



**Earn up to 5 Hours MCLE Credit
Including One Hour of Substance Abuse Credit
Earn up to 5 Hours CPE Credit**

New Seminar!

The Business of Wine Making

The Art, the Science, the Economics & the Law

November 14, 2005 • Fairmont Hotel • San Francisco

**"Great job, Paul — and
fabulous wine! Cheers!"**

Ana Lisa Matthews
Palm Springs, CA

**"Great seminar — never
have I seen so many
attorneys present after
5:00!"**

David Gittins, Esq., Clarkson, WA

**"Appreciated comments on
implementing winemaking
into your life and keeping
your day job."**

Bridget Bailey, The Dalles, OR

"Very informative seminar."

Frank Bartoletta, Esq.
Spokane, WA

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 professional career? Let me show you how.

I am the owner/winemaker of Wilridge Winery, an award-winning winery. 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.

Please join me and my colleague Wendell Lee for a one-day Seminar on everything you need to know about wine, wine making, starting a winery, and selling wine while also maintaining a successful 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 San Francisco!

Sincerely,

Paul Beveridge, Esq.

Owner/Winemaker—Wilridge Winery
Shareholder—Heller Ehrman White & McAuliffe, LLP



Paul Beveridge, Esq.



Visit our website at [cle.com](http://www.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 Biographies Inside

Morning Session

Afternoon Session

8:30 Registration and Continental Breakfast

9:00 **Introduction to Wine Making**

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

Paul Beveridge, Esq.

Heller Ehrman White & McAuliffe, Seattle

11:00 Morning Break

11:15 **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; the Economics

12:15 Lunch Break



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

The Three Tier System; Tied House Laws; the Felony States; Monopolies; Interstate Sales Restrictions; the U.S. Supreme Court Decision and Its Aftermath

2:15 **Selling Your Wine**

Retail Sales; Tasting Rooms; Internet Sales; Negotiating Distribution Agreements; Reporting; Taxation; Accounting Issues; Trademarks

Wendell Lee, Esq.

The Wine Institute, San Francisco

2:45 **Substance Abuse Prevention**

The Truth About Alcohol, Your Health and the Law

3:45 Afternoon Break

4:15 **Wine Tasting Quality: The Subjective and the Objective**

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

5:30 Evaluations and Adjourn

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.”

“The most fun I've had at an informative CLE in years!”

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

Save These Dates!

Nevada Water Law
October 20-21, Reno

Creative Writing for Lawyers
November 1, Miami

Nursing Home Litigation
November 2, Tampa

California Water Law
November 3-4, San Diego

Endangered Species Act
November 17-18, Tucson

Telecommunications Law
December 8-9, Denver

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 wines from grapes grown at premier locations in Washington State. Current production is limited to 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 was the first 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, 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, *Granholtz v. Heald*. Paul is also a board member of the Washington Wine Institute, the Washington State wine industry trade association.

Wendell Lee is Counsel to the Wine Institute in San Francisco. The Wine Institute is the public policy advocacy association of California wineries. The Wine Institute brings together the resources of 840 wineries and affiliated businesses to support legislative and regulatory advocacy, international market development, media relations, scientific research, and education programs that benefit the entire California wine industry. The mission of the Wine Institute is to initiate and advocate state, federal and international public policy to enhance the environment for the responsible consumption and enjoyment of wine. Wendell Lee has been San Francisco Counsel for the Wine Institute since 1980, previously serving as an Assistant District Attorney for the City and County of San Francisco. He also designs, programs and publishes web sites.

seminar **information**

Continuing Education Credit

MCLE: This course has been approved for Minimum Continuing Legal Education Credit by the State Bar of California in the amount of 5 hours, which includes 1 hour of substance abuse credit.

Accountants: This course qualifies for 5 hours of CPE credit through the National Registry of CPE Sponsors. NASBA I.D. # 106965.

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

For accreditation in other jurisdictions or disciplines, please call Brian Fineberg, Accreditation Manager, at (800) 873-7130 or brian@cle.com.

About CLE INTERNATIONAL

CLE INTERNATIONAL, a leading provider of continuing education, has been presenting high-quality professional education programs nationwide since 1983.

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

Reserve Your Room Early

The Seminar will be held at the Fairmont atop Nob Hill, San Francisco, California 94108. To secure your space and get the best rate, please contact Community World Travel at (888) 724-0500 or visit www.communityworldtravel.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, email 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 (800) 873-7130 if you require any special accommodations.

Sponsorship Information

Sponsorship and exhibition opportunities are still available. For more information, please contact Sarah Neenan, Marketing Coordinator, at (800) 873-7130, or sarah@cle.com.

Course Materials

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

Tuition

The tuition fee of \$495 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 \$140 or more with our multiple registrant discount! Tuition is only \$425 per person for two or more registering at the same time.

Homestudy Package

CLE INTERNATIONAL also offers a complete audio transcript of the Seminar (including all course materials) for \$495 plus \$10 shipping and handling. This package may qualify for homestudy credit.

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

Register Today!

www.cle.com

FAX
(303) 321-6320
E-MAIL
registrar@cle.com

MAIL
CLE INTERNATIONAL
1620 Gaylord Street
Denver, CO 80206

PHONE
(800) 873-7130

New Seminar!

The Business of Wine Making

Growing, Making, Tasting & Selling

November 14, 2005 • Fairmont Hotel • San Francisco

Home Wine Making: the Art, the Science, the Economics & the Law

**Included in
Your Tuition:**

Going Commercial: How to Start Your Own Bonded Winery

Wine Tasting!

Current Issues in the Wine Industry

Selling Your Wine



Wine Quality—the Subjective and the Objective

New Seminar!

The Business of Wine Making

The Art, the Science, the Economics & the Law

November 14, 2005 • Fairmont Hotel • San Francisco

YES! Please register the following:

Name: _____

Name: _____

Name: _____

Firm: _____

Address: _____

City: _____

State: _____ Zip+4: _____

Phone: _____ Fax: _____

Email: _____

Check here if you do not want email notification of future programs.

I cannot attend. Please send me:

- Course Materials Only
- CD Audio Homestudy Course (CD and Materials)
- Email Notification of Future Conferences

© 2005 CLE INTERNATIONAL SFWB5205

Save when two or more register!

Check payable to CLE International \$ _____ or charge my:

VISA MASTERCARD AMEX Expiration Date: _____

Card No: _____

Signature: _____



CODE: WEB

This form is not for online registration. Please print out this form and fax to 303-321-6320. Or go to the Conference homepage and click the "Register Now!" button.