy Tst/Poly	22
District/College Support	20,226
Postage/Express Services	31
Advertising	1,400
Merchant Fees	435
Cash Over and Short	-4
Equipment	2,466
Total Expenditures:	58,873
Net Income(Loss)	40,156

Fund Balance

Fund Balance, July 1	54,711
Current Balance:	\$94,867


AHC Viticulture & Enology Foundation


To: Board of Directors	INFORMATION ITEM
From: Michael Black, Treasurer	Date: June 21, 2017
Subject: Winery Inventory Report	Item Number: 4.B.
	Enclosure(s): Page 1 of 2

BACKGROUND

Attached is the inventory report as of May 31, 2017.

Allan Hancock College Viticulture & Enology Foundation
Board Inventory Report: July 2016 - May 2017

	07/31/16 Physical Count	Retail Price per bottle	equals: 7/31/16 Inventory Retail Valuation	less: Sales	less: Donations	less: Tasting	+/- Adjustments	equals: 05/31/2017 Physical Count	Cost per bottle	equals: Inventory Cost Valuation
2015 Albarino	0	\$ 23.15	-	-19	-5	-1	121	96 00	1.53	146.88
Cabernet Sauvignon Paso Robles 2014	5	\$ 18.48	36.96	-3	-1	0	-1	0	-	-
Chardonnay Barrels 2014 (Oa-)	240	16.63	1,596.48	-121	-86	-16	-17	0	-	-
2015 Chardonnay Barrels	0	17.59	-	-157	-122	-12	564	273	1.53	417.69
Chardonnay Stainless Steel 2C14	32	13.86	177.41	0	-4	-1	-27	0	-	-
Magnum	21	36.95	310.38	-8	-4	0	-3	6	4.10	24.60
Pinot Noir AHC 2014 (Estate S3C)	1905	16.63	12,672.06	-400	-339	-25	-32	1109	3.69	4,092.21
Pinot Noir Rose 2014	224	13.86	1,241.86	-115	-61	-15	-33	0	-	-
2015 Pinot Noir Rose	0	14.82	-	-25	-18	-10	286	233	3.06	712.98
Pinot Noir Santa Rita Hills 2014	0	18.48	-	0	0	0	0	0	-	-
Red Wine Paso Robles 2014 (Bordeaux)	439	14.78	2,595.37	-209	-71	-17	-2	140	3.28	459.20
Syrah AHC 2014 (Estate Syrah)	0	18.48	-	-1	1	0	0	0	-	-
Syrah SBC 2014	856	16.63	5,694.11	-288	-143	-26	9	408	3.69	1,505.52
Torrontes 2014	0	13.86	-	0	0	0	0	0	-	-
2015 Torrontes	0	20.37	-	-12	-1	-5	124	106	3.05	323.30
Torrontes Rose 2014	10	13.86	55.44	-2	-5	0	-3	0	-	-
2012 White Wine Torrontes added to inventory in November 2016										
White Wine Torrontes 2012	750	13.86	4,158.00	-156	-59	-17	-16	502	1.66	833.32
White Wine Torrontes/Bottle (Holiday)	30	5.54	66.48	-30	0	0	0	0	-	-
White Wine Torrontes/Case (Holiday)	36	55.43	798.19	-36	0	0	0	0	-	-
Total	4548		29,402.74	-1582	-918	-145	970	2,873		8,515.70

10 cases of 2015 Albarino labeled in March

20 cases & 10 loose bottles of 2015 Chardonnay labeled in March

2 cases 2015 Chardonnay hand-labeled in early May?

24 Cases and 2 loose bottles of 2015 Chardonnay labeled in May 2017

19 cases and 8 loose bottles of 2015 Pinot Rose labeled in March

4 cases of 2015 Rose labeled in May

10 cases of 2015 Torrontes labeled in March

11/29/2016-per Mike, Cost = 40% (approx)



AHC Viticulture & Enology Foundation



To: Board of Directors	INFORMATION ITEM
From: Alfredo Koch, Director	Date: June 21, 2017
Subject: Recent or Upcoming Events	Item Number: 4.C.
	Enclosure(s): Page 1 of 2

BACKGROUND

Recent events include the following:

- AHC Winery held a Spring Wine Sale on May 21, 2017.
- AHC Winery had a booth at the Los Olivos Jazz Festival on June 3, 2017 at Lavinia Campbell Park in Los Olivos.

Save the dates for the upcoming events listed on the attached 2017 Wine Tasting and Sales Event Schedule.

ALLAN HANCOCK COLLEGE WINERY

2017 Wine Tasting and Sales Event Schedule

AHC and Community Events

President's Circle/Boosters Tail Gate Party

Allan Hancock College Football Field
Saturday, September 30th
1:30 p.m.

AHC Foundation 40th Anniversary

Jet Center
Saturday, October 21st
5:00 p.m.

Marketing Events

PCPA Summerfest

Solvang Festival Theatre
Saturday, June 17th
6:00 p.m.

Boys & Girls Club Tour & Taste of the Valley

Orcutt Union Plaza, Old Town Orcutt
Saturday, September 2nd
11:30 a.m. – 2:30 p.m.

Grapes and Grains Festival

Elks Field, Santa Maria
Saturday, October 7th

SB Vintners Celebration of Harvest Festival

Old Mission of Santa Ines, Solvang
Saturday, October 7th

Santa Barbara Vintners Festival Grand Tasting

River View Park, Buellton
Saturday, April 22nd
12 noon – 4:00 p.m.

Fall Wine Sale

Allan Hancock College Winery
Sunday, November 5th
12 noon – 4:00 p.m.



AHC Viticulture & Enology Foundation



To: Board of Directors	INFORMATION ITEM
From: Michael Black, Treasurer	Date: June 21, 2017
Subject: Wine Pricing/New Releases/Labels	Item Number: 4.D.
	Enclosure(s): Page 1 of 1

BACKGROUND

With input from Alfredo Koch and Mike Sandoval, Michael Black approved the following pricing on May 11, 2017:

Albarino	\$25	Only 10 cases produced; recommended limit of two bottles per customer
Torrontes	\$22	40+ cases produced



AHC Viticulture & Enology Foundation



To: Board of Directors	INFORMATION ITEM
From: Michael Black, Treasurer	Date: June 21, 2017
Subject: Inventory Valuation and Cost Accounting System	Item Number: 4.E.
	Enclosure(s): Page 1 of 1

BACKGROUND

Keli Seyfert and Bruce Wade worked with Erin Nagle, Senior Audit Manager for Glenn Burdette, to establish a winery process cost accounting system. Staff implemented the process costing and now have the capability to develop inventory valuations at cost as well as calculating cost of goods sold. The next step is to modify the financials to include cost of goods sold. The chart below is an example of the cost of goods sold and the ending inventory valuation.

CASE GOODS					
Per 1.18					
LOT CODE	COST OF GOODS SOLD		ENDING INVENTORY		
	CASES	BOOK	CASES	BOOK	COST/ CASE
C-14 Cab PR	0.417	\$ 21.15	-	\$ -	
C-14 Chard Barrel	20.000	\$ 885.60	-	\$ -	
C-14 Chard Stainl	2.667	\$ 97.92	-	\$ -	
C-14 PN Magnum	2.833	\$ 139.23	0.667	\$ 32.76	49.140
C-14 PN Estate	46.167	\$ 2,044.26	112.583	\$ 4,985.19	44.280
C-14 PN Rose	18.667	\$ 685.44	-	\$ -	
C-14 PN Santa Rita	-	\$ -	-	\$ -	
C-14 RW PR Bordeaux	20.750	\$ 816.72	15.833	\$ 623.20	39.360
C-14 Syr Estate	-	\$ -	-	\$ -	
C-14 Syr SBC	29.250	\$ 1,295.19	42.083	\$ 1,863.45	44.280
C-14 Torrontes	-	\$ -	-	\$ -	
C-14 Torrontes Rose	0.833	\$ 30.60	-	\$ -	
C-15 Albarino	-	\$ -	10.000	\$ 183.24	18.324
C-15 Chard Barrel	-	\$ -	5.000	\$ 91.93	18.385
C-15 PN Rose	0.916	\$ 33.64	18.750	\$ 688.50	36.720
C-WW	23.167	\$ 461.48	44.833	\$ 893.08	19.920
C-15 Torrontes	-	\$ -	10.000	\$ 366.00	36.600
C-15 Torrontes UNL	(0.000)	\$ (0.01)	26.333	\$ 970.12	36.840
C-15 PN UNL	-	\$ -	152.000	\$ 2,783.60	18.313
C-15 Syr UNL	-	\$ -	29.000	\$ 531.32	18.321
C-15 Rose UNL	15.334	\$ 603.55	19.000	\$ 747.84	39.360
C-15 Chard	7.833	\$ 143.44	58.167	\$ 1,065.17	18.312
	-	\$ -	-	\$ -	
	-	\$ -	-	\$ -	
	-	\$ -	-	\$ -	
	-	\$ -	-	\$ -	
	-	\$ -	-	\$ -	
	-	\$ -	-	\$ -	
TOTAL	188.833	\$ 7,258.20	544.250	\$ 15,825.41	



AHC Viticulture & Enology Foundation



To: Board of Directors	INFORMATION ITEM
From: Richard Mahon, Secretary	Date: June 21, 2017
Subject: Proposed Viticulture and Enology Foundation Winery Business Plan	Item Number: 4.F.
	Enclosure(s): Page 1 of 20

BACKGROUND

College leadership has been requesting the development of a comprehensive plan to guide the viticulture and enology program as well as the AHC Winery. The initial draft was presented to the board on April 12, 2017 in response to that request. This second draft, which includes a business plan, is being presented for review and comment.

**Allan Hancock College
Viticulture & Enology Foundation
Winery Business Plan**

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Executive Summary

The agribusiness/viticulture and enology program at Allan Hancock College (AHC) enrolls students every year offering programs and courses in the wine grape industry. Students can pursue several certificates or associate degrees, transfer to a four-year institution, or enhance their knowledge and skills. The college offers exceptional opportunities with an on-campus vineyard and winery. The winery's permit also allows students to engage in all aspects of the wine industry, from cultivating the grapes to making and selling the wine.

Program and Vineyard Description

The vineyard is being partially reconditioned and replanted. Changes include more Albarinho (two rows), Touriga Nacional (two rows), Malbec (four rows), Gewürztraminer (two rows), and Torrontes (two rows to graft due to relocation). There are two sheds for implements, a canopy

for the tractor and equipment, and a new greenhouse for plant propagation and cleaning materials; the facility still lacks access to electricity.

Under faculty supervision, students provide initial maintenance of the vineyard, and a professional crew finishes all work. Along with the winery in O-211, it is one of the main teaching sites for the program, where we teach our hands-on classes in viticulture and winemaking.

Program Mission and Values

The mission of the AHC vineyard and winery is to provide an opportunity for students to learn all aspects of the wine industry. This education includes farming and maintaining the vineyards, harvesting grapes, producing wines, and bottling and selling the final product. The program's goal is to graduate knowledgeable students who understand industry standards for quality wine production, and who are able to become successfully employed in the commercial wine industry. Production is primarily focused on high quality Pinot Noir, Syrah and Chardonnay wines. Program goals include sales to alumni, staff, and the local community, with the long-term desire to expand AHC promotional channels with long-term relationships with retailers. A wine club has been started in 2016 with activities being developed starting fall 2017 onwards.

Mission Statement/Objectives, Vision and Goals: Allan Hancock College Winery is dedicated to the continuous growth and development of handcrafted student-produced wines that further the education and vitality of the local community. The Allan Hancock College Winery strives to produce award-winning wines that highlight educational excellence.

Values:

- non-profit
- teaching traditional and innovative winemaking methods
- student-produced
- team-orientated
- furthering the education of students who represent the future of the local wine industry
- diverse environment of mutual respect
- giving back to the local community
- fun

As part of the life and physical sciences department at Allan Hancock College, the agribusiness program offers curriculum in viticulture and enology, including winemaking. The current winery has sufficient capacity to produce approximately 13,000 liters of wine per year. The program's current goal is to produce between 9,000 and 13,000 liters of marketable wine each year, which at the peak production would be equivalent to 1,000 cases of 12 bottles each.

The four-acre vineyard west of the baseball field is planted as follows:

South Block Rows 36
Vines 71 per row

<u>Rows</u>	<u>Cultivar</u>	<u>Clone</u>	<u>Grafted</u>	<u>Pruning</u>	<u># vines</u>	<u>Acres</u>
1-2	Pinot noir	91/101-14	2012	Cane	127	0.09
3 to 11	Pinot noir	667	2007	Spur	639	0.47
12 to 16	Pinot noir	667	2007	Cane	355	0.26
17 to 21	Pinot noir	777	2007	Spur	355	0.26
22-25	Pinot noir	777	2007	Spur	284	0.21
26-27	Gewurztraminer		2018	Spur	142	0.10
28-29	Albarinho		2018	Spur	142	0.10
30-34	Malbec		2018	Spur	355	0.26
35-36	Touriga	05/1103P	2018	Spur	142	0.10
					<u>2541</u>	<u>1.867</u>

North Block Rows 36 81
Vines 68 per row

<u>Rows</u>	<u>Cultivar</u>	<u>Clone</u>	<u>Grafted</u>	<u>Pruning</u>	<u># vines</u>	<u>Acres</u>
1 to 4	DEMO		2007	Spur	284	0.21
5 to 6	Albarinho		2014	Spur	136	0.10
7 to 12	Syrah	470	2012		408	0.30
13 to 18	Pinot noir	91/101-14	2012		408	0.30
19 to 20	Cabernet Sauvignon			Spur	136	0.10
21 to 30	Chardonnay			Spur	680	0.50
31 to 36	Torrontes		2007	Spur	408	0.30
					<u>2460</u>	<u>1.81</u>
Total					<u>5001</u>	<u>3.67</u>

Industry Analysis and Production

Continue producing a variety of wines, some of them with unusual varieties and procedures. Make different and educational labels. Consider a shorter brand name. Previous labels include: Captain's Reserve, Dean's List, and Bulldog's. A new brand has been chosen as Allan Hancock College Wine, and future production will incorporate small quantities of special wines to help broaden students' exposure to practices of different winemaking styles, such as sparkling wines, dessert wines, and more. In general, standard 750 ml bottles will be used with occasional bottling of magnums for fundraising purposes. Packaging options will consist of 12-bottle cases, 6-bottle half-cases, and single bottles. This variety in packaging will provide a range of affordability in order to increase the promotion of sales.

Total Production in Cases

(assumes increase in production due to higher sales forecast)

	2014	2015	2016	2017	2018	2019	2020
Pinot noir	349	200	309	200	200	200	200
Chardonnay	101	80	73	78	78	78	78
Sparkling				40	40	40	40
Syrah	81	30	87	114	114	114	114
Albarinho	-	12	24	24	24	48	48
Torrontes	33	36	26	26	26	26	32
Red Wine							
Malbec	30	-	56	60	60	60	84
Cabernet Sauvignon	50	10	83	72	78	78	78
Gewürztraminer	-	-	-	-	-	-	12
Touriga	-	-	-	-	-	12	18
Petit verdot	28	-	53	60	60	60	60
Grenache	28	-	-	30	30	30	30
Other	-	-	-	60	60	60	60
	698	367	711	764	770	806	854

Estimated Grape Production

AHC Vineyard Production	2014	2015	2016	2017	2018	2019	2020
	Tons						
Torrontes	0.82	0.89	0.65	0.64	0.64	0.64	0.80
Chardonnay	1.68	1.33	1.21	1.30	1.30	1.30	1.30
Pinot noir	5.13	3.34	5.15	4.00	4.00	4.00	4.00
Syrah	0.36	0.50	1.45	1.40	1.40	1.40	1.40
Pinot noir sold	1.00	1.50	1.50				
Albarinho		0.20	0.40	0.40	0.40	0.80	0.80
Cabernet Sauvignon		0.16		0.20	0.30	0.30	0.30
Gewürztraminer							0.20
Touriga						0.20	0.30
Malbec							0.40
Totals	8.99	7.76	10.36	7.74	7.74	8.14	8.30

Price and Presentation

The AHC President or V.P. Finance and Administration will establish pricing. A higher price would mean the need to promote specialty wines; an average wine may not need that specialized distinction. Wine labels will be developed by student classes and selected by the wine label committee that will submit final versions before each vintage for AHC President's approval. At this time, Nancy Jo Ward, John Hood, and Alfredo Koch comprise the committee. Labels will be approved one year in advance, e.g. labels to be used for 2017 vintage to be released in 2018, will be approved by the president in 2017.

Wine Sales

Standards Industry Markup

Normal retail markup of goods: 20% (range 15%-35%)

Normal distributor markup: 20% (range 15%-25%)

Normal Importer markup: 10% (range 5%-12%)

Standard Credit Terms: 30 days

According to Deloitte & Touche Survey Group for wineries

(Under IMM cases) in % of Sales	High Performers	Low Performers
Gross margin	52.6	42.7
Selling Costs	19.2	19.9
G & A	9.2	9.4
EBIT	24.2	13.4
Now from all Industry ratios	High Performers	Low Performers
Total Revenue/ Inventory	1.7	1.4
Inventory Turnover	.7	.8
Total Revenue/Fixed Assets	1.6	1.6
Asset Turnover	.7	.6
Non Current Assets/Total Assets	.48	.46
EBIT to Net Sales %	37.8	17.8
EBIT to Assets %	24	10.3
EBIT to Equity %	43.9	19.5
Public companies	Chalone	Mondavi
EBIT to Net Sales %	12	15
EBIT to Assets %	4.7	3.5
EBIT to Equity %	2.7	7.8
Other Benchmarks (under IMM cases)	High Performers	Low Performers
Vineyard costs		

Farming/acre	3,786	4,103
Replanting/acre	9,690	19,906
Cost of grapes per Ton	1,836	1,480
Cost of bulk wine per gallon	10.34	7.77
Crush, ferment and cellar per gallon	2.63	4.98
Bottling costs per case (12 bottles)	11.33	8.36

Estimated Wine Direct Costs per Bottle

	Low	Mid	High
bottle	0.50	0.80	1.00
cork	0.40	0.60	0.90
label	0.30	0.40	0.50
capsule/foil	0.30	0.30	0.40
other	0.30	0.30	1.00
nitrogen	0.01	0.01	0.02
bottling	0.03	0.05	0.09
Total	\$1.84	\$2.46	\$3.91

Actual Sales Breakdown by Month 2017

Sales Summary	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>YTD</u>
Gross Sales	\$498.90	\$326.13	\$1,133.27	\$3,694.92	\$4,080.43	\$9,733.65
Refunds	\$0.00	\$0.00	\$0.00	-\$43.42	\$0.00	
Discounts & Comps	-\$249.45	-\$73.56	-\$352.09	-\$1,598.80	-\$1,079.56	-\$3,353.46
Net Sales	\$249.45	\$252.57	\$781.18	\$2,052.70	\$3,000.87	\$6,336.77
Tax	\$19.96	\$20.20	\$62.52	\$164.22	\$240.08	
Total Collected	\$269.41	\$272.77	\$843.70	\$2,216.92	\$3,240.95	
Fees	-\$7.41	-\$7.49	-\$19.45	-\$60.15	-\$81.96	
Net Total	\$262.00	\$265.28	\$824.25	\$2,156.77	\$3,158.99	\$6,667.29

Total Gross Sales Comparison (2016-17)

Possibilities for Sales 2017-18

(once we sell all 2016 production)

	2016		0.1		0.25		25% Disc		10% Disc		
	In bulk Gal-lons	Li-ters	Losses	Bot-tles	Cases	dona-tions	To sell	Price	0.6	0.4	
	3.785	Inventory				Tastings	retail	Whls e	retail	Whlse	
Pinot	844	3,195	2,875	3,833	319	80	150	17	10	13,770	6,480
Sparkling	87	329	263	351	29	7	22	42	20	4,990	1,901
Chardonnay	176	666	600	799	67	17	50	14	8	3,780	1,728
Cabernet Sauv	191	723	651	868	72	18	54	18	11	5,249	2,566
Syrah	236	893	804	1,072	89	22	67	18	11	6,512	3,184
Malbec	152	575	518	690	58	14	43	15	9	3,483	1,672
Torrontes	70	265	238	318	26	7	20	14	8	1,512	691
Petit Verdot	134	507	456	609	51	13	38	16	10	3,283	1,642
Albarinho	56	212	191	254	21	5	16	18	11	1,555	760
Totals	1946	7366	6596	8795	733	183	550			44,134	20,624

Sell or keep Pinot noir 89 cases = $89 \times 9 = 801$ liters or 211 gallons

OR

Sell or keep Pinot noir 139 cases = $139 \times 9 = 1251$ liters or 330 gallons

Projected Income Statement	2017-18	2018-19	2019-20	2020-21	2021-22
Revenues					
Qty cases sold	129	189	212	265	340
Wine sales	\$17,000	\$25,000	\$28,000	\$35,000	\$45,000
Grape Sales	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
(donation of cork, glass)	\$14,000	0	\$14,000	0	\$14,000
Cash dinners parties donations	\$5,000	\$10,000	\$5,000	\$5,000	\$5,000
Total Revenues	\$40,000	\$39,000	\$51,000	\$44,000	\$68,000
Vineyard Costs ¹	\$11,140	\$11,697	\$12,282	\$12,896	13,541
Winery costs					
Lab analysis	\$2,500	\$4,000	\$5,000	\$4,000	\$4,000

¹ Prune/tie/drop wire: \$2,250, tuck shoots/leaf pull, \$2,225; hedge/bird net, \$2,225; harvest, \$2,975; fungicides donated; other, \$1,465

capsules and others	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Yeast, supplies, barrels	3,500	\$3,500	\$3,500	\$3,500	\$3,500
Cases, corks, glass	\$14,000	\$10,000	\$14,000	\$10,000	\$14,000
Bottling	\$2,175	\$2,050	\$2,475	\$2,150	\$2,575
Labels	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600
Total Costs	\$36,415	\$34,347	\$40,357	\$35,646	\$40,716
Gross Margin	\$3,585	\$4,653	\$10,643	\$8,354	\$27,284
Advertising and Promotion	\$4,500	\$3,500	\$3,500	\$3,500	\$3,500
Consultants	\$4,500	\$3,500	\$3,500	\$3,500	\$3,500
Fees & taxes	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Lease	\$500	500	\$500	\$500	\$500
Subtotal	\$11,000	\$9,000	\$9,000	\$9,000	\$9,000
Profit/Loss	-\$7,415	-\$4,347	\$1,643	-\$646	\$18,284

This assumes continued increase in production due to increased forecasted sales.

Labor Costs, Donations, Bad Harvests

The campus vineyard is maintained with student workers and a contracted vineyard management company to oversee the care of newly planted vines, to perform pruning, suckering, and other activities while all activities are supervised by the coordinator and program instructors. There is an unsuccessful effort to gain some donated labor in the vineyard work. Unfortunately, the college needs the work at the same time that other vineyards are competing for experienced laborers.

Some years we should benefit from donations when harvest is looking promising and produce more wine. These year's production has to be planned carefully to request the appropriate grape varieties.

Some of the grapes can be made according to sustainable, organic, and biodynamic principles starting in 2018 as a trial.

Wine production activities will encourage students to produce commercially recognized wines while experiencing all aspects of the wine industry, from growing the grapes through regulatory compliance and consumer service. Students will have an authentic learning opportunity when a commercial product exceeds market expectations. This provides students with an invaluable hands-on experience that translates into more prepared students for the industry today.

In order to prepare for years with bad weather, a portion of the wine production (perhaps 20 percent) could be stored to cover or assist in any difficult year. The program should plan in good

production years to accept the donations of the grape varieties that can enhance production and plan the production carefully.

The value of the grape production can be estimated with the California Grape Crush Report. According to the 2011 California Grape Crush Report, in District 8 (San Luis Obispo, Santa Barbara and Ventura counties) per ton prices for Chardonnay averaged \$1,158 (range from \$800 to \$9,800) and estimated grape price from AHC vineyard may approximate \$1,500. In the case of Pinot Noir, prices averaged \$2,654 (range from \$800 to \$10,500) and the estimate for AHC vineyard of approximately \$2,000.

Wine Marketing

Having grown and harvested the grapes and producing the wine, the college needs a plan for marketing the wine. That plan should include:

- Local wine competitions and festivals
- Maintain Santa Barbara Vintners membership
- Allan Hancock College Winery website
- Quarterly newsletter
- Monthly mailings
- Monthly article in newspaper/trade publications
- Press Kit
- Donations to local charities
- Monthly event at winery w/live music
- Pick-up party (spring/fall)
- Seasonal holidays
- BBQ/pizza
- Winemaker/fundraiser dinners (spring/fall)
- Hall of fame dinner
- The possibility of selling student-produced wine in Santa Barbara and San Luis Obispo or even Paso Robles should be explored
- Tastings in restaurants and supermarkets
- Tastings and wine sales at PCPA productions

As part of this plan, students will be encouraged to evaluate past practices of wine sales and implement new marketing strategies. This will include introduction of new branding and logos at community centered trade shows and fairs. Participation in such venues will positively expand the college's exposure and presence across the state with the emphasis in developing additional community partnerships, internships and scholarship opportunities. Although our primary marketing efforts will be directed towards our immediate and surrounding communities, our presence at wine events, such as LA Eco Wine Festival, Family Winemakers of California, and SFO World Wine Market, will provide an avenue for the program to promote relationships with wholesalers and distributors, as we highlight the college's programs and our students' success.

There are very different patterns in northern and southern Santa Barbara County. We have been told that our events would have much higher participation in other areas of the county, e.g. Solvang was preferred over Santa Maria. One big fundraiser dinner per year is required.

The winery is open as a tasting room one afternoon per week for sales. Students from the Wine Marketing and Sales class in the spring and from the Wine Business class in the fall are scheduled to service customers at least twice per semester. Many events can be held at the winery, though the courtyard should be adapted with plants, lights, tables, and chairs for tasting events.

The first target market for the wines are AHC alumni, staff and their extended families, and local wine sellers. Winemaking students or marketing students who are willing to participate in these promotions will give sample tastings at wine specialty shops. Students will be participating as much as possible in marketing and promotional efforts.

It is necessary to have wine poured at college events. Every time the AHC wine is poured, there is a positive message regarding the success of the program, promoting the college, agribusiness, and students.

It is also necessary to have all wine business classes participating in the planning and execution of sales and marketing events. One strong approach will be sales through consumer education.

As a part of the marketing program, participation in wine competitions is part of the learning experience while also expanding the student program and wine awareness.

Possibility of online sales. A student worker can manage sales online each semester.

Expansion and use of social media with consultants.

Promotional activities include local festivals and wine competitions in various parts of the state (Orange County, Sacramento).

Marketing Plan and Sales Strategy

- Mailings/eBlast to: Viticulture and Enology Alumni
- Viticulture and Enology Current Students
- AHC Alumni
- AHC Faculty (12th Largest Employer)
- Parents of Enrolled Students
- Introduction Events at On-Premise Retailers
- One each in Santa Maria, Orcutt, Lompoc, Santa Ynez
- Dinner in Santa Barbara CC or similar every year
- Restaurant Associations of Santa Barbara County
- Santa Barbara Vintners Association
- At least 60 percent would be direct to consumers and 40 percent through retail stores
- Social media use
- Educational events

- Consumer external preference analysis tasting for the cities of Santa Maria and Santa Barbara

Future

Once the sales channels are established, it may be possible to offer guided tours/trips to wine-making regions in the USA and abroad. More interaction with other colleges would be also possible in the Western U.S. (California, Oregon and Washington) as well as internationally.

Internships will be a more important part of the program, and an alumni association book will be produced.

External/Internal/SWOT Analysis

Strengths

- Low cost due to donated resources
- Non-profit business/charitable cause
- One of five bonded community college wineries
- The only college winery in Santa Barbara County
- Reputation of the faculty
- College resources in related areas (art, music, dance, graphic design, etc.)

Weaknesses

- Tasting room hours/location limitations
- Continually changing student base/labor
- Limited resources
- Limited distribution outside **DTC**
- Perceived wine quality, varying control

Opportunities

- Increasing wine consumption
- Leveraging alumni base
- Community support of AHC
- AHC is the twelfth largest employer in Santa Barbara County

Threats

- Growing number of wineries in area
- Governmental restrictions on wineries
- Pending Cal Poly, San Luis Obispo bonded winery/lower prices
- AHC policies

Other Challenges: There is no full-time instructor for winemaking. The position for lab assistant is not permanent (in fact, it is currently vacant). It is difficult to increase classes and enrollment without instructors who can fully dedicate their time and commitment. The wine sales channels are not yet established, and it will take a lot of time and effort to develop them. With regard to

pest disease management, the Santa Maria area is especially prone to powdery mildew, so regular sprays are mandatory; gophers and birds are another important threat. The instructors also manage the fertilization program. There are detailed instructions in place for temporary student workers who assist in vineyard care and spraying.

The wine industry is unique in the sense that it can be profitable for small boutique wineries that can provide dedication to each wine barrel and produce high quality wine at competitive prices. Napa Valley College started selling wine in November 2009. Wines are showcased on the site nvcwinery.com and are priced from \$10 to \$35 per bottle.² Fresno State is also offering its wines online at prices from \$11 to \$20.³ Walla Walla Community College offers different selections from \$12 to \$24.⁴ There is also a software program, "ewinerysolutions," that allows customers to buy wine through the Internet. This could be implemented later on for AHC wines. Based on local market conditions, AHC wines could range from \$10 to \$20 per bottle.

Wine consumption is increasing slightly in the US. Production and consumption of fine wines is increasing worldwide as competition increases. There is a need for AHC to differentiate from competitors with a different style of wines meeting high approval ratings and low-cost production.

Internal Analysis

The AHC Viticulture and Enology Foundation is the decision-making body for all major decisions related to the viticulture and enology activities of AHC. The program has doubled the number of courses and enrollment in the last 10 years. The commitment from the faculty, both full- and part-time, have made this program possible since we are the lower staffed two-year program on the West Coast. Without their commitment, we could not have done this.

It is impossible to carry out the operations without a lab assistant and student workers. A full-time lab technician and four student workers are needed to carry on future sales and advertising campaigns. The wine analysis class will help in student learning and the reduction of lab costs, but it should be allowed to proceed even with less than 15 students.

Technological and Regulatory Factors: Compliance with TTB and ABC requires the presentation of filings and returns. We are using Compli Services for our submissions.

Supply and Distribution: Two of the student workers should provide assistance in the distribution planning.

2

<http://nvcwinery.ewinerysolutions.com/index.cfm?method=storeproducts.showlist&productcategoryid=8a265ad1-1cc4-fbb6-239b-8a0b05186c44>

³ <http://store.fresnostatewinery.com/>

⁴ <http://www.collegecellars.com/>

Market Opportunities: Explore possibilities with local associations where we could bring and sell wine.

Operating Costs

A. Equipment

All winery equipment is adequate for the quantities and quality production.

Equipment that can be added includes the following:

Grape table sorter	\$14,541
Grape elevator	\$16,745
Cooling container	\$13,000
Scales	\$1,700
Barrels (4 per year)	\$3,200
Tanks	\$25,000

B. Wine Inventory as of June 12, 2017

Item Name	Price	Qty/Bttls	QTY/Cases
2012 White Wine	\$6.94	507	42.3
2014 Magnum Pinot Noir	\$36.95	6	0.5
2014 Pinot noir AHC	\$16.63	1109	92.4
2014 Red Wine	\$14.78	140	11.7
2014 Syrah SBC	\$16.63	408	34.0
2015 Albarino	\$23.15	96	8.0
2015 Chardonnay	\$17.59	273	22.8
2015 Pinot Noir Rose	\$14.82	233	19.4
2015 Torrontes	\$20.37	101	8.4
Totals		2873	239.4

C. Distribution

The distribution is not yet established, and it will take considerable efforts to establish.

D. Quality

It is recommended to strive for quality and sacrifice volume, e.g., using free run for other wines or sell it bulk.

E. Insurance

Everything is insured under the umbrella of AHC.

Management, Organization, Student Workers

Key staff

Coordinator: Alfredo Koch,
 Viticulture Instructor: Ric Fuller,
 Winemaking Instructor: Chris Brown,
 Wine Business Instructor: Brook Williams.
 Lab Assistant: Michael Sandoval

Consultants

Social media: Andrew Masuda
 Website: Phil Hamer

Student workers to perform:

Student worker 1: sales, orders, and shipments.
 Student worker 2: fairs participation, assist in sales
 Student worker 3: social media, articles.
 Student worker 4: internships

At least two student workers are needed for the summer as well.

Value of equipment

There two tractors (a Kubota and a John Deere 680 4x4 tractor), a John Deere Gator, a 50-gallon sprayer, mower, disks, Spedo under the row cleaner, seeder, and several tools including rakes and shovels, two sheds, and one greenhouse. The value of all the equipment is approximately \$130,000.

Total cost of ownership (repair and replacement of assets) has been supported through both district and categorical funding. There should be no increase in these costs, and in fact, wine sales will help defer the need for district support.

Cost to manage

Maintenance costs: these costs are required for regular academic programs and are not additional as a result of this business plan. Most of the time the products that are used for the vineyard are donated by Coast Production Services, and labor is provided by Maverick Vineyard Management at cost. Current expenses include around \$10,000 per year for the vineyard management company and approximately \$6,000 in temporary student worker costs. The vineyard management company provides pruning, wire lifting, bird netting installation, hand hoeing around the vines, and gopher trapping. The main activities for the student workers are spraying, mowing and disking with the tractor, and daily tasks of vineyard care. Some expenses like protection gear and small tools have been covered by the district.

More sustainable farming including organic and biodynamic plots will be included in the vineyard starting in 2018. From these vines, it is scheduled to produce a small quantity of organic and biodynamic wines starting in 2022.

Travel and Show Costs

Fundraiser for traveling assistance to four events per year:

Unified Symposium Booth \$2000, trip \$500

Family Winemakers of California Booth \$500, trip \$500

San Francisco Wine Competition

Orange County Wine Fair

Appendix I: Vineyard Calendar of Activities

October - November:

- Harvest is completed.
- Cover crops are seeded.
- Fertilizer applications as needed (compost, lime or gypsum, nitrogen, potassium, boron, and phosphorus).
- Postharvest irrigation, apply if the vines are actively growing, especially for earlier-ripening cultivars such as Chardonnay; reset the root zone if necessary.

December - January:

- Begin pruning.

February - March:

- Complete pruning.
- Tie vines.
- Start sub-vine weed control program.
- Inspect and pre-test frost-protection system.
- At budbreak, apply necessary crop protectants (wetable sulfur or stylet oil) to control overwintering mites and cleistothecia of powdery mildew.
- Prepare for frost protection.
- Meet with winemaker to review last season's wines; taste tank or barrel wine samples if possible; discuss possible changes or improvements in winegrowing practices.

April and May:

- Apply vineyard floor management practices, such as mowing and incorporation of cover crops, as needed; begin or continue sheep grazing, if planned, before budbreak.
- Continue beneath-the-vine tillage for weed control.
- Canopy management practices, including suckering and shoot positioning.
- Continue frost protection, as needed.
- Take petiole samples at bloom time.
- Apply pre-bloom foliar fertilizers (containing zinc and boron) as needed.

June and July:

- Vineyard floor management practices such as mowing and incorporation of cover crops, as needed.
- Canopy management practices, including leaf removal, shoot positioning and hedging.

- Begin irrigation, either on the basis of visual determination or a check of vine moisture status using a pressure bomb or a soil moisture sensing device.
- Apply crop protectants for powdery mildew control. Do not use wettable sulfur after bloom; do not use sulfur dust when temperatures will exceed 95°F.

August and September

- Continue irrigation as needed; if fruit is ripening too quickly, apply extra irrigation to slow the accumulation of sugar; if fruit ripening is delayed, continue regulated deficit irrigation.
- Thin fruit before or at veraison, as needed; remove fruit that is not coloring uniformly.
- Place bird netting on the vines at veraison.
- Monitor for vineyard pests such as leafhoppers and mites; consider spraying if pest populations approach economic thresholds and beneficial insects are not sufficient to control the problem.
- Begin sugar testing of fruit two weeks after veraison.
- Prepare equipment for harvest.
- Make arrangements for pickers and transportation of fruit to the winery.
- Contact the winery when sugar tests are close to specified target levels for harvest; consult with your winemaker to determine the picking time and date.
- Harvest begins.

See also *Organic Winegrowing Manual*, UC Press, 2011.

Normal Schedule at the winery

Harvest and Fermentation	Aug-Nov	Vit Oper. and Wine Oper.
Bottling	Jul-Aug-Sep	Wine Operations
Labels approved	June	AK
Labels printed	Beginning of Aug	AK
Labels decisions	One year in advance	Board

Timeline for Projects 2017-19

Project	Time	Responsible
Bring new vines – Touriga, Albarino, Malbec, and clonal selection into campus vineyard	2017-2019	AK
Submit labels for approval for 2016 wines	June 2017	AK
Find logo for Foundation and wines	2017-2019	Board
Find 4 student workers	Summer - Fall 2017	AK
Find Agriculture Coordinator	Fall 2017	
Offer wines for sale in wine stores SB County	Summer and Fall 2017	AK
Learn about consumers and sales through education	2017-2019	AK and part-time instructors

Appendix II: Other College Wineries

California:

Napa Valley College

- Production of 300-500 cases
- Five acres of Cabernet Sauvignon
- Three instructors plus coordinator plus 40-hour lab technician.
- Sales by students did not work; marketing person works 20 hours per week paid by the district.
- To avoid the minimum of 12 people to offer the practice class at the winery, the college allows winery intern students.
- The college has expanded the bonded perimeter to all campus.
- Significant harvest party. Napa General Store.
- Purchase pick-up events. Before Thanksgiving and before Christmas pick-up events.
- Project for big tasting room on campus.

Santa Rosa Junior College

- 80 acres
- Produces 500 cases stored in fulfillment house
- Sold through distributor.

Oregon and Washington

Chemeketa (Salem, Oregon)

- Very nice wine center
- 300-500 cases of wine to sell; originally it was the northwest viticulture center; the winery now is Chemeketa cellars
- Has hired program assistant that can support the wine sales piece
- Three full-time faculty
- Programs in vineyard management; the wine business program was suspended last year due to low enrollment/completion with loss of faculty position; since 2013 only 11 students completed the program; the college measures success with jobs and number of students; students get a job and keep that job and do not complete all the program
- Enrollment 100-130 per quarter. Eight to 12 classes per quarter. Students love winemaking and sensory classes; the wine business is pretty low
- Vineyard management program had low enrollment this year; the average student age is 36
- Scholarships for Latino students, but the area has a low Latino population
- Complaint: classes are cancelled earlier one week
- The Oregon wine symposium is held in February; Portland provides a large trade show convention center overseen by the Oregon wine board
- Eight acres; sell the fruit and break even now
- Very nice event center
- 600+ cases unsold

- Complete training manual for vineyard and preharvest winery CPR training
- Red Cross certified trainers
- Safety training on equipment
- Train the trainer for forklift

Linfield College (private, McMinnville, Oregon)

- Arts college, liberal arts approach
- Starting new program
- Class of a few students during the summer traveling through the wine regions of Oregon and visiting industry specialists

Umpqua College (Roseburg, Oregon)

- Strong equipment capabilities that are offered for alternate proprietorship
- Very nice wine center
- Three instructors plus full-time lab assistant

Walla Walla College (Washington)

- Very nice facilities
- Sells 3,500 cases per year
- Winery oriented
- Seven acres
- Wine writing class
- Tasting manager is a second-year student.
- Thursday to Sunday 11 am to 5 pm
- Complimentary tasting
- 3,000 cases bottled sales through tasting room
- Distributor takes the cut
- Fun events Walla Walla vine events holiday barrel tasting,
- Culinary provides lunch-only restaurant winter and summer Tuesday-Wednesday-Thursday
- 28 student cohort system; Practice first year, science second year.

France

Lucy Halde, University of Bordeaux, France: Recognized Chateau in Pessac-Leognan, professionally managed and students have minimal intervention.

Purpan, Toulouse, France: Only experimental wines are made. Internships are an essential part of the program. One VP deals with all internships that are strategically placed around the world.