



Earn up to 6 Hours MCLE Credit

New Seminar!

Winemaking for Lawyers

The Art, the Science & the Law

May 2, 2005 • The Westin Hotel • Seattle

Dear Colleague,

Do you like drinking wine? Have you ever thought about making wine? Opening your own winery? Planting a vineyard? Do you think it's impossible to start a winery or vineyard while pursuing your legal career? Let me show you how.

I am the owner/winemaker of Wilridge Winery, an award-winning winery located in Seattle, Washington. What's more, I am 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. I built the winery from the ground up, produced wines rated over 90 points and made a profit, all while also practicing law and making partner at Heller Ehrman. On top of it all, I have had lots of fun doing it.



Paul Beveridge, Esq.

Please join me and my friend Corbin Houchins for a one-day Seminar on everything a lawyer needs to know about wine, wine making, growing grapes, starting a winery, and selling wine while also maintaining a successful legal career. You will leave the Seminar with the knowledge needed to make wine this year and even start your own bonded winery. We will discuss the secrets of the wine business and taste some great wine with you as well.

I look forward to seeing you in Seattle!

Sincerely,

Paul Beveridge, Esq.

Owner/Winemaker—Wilridge Winery

Co-Founder—Wines of Washington Tasting Room, Seattle

Shareholder—Heller Ehrman White & McAuliffe, LLP



Visit our website at cle.com for a complete listing of MCLE requirements in all states. You will also find a schedule of our upcoming conferences and a listing of available homestudy courses.

Register Online at www.cle.com or Call (800) 873-7130
Seminar Schedule and Speaker Biography Inside



Morning Session

Afternoon Session

8:30 Registration

9:00 **Introduction to Wine, Grape Growing and Winemaking**

Great Wine Is Made in the Vineyard; Home Winemaking: the Art, the Science, the Law

Paul Beveridge, Esq.

Heller Ehrman White & McAuliffe, Seattle

10:30 Morning Break

10:45 **Going Commercial: How to Start Your Own Bonded Winery**

The Permit Application Process; State and Federal Regulations—Negotiating the Maze; Federal and State Label Approvals; Grape Supply Contracts; Equipment Purchase and Leasing; Reporting; Taxation; the Economics

12:15 Lunch Break



1:30 **Current Legal Issues in the Wine Industry**

The Three Tier System; Tied House Laws; the Felony States; Monopolies; the *Costco* Lawsuit; Interstate Sales Restrictions; Will the U.S. Supreme Court Save Small Wineries?

R. Corbin Houchins, Esq., Of Counsel

Graham & Dunn, Seattle

3:00 Afternoon Break

3:15 **Selling Your Wine**

Retail Sales; Tasting Rooms; Internet Sales; Negotiating Distribution Agreements

4:00 Transportation to Wines of Washington Tasting Room in Pike Place Market

4:30 Wine Tasting Reception: Quality—The Subjective and the Objective

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

6:00 Transportation Back to Hotel

Here's what people are saying about Wilridge Wines—

“Highest Rated Washington Red Wine”
—Wine Enthusiast Magazine

“Wilridge's secret is the quality of their raw materials.”
—Wine Spectator Magazine

“One of the best Washington producers of Cabernet Sauvignon”
—Karen MacNeil, *The Wine Bible*

“One of the best American Merlots”
—Wine Enthusiast Magazine

And about Paul Beveridge—

“Very knowledgeable on all areas. Great presentation skills. Terrific presentation.”

“Mr. Beveridge's knowledge of the subject matter was excellent. I really enjoyed his presentation, it was very interesting.”

Save These Dates!

California Water Law SuperConference
April 11-12, San Francisco
Negotiating Leases
April 25-26, San Francisco

Interstate Wine Sales
April 29, San Francisco

Commercial Real Estate Leases
May 20, Seattle

Eminent Domain
June 20-21, Los Angeles

Film & Television Law
June 23-24, Los Angeles

For more information about these and other programs, visit our website at www.cle.com.

meet your **instructors**

Paul Beveridge started Wilridge Winery in 1988, three years after he graduated from Columbia University School of Law. His winery is best known for producing award-winning single vineyard red wines from grapes grown at premier locations in Washington State. Current production is limited to Washington State Cabernet Sauvignon, Merlot, Syrah, Nebbiolo, Semillon and Viognier. 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 is the first and still the only cooperative wine tasting cellar in Washington State. It features over fifty wines from six boutique wineries, including Wilridge. Paul's legal training was invaluable in obtaining government approval of the Tasting Room.

Paul is a shareholder at Heller Ehrman White & McAuliffe, where he practices a wide variety of regulatory law, including representation of winery and brewery clients in matters of business start up, regulatory compliance, labeling, legislation and trademark. Heller Ehrman is a global law firm with offices in thirteen cities and over 700 attorneys worldwide. Paul is the head of Heller Ehrman's "Wine Team," which represents large and small wineries in the United States. Paul is also a board member of the Washington Wine Institute, the Washington State wine industry trade association.

Paul resides in Seattle with his wife Lysle Wilhelmi (the "Wil" in Wilridge) and their two young sons. Until 2003 they lived above the winery in the Madrona neighborhood of Seattle. Paul's retired parents now live above the winery with their black cat, Pinot Noir.

Corbin Houchins is a member of Graham & Dunn's Hospitality, Beverage & Franchise Team. His practice emphasizes production, distribution, and retail sale of licensed beverages and protection of licensed beverage trademarks and domain names. He also has long experience in contractual, antitrust, and regulatory aspects of marketing all brand name goods and services, including Internet transactions and franchising.

Corbin held the position of corporate counsel for E & J Gallo Winery and for Olympia Brewing Company, with responsibility for trademark, copyright, patent, and trade secret protection programs, for antitrust counseling, and for legal compliance in packaging and distributor relations. He is the author of numerous articles on licensed beverage law, intellectual property and distribution law for CLE manuals and business publications, and is the Chair of the Washington State Bar Association's continuing education program on distribution law.

seminar **information**

Continuing Education Credit

MCLE: CLE INTERNATIONAL is an approved sponsor in all jurisdictions with mandatory continuing legal education requirements.

This course has been approved for 6 hours of MCLE credit by the Washington State Board of Continuing Legal Education.

For accreditation in other jurisdictions or disciplines, please call Brian Fineberg at (303) 377-6600 or brian@cle.com.

Registration

Advance registration is recommended, and you are encouraged to mail in your registration early. Or simply call in your registration or homestudy order to (800) 873-7130, fax the registration form to (303) 321-6320, e-mail your registration to registrar@cle.com or register online at www.cle.com. Full payment is due at time of registration. Walk-in registrations will be subject to space availability. Please call

CLE INTERNATIONAL at (303) 377-6600 if you require any special accommodations.

**CLE International Managing Program
Attorney: Heidi A. Ray, heidi@cle.com.**

Seminar Location and Accommodations

The Seminar will be held at the Westin Hotel, 1900 Fifth Avenue, Seattle, WA 98101.

For accommodations and special rates, please contact Community World Travel at (303) 316-4833 or visit www.communityworldtravel.com.

Tuition

The tuition fee of \$395 per person includes attendance at all sessions, course materials, continental breakfasts, coffee breaks and wine tasting. **CLE INTERNATIONAL** offers special rates for 501(c)(3) organizations, full-time judges and law students.

Save When Two or More Register

Save \$90 or more with our multiple registrant discount! Tuition is only \$350 per person for two or more from the same firm.

Sponsorship Information

Sponsorship and exhibition opportunities are still available. For more information, please contact Sarah Neenan, Marketing Coordinator, at (303) 377-6600, or sarah@cle.com.

Course Materials

Each registrant will receive a set of materials prepared by the speaker especially for this Seminar, which will serve as a valuable future reference.

Homestudy Package

CLE INTERNATIONAL also offers a complete audio transcript of the Seminar (including all course materials) for \$395 plus \$10 shipping and handling. This package qualifies for homestudy credit.

Cancellation Policy

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 preceding the Seminar. Substitutions may be made at any time.

About CLE INTERNATIONAL

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Growing, Making, Tasting & Selling

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Register Today!

Home Winemaking: the Art, the Science, the Law

Going Commercial: How to Start Your Own Bonded Winery

Current Legal Issues in the Wine Industry

Selling Your Wine

Winetasting Reception

Wine Quality—the Subjective and the Objective



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