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Dear Winery Owner,

The time has never been better to join WineAmerica and take advantage of the many benefits and services for your winery. **WineAmerica is the only organization working on behalf of wineries across the country.** We are engaged in articulating the needs and aspirations of America's wineries and advocating for practical approaches to addressing those needs. WineAmerica is only as strong as its membership—now over 800 wineries in 48 states. Our goal is to make your voice heard in concert with your fellow wineries across the country and to help each member in any way we can.

As a member of WineAmerica, you will receive up to date information on critical industry and policy developments affecting your business. 2008 brings new challenges and exciting opportunities. Now, more than ever, your support of WineAmerica is crucial to the development of the U.S. wine industry.

The value provided by WineAmerica, from lobbying Congress on industry issues to TTB label approval assistance, or discounted insurance and shipping, is well worth your investment. **Many wineries experience a direct savings from their winery dues**, not to mention the indirect benefits from WineAmerica advocacy that protects the livelihoods of wineries and facilitates business at all levels.

WineAmerica continues the battle to defend and advance critical industry interests. Highlights include:

- **Food Safety – Potential \$2,000 Fee:** WineAmerica is currently fighting a proposed \$2,000 fee for all food processors—including wineries. House Energy and Commerce Committee Chairman John Dingell (D-MI) is proposing to pay for a major food safety bill through a \$2,000 per year per facility FDA registration fee. This bill would unfairly penalize small processors like wineries who would pay more than \$10 million per year in new taxes.
- **Farm Bill:** As most wineries also grow grapes, WineAmerica has always invested advocacy efforts in improving the environment for viticulture. During the last three years WineAmerica has been an integral player in the drafting of the pending Farm Bill. For the first time in history, specialty crops including grapes and other fruits will be positioned to benefit from Federal investments in agriculture.
- **Alcohol Tobacco Tax and Trade Bureau (TTB) Comments:** WineAmerica, on behalf of all American wineries, works and comments on regulatory proposals from the TTB. Recently, WineAmerica provided comments to the TTB outlining the difficulties of instituting a serving facts panel on wine labels and requiring nutritional testing for wines. These regulatory changes have the potential cause a great deal of unnecessary trouble and expense for American wineries. We have also commented on TTB wine appellation proposals and are working on sorting out a likely requirement to label for allergens.
- **Small Producer Tax Credit:** WineAmerica fights to protect the Small Producer Tax Credit, worth 90¢ per gallon or \$900 per thousand gallons of wine sales for the vast majority of all wineries.
- **Special Occupational Tax:** In 2005, WineAmerica helped secure a permanent repeal of the Special Occupational Tax (SOT), saving wineries \$500-1,000 annually. This alone compensates for the dues many members pay.

While WineAmerica's advocacy and information role is critical to ensuring the vitality, and in some cases survival of wineries, WineAmerica also has an unmatched winery benefits program that includes:

- **WineAmerica's FedEx discount program** saves enrolled members up to 26% on FedEx Express and up to 25% on FedEx Ground shipments. Members also save an additional 5% discount on shipments processed on fedex.com—for a total savings of up to 31%! This savings alone often compensates for yearly membership dues.
- **The WineAmerica Insurance program** offers insurance specifically crafted for the needs of wineries. Our insurance providers have written general winery property insurance, liquor liability, bonds, general and umbrella liability, comprehensive auto liability, surety insurance and others for more than 20 years. WineAmerica Insurance offers competitive rates, exceptional service and knowledge of the wine industry. It is expected that the insurance program will provide a dividend, exclusively for WineAmerica members, in upcoming years.
- **The WineAmerica in-house label assistance program**, facilitated by WineAmerica's Manager of Regulatory Affairs, helps wineries navigate the application process, delivers label submission paperwork directly to the Alcohol Tobacco Tax and Trade Bureau (TTB), reviews and assists with online label submission and provides practical, personal assistance for wineries on a very complicated process. There are no charges for this valuable service. In 2007, WineAmerica processed almost 3,000 winery labels.
- **WineAmerica's Virtual Label Assistant** web tool provides quick answers for frequently asked questions by guiding the member through a series of questions.
- **The WineAmerica Human Resources Program** offers members discounts on purchases of human resources documents, handbooks and services.
- **A sophisticated and easy-to-use website** for all your member needs.
- **A monthly electronic newsletter** covering key industry policy developments, and much more.
- **Direct Shipping Compliance:** ShipCompliant offers WineAmerica members 16% off list prices on their stand-alone, comprehensive internet-based compliance program.
- **Age verification software:** IDology offers WineAmerica members a discounted rate, for an annual savings of \$195.
- **Discounts on other goods and services**, including credit card and payroll processing from Heartland Payment Systems, cellar and compliance reporting software from Orion Software, graphic arts and website services from Spider Graphics, a 10% discount from Universal Packaging and 3% discount from Wine Packaging by Naylor, and succession planning from the Rawls Group, as well as many others.

**Sign up now to take advantage of these benefits today! By joining WineAmerica you will be empowering your winery and working to build the future of the industry.**

Thank you for your consideration and support. We look forward to working with you!

Sincerely,



Bill Nelson  
President