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2
SECOND ANNUAL
SEMINAR

Live! One Day Seminar

Winemaking for Lawyers

Yes, You Can Start, Operate and Market a Winery!

Napa • August 13
Silverado Resort

Miami • September 10
Hyatt Regency

“Paul was just outstanding—his knowledge and presentation were just fantastic. A wonderful and valuable experience.”

David Harris, Esq., San Francisco, CA

“One of the best, if not the best, presented CLE course I have attended.”

Robert Samouce, Esq., Naples, FL

“Really one of the best CLE seminars I’ve attended in 16 years practicing law. Both Paul and Richard are extraordinarily knowledgeable and well prepared. The materials were current, thorough, clear and coherent.”

Ben Gordon, Jr., Esq., Pensacola, F

“I have always wanted to start my own bonded small winery. This course not only provided the motivation to do so, but the tools necessary to do so. Excellent overview of the process from beginning to end, as well as the important regulatory aspects of starting and operating a viable business.”

Miriam Wilkinson, Esq., Tallahassee, FL

Silverado Resort

1600 Atlas Peak Road
Napa, CA 94558

Hyatt Regency

400 SE 2nd Avenue
Miami, FL 33131

For Hotel Reservations

Community World Travel
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www.communityworldtravel.com

Dear Colleague,

Do you like drinking wine? Have you ever thought about making wine? Opening your own winery? Planting a vineyard? Representing winery clients?

Let me show you how.

I am the owner/winemaker of Wilridge Winery, an award-winning winery located in Seattle. I’m also a shareholder at Heller Ehrman, one of the 50 largest law firms in the United States. I started Wilridge Winery over 15 years ago when I was a young associate. Today, I have produced wines rated over 90 points and made a profit, all while making partner at Heller Ehrman.

And I’ve had lots of fun doing it.

Please join me and my colleagues Richard Blau of GrayRobinson and Marc Sorini of McDermott Will & Emery at one of two ideal locations for this one-day Seminar on the secrets of having a successful wine business while also maintaining a successful legal career.

We’ll taste some great wines, too.

I look forward to spending the day with you.

Sincerely,

Paul Beveridge, Esq.

Owner/Winemaker—Wilridge Winery
Co-Founder—Wines of Washington Tasting Room
Shareholder—Heller Ehrman, LLP, Seattle



Paul Beveridge, Esq.

Schedule and Instructor Bios Inside

Register Now! www.cle.com • 800-873-7130

Winemaking for Lawyers

August 13, 2007, Napa

September 10, 2007, Miami

seminar **schedule**

Morning Session 8:30 a.m. – 12:15 p.m.

Afternoon Session 1:30 p.m. – 5:30 p.m.

8:30 Registration and Continental Breakfast

9:00 **Introduction to Winemaking**

How to Make Great Wine and Keep Your Day Job; The Home Vineyard; The Home Winery; The Art, the Science, the Law

Paul Beveridge, Esq.
Heller Ehrman LLP, Seattle

11:00 Morning Break

11:15 **Going Commercial: How to Start Your Own Bonded Winery**

The Permit Application Process; Federal Regulations—Negotiating the Maze; Label Approvals; the Economics

Paul Beveridge, Esq.

12:15 Lunch Break

1:30 **A Real Time Look at an Industry in Transition: The Status of State and Federal Laws Governing the Wine Industry**

How Winemakers Are Affected by *Granholm*; Subsequent Judicial Actions, Including *Costco* and Pending Interstate Retailers' Direct Shipping Litigation; When, Where and by Whom the Direct Sale and Shipment of Wine to Consumers is Permitted; The California and Florida Legislatures' Adoption of the New Alcohol Laws; New Developments that are Key to Operating a Successful Winery

Napa: Marc E. Sorini, Esq.
McDermott, Will & Emery, Washington, DC
Miami: Richard M. Blau, Esq.
GrayRobinson, Tampa

2:30 **Cashing in on America's Growing Enthusiasm for Wine**

Wine Has Become America's Beverage of Choice for the First Time in Polling History; Tips for Tapping into That Market, Including Multi-State Distribution Agreements, Website Marketing and Online Sales, Chain Retail Sales, Farmers' Markets; On- and Off-Premises Tasting Rooms; Charity Participation; Review of Federal and State Restrictions on the Marketing and Advertising of Wine

Napa: Marc E. Sorini, Esq.
Miami: Richard M. Blau, Esq.

3:15 Afternoon Break

3:30 **Ethics and Alcohol**

Substance Abuse Prevention; Latest Information on Wine, Your Health and the Law

Paul Beveridge, Esq.

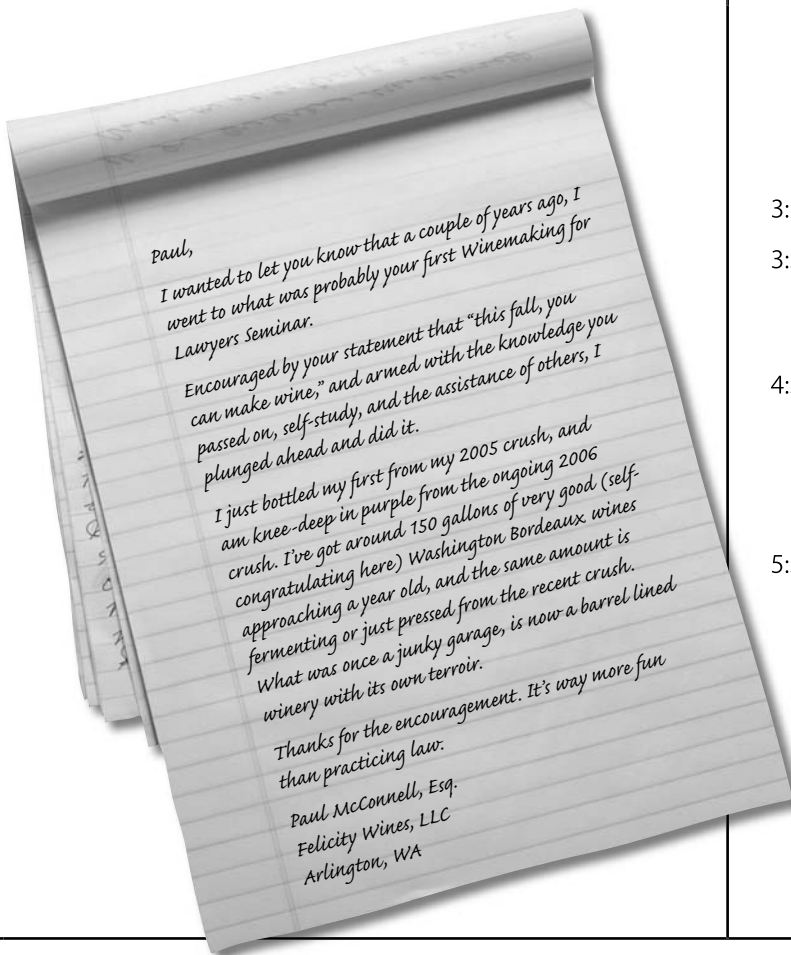
4:30 **Wine Tasting Quality: The Subjective and the Objective**

Wine Tasting; Organoleptic Analysis; Federal and State Requirements; Can Quality Be Legislated?

Paul Beveridge, Esq.

5:30 Evaluations and Adjourn

For sponsorship information, please contact Heidi A. Ray, CLE International Managing Program Attorney, heidi@cle.com



Save These Dates!

California Climate Change Law

August 23-24, San Francisco

Wine, Beer & Spirits SuperConference

September 10-11
New Orleans

Florida Land Use Law

September 17-18, Tampa

Ethics

September 24, Miami

Eminent Domain

October 1-2, Tampa

New Media Law

October 1-2, San Francisco

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meet your **instructors**

Paul Beveridge started Wilridge Winery in 1988. His winery is best known for producing award-winning single vineyard wines from grapes grown at premier locations in Washington State. His wines have received multiple medals and high ratings from wine publications. In 2002, Paul conceived and co-founded the Wines of Washington Tasting Room in Seattle's famous Pike Place Market. His Tasting Room was the first cooperative wine tasting cellar in Washington State. He is also a board member of the Washington Wine Institute, the Washington State wine industry trade association.

Paul also practices a wide variety of regulatory law, including representation of winery and brewery clients in matters of business start up, regulatory compliance, labeling, legislation, trademark and litigation. Paul is a member of Heller Ehrman's "Wine Team," which represents large and small wineries in the United States. Heller Ehrman wrote the successful brief for WineAmerica and the Coalition for Free Trade in the recent Supreme Court case, *Granholm v. Heald*.

Richard M. Blau serves as Chair of the ABA's Committee on Beverage Alcohol Practice. He also presides over his firm's Alcohol Beverage and Food Department, focusing on the rules, regulations, and business practices that govern the marketing, sale and consumption of distilled spirits, wine, beer, and other licensed beverages. He has litigated jury and bench trials in state and federal courts, including *Geary Distributing Company v. All Brand Importers, Inc., cert. denied*, and *Jim Taylor Corporation v. Guinness Import Company*. For the past ten years, he has edited the nationwide *Survey of Reported Judicial Decisions Addressing the 21st Amendment and Related Alcohol Laws* for the ABA and the National Conference of State Liquor Administrators, where he is an Industry Member.

Marc E. Sorini heads the Firm's Alcohol Beverages and Products Group, where he focuses on regulatory and litigation issues facing the alcohol beverage industry and non-beverage alcohol users. Marc's alcohol beverage practice covers licensing, labeling, advertising, trade practices, distribution, import-export, formulation and excise taxation. He has represented alcohol beverage suppliers before federal and state courts, the Alcohol & Tobacco Tax & Trade Bureau (TTB), (formerly the Bureau of Alcohol, Tobacco & Firearms or ATF), the Federal Trade Commission (FTC) and state alcohol beverage control agencies, and he advises clients on compliance with the regulations and policies of TTB, FTC, the Food & Drug Administration and U.S. Customs and Border Protection.

Register Now!	www.cle.com	FAX	PHONE	MAIL
		(303) 321-6320	(800) 873-7130	CLE INTERNATIONAL 1620 Gaylord Street Denver, CO 80206

YES! Please register the following:

- Napa
- Miami

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

Firm: _____

Address: _____

City: _____

State: _____ Zip+4: _____

Phone: _____ Fax: _____

Cancellation

Full tuition refunds (less a \$50 administrative charge) will be given only if notice of cancellation is received by 5:00 p.m. MST on the Monday prior to the Seminar. Substitutions may be made at any time.

Tuition

- \$495 per person
- \$445 each for two or more
- \$445 each for government, 501(c)(3) organizations, full-time judges, law students and paralegals
- \$395 each for two or more government, 501(c)(3) organizations, full-time judges, law students and paralegals

Home Study

- Audio transcript and course materials*
- \$495 plus \$10 shipping and handling

Course Materials Only

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Payment

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**Earn up to 7 Hours
MCLE Credit
Including One Hour
of Ethics**



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Having Your Wine and Drinking It Too

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How to Make Great Wine and Keep Your Day Job
You Can't Escape the Law: Hot Legal Issues in the Wine Industry
Going Commercial: How to Start Your Own Bonded Winery
If You Don't Drink It All: Selling Your Wine



The best faculty. The best experience.

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