THE WINE SOCIETY CHAPTER REPRESENTATIVE

ROLES AND RESPONSIBILITIES:

- Serve as the liaison between the chapter and the International Wine Society;
- Assist the chapter in furthering their wine education;
- Plan and implement one wine-related education program each year;
- Recruit interested members for the Wine Society;
- Organize the chapter’s drive to collect wine and wine-related items for the Wine Society's annual Wine Auctions;
- Manage wine education for the chapter; and
- Hold the position for at least seven months.

The Wine Society Representative will report directly to their supervising officer on the Wine Society Board of Managers. The fulfillment of responsibilities will be verified by the Chapter President.

OVERVIEW

The CMAA International Wine Society was born from an idea of Bob Fudge. Mr. Fudge is no longer in the club management industry, but his contribution is a lasting one. In 1986, he contacted W.R. “Red” Steger, CCM, and Warren Arseneaux, CCM, with his idea of creating a CMAA Chapter of the Les Amis de Vins. While trying to get this idea to come to fruition, it became increasingly apparent that Les Amis de Vins lacked the enthusiasm or time to develop another chapter with CMAA. Red and Warren decided, however, to take this idea to CMAA’s 1987 Las Vegas Conference and present it to a small but mighty group of wine enthusiasts - past Presidents, former board members and fellow members from the Texas Lone Star Chapter. It was here that the concept of the CMAA International Wine Society was developed.

By the end of the Conference, all 25 people at the meeting unanimously agreed to join the Wine Society and encouraged Red, Bob and Warren to draft bylaws and structure the Society to make it self-supporting, then bring this to the CMAA National Board of Directors. The CMAA Board voted to support the formation of the CMAA International Wine Society and Warren Arseneaux was elected its first Host. Since that time, each Host has brought a different flavor to the Association and has helped the Society become a little more well rounded.

The primary goal of the Society was to share knowledge of wine and food. The Annual Business Meeting and tasting began in 1988 at the Atlanta, GA, Conference. The first wine tours organized by Wine Society members also began that year. CMAA had already sponsored annual wine workshops, but from 1988 on, all CMAA-endorsed wine workshops and tours have been organized solely through the Society by Wine Society members.

The annual center-stage event of the Society was to be the formal black tie dinner where members could experience first-hand the marriage of food and wine. The first Wine Society Dinner was held in 1989 at the Plaza Club during the Honolulu, HI, Conference.

Over the next several years, the Society developed into a formidable group of wine enthusiasts and connoisseurs.
In 1990, the first Regional Representatives slate was organized to spread the word about the International Wine Society. Since then, Regional Representatives have played an important role in writing articles for the Wine Society News, organizing education programs, tastings and dinners and recruiting new members.

The first Wine Auction was held in 1991 and has become an annual fundraising event. All proceeds raised from the Auction benefit The Club Foundation. This same year, the Society began its first membership drive. A magnum of wine was presented to the member having recruited the most new members the year before.

The first Pre-Conference Workshop was offered at the 1993 San Antonio Conference. These have become some of the most popular Pre-Conference workshops and continue to receive the highest marks possible of Pre-Conference offerings.

In 2000, the Regional Representative program was phased out in lieu of Chapter Representatives, in an effort to reach CMAA members through the chapter structure and to assist them in wine education. A handbook of resources was created for this group, containing everything from guidance on how to conduct a wine tasting to local wineries.

In 2003, the Society introduced a Wine Awards Program to encourage clubs and managers to share their wine lists, learn from one another and be recognized in various categories.

The WS Chapter Representatives are vital to the success of the overall operations of the Wine Society from their efforts in local education, membership and overall commitment to the society. As such, the Board of Managers created a program for wine representatives in 2008 to recognize their efforts within the chapters. Annually, an award will be given to the “Wine Society Chapter of the Year” in each small, medium and large chapter category. Points will be given for the number of members recruited, the number of education sessions offered in the chapter, wine contributed by the chapter for the Wine Society auction, articles written for the Wine Society News, chapter participation in the Wine Program Awards and overall performance by the chapter for wine education.

In 2007, the Society introduced the Warren L. Arseneaux Scholarship which honors Mr. Warren L. Arseneaux, CCM, as instrumental to the founding of the CMAA International Wine Society, as a Past President of CMAA and for his years of dedicated service to CMAA and the International Wine Society. The purpose of this scholarship is to provide tuition for a CMAA International Wine Society member who has a passion and love for wine, and is interested in continuing his or her professional development, to attend the BMI Wine and Food Experience at the Culinary Institute of America’s Greystone Campus, or other education opportunity as approved by the IWS Board of Managers.

Each year, the CMAA International Wine Society continues to evolve to meet the growing and changing needs of its members.

**RESPONSIBILITIES**

**MEMBERSHIP RECRUITMENT**

**MEMBERSHIP QUALIFICATIONS AND APPLICATION FOR MEMBERSHIP**

Membership in the Wine Society shall be open to all Active and Provisional CMAA members, not less than 21 years of age, who desire to actively participate in the Society. Admission to the society will take effect upon receipt by CMAA National Headquarters of a membership application and payment of dues.
**BENEFITS OF MEMBERSHIP**

- A one-year subscription to *The Wine Enthusiast*;
- Timely and informative articles in CMAA’s quarterly newsletter *Wine Society News*;
- A complimentary copy of Hugh Johnson’s *Encyclopedia of Wine*; and
- Professional Development including International Wine Workshop, the Wine Society Annual Business Meeting, Pre-Conference Wine Workshops and the Annual Wine Dinner.

**FEES**

- Annual dues are $125;
- One-time administrative fee of $125;
- Checks should be made payable to CMAA International Wine Society and mailed, along with the application, to:
  
  CMAA International Wine Society  
  P.O. Box 1918  
  Merrifield, VA 22116-1918

- Credit card payments can be accepted with the WS application or you can print out the application and fax with credit card payment to (703) 739-0124.

**APPLICATION MATERIALS**

Brochures and applications are available through the CMAA International Wine Society Web site at [www.cmaa.org/winesoc](http://www.cmaa.org/winesoc) or by contacting the National Headquarters.

**WINE AUCTION**

**OVERVIEW**

The Wine Society’s Annual Silent and Live Auctions are an annual event to benefit The Club Foundation. These auctions, held at the Annual Conference, have been successful, lively and lucrative in the past and your donations can ensure it’s the best ever! The Auction is a fun way to raise money — for a worthwhile venture for your industry’s future. The Wine Society donates the proceeds from the auction to The Club Foundation, which in turn allocates funds to educational programs for club managers.

This auction, of course, cannot be a success without the support of CMAA members. Please donate bottles and anything applicable to the enjoyment of wine. Please contact your vendors and ask them to participate as well. Donate wine from your private or club cellar to the CMAA International Wine Society’s Auctions to be held at Annual World Conference and it will certainly be used well!
THE BUCKY AWARD AND THE CLUB FOUNDATION GRANTS

The wine auctions have sparked a healthy competition among the chapters to donate the most wine by value. CMAA chapters compete for the coveted traveling Bucky trophy, which was donated by the Wisconsin Badger Chapter. The chapter that donates the most wine by wholesale value to the auctions wins the trophy.

Additionally, The Club Foundation has graciously agreed to award a $1,000 education grant to the chapter in each of the CMAA chapter size categories (small, medium and large) that donates the most wine by value. An additional $1,000 education grant will accompany the Bucky trophy to the chapter that donates the most wine overall.

IDEAS TO MAXIMIZE YOUR CHAPTER’S DONATION

- **Set your objective.** Establish a goal for your chapter. For example, your chapter may decide to donate one bottle for each member or pick a monetary goal of $10,000 in wholesale value.

- **Start early.** In late summer/early fall, begin announcing your collection efforts at your chapter meetings and in your chapter’s newsletter.

- **Appoint a committee.** These individuals can assist you in obtaining, storing and shipping your chapter’s donations.

- **Contact local wineries and/or distributors with which your chapter members have contact to solicit donations.**

- **Communicate.** Keep your members up to date on your chapter goals. Remind your members often regarding the drive. Encourage them to clean out their cellars and solicit their members.

- **Make donating easy.** Collect items at chapter meetings or offer to pick up donations from vendors, wineries and members.

FORMS

Auction donation forms are available online at [www.cmaa.org/winesoc](http://www.cmaa.org/winesoc).

OTHER WINE EDUCATION OPPORTUNITIES

ANNUAL BUSINESS MEETING AND EDUCATION SESSION

At the World Conference on Club Management, the International Wine Society holds its Annual Business Meeting and Education Session. At the Annual Business Meeting, the Board of Managers is elected and business pertaining to the Society is discussed. Immediately following the Business Meeting is the Education Session where an industry expert discusses various aspects of wine and then conducts a tasting. A wine test is also given at this meeting with the five highest scores participating in a blind tasting. The winner of the blind tasting is awarded a prize or plaque and designs the test for the following year. Attendees are awarded education credits.
ANNUAL WINE DINNER

Each year at CMAA’s Annual World Conference on Club Management, the International Wine Society holds an annual gourmet wine dinner. This event is an extraordinary success each year and tickets sell out quickly.

The annual dinner normally features a guest speaker from a major winery who moderates the event while participants are tantalized with delectable dishes served with the vineyard’s recommended wines to complement each course.

The event is held at a club or equally elegant venue in the Conference city and is an evening of companionship, education and appreciation for fine food and wine.

PRE-CONFERENCE WINE WORKSHOP

Each year, the Wine Society is pleased to sponsor a Pre-Conference wine workshops held in conjunction with CMAA's Annual World Conference on Club Management. The workshop is open to all registered attendees and the number of CMAA education credits is determined by the length of the workshop. It is always a popular session, so if you are planning on attending Conference, please register for the Pre-Conference workshop as soon as the first mailing goes out in the Fall.

WINE WORKSHOPS

Each year, the Wine Society is pleased to sponsor a Wine and Food Workshop. The workshop is open to all CMAA members and the number of education credits is determined by the length of the workshop. Workshops are usually held in the fall. Past destinations have included New Zealand, Bordeaux and Champagne, and Italy.

WINE AWARDS PROGRAM

The objective of the Wine Awards Program is to recognize the best club wine programs on an annual basis and laud CMAA member clubs who establish and maintain fine wine programs for their membership. This award is meant to be a hallmark of quality and assurance of an eminent wine program and should be used to market the club’s food and beverage program to its membership. Entries are due each year no later than October 1st. Further information including the current year’s application is available online at www.cmaa.org/winesoc.

ONLINE WINE EDUCATION

The CMAA Wine Society has partnered with the Winespectatorschool.com, an online wine school launched by Wine Spectator in September 2002. It is a perfect match as a tool for our members to use. With the flexibility offered by the Internet, Wine Society members are taking advantage of these wine-appreciation courses backed by the Wine Spectator magazine’s more than 25 years of experience. Wine Society members have the opportunity to save 15 percent off normal course rates.

In 2008, the CMAA International Wine Society announced the addition of an exciting new education program for Wine Society members and their club staffs – Vino 101. This online program is customized specifically for the club industry. Designed to deliver essential wine education to club staff, this four lesson program is interactive and includes audio clips, activities and quizzes. It is valuable training for all staff – regardless of their previous wine background to prepare them to discuss and sell wine to your members.
Clubs can purchase an annual license for $299 for training of their entire staff. Vino 101 has agreed to donate $100 from each license sold back to the Wine Society. In turn, the Wine Society will utilize their funds to provide $500 scholarships for Wine and/or Wine related CMAA Education. All clubs that participate in Vino 101 will be eligible for lottery selection for the available scholarships.

As well, the Wine Society will be provide Vino 101 at no cost to the CMAA Student Chapter of the Year to assist the students in obtaining valuable knowledge about wine and wine service.

To register your club for this valuable educational and training opportunity, please visit www.cmaa.org/winesoc

OTHER RESOURCES

Please visit www.cmaa.org/winesoc/chpwnerp.html for more information.