



RUTHERFORD DUST SOCIETY

NAPA VALLEY
EST. 1994

We are Rutherford!



OUR MISSION

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The Rutherford Dust Society's mission is to encourage and promote the highest quality standards in grape growing and winemaking in the Rutherford Viticultural Area, to be good stewards of the land while building community, and to help wine lovers and the wine trade discover Rutherford's expression of its unique terroir.

Please join us in enjoying the fruits of our labor and in preserving the heritage and vineyards of Rutherford, in the Napa Valley.



2021 EVENT SCHEDULE

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Annual Member Meeting

Thursday, February 11th

Virtual

Quarterly Member Mixers

Premiere Napa Valley Lot Preview Event

Friday, June 4th from 10am - 11am

Virtual

Monthly Virtual Tastings

The Original Rutherford Chili Ball

Sunday, August 1st **

Napa Valley Film Festival

November 10-14th**

**Tentative based on COVID-19 situation

MEMBERSHIP BENEFITS

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- Your vineyard or winery listed on the newly-designed RDS website with a direct link to your website.
- Your winery or vineyard promoted on the digital format of the Rutherford AVA map.
- PR firm on retainer, with quarterly press pitches promoting Rutherford AVA.
- Quarterly Member Mixers with other Rutherford growers, vintners, wineries & businesses.
- Invitation to participate in the RDS Annual Meeting, as well as other events and activities that RDS organizes or supports.
- Community connection and support for local nonprofits, including Rutherford 4-H, Rutherford Volunteer Fire Department, St. Helena Cooperative Nursery School and the historical preservation of the Rutherford Grange and Rutherford Depot.
- Advocacy and support for regional issues, i.e. appellation roadway signage, Napa River Restoration and the Sustainable Rutherford program.

ADDED VALUE FOR WINERIES

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- Promote your brand to consumers, trade & media through RDS events, social media, monthly newsletter, press releases & more.
- Access Premiere Napa Valley, including joint lot opportunities and an annual lot preview tasting during Premiere Week.
- Showcase your brand to top-tier consumers via the Rutherford Wine Collection and monthly virtual tastings.
- Opportunities to host consumers, media and trade for RDS wine seminars, tours, and VIP events at your location (or virtually).

ADDED VALUE FOR GROWERS

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- Support and advocacy for sustainable grape growing through programs including Sustainable Rutherford and the Rutherford Dust Restoration Team (RDRT) river restoration efforts.
- Workshops on local AVA issues, such as fire protection, carbon farming, and land management.
- Marketing campaign to promote Rutherford AVA as “Napa Valley’s Historic Vineyard Center”.

“Rutherford Dust Society does more than what a single winery or vineyard can do for themselves.”

- Regina Weinstein, Honig Vineyard & Winery

2021 MEMBERSHIP DUES INFORMATION

Checks should be made out and mailed to:

Rutherford Dust Society

PO Box 408, Rutherford, CA 94573

Please check one of the boxes below and submit payment. Membership categories are mutually exclusive. Please be sure that you have updated your information and have the RDS mailing address as the PO Box listed above!

Payments of your Rutherford Dust Society dues are not deductible as a charitable contribution. Under certain circumstances, they may be deductible as an ordinary and necessary business expense. Please consult with your tax advisor when determining the tax deductibility of dues payments.

WINERY MEMBER Members in this category have a winery or bonded custom crush facility within the Rutherford AVA. Dues are based on total case sales in 2020.

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|---------------------------------|------------------------------------|--------------|
| <input type="checkbox"/> Tier 1 | 1-1,000 cases sold in 2020 | \$ 500/year |
| <input type="checkbox"/> Tier 2 | 1,001 to 10,000 cases sold in 2020 | \$1,250/year |
| <input type="checkbox"/> Tier 3 | 10,001-50,000 cases sold in 2020 | \$2,500/year |
| <input type="checkbox"/> Tier 4 | Over 50,000 cases sold in 2020 | \$3,500/year |

GROWER MEMBER Members in this category own or control vineyards located in the Rutherford AVA. Most grower members do not produce wine. Some grower members, however, own Rutherford acreage and produce a Rutherford wine from that vineyard, but their winery facility is located outside the AVA. Dues are based on gross acres.

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|---------------------------------|------------------------|--------------|
| <input type="checkbox"/> Tier 1 | Up to 25 gross acres | \$ 200/year |
| <input type="checkbox"/> Tier 2 | 25 to 50 gross acres | \$ 500/year |
| <input type="checkbox"/> Tier 3 | 51 to 100 gross acres | \$1,250/year |
| <input type="checkbox"/> Tier 4 | 101 to 200 gross acres | \$2,500/year |
| <input type="checkbox"/> Tier 5 | Over 200 gross acres | \$3,500/year |

WINE MEMBER Members in this category do not own a winery or bond in Rutherford, nor do they own or control vineyards in Rutherford. Nevertheless, they purchase fruit and sell a Rutherford wine. Dues are based on total case sales in 2020.

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|---------------------------------|---------------------------------|--------------|
| <input type="checkbox"/> Tier 1 | Up to 500 cases sold in 2020 | \$ 250/year |
| <input type="checkbox"/> Tier 2 | 501 to 2,000 cases sold in 2020 | \$ 500/year |
| <input type="checkbox"/> Tier 3 | Over 2,001 cases sold in 2020 | \$1,000/year |

RUTHERFORD PIONEER Members in this category are individuals who love Rutherford AVA wines and wish to support the efforts of RDS.

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| <input type="checkbox"/> Tier 1 | Rutherford Pioneer | \$ 200/year |
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BUSINESS PARTNER MEMBER Members in this category are businesses who do not fit in the Winery, Grower, or Wine Member categories and are located within, or conduct business within, the Rutherford area.

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| <input type="checkbox"/> Tier 1 | Business Partner Member | \$ 250/year |
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MEMBERSHIP APPLICATION

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Company _____

Address _____

City _____ State _____ Zip _____

Main Contact _____

Main Contact Email _____

Business Owner _____

Business Owner Email _____

Business Phone _____ Cell Phone _____

BILLING PREFERENCE

- ☐ Go Green! Online Billing
- ☐ Mail me an invoice please

YOUR INTERESTS Which of the following are you interested in as an RDS member?

- ☐ Annual Meeting & Dinner
- ☐ Premiere Napa Valley preview event
- ☐ Wine Spectator's Top 10 Charitable Auctions
- ☐ Cabernet by the Bay trade & consumer tasting
- ☐ The Rutherford Chili Ball community gathering
- ☐ Napa Valley Film Festival wine tasting pavilions
- ☐ RDS Member Mixers
- ☐ Media tastings and stories
- ☐ Social media collaboration
- ☐ Other, please specify: _____