LODI WINE
WINEGRAPE
COMMISSION

LODI RULES COMMITTEE
MEETING MINUTES

Date: Thursday, June 4, 2026
Time: 12pm
Place: Lodi Winegrape Commission, 2545 W Turner Rd, Lodi CA 95242

1. The meeting was **called to order** at 12:10pm by Committee Chairman Pieter den Hartog.
2. **Roll Call**:

First Name	Last Name	Attended
Kendra	Altnow	
Warren	Bogle	x
Pieter A.	den Hartog	x
Bruce	Fry	x
Charlie	Hamilton	x
Dirk	Heuvel	
Madelyn	Kolber	
Stanton	Lange	
Daniel	Meyers	x
Steve	Quashnick	x

A quorum was established. Others present – Dr. Stephanie Bolton and Stuart Spencer (LWC Staff).

3. Motion to **approve** April 13, 2026 meeting **minutes** (Exhibit A). Quashnick/Bogle – Motion carried. No "NO" votes and no abstentions.
4. **Public comment** on items appearing on the agenda: none.
5. **Program updates**:
   - The Committee discussed the current certification year and recent sustainability-themed meetings.
     - 5/21/26 Baby Barn Owl & Scientist Meet & Greet in the Demo Vineyard.
     - 6/2/26 Wildlife Field Day at Jessie's Grove we co-hosted with Wild Farm Alliance and many other conservation organizations (Committee member Madelyn Kolber attended; Stephanie Bolton was a speaker on canine detection and invasive species).
   - Stephanie Bolton explained to the Committee the current problems with the California Department of Food & Agriculture (CDFA) Grapevine Registration & Certification program, mainly in terms of inadequate virus testing. Motion to make a non-technical correction to adjust wording of LODI RULES Standard 6.32 by removing "virus-tested" to better align with the certification meaning. Quashnick/Hamilton – Motion carried. No "NO" votes and no abstentions.

- Stephanie Bolton introduced a new concept of Committee Member roles to increase engagement with the program outside of Committee meetings while providing support and crossover training. The concept was agreed upon and brainstormed as follows below. Committee Members will provide updates on their activities at future meetings.
    - **KENDRA ALTNOW "Animal Integrator"** *(to be confirmed)*: Assist with all things animals as needed
    - **WARREN BOGLE "Commitment Expert"**: Stay in touch around what is needed to keep wineries like Bogle supporting grower certification
    - **PIETER den HARTOG "Leadership & Primary Board Liaison"**: Lead the Committee and attend the annual Grower & Winery Meeting, the annual Leadership Meeting, and the annual Audit Alignment Meeting; Communicate with the Lodi Winegrape Commission Board to get their support and engagement
    - **BRUCE FRY "Photographer & Communication Watchdog"**: Send photos to Stephanie from the vineyard with captions; Let us know when something seems off or important (winery communications, Protected Harvest, auditors, other certifications, etc)
    - **CHARLIE HAMILTON "PEAS 2.0 Guru"**: Help with all things PEAS 2.0 as needed
    - **DIRK HEUVEL "Big Player Sales"** *(to be confirmed): Work with Stephanie to draft and execute a strategy for selling wines made with LODI RULES grapes to big players (airlines, cruise ships, resorts, hotel chains, conferences) across multiple rotating brands, possibly engaging Sandy Skees as a consultant*
    - **MADELYN KOLBER "Vineyard Tour Guide Extraordinaire"** *(to be confirmed): Host interactive vineyard tours with visiting groups interested in sustainability*
    - **STANTON LANGE "Experienced Historian"** *(to be confirmed): Provide important wisdom on our history to help explain past decision-making while promoting sound future decisions*
    - **DANIEL MEYERS "Winery/Tasting Room Ambassador"**: Visit wineries and tasting rooms to talk about LODI RULES with staff and help connect them to what is happening in the vineyard, plus pass out promo items/marketing tools
    - **STEVE QUASHNICK "Succession Planner"**: Work with Stephanie and Stuart to produce a draft succession plan for LODI RULES (under CWEF) in case the Commission is ever voted out of existence
- Pieter will continue the Committee's discussion of Chapter 3 in *Purposeful Brands* by Sandy Skees at the next meeting since we ran out of time.

6. The **FY2025-26 Budget** was reviewed.
7. **Reports from other LWC Committees**:
    - Dr. Stephanie Bolton updated the Committee on Research, Education and Communication activities.
    - Stuart Spencer updated the Committee on Lodi Winegrape Commission marketing activities.
8. **Public comment** on items not appearing on the agenda: none.
9. **Future agenda items**: Committee roles, and the Committee will come prepared to discuss Chapter 3 in the book *Purposeful Brands* by Sandy Skees.
10. **Next meeting** will be on Tuesday, October 13, 2026 at 12pm.
11. **Meeting adjourned** at 1:37pm.

Respectfully submitted,

Stephanie J. Bolton

Stephanie Bolton, PhD
LODI RULES Sustainable Winegrowing Director