

United States Association of Cider Makers

Board of Directors Annual Meeting Minutes
Wednesday, February 3rd, 2016

The USACM Annual Business Meeting was held Wednesday, February 3rd 2016 in the Grand Ballroom of the Portland Hilton in Portland, Oregon. Board of Directors in attendance were: Mike Beck, James Kohn, David Cordtz, Eleanor Leger, Ryan Burk, Dan Rowell, Dan Wilson, Trevor Baker, Justin Kissinger, Bruce Nissen, Scott Donovan.

Agenda Items

USACM Board President Mike Beck welcomed attendees, introduced the current board of directors and reviewed the purpose of the association. He announced the goal of hiring a USACM Executive Director and said the job description will soon be posted. Vice President Bruce Nissen gave an update on the committees and work they have been doing for the past year.

Finance Committee

Treasurer Dan Rowell gave an overview of the finance committee. See Appendix A for financial statement.

Conference Committee

Conference Committee Chair James Kohn gave an update on the conference. Attendance numbers are not yet finalized, however attendance is approximately 1000 people, making this the largest CiderCON to date. Next year's conference will be held in Chicago.

Research Grant Committee

Mike gave an update on the Research Grant Committee. The committee has decided to fund the following proposals:

- Dr. Nikki Rothwell - Evaluating fire blight and apple scab susceptibility and management of 30 cider varieties - 2 year project. \$11,013 (FY16) and \$11,030 (FY17)
- Edwin Winzeler - The effect of 1-MCP Treatment on Cider (SmartFresh) Aroma and Taste. \$6,600
- Edwin Winzeler - Use of ethephon and 1-MCP in harvest of Manchurian crabapples for cider. \$4,123

Certified Cider Professional

Committee Chairman, David Cordtz announced that the Certified Cider Professional Course will be held on Saturday, February 6th and is nearly sold out.

Marketing Committee Update

Trevor gave an update on the Marketing Committee. He announced the Cider Passport and explained the process. He also invited members to fill out the passport survey to see who is interested in the project and reminded members to check the “Find a Cidery” tab on the website to make sure their businesses are included.

One member had brought up the idea of marketing cider as the official beverage of Thanksgiving. The marketing committee is looking at ways to make that happen and will welcome input from members. Trevor also distributed a volunteer sign-up sheet for people who are interested in serving on USACM committees.

Legislative Committee Update

Legislative Committee Chairwoman, Amy Stinson presented a slideshow on the passage of the CIDER Act and reminded members that changes will not go into effect until January 1st, 2017.

Member Questions and Comments

President Mike Beck invited the membership to ask questions or offer comments to the board.

Questions posed included how the association is planning to address harvest dating and American viticultural areas for ciders. The board will take the issues into consideration.

Board Elections

Annual Elections. Dan Rowell, Dan Wilson and Ryan Burk were re-elected. New At-large member is Paul Vander Heide of Vander Mill.

Current 2016 USACM Board of Directors:

Mike Beck, Uncle John’s – Midwest Region
Bruce Nissen, Jester & Judge – At-large
Dan Rowell, Vermont Hard Cider - Over 500K
Eleanor Leger, Eden Ice Cider Company - At-large
David Cordtz, Sonoma Beverage Works - Mtn. West
Trevor Baker, Noble Cider – South
Ryan Burk, Angry Orchard – Over 500K
James Kohn, Wandering Aengus Ciderworks – Northwest
Justin Kissinger, Heineken – Over 500K
Dan Wilson, Slyboro Cider House – East
Paul Vander Heide, Vander Mill – At-large