Wine is bottled poetry.
– Robert Louis Stevenson
Dear Friends:

As excitement builds for the CMAA 87th World Conference and Club Business Expo in Orlando, FL, my final Host column affords me the opportunity to highlight some samples of what to look forward to in February, as well as the chance to reflect upon what we have accomplished this year.

The International Wine Society will have a strong presence in Orlando – beginning with registration. Look for our IWS Kiosk to be located near the Conference Registration area. After a long day of travel, we will greet you with a glass of our Silver Cuveé, crafted by the IWS and Iron Horse in honor of our 25th Anniversary. Additionally, we will be showing our 25th anniversary video, answering any questions about IWS membership and will have many of our “Buy-it-Now” lots – in case you are in need of a little juice during your stay at the Marriott. Please note that if you sign up any new IWS members during Conference, we will waive the administrative fee.

Our Pre-Conference Workshop on February 4 will be a Pinot Masters Class featuring three renowned winemakers specializing in Pinot Noir production from four prominent regions. Join Bob Cabral and Mark Malpie from Williams Selyem (Russian River Valley), Wes Hagen from Clos Pepe (Sta. Rita Hills), and Arron Bell from Domaine Drouhin (Oregon and Burgundy), for a day-long seminar celebrating the noble Pinot Noir.

The Wine Society Dinner will take place on February 5 at the Country Club of Orlando. John Schuler, CCM, and Tom Czaus, CCM, have been hard at work to put on an incredible night of food and wine at our signature event of the year.

The Annual Business Meeting on February 6 will feature a presentation from the Napa Valley Vintners Association. Join winemakers Jeff Smith from Hourglass, Suzanne Groth from Groth Vineyards and Tor Kenward from TOR Wines for an informative (and tasty) look at the Past, Present and Future of the Napa Valley, moderated by Eric Hemer, MS/MW from Southern Wine & Spirits.
Miramont Country Club Hosts Franco Conterno of Poderi Aldo Conterno
Elisha Cicerone, Director of Beverage and Service

Prosperous and picturesque Poderi Aldo Conterno is situated in Monforte d’Alba on the prized Bussia Soprano vineyard, in the heart of the Barolo region of Italy. The Conterno family has been producing and aging the great Piemontese wines for more than five generations. Aldo left his legendary brother at his father’s cellar (the Giacomo Conterno estate) in 1969 to pursue his own winemaking interests and reputation, creating the wines of Poderi Aldo Conterno in the “Favot” cellar. After Aldo’s passing a few years ago, the estate is currently operating under his three sons; Giacomo, Stefano and Franco.

It was with distinct pleasure that Miramont Country Club was able to host Franco Conterno for an exclusive dinner that featured seven of the estates wines with a dazzling six-course meal prepared by Executive Chef Todd Rogers and his culinary team. We began the evening with a poached langoustine that was complemented by variations of safflower to include a Jerusalem artichoke puree, crudite and panna cotta. We served the female guests the 2009 Bussador Chardonnay and the male guests the 2005 so that the couples could compare and contrast the variation in the vintages. The 2005 displayed a waxy, golden apple peel aroma that complemented the safflower variations, while the 2009 lent its high acid to the freshness of the langoustine. The second course consisted of roasted squab, sautéed chanterelles accompanied with a black plum gel. We paired the Barbera d’Alba which displayed notes of bright red cherry and raspberry to specifically

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TUESDAY, OCTOBER 29, 2013

LANGOUSTINE, WATERCRESS, SAFFLOWER
“Bussiador” Chardonnay 2005
“Bussiador” Chardonnay 2009

FOIE GRAS, SQUAB, CHANTERELLE, BLACK PLUM
“Conca Tre Pile” Barbera d’Alba 2009

AUSTRALIAN WAGYU, TALEGGIO, SALISFY
Langhe Rosso 2009

VENISON, ALLIUMS, TRUFFLES
“Colonnello” Barolo 2008
“Cicala” Barolo 2008
“Romirasco” Barolo 2008

ITALIAN CHEESE SELECTIONS
“Granbussia” Barolo Riserva 2005

DARK CHOCOLATE, COFFEE, BANANA
highlight the freshness of the black plum and sweetness of the foie gras. For the third course, Chef Rogers featured seared Australian Wagyu with handmade Taleggio stuffed tortelloni and roasted salsify. We selected the estates red blend Langhe Rosso that is 10 percent Merlot, 10 percent Cabernet Sauvignon and 80 percent Freisa due to the firm tannin structure. The Langhe progressed towards more intense flavors of herbal tea, blackcurrant and dried rosemary that was exceptional with the pungent Taleggio and worked equally as well with the salsify.

The highlight of the evening was the entrée course and its accompanied wines. The entrée course was truly a work of art, composed of sous vide venison, sweetbreads, garlic confit and a black garlic puree. The chefs used variations from the allium family to include baby green and red onions, pearl onions and leek that was stuffed with beef tongue. The dish was finished with black truffles which elevated the wines to another dimension of flavor. For this course, we were granted the rare opportunity of tasting Aldo Conterno’s 2008 single vineyard Barolos side by side. Franco explained how each of the different soil types of the vineyards affect the overall body and structure of the wine, and that each single vineyard has a different average vine age. The Colonnello is produced from 40 to 45 year old vines and aged for 28 months in Slovenian oak, yielding the softest body of the single vineyards. The Cicala (member’s favorite) is similar to the Colonnello in terms of vine age and oak treatment but is the most dominant Barolo in terms of florality. The Romirasco is the most full-bodied Barolo of the single vineyards, and is made from vines between 50 to 55 years of age. Fascinatingly, Franco recommended that the wines only needed 30 minutes of aeration before being served. The culmination point of the evening was the Granbussia Barolo Riserva 2005. It is comprised of Nebbiolo grapes from all three single vineyards (70 percent Romirasco, 15 percent Colonnello, 15 percent Cicala) and only 3,000 bottles are produced in the best vintages. We paired this wine with a simple and refined cheese course to illustrate the wines capability on its own. It displayed seductive notes of dried rose petals, violets, leather, bitter root, blackberry and dried plum. Amazing to think that these wines can age more than 40 years and still manifest such hedonistic notes. To finish on a sweet note and savor the remainder of the wines, our Executive Pastry Chef Stephanie Laico created a dark chocolate cremoux with white coffee ice cream atop of brulee bananas, creating the perfect encore to our decadent evening. This was truly a spectacular night and a pleasure in itself to host one of the greatest Barolo producers of our time.
Nicholas M. Pollacchi, the founder and Chief Executive Officer at The Whisky Dog, presented an educational tasting for the City of New York Chapter on Thursday, November 21, 2013, at the New York Athletic Club. The event was hosted by Roger E. Simon, Edward Napoli-tano, Daniel Perez and James Cirillo, CCM.

**Tasting Notes**

**Ireland – Tullamore Dew** – A sweet light and delicate Irish whisky that offers great value for money.

**Canada – Wiser’s 18-Year-Old** is a Canadian whisky distilled by Corby Distilleries Limited. As a Canadian whisky, Wiser’s 18-Year-Old is lighter and smoother than other types of whisky. It is known to have the tastes of caramel, floral, oak and spice.

**America – Hillrock Small Batch Solera Bourbon** – Made in New York State – This rare Bourbon is a great example of what American Whisky can bring to the table - as well as looking at the value of craft distilling and its distinctive platform. This sample is from the third cask ever made, hand numbered and signed by the whisky maker - an amazing tasting opportunity.

**Scotland – Glenrothes 2001 Vintage** – This brand new release comes from a wonderful distillery that prides itself on excellence. Less than two percent of all the whisky produced at this distillery is used for its vintage expressions which grow dramatically in value.

**Japan – NIKKA 15 Year Yiochi** – This is a fantastic and rare peated Japanese whisky. Not just a smoke monster, this whisky has spectacular layers of vanilla and citrus fruit in the palate. Be prepared to enjoy this dram with the distillery peat burning in the room.

**About Nicholas M. Pollacchi**

I have worked in the single-malt scotch whisky industry for more than 12 years dedicating my life to tasting and educating others on the joys of Scotland’s finest export. Born and bred in Scotland, I grew up with the sounds and smells of distilleries all around me and when I could; I worked immediately in the whisky environment. I have been lucky enough to help marry some of the world’s most notorious blended whiskies as well as selecting casks with malt masters to create some of the finest Single Malt Scotch whiskies. I have worked globally for The Macallan, Highland Park and The Glenrothes, travelling the four corners of the globe nosing and tasting whisky until my passion took me to the United States in 2010 with The Balvenie. It is with this same passion and expertise that I started The Whisky Dog, discussing only the finest and rarest of offerings to a private clientele.

“I am a man of simple taste, easily satisfied with the best.”

– Slainte Mhath
The Golden State Chapter recently took a trip to the Santa Barbara wine country with the express purpose of recreating the *Sideways* movie experience. Chapter President Bill Johnson, CCM, CCE, took the lead in arranging the trip which not only included four of the wineries visited by Myles and Jack, but arranged dinner at the Hitching Post, lunch at Los Olivos Café and lodging at the Days Inn Windmill. You can’t get more authentic than that. Also included in the group were IWS Host Eric Gregory, CCM, and IWS Board Member Terry J. Anglin, CCM, CCE.

On Sunday morning, a portion of the group had an optional stop and visited Clos Pepe vineyards. While not on the *Sideways* trail, it offered the group a look at a winery headed by a unique individual, winemaker Wes Hagen. Wes entertained us with his five minute lecture on the history of wine, while also discussing the Sta. Rita Hills appellation and why it is perfectly suited for Chardonnay and Pinot Noir. Among many of Wes’ great quotes was his take on Certified Organic farming, saying “My job is not to save the world – my job is to make Kick A** Pinot Noir.”

Once inside the Clos Pepe Estate house, we were treated to two beautiful Chablis-style Chardonnays – the 2011 Estate Chardonnay and the 2011 Hommage de Chablis, which is completely stainless-steel fermented. We also tasted the 2012 Axis Mundi Grenache/Syrah blend which was served chilled, and was a perfect accompaniment to the Thanksgiving table. We then tasted three vintages of the Estate Pinot Noir, from 2009 to 2011. It was evident from the 2009 that the Clos Pepe Estate Pinot Noir is a wine which will benefit from some bottle age and will age gracefully for six to eight years. Following the tasting, we were treated to Estate Olive Oil and even some Grappa, distilled from Estate Pinot Noir Grapes.

Photos © Jason Asbra
The group at Firestone touching the Cork Tree.

The group tasting at Firestone

Bill Johnson, CCM, CCE, drinking out of the spit bucket.

The group at Los Olivos

Wines from Jonata

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After saying goodbye to Clos Pepe, the group drove to Sanford Winery located in the Sta. Rita Hills AVA. The valley has a ying-yang climate with the mornings holding a heavy fog with temperatures in the 50s and 60s which is followed by a sunny warming period that pushes the valley to the 70 to 80 degree mark. Later in the day, cooling Pacific breezes nudge the sunset temperatures to the low 60s.

At Sanford, the group was met by Gary who proceeded to lead the attendees through a tasting of world class wines. The tasting began with the 2009 Fleur Du Domaine, a blend of Roussanne and Viognier. From there we moved to two of Sanford’s Chardonnays, the 2009 La Riconada and the 2009 La Entrada. Both were exquisite. Following the Chards, attendees were treated to three jewels that define Sta. Rita Hills Pinot, the 2010 La Riconada, the 2010 Sanford and Benedict Pinot and the 2010 Vista Pinot Noir.

Flowing Sanford the next stop was the Kalyra Winery where we were greeted by Lindsey. A sumptuous charcuterie tray greeted us provided courtesy of Patti Smith-Cornesky, CCM, General Manager of The Little Town Club. At Kalyra, the group tasted the 2012 Valley Sauvignon Blanc, the 2011 Semillion/Verdelho, the 2011 Pinot Blanco, the 2010 Merlot, the 2011 Merlot and the NV Muscat. Good thing we had the snacks Patti provided.

After a break to check in at the hotel, the group had plans to have dinner at the Hitching Post. But prior to this, a few members made it down to the on-site sports bar that was featured in the movie. There, we got to sit in the chairs used by Myles and Jack while enjoying a cold beer as a break from the wine. Dinner at the Hitching Post was excellent with food and service.

The next morning, the first stop was the Firestone Winery, which is located just outside Los Olivos. There we were greeted by Erica, took a small tour and posed in front of a cork tree. Next, we were on to the serious part of the visit – tasting the wines. We began with the 2012 Sauvignon Blanc (delicious), followed by the 2010 Chardonnay, Santa Ynez Valley. Then on to the 2012 Central Coast Riesling, the 2010 Chairman Series Merlot, the 2010 Syrah and finally the 2010 Santa Ynez Valley Cabernet Sauvignon. The bargain was the Sauvignon Blanc which was being sold for only $99 per case.

Next we were on to Fess Parker Winery where we were hosted by Adriana. The tasting began with the 2011 Dry Riesling, followed by the 2011 Sierra Madre Chardonnay. On to the reds, leading off with the 2010 Santa Anna Hills 2010 Pinot Noir, the 2009 Ashley’s Pinot Noir, the 2010 American Tradition Reserve Syrah and finishing with the 2010 Big Easy Blend containing Syrah, Grenache and Petite Syrah which had the attendees reaching for their credit cards.

From Fess Parker, the group ventured into Los Olivos for lunch at the Los Olivos Café. We enjoyed a wonderful lunch, conducted a short business meeting, took the CMI test and bid adieu to all. What a two-day adventure!

Not quite done, five of the group drove to another optional tour at Jonata Winery and had the chance to sit with Matt Dees, their winemaker, for an intimate tasting at the winery. Matt met us at the Ranch House after a long day in the cellars, and was a great host. Jonata is owned by the same owners of Napa’s famed Screaming Eagle, and the quality of the wine is evident. We tasted the second label of Jonata called the Paring, which produces wonderful Chardonnay, Pinot and a Cab blend for around $20. The Jonata label wines are very intense and structured, as was evidence by the 2009 Todos Blend, the 2007 Desafio Cabernet Sauvignon and, the highlight of the tasting, the 2005 La Sangre Syrah. Matt even graciously allowed the group to take the open bottles with them. A couple members of the group stayed one more night for dinner and back to the Windmill Inn but that’s another story - and what happens in Buellton, stays in Buellton.
The Metropolitan Club Foundation’s seventh annual Eric Casper’s Food and Wine Scholarship Presentation was held on November 7, 2013, at Wykagyl Country Club in New Rochelle, NY. Attendees at this sold-out event enjoyed gourmet food and lavish wines as they honored scholarship winners pursuing advanced wine education.

The evening featured wines from Stags’ Leap Winery and regional representative educated attendees on the history, culture and varietals of their winery. As part of our fundraiser, large format and special signed bottles were auctioned off to participants. The monies collected from the auction help support the scholarships given out at the event.

The 2013 scholarship winners were Taylor Ashworth of Beach Point Club, Alyssa Hoyer of Shinnecock Golf Club, Taylor Hoyt of Nassau Country Club, Colin Ronayne of Shinnecock Golf Club, James Schulz of Westchester Country Club and Cindy Williams, CCM, of Rumson Country Club.

Stags’ Leap
Gourmet Wine Dinner
with Eric Casper’s Food & Wine Scholarship Presentations
Wykagyl Country Club
November 7, 2013

Smoked Breast of Duck
with Eggplant Caviar, Méhez, Raisin-Walnut Crisp
and Pomegranate Vinaigrette
Chardonnay, Stags’ Leap, Napa Valley 2012

Miso Black Cod
with Parsnip Plan and Sweet Pea Tendrils
Petite Sirah, Stags’ Leap “Ne Cede Malis”,
Napa Valley 2010

Tournoed of Veal Tenderloin
with local Oyster Mushrooms and Chanterelles,
Spaghetti Squash, White Asparagus
and Black Truffle-Viognier Reduction
Cabernet Sauvignon, Stags’ Leap “The Leap”,
Napa Valley 2010

Poached Bose Pear
filled with Cinnamon Mascarpone,
Chocolate Ganache and Toasted Almonds
Late Harvest Chardonnay & Viognier Blend, Stags’ Leap,
Napa Valley 2010

Photos © Sarah Kuhl
On October 3, 2013, a group of more than 35 Philadelphia & Vicinity Chapter (PVCMA) members gathered at the Northampton Country Club for an educational wine seminar/luncheon presented by George Foote, National Educator, Ste Michelle Wine Estates and Rob Bigelow, Senior Director of Wine Education and Development, Ste Michelle Wine Estates. The seminar topic was Antinori Italian Wines, an Exploration. The Antinori family began as wine merchants in Florence in 1385. Twenty-six generations later, the Antinori Family is one of the most respected wine producers in Italy and other parts of the world. The seminar covered 15 wines produced by the Antinori Family from various family owned estates located in important Italian wine regions; Tuscany, Umbria, Piedmont, Puglia and Franciacorta. The seminar showcased traditional and modern aspects of Italian wine and highlighted the unique character of each region.

We started the day with four white wines. Prunotto Roero Arneis 2011 from the Piedmont region was followed by Tormaresca Chardonnay 2011 from Puglia. Bramito 2012 and Cervaro 2010, two highly awarded Chardonnays from the Castello Della Sala Estate in Umbria, completed the first tasting course.

Second, we tasted and talked about five red wines; Prunotto Fiulot 2012, Barbaresco 2009 and Barolo 2008 from Piedmont and Tormaresca Neprica 2012 and Tordicoda 2011 from Puglia.

The third section of the education covered the Antinori Wines from Tuscany. We started with two iconic wines from the Chianti Classico Region: Marchese Antinori Chianti Classico Riserva 2008 and Badia a Pasignano 2007. We then tasted Pian della Vigna Brunello 2007. We completed the seminar with wine from the west coast of Tuscany, Bolgheri. We tasted two wines from the Guado al Tasso Estate, the Iconic Super Tuscan bearing the Estate name Guado al Tasso 2008, and Il Bruciato 2011.

Following the classroom-style tasting and seminar, guests sipped on Montenisa Frianciacorta as we adjourned to a deliciously prepared four-course lunch including Branzino, Arugula, Pamesan and Prosciutto Salad, Veal Cheeks and a Sicilian Olive Cake for dessert. Northampton Country Club’s General Manager Fred Rickey, CCM, along with Executive Chef Randy Zerfass and their teams did an exceptional job in hosting Antinori - the Exploration of great food, hospitality and wine. George and Rob also did a superb job in enlightening the group on Italy’s winemaking laws, traditions, viticulture and viniculture growing regions, grape varieties and techniques.

The exploration continued on our bus journey back to the suburbs surrounding Philadelphia with our new bus buddy. All bus riders had to select their bus buddy by drawing a matching grape varietal from a hat.
ITALIAN CHEESE PLATE
Served During Tasting Seminar

Pecorino Tartufi Riserva, Sienna
Near Sienna, Sardinian Sheep graze, lazily eating grasses growing on the hillsides. Their milk is mixed with white and black truffles to make this amazing aged Truffled Pecorino. Dense yet creamy, firm and nutty, with bursts of earthy truffle.

Weinkase Lagrein, Alto-Adige
Don’t let the name fool you. Though it translates from German into “wine cheese”, this unusual tome is actually from the northern Alto Adige region of Italy. Local Lagrein wine with added herbs and garlic and pepper are used to soak the cheese for five days. This flavor penetrates the pasteurized cow’s milk and the result is an irregular, finely holed cheese with a creamy smooth paste.

Caciocavallo di Bufala, Italy
This large-format stretched-curd caciocavallo is wonderfully milky. The buffalo milk adds a light, sweet tone with extra richness.

La Tur, Piedmont
A dense, creamy blend of pasteurized cow, goat and sheep milk. Earthy and full with a lingering tang. Decadent and melting from the outside in.

First Course
Bronzino
Eggplant and Butternut Squash Caponata, Fennel Broth, Poached Cockles

Second Course
Ensalata
Arugula, Reggiano Parmesan, Prosciutto, Grilled Crostini, White Wine Vinaigrette

Entrée
Veal Cheeks
Creamy Polenta, Grilled Porcini Mushroom, Red Wine Glace

Dessert
Sicilian Olive Oil Cake
Moscato Poached Pear, Mascarpone Mousse
Philadelphia & Vicinity Chapter Hosts Antinori - An Exploration of Italy's Most Prestigious Wines

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The Philadelphia & Vicinity Chapter (PVCMA) has had an active wine society calendar with eight events, and we were excited to finish the year off on a high note with Andrew Quin, winemaker from Hentley Farm from the Barossa Valley. Fifty of our chapter members attended the wine dinner, and they experienced the passion Andrew has for winemaking and wine. His style of the mighty Barossa is big, bold and complex. When the opportunity arose to have Andrew join us in Philadelphia, Ryan Kenny, Assistant General Manager at Philadelphia Cricket Club, jumped at the opportunity to be the host for the dinner. This was his reason why:

At Cricket, we always jump on the opportunity to showcase our club, more particularly our thriving Food and Beverage Department. Three years ago we hired our Executive Chef, Ben Burger, and ever since we have had a difficult time slowing down. He has brought a vast level of knowledge and charisma to the program that leaves lasting impressions on all our members and guests.

Hentley Farms Winery truly was a great pairing for the time of year. It just started turning brisk in Philadelphia, which allowed us to really showcase the deep rich tones of Hentley Farm Cabernet and Shiraz and gave us the opportunity to complement game foods such as venison and squab. We were really inspired to come up with something fun for the group. We ended up doing a duo plate with our venison course, which allowed us to feature both the Beauty and the Beast varietals.

Thanks again to Hentley Farm. It truly was a pleasure to be a part of such a great evening.

Photos © Clive L. Smith

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Hentley Farm is set among the rolling hills on the banks of Greenock Creek at Seppeltsfield. Hentley Farm is a boutique, single-estate vineyard that produces distinctive wines reflective of the exceptional site. They look at themselves as “winegrowers,” with their winemaking accentuating characteristics of the vineyard from vine to bottle, and they take a leading edge approach to vineyard management, while also ensuring the sustainability of their practices and recognizing their custodial responsibility of the land. Following this philosophy, Hentley Farm produces distinctive wines that display elegance, subtlety, richness and complexity.

Andrew Quin, Winemaker at Hentley Farm from the Barossa Valley, Australia, Is Guest Winemaker at Philadelphia & Vicinity Chapter Hentley Farm Wine Dinner at Philadelphia Cricket Club

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Hentley Farm’s Wine Dinner
Tuesday, November 5, 2013

SKUNA BAY SALMON
Apple Cider Brined Loin, Salmon Rillettes,
Maple Bourbon Smoked Salmon, Poached Apples, Apple Crisp,
Apple Cider Glaze
Hentley Farm Riesling, Eden Valley, 2012

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SQUAB STUFFED WITH PUMPKIN & FOIE GRAS
Squab Leg Confit, Pumpkin Cannoli,
Salt Roasted Beets,
Caramalised Pumpkin-Orange Squab Reduction
Hentley Farm Zinfandel, Barossa Valley, 2012

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BEAUTY & THE BEAST
Roasted Venison Loin, Cherry Venison Jus,
Celery Root Puree, Roasted Celery Root, Chestnut Grasola,
Smoked Venison Jagerwurst, Buckwheat Biltini,
Brussels Sprouts Marmalade
The Beauty Shiraz, Barossa Valley, 2011
The Beast Shiraz, Barossa Valley, 2010

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CHEESE BOARD
Camborosa Black Reserve, Robiola, Don Carlo,
Housemade Sour Dough, Cranberry-Walnut Bread,
Housemade Jams
Hentley Farm Clos Otto Shiraz, Barossa Valley, 2010

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BAKED ALASKA
Chocolate Ice Cream, Dulce de Leche Ice Cream,
Coffee Ice Cream, Macadamia Nut-Milk Chocolate Ganache,
Meringue, Salted Caramel

Photos © Clive L. Smith
Don’t Forget to RSVP for the Annual Wine Society Business Meeting and Education Session

The Annual Wine Society Business Meeting and Education Session will be held during the CMAA 87th World Conference and Club Business Expo on Thursday, February 6, from 3:30 p.m. to 6:00 p.m. in the Sabal Room, Palms Ballroom, at the Orlando World Center Marriott.

The business portion of this event will include the election of the 2014 Wine Society Board of Managers and a Bylaws Proposition as well as the announcement and recognition of the Wine Society Chapter of the Year, the Wine Program Awards, the Warren L. Arseneaux Honorary Scholarship and the annual membership recruitment awards. It will also include the perennial favorite – the annual Wine Test.

Following the business portion of the event, Wine Society members will have the opportunity to participate in an educational session and wine tasting from the Napa Valley Vintners Association. Join winemakers Jeff Smith from Hourglass, Suzanne Groth from Groth Vineyards and Tor Kenward from TOR Wines for an informative and tasty look at the Past, Present and Future of the Napa Valley, moderated by Eric Hemer, MS/MW from Southern Wine & Spirits.

The event is open to all current Wine Society members. To prompt admittance to the session, please RSVP online at www.cmaa.org/wsrsvp.aspx.

IMPORTANT: Reservations will be forfeited ten minutes after the start of the session. Individuals who do not RSVP will be seated on a space-available basis ten minutes after the start of the session. Members who wish to participate in the Business Meeting only should use the chairs available at the rear of the room.
Get Involved in This Year’s Wine Auctions

The Wine Society’s Silent and Live Auctions are annual events to benefit The Club Foundation. The auctions, held annually at the World Conference and Club Business Expo, have been successful, lively and lucrative in the past and your donations can ensure that 2014 is the best year ever. The auctions are a fun way to raise money for a worthwhile venture – your industry’s future. The Wine Society donates the proceeds from the auctions to The Club Foundation, which in turn allocates funds to educational programs for club managers.

This year’s auctions, of course, cannot be a success without the support of CMAA members. There are several ways to participate in these exciting events.

Donate
Regardless of whether you are attending the World Conference and Club Business Expo, the easiest way to get involved is to donate to the auction. Donations should be shipped to the clearinghouse no later than January 15, 2014. Please complete and email a donation form to sarah.bal@cmaa.org at time of shipping. For more information visit www.cmaa.org/wineauction.aspx.

2014 Auction Clearinghouse
IWS Auction Donation
Interlachen CC
Attn: Barry Herman, CCM
2245 Interlachen Ct.
Winter Park, FL 32792-2105

2014 Wine Auction Hours
The 2014 Wine Auctions will be held in the Orlando World Center Marriott, Orlando, FL.

Silent Auction
Wednesday, February 5, 2014, 7:30 a.m. – 3:00 p.m.
Thursday, February 6, 2014, 6:30 a.m. – 6:30 p.m.

Live Auction
Friday, February 7, 2014, 6:45 p.m. – 7:15 p.m.

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Get Involved in This Year’s Wine Auctions

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Volunteer
Are you attending conference? Volunteer to help set up and work the auctions – it’s a lot of fun! Help is especially needed during set up, the Live Auction, and the Silent Auction closing. Please e-mail Sarah Bal at sarah.bal@cmaa.org if you are interested.

Bid
While in Orlando, plan to stop by the Silent Auction located within the Member Services Pavilion (Crystal Ballroom – G). It only takes a few minutes to register for a bidder number to make you an eligible bidder. The Silent Auction is open all day Wednesday, February 5 and Thursday, February 6. Serious bidders should plan to attend the Silent Auction closing Thursday, February 6 around 6:30 p.m.

The bidding isn’t over when the Silent Auction closes. Mark your calendar for the Annual Live Wine Auction on Friday, February 7 at 6:45 p.m. immediately before The Club Foundation Casino Night and Auction.

The donation form can be downloaded from the Wine Society website at www.cmaa.org/WineAuction.aspx.
Tuscan Superstars – A Unique Marriage of Past and Present

The International Wine Society will be hosting Tuscan Superstars – A Unique Marriage of Past and Present, a complimentary hour and a half long online educational presentation and virtual tasting on Wednesday, January 29, 2014, at 2:00 p.m. ET. This session will be presented by Sharron McCarthy, CSW, VP Wine Education, Banfi Vintners, Past President and Director Emeritus of the Society of Wine Educators.

Italy is a spirited, thriving, ancient enigma that has many faces. Invading Phoenicians, Greeks and Carthaginians, as well as native Etruscans and Romans left their imprint on the region. Italy offers a unique marriage of past and present, tradition blended with modern technology, as exemplified by the Banfi winery and vineyard estate in Montalcino and the Cecchi estate in the heart of Chianti Classico.

Located on Italy’s geographic center, Tuscany has been recognized as one of the country’s premier agricultural regions. Ninety percent of Tuscan territory is either under cultivation or in forest and only 8 percent is infertile and non-productive. Tuscany is known as one of the leading winemaking regions of the Italian peninsula.

Join us for a romp through some of Tuscany’s most exciting vineyards and learn about the grape varieties and wines born in this outstanding area. We will entice you with stories about how these grapes and zones were named, and titillate your taste buds with seductive selections from this famed region.

One CMAA Association Activity Credit will be awarded to those individuals who register and attend the entire program.

This webinar also includes a virtual tasting. Attendees are responsible for acquiring the following wines on their own for participation in the virtual tasting:

- San Angelo Pinot Grigio
- Centine Rosso
- Cecchi Chianti Classico
- Rosso di Montalcino
- BelnerO Super Tuscan

All of these wines are available nationally and should be accessible through the club’s distributor. Registration will open in mid-January. If you have any questions, please e-mail wine_soc@member.cmaa.org or visit the Wine Society website.
The International Wine Society Would Like to Welcome Its Newest Members

**Member:**
- Lauren Alfano
- Paul Brock
- Dana Cancellaro
- Nicholas Conlin
- Kevin M. Dwyer, CCM
- Ronald J. Finney
- Bryan Fisher, CCM
- Frederick J. Fletcher
- Taylor Hoyt
- Michael A. Karnath, CCM
- Carol King
- Nicholas J. LaRocca
- Lee Mackay
- Philip Santomaro, CCM, CCE
- Andrew Tuffner
- Shannon Wagner
- Jay Walkinshaw
- Kelley J. Williams, CCM

**Club:**
- The Country Club
- Westchester Country Club
- Nassau Country Club
- Shinnecock Hills Golf Club
- Chester Valley Golf Club
- The Landings Club
- Columbia Edgewater Country Club
- Woman’s Athletic Club of Chicago
- Nassau Country Club
- Country Club of Buffalo
- Spring Valley Country Club
- Muirfield Village Golf Club
- Carlouel Yacht Club
- Franklin Country Club
- Chester Valley Golf Club
- Country Club of York
- The National Golf Club of Canada
- Carlouel Yacht Club

**Recruited by:**
- Kristen LaCount, CCM
- Robert C. James, CCM, CCE, CHE
- Thomas M. Sperandeo, CCM
- Clive L. Smith
- Ken Puttman
- Timothy T. Stein
- Thomas M. Sperandeo, CCM
- Richard L. LaRocca, CCM, CCE
- Scott B. Fairbairn, CCM, CCE
- Jeff Isbell, CCM
- Clive L. Smith
- Thomas M. Czaus, CCM
- Scott B. Fairbairn, CCM, CCE
January

29  Webinar: Tuscan Superstars
    Contact: Sarah Bal/CMAA

4   Pre-Conference Workshop:
    Pinot Masters Class
    Orlando World Center Marriott
    Orlando, FL
    Contact: Kathi Driggs/CMAA

4-8 87th World Conference and
     Club Business Expo
     Orlando World Center Marriott
     Orlando, FL
     Contact: Kathi Driggs/CMAA

February

5   Wine Society Dinner
    Country Club of Orlando
    Orlando, FL
    Contact: Marisa Reilly/CMAA

5-6 Silent Wine Auction
    Orlando, FL
    February 5, 7:30 a.m. – 3:00 p.m.
    February 6, 6:30 a.m. – 6:30 p.m.
    Contact: Sarah Bal/CMAA

6   Annual Business Meeting
    and Education Session
    Orlando, FL
    Contact: Sarah Bal/CMAA

7   Live Wine Auction
    6:45 p.m. – 7:15 p.m.
    Orlando, FL
    Contact: Sarah Bal/CMAA

More information about these and other Wine Society events is available at www.cmaa.org/winesociety.

Questions? Contact Us!

CMAA International Wine Society
1733 King Street
Alexandria, VA 22314
(703) 739-9500
wine_soc@cmaa.org
www.cmaa.org/winesociety
Why Wine Education Matters
Jane Nickles, Society of Wine Educators

It’s a busy night at your restaurant, and you are about to leave money on the table. A nice dressed couple walks in and is seated at table six. Their server, a smiling, confident young lady, approaches with the perfect greeting. There are hearty laughs and smiles all around. The server politely asks if they would like some wine or a cocktail to get the evening started. The gentleman, a well-traveled sort, spins the tale of their latest European vacation and the lovely Primitivo they discovered in Puglia. Is there a wine like that on the list? His lady friend’s eyes sparkle with the thought.

Your server stands as if frozen. Eventually, she manages a smile, and, after clearing her throat, manages to say, “I’m not sure, but let me ask…”

If you are a beverage manager, you have witnessed a variation of that scenario a thousand times. It’s happening right now, in every city on earth, and despite the training you try to do with your staff, you know it happens in your restaurant. Sure, you’ve done what training you can do. Every server gets a training packet with your “Intro to Wine” materials. You bring in your distributors for pre-shifts and product tastings as often as you can, and you give every server a print-out of your wine list, complete with accurate descriptions and pronunciations.

What more can you do? You can encourage your staff to continue their education as a way to improve their career, make better money, and not so coincidentally, make your restaurant more successful.

With a real understanding of the world of wine, your employees — all of whom would really like to sell more wine, drive higher check averages and make more money — can become confident wine servers who are able to discuss wine at its most basic with your wine-newbie customers, as well as feed the enthusiasm of those who have more wine sophistication.

You know that some of your staff would jump at the chance to do this, but they may not know the best place to start. The good news is that there are excellent wine education programs available today that can make a huge difference in your restaurant.

(continued on page 23)
For a staff with varying wine knowledge, you may consider Vino 101. Vino 101 is an online training program that is delivered in four comprehensive lessons customized to the club industry. Each lesson is interactive and includes audio clips, activities and quizzes to ensure your staff receives essential wine education.

Another option that is widely available and cost-effective is the Certified Specialist of Wine (CSW) self-study course, provided by the Society of Wine Educators (SWE). The Certified Specialist of Wine Study Guide has just been released in its 2014 edition and includes wine basics – such as grape varieties and sensory evaluation – as well as more advanced material including up-to-date information on wine regulations, world wine regions and even wine chemistry. It’s widely recognized around the world. And there is more.

The collection of wine maps included in the Study Guide is also available electronically on the SWE Blog, “Wine, Wit, and Wisdom.” Candidates are encouraged to access these maps electronically and download copies of the maps for study. Those that choose to become Professional Members of SWE have access to the Online Wine Academy, which includes more than 25 training modules complete with maps, narrative information, checkpoint quizzes and two “practice” CSW exams.

Another option is the series of certification sessions, from entry level to Master Sommelier, offered by the Court of Master Sommeliers in various cities around the country. The Wine and Spirit Education Trust offers study programs as well, and many community colleges and culinary schools offer wine education courses as a part of their curriculum. The options are there. It is up to you to tell your staff about them, and motivate them to participate.

And if you do? Imagine your stammering server responding to the situation above with confidence. She directs their attention to a Salice Salentino, which is also produced in Puglia and has a similar balanced tannic structure backed up by playful dark fruit aromas. Or perhaps they would like to sample a Zinfandel from Paso Robles, made from a variation of the Primitivo grape variety, that has the raspberry, blackberry and spicy flavor profile so often seen in Puglian wines? The couple is enchanted.

They’ll come back again. And they will tell their friends.

Jane A. Nickles, CSS, CWE, has been in the food and beverage industry for more than 25 years. With ten years as a Hotel Food and Beverage Director and 15 years as a Wine and Beverage Educator behind her, she now serves as the Director of Education for the Washington, DC-based Society of Wine Educators.

Nickles also writes the blog “Wine, Wit, and Wisdom” for the Society of Wine Educators to help keep people up-to-date with any developments in the world of wine. If you would like more information on the Society of Wine Educators, its blog and its certification programs, visit their website at www.societyofwineeducators.org.
Procure Napa Valley’s Rarest Wines for Your Club Members
Register Now for Premiere Napa Valley Barrel Tasting and Auction Event
Patsy McGaughy, CSW, Napa Valley Vintners

Imagine finding, tasting, buying and sharing with your members some of the rarest wines in the world. It’s possible at Premiere Napa Valley, the annual trade-only barrel tasting and auction hosted by the Napa Valley Vintners each February.

Considered by many to be “the best week in the Napa Valley,” Premiere Napa Valley is your chance to network with hundreds of winemakers and winery owners, taste current and future Napa Valley releases and obtain unique wines produced exclusively in small lots of 60 to 240 bottles that are only sold to the individual buyers who bid at Premiere.

“Attending Premiere Napa Valley was unlike any other experience I have had in wine country,” commented Eric Gregory, CCM, General Manager and COO of the San Gabriel Country Club, who attended Premiere for the first time in 2013. “In addition to purchasing a unique lot for our club, the education and networking opportunities throughout the week with the many tastings and events made it unique to any other industry event I have attended. I can’t wait to go back!”

Attending the event on February 22, 2014, is by invitation-only and requests can be made by contacting Gerry Parrott, Customer Relations Coordinator for the Napa Valley Vintners, at (707) 968-4214 or gparrott@napavintners.com. The event always sells out, so request your invitation early.

In addition to the barrel tasting and auction of the rare and made only for Premiere wines, trade visiting Napa Valley during the third week in February will have access to education events, winery open houses and exclusive tastings that take place throughout the week.

The 225 lots to be sold at Premiere Napa Valley 2014 are now available for preview at www.premierenapawines.com. For those unable to attend, absentee bids will be accepted beginning January 15.

Shop for your club’s wine list or create a buying consortium on behalf of your members – Premiere Napa Valley is a great opportunity to obtain the rarest and highest quality wines made in America’s most renowned wine region.
Global Wine Shortage – Prices Continue to Rise

According to Morgan Stanley, there “isn’t enough wine in the world” and, if current trends continue, the problem is only going to get worse.

As detailed in an article from CNN Money, the report from Morgan Stanley Research states that there is an undersupply of 300 million cases a year, despite the fact that there are more than wine producers globally, producing 2.8 billion cases of wine per year.

The five percent drop in production last year can be attributed to bad weather in France and Argentina and the fact that a majority of the world’s wine supply is produced in Europe. According to the report, production in Europe alone dropped 10 percent in 2012, while worldwide consumption raised one percent.

While production has become more widespread, globally, the report warns that it has already peaked in countries such as the United States, Argentina, Chile, Australia, New Zealand and South Africa and that wine production is unlikely to pick up any time soon.

Don’t forget our Silent Auction February 5 and 6, and our Live Auction on February 7. The auctions are a great way to not only bid on some incredible wines and support The Club Foundation, but to enjoy the camaraderie with fellow IWS members over a glass of wine. It is this fellowship that truly makes our Society a pleasure to be a part of.

As the end of my term as host draws near, I take pride in the current state of our Society, as well as what we have accomplished this year. We currently have 542 members, which is the most in several years, and we are in sound financial condition. This condition has allowed us to invest in programs that deliver value at the local level, which we set forth as our primary objective at the beginning of the year. Here is a recap of our objectives, and what has been accomplished:

**Regional Wine Workshops:** We have hosted two successful workshops in Dallas and New York. With an average attendance of 35 at each workshop, we have been able to reach a number of our members for education in their local areas. Our partnership with Gallo on this program will remain in 2014, and three new cities will be chosen.

**Wine Webinars:** We hosted three webinars in 2013 with great attendance. The last two of those were virtual tastings, where managers could invite members of their team to taste along with educators to learn about a specific region. Wines from Chile and Napa Valley were chosen in 2013, and we have already expanded the virtual tasting webinar program to include Tuscany, the Rhone Valley and the Pacific Northwest in 2014.

**Enhancement of the Friends of the Wine Society:** Our list of “Friends” was expanded in 2013 to include more wineries as well as a description of each and how they might enhance the wine program at your club. We also had special offers made to IWS members in the spring and the fall. There were some great programs made available to the membership, and I hope that you have given our “Friends” an opportunity to be involved with your club’s wine program.

**Chapter Representative Outreach Program:** In addition to the Blueprint for Chapter Success which launched a few years back, each chapter representative was contacted by a board member this year to offer their support in ensuring that programs and education are offered at the chapter level.

Having served on the Board of Managers for the past six years, I am very appreciative of my association with the IWS. I have made many great friends through my involvement, and have found the industry relationships rewarding and exciting. I would like to thank the Board of Managers for their great work this year in helping to achieve our objectives, offering up many great ideas and for their countless hours of work. I would be remiss if I did not also thank our national staff, Kathi, Melissa, Marisa and Sarah, who do such a great job managing our Society’s activities and making us all look good.

I look forward to raising a glass with you in Orlando!
Marc Moulinet
Dallas Country Club, Dallas, TX

“Half-priced bottle night. Obviously increased wine cost, however, each Wednesday our average check increases by $20 and our average cover count increases by 100 percent. We also include this promo in the lounge on the same day with equal results. We include a list of about 40 big-named wines.”

Terry Anglin, CCM, CCE
San Diego Yacht Club, San Diego, CA

“At San Diego Yacht Club, we had a unique challenge in that the club is the largest purchaser of Mt. Gay Rum in southern California, so getting the members to switch was a challenge. We began a monthly program called the Darren and Terry Show. Each month, for $35, the members are served a three-course meal accompanied by wines. What we do a little different is to make the event an educational program wherein I describe not only the particular wine, but the varietal’s characteristics and why it was paired with the food, noting both the base and bridge ingredients and how they work with the wine. The Chef, Darren, then comes out and describes how he created the dish. We always include a 10 minute Wine 101 session. The event sells out every month with approximately 70 members in attendance. The key is multiple wines, smaller tapas-style plated food and the low price point. The event is solely geared to market wine and the chef’s great food.”

Eric Gregory, CCM
San Gabriel Country Club, San Gabriel, CA

“We just changed from a wine markup by percentage, to a flat markup of no more than $25. The price change correlates to bringing in better quality wines to our list, and encourages members to drink better wine at a better value than they will find at other locations. While our COGS percentage has increased, our net margin per bottle actually increases as well, because we traditionally sold so much cheap wine!”

Michael J. Latora
Port Royal Club, Naples, FL

“Work with your vendors to arrange pricing on large format bottles, magnums, etc., which allows you to sell through to members at a 10 to 15 percent discount off the price of two bottles.”

Tony Zaranti, CCM
Ridglea Country Club, Fort Worth, TX

“We tested our members’ palates by hosting a Blind Tasting Social. Twelve wines were placed in brown bags and numbered from one to twelve and the members received a score card and wrote their tasting notes and ranked their favorites. Most of the wines were “non-traditional” varietals or blends and it was fun watching the members try to guess what varietal each of the wines were. Members that were able to guess the varietals were awarded a complimentary bottle of wine that was donated by the distributor. The event was a huge success and members felt more comfortable ordering different types of wines that they typically would not order.”
Idea Fair

How Can Your Wine Program Enhance Member Experience and Increase Profitability?

Nadine D. Rockwell, CCM
Annapolis Yacht Club, Annapolis, MD

“We added one to two line descriptions for every wine on our list and then categorized our list from lighter body to fuller body with a description of that on the bottom of our list. It really has enhanced our members experience and comfort with ordering wines. We also added large formats to our list which have become popular with our larger tables and especially for entertaining. Most recently, however, we started to offer wine flights in our one boutique bar area with really cool wine stands and printed cards – they are definitely an eye catcher and people are having fun with the program.”

Michael Davis, CCM, CCE
Park City Club, Dallas, TX

“At Park City Club, we do the usual compliment of wine dinners and tastings. Recently, we started teaming up with select local wine merchants to do major portfolio tastings. Two or three times each year the local wine guru books and fly in talent, promote the event to their high-end clients and members of our wine club (within the club) who attend. Usually 12 wine makers/owners present 100-120 labels. The club provides food to match the varietals/regions being presented (Cab, Burgundy, etc.). The club makes money on the food. We usually have 175-200 attendees. The club gets $40 per person and the wine merchants do the dirty work of collecting all the money, planning, scheduling wine owners, etc. It raises awareness of our wine program, gives us great feedback on evolving member wine preferences over time, thus providing insight on needed changes to our wine list, and is stress-free for our staff from a planning point of view. Since we do these events on a night the club is usually closed, everyone wins.

Joseph F. Basso, MCM, CCE
Birmingham Country Club, Birmingham, MI

“We made several key changes to our wine programming that proved very successful in the last year, increasing our already healthy wine sales (65 percent of all alcoholic beverages consumed at the club) by 10 percent. We added an educational component (Reidel Glass Tasting) to our kickoff wine dinner in April. This drew over a hundred members and added significant credibility to our programming. We developed an extensive wine by the glass list across four price points and seven varietals (26 wines in all), taking into consideration wine regions and wine making styles to avoid duplication of flavor profiles within any specific varietal. We moved from the traditional paper wine list to a tablet. This allowed us to included tasting notes and recommended pairings, made for ease in organizing the list and searching for wines based on varietal, appellation, format, etc. This format for the list provided for a great deal of flexibility in inventory management and development. Lastly, our pricing structure for list wines of a two times cost markup to a maximum contribution margin of $50 increased our sales and provided increased member satisfaction. We were able to implement this pricing structure with little impact to our cost percentages as a result of the balance created with our expanded by-the-glass program.”