



## Academic Chapters of the American Wine Society

By David Falchek, Chapter Development Chair, AWS



# AWS Overview

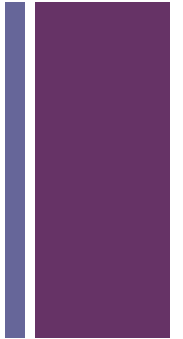


- Oldest, largest wine consumer association in United States.
- 501(3)c Non-profit, headed by volunteer board of directors.
- Executive Director John Hames, based in Springfield, OH.
- National conference, magazine, Wine Judge Certification.





# AWS History



- Founded in 1964 by Dr. Konstantin Frank in New York, influential grower, vintner.
- Modeled after European wine societies, but more democratic – membership open to all.
- Mission: “Promoting wine appreciation through education.”





# The AWS Chapter

- ~ 125 Nationwide, in 37 states.
- ~ Three types: home winemaker, food/wine, and hedonic (consumer)
- ~ Any AWS member may start a chapter
- ~ Largely autonomous





# The AWS Meeting/Tastings

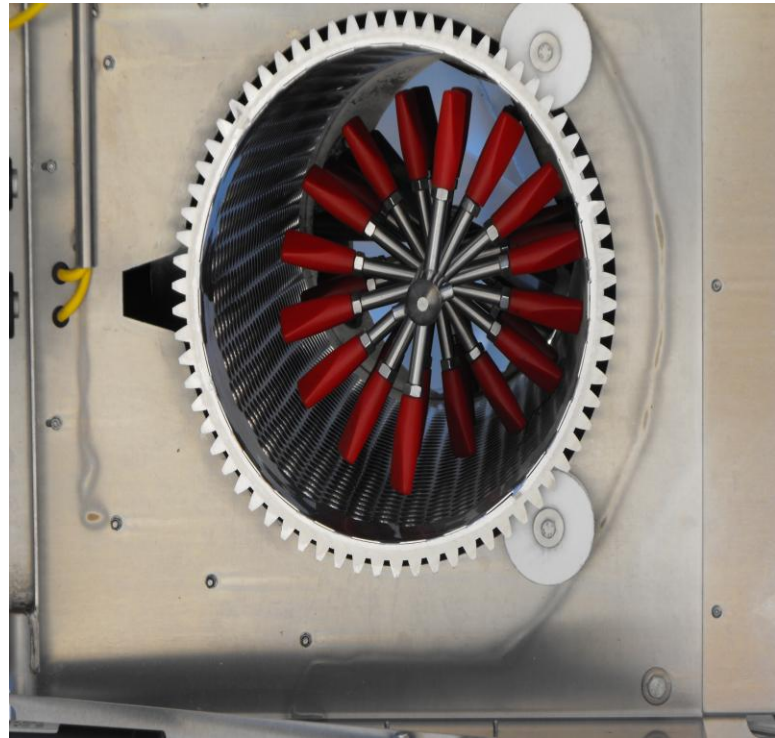
- ~ Members volunteer, select a topic, conduct research, get the wines. Handouts, PPTs,
- ~ Many use Aroma Wheels, AWS Evaluation Sheet (modified UC Davis 20-point scale).
- ~ Guest speakers – live or Skyped.
- ~ Attendees cover costs, usually \$10 to \$15/ppp
- ~ Special events: wine dinners, picnics, trips.





# AWS and Higher Education

- AWS Education Foundation has given out more than \$200,000 in scholarships to vit and enology students conducting original research.
- Professors, extension agents, research associates among members.





Professional  
Development

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Academic



## Two New Chapter Genres

“Research – Learn- Share” model works with allied wine professions, students and consumers.



# Academic Chapters Make Sense

- Chapter “learn-and-share” model lends itself to student exploration of wine.
- Millennials and Gen Y drink more wine than any previous U.S. generation.
- Young adults are open minded; eager to “catch up” with experienced drinkers.
- AWS affiliation looks great on a resume, begins a lifetime of wine appreciation.
- Inexpensive





# Great value for students

## Cost

- \$25/year, per student for national membership.
- No additional fee to form or belong to a chapters
- Chapter sets tasting fee to cover cost.





# Benefits of AWS Membership

## For Chapters

- \$1 million liability insurance for AWS tastings/events
- AWS reputation/goodwill draws speakers, donations, VIP treatment at wineries
- National office support for chapter operations
- AWS student working group in works

## For Members

- Local and national leadership, volunteer opportunities.
- AWS Discounts at wineries
- Joining national community of wine appreciators
- Wine Judge Certification Program/French Wine Society Certification.
- AWS Journal, AWS News



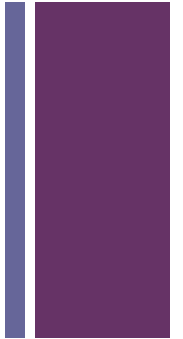
# AWS National Conference

- Three days of wine tasting sessions, receptions, wine meals.
- Top names in the industry – Mondavi, Grgich, Rosenblum, conduct tastings, mingle.
- “Best program and best value of any wine event in North America” – Rich Gunier, Lake County Winegrowers Association.





# Chapter Responsibilities

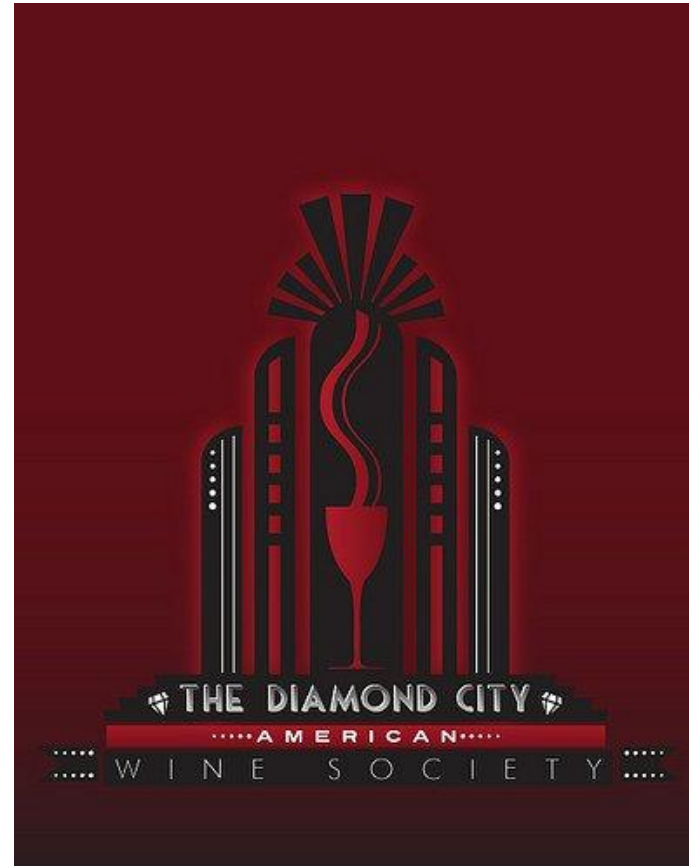


Insurance Rule: Non-member guests limited to three AWS functions in a lifetime before joining.

Meetings must include wine and education.

Wine must be served in accordance to local laws.

Ideally, chapter will be open to all regardless of discipline.





# Alcohol and the Administration

- Administration not likely to embrace student groups connected to alcohol.
- Student chapters may want to consider operating independent of recognized student groups and the institution.
- AWS expects moderation and responsible consumption of wine and all alcohol





# AWS's Academic Chapter Goal

~ 10 student-chapters in  
2011-2012.

~Focus on large schools with  
food science, eno & vit,  
culinary arts, existing wine  
clubs.

~ Create AWS Student  
Working Group, student rep  
on executive advisory board.





# Starting a Chapter



- Any AWS member may start a chapter, have a meeting.
- National office will add chapter to Web drop menu and to national directory
- Best practices, advice, support available pre-start up





# Join

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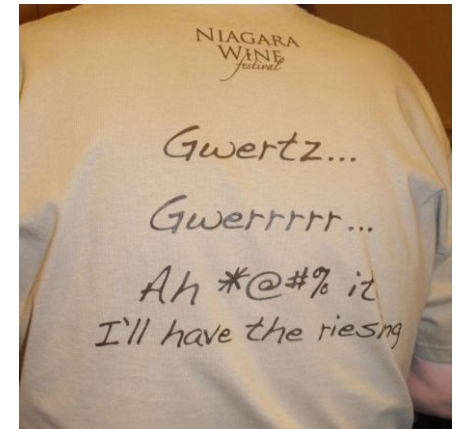
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# Taste

# Learn



[www.AmericanWineSociety.org](http://www.AmericanWineSociety.org)