# Wine Women and Words M-Event

- 1. Plan your date, time and location. Consider your location carefully when planning this event.
- 2. To begin your wine tasting party planning, you will need to decide what **type of tasting** you would like to host.
  - You can go to a store and purchase 5-10 different types of wines and do your own sampling.
  - Many liquor stores will host a wine tasting contact some liqueur stores in your area to see if they would host this for you. They will host and bring the wine samples.
  - There is information on different wines included with this m-event if you want to do this yourself. You could serve the wine and read a little about the wine from the information in this packet.
- 3. Prospectives! Invite 4 times the guests as you wish to have attend. (If you want to sign four new members you must have 6-7 guests attend. To have 6-7 guests attend, invite 4 times that number or 24-28 guests.) Have the invitations follow your theme also. There are 2 invitations attached to this m-event. A full page invite that could also be modified to be a flyer and a small post card size invite. Use both or either.
- 4. Invite your guests! Personally! Written invitations are fine, but it is the personal contact that will get them there. If possible, drop off the invitation in person.

<u>Always</u> call them 2-3 days prior to the event and ask if you can give them a ride! Compliment them by telling them you think they will be a fun member. Would they like to come?

# 5. PLANNING YOUR EVENT:

# First decide what you will be doing at your party.

- a. **Design a tasting card** that specifies the type of wine, the producing vineyard, the year and a brief description of the wine (usually found on the wine's label). Make sure that each guest has their own tasting card to record the wine's distinct appearance, aroma, flavor, and cheese pairing nuances. If you want to keep the tasting a bit more casual, simply supply guests with a pen and paper for them to jot down their own notes. Have them rate the wines which wine did they like the best, least, etc. A card is attached for your convenience. Feel free to add/change to the wines you select.
- b. To make your event a bit more challenging, **offer a "blind tasting"** experience. In this case, you still provide your guests with their individual tasting cards. However, you pour each wine without identifying the label (cover bottles with foil or a brown bag and mark with a number prior to serving), allowing them to incorporate all of their senses to identify the respective wines based on the labels' descriptions. The guest that is able to identify the most wines correctly wins a prized bottle of wine or perhaps a book on the art of wine tasting.
- c. **Decorations** for a wine tasting party can range from a white table cloth and candles to Old World, Tuscan faux paintings and vintage bottles scattered throughout your "tasting room." In either case, remember to keep the atmosphere light and engaging. You may consider starting the evening with a bit of wine trivia, just to get the conversation rolling.

# Tips:

- 1. Typically, when tasting wines, you will want to work from **dry to sweet with white wines** and progress from **light to full-bodied with red wines**. Also, it is ideal to start with younger wines and move to the more mature wines at the end. Have your guests sample each wine by itself, assessing the wine's unique color, aroma and flavors.
- 2. The general rule of thumb for determining how much wine to pour per person is: 2 ounces of wine per glass, per wine for each tasting.
- 3. Providing plain bread and water between wines allows for guests to cleanse their palate and sets them up to fully experience the next wine.



## What You Need

- Four to Six Wines ( any number that you can afford or feel is a good sampling for your group). Try to pick wines that are different that "what everyone always drinks" to give them something different to try.
- Appetizers you might consider offering some light munchies before the tasting
- Loaf of bread provide plain bread for guests to cleanse palate between wines
- Wine glasses one per guest
- Pitcher of water for rinsing glasses and palates between wines
- Dump bucket for discarding wine before next pouring. If someone does not like the wine, invite them to dump the wine in the dump bucket. No one should have to drink all of their wine, especially if they don't care for that particular wine.
- Tasting cards for describing and recording each wine tasted
- Aluminum foil or brown bags to cover wine bottles if you opt for blind tasting
- Pens and Paper
- Humor encourage your guests to share their thoughts and humor on each wine
- d. Once guests arrive, go around and have each person introduce themselves with an icebreaker. Spend some time now talking about Women of Today; what projects your chapter participates in and fun socials you have. Take a little time to get to know your prosectives; what do they like to do how does your chapter match up with their likes and volunteer goals.
- e. It is important that your current members don't do all the talking and leave your guests out of the conversation. Make an effort to include them in the conversation; ask leading questions to find out about their interests and why they might be interested in Women of Today and then take the time to sell them on your chapter. What does your chapter offer them?
- f. Food/Drink: consider serving some appetizers before you begin the wine tasting. Serve bread and water between wine samples to cleanse the palette.
- 6. Have fun! Getting guests to your Membership Night does not assure they will join. To assure you they will join, make this night so much fun they would hate to miss out on anything else! Personally ask each guest if they would like to join tonight. If they choose to learn more first, this allows you to follow up with them for your next meeting.
- 7. Follow up with those guests who do not join. Send them a note thanking them for coming. If they have not said they absolutely are not interested, invite them to your next meeting and/or social. Do not quit until they say "no!"
- 8. Remember: people don't volunteer on their own these days. They need to be asked! So ask them to join. They want to feel a part of your group, they want to feel needed.

# Recruitment

### **The First Step - Names**

- A) Locate names of prospective members
- B) Don't eliminate someone because you think (s)he may not join
- C) Utilize ideas that worked for current members when (s)he joined

#### You Have Names - Now What?

- A) Recruitment lists
- B) Invitations
- C) Newspapers
- D) Telephone calls

# Prospective Members - Getting them to a Meeting or Event

- A) Fun meetings
- B) Personal invitations
- C) Ride offerings
- D) Incentives for current members to bring prospective members

### They're at our Meeting - What do we do?

- A) Introduce prospective members as guests
- B) Assign a seasoned member to sit next to each one
- C) Invite each prospective member to join
- D) Communicate during the Social Time of the Meeting

E) Figure out what has worked best for you in the past

### Hosting an effective Membership Night

- A) Have a theme meeting
- B) Send out invitations 10-14 days prior
- C) Supply appetizers or meals
- D) Plan for a mixer activity that is fun and includes everyone
- E) Gather everyone towards the end of the night and explain about the organization
- F) Answer any questions
- G) Invite all prospective members to join

#### **Reasons for Recruiting**

- A) New ideas for, and fresh outlook on, chapter events
- B) Excitement to the chapter's membership
- C) More members alleviates the stress on volunteers for large projects

### **Always Remember**

- A) Keep a positive attitude
- B) Ask, ask, ask, and ask again
- C) NEVER let anyone leave without asking that person to join
- D) Believe, and you can achieve anything!
- E) Bring incentives/gifts for attending prospective members

# Sample Telephone Scripts

It's a known fact that more prospective members attend your events if they are called first. This is also the most important step in getting new members. Here is a sample.

# After Sending out an Invitation to a Prospective Member

Hi, my name is [YOUR NAME] from the [YOUR CHAPTER] Women of Today.

Do you have a few moments to talk?

[IF NO] When would be a better time?

### [GET A TIME TO CALL BACK & CALL BACK AT THAT TIME]

[IF YES] Thanks. Did you receive your invitation to our [EVENT NAME]?

[IF YES] Great. Did you think you would be able to join us? Do you need a ride or further directions? Did you

have any questions about our organization? Thank you for your time and I will be excited to seeing you there. [IF NO] I apologize that the invitation did not get to you yet; it was sent. Let me explain to you what will be happening, on [DATE] we will be. . [EXPLAIN YOUR EVENT] Did you think you would be able to join us? Do you need a ride or further directions? Did you have any questions about our organization? Thank you for your time and I will be excited to seeing you there.

# Sample Press Release

Contact: Name Address City. State. Zip Phone Number

# FOR IMMEDIATE RELEASE

# (THEME) MEMBERSHIP NIGHT TO BE HELD

The (city) Women of Today invite everyone to a (theme, if there is one) Membership Night on (date given fully, such as Tuesday, June 20, 2012) at (place) at 7:00 p.m. You will have an opportunity to learn more about the Women of Today, projects such as (list local projects), meet new friends and have some fun in the process.

The Women of Today is the most dynamic, fastest growing young person's organization in the country. Women of Today members are action-oriented and interested in the betterment of their community through community service and leadership training.

For more information on how you can be a part of your community through the Women of Today, contact (name) at (phone number).

# Sample Invitation to Join

Thank you for attending our \_\_\_\_\_\_\_event. It was wonderful to see you here tonight. I have just a few questions for you. Would you like to be actively involved in your community? Could you benefit from leadership training or personal enrichment programs? Do you want to meet new people? If you answered yes to one or more of these questions, then the Women of Today is the organization for you. We meet monthly on the \_\_\_\_\_\_\_. Membership dues are only \_\_\_\_\_\_\_. Would you be interested in joining our local chapter today? You would be a wonderful addition to our group. *[If they say yes]* – get their dues, name, address, phone, email, date of birth and send to the Chapter Service Center ASAP. *[If they ask a challenging question]* – check out the comfortable answers included on the next page. *[If they say NO]* – Don't be afraid to ask why? They may have some misinformation or this may allow them a chance to ask some of those challenging questions. Please be respectful of a NO – but try to get enough information as to why. For example, you could say, 'I'm sorry to hear that you are not interested, but can I ask why?'

# Comfortable Answers to Challenging Questions

#### Q: What is Women of Today?

A: Women of Today is a non-profit, community service organization which offers leadership training, fellowship, and the chance to make your community a better place to live.

#### Q: What did you say your organization is again?

A: We are a leadership-training organization who sponsors community education and fundraising activities. We have over 125 chapters across the nation. Our members are community volunteers who use or gain leadership skills through their activities within the community. Our group is composed of mostly women over age 18, from a diverse background - our diversity is one of the reasons many have joined.

Note: Often people may use this question as a "shield" to distract you or throw you off guard. It usually means they are not really listening to your first words. You will have a bit harder "sell" with a person who tosses you this question, but all is not lost. Now is the time to use what you might already know about the person (children, interests, profession) or what you can gather (new to the community, children in the background) to sell them the piece(s) of Women of Today that will be most appropriate.

#### Q: What kind of leadership training would I get?

A: We offer personal enrichment programs to improve your speaking, writing, leadership and personal skills. You also will have the opportunity to chair projects, work on fundraisers or hold leadership positions.

#### Q: In what ways can I improve my community?

#### A: Our chapter serves the community in many ways. [EXPLAIN SOME OF YOUR SERVICE PROJECTS] We are

always looking for new ideas, plus we get lots of ideas from our state and national organization.

#### Q: What is the time commitment?

A: One of the great things about Women of Today is that you can be as involved as YOU want. There are no "requirements," but it is suggested that you attend the monthly general meetings to keep up-to-date on what is happening.

#### Q: How big is Women of Today?

A: The average chapter size is around 15-25 members; the national organization has about 3000 members.

#### Q: Why should I become involved with the organizational levels outside my community?

A: District, state and national meetings are a wonderful opportunity to get the "big picture" of our organization. It's like seeing opening night of a play - all the smaller, but equally important, pieces come together. Things make sense when you see the whole picture. We are a vital part of community service in 18 states. Across Minnesota, we have over 100 chapters and more than 1600 members. The volunteer service hours reported at these meetings are overwhelming. We work with several foundations and special charitable organizations as a state and national group, even though a great percentage of this money stays within the local communities.

#### Q: Why should we raise money for people in other communities?

A: We help people all around us: in our towns, counties, state, nation and globe. We help them because we believe in helping each other and helping people whom, some day, may help us or someone we love. Our support of the March of Dimes may one day benefit our next-door neighbor or even our own family.

#### Q: How come it costs so much money to join?

A: Cost wise, the Women of Today dues are less than \$4.00 per month. That money is not wasted - you receive training materials, programming ideas, project "how to" materials, educational materials from the various programming areas, public relations

information and much more. The dues also provide you with a core of volunteer leaders at your disposal - the dues provide for district, state and national officers within a phone call away. At many meetings on all levels of the organization, training forums are offered. This is both educational and personal - trainings for which you would pay substantially outside of Women of Today.

#### Q: Why should I pay dues to be a volunteer?

A: Your dues pay for the support you and your chapter will receive from our state and national organization. These organizations provide training, monthly mailings and updates, organizational newsletters, service by officers, and a great deal of programming information.

#### Q: What if I do not have the money right now?

A: The cost of joining is comparable to a magazine subscription, basic cable for a month, or one self-help class. We believe that it is money well spent and believe you too will agree as soon as you join and become involved with community projects.

#### Q: Why do you need to have a separate organization - there are enough organizations in this town already?

A: Women of Today can complement those other organizations. We can jointly work on projects and fundraising. At the same time, we are providing opportunities for young women to support and encourage each other's development as leaders.

#### Q: How can I find time; I'm a very busy person?

A: You do not need to do more than you wish. You pick the projects or fun nights that fit with your interests and your schedule. We value your contributions whatever they are. Also the more members who join, the more the workload is shared. It may seem busy at first, as there are such things as organizational paperwork and items to complete. As you grow, you are more able to choose what involvement you want. Most of our members are employed, have children and partners. We have found that our members are involved in a number of areas within their communities, and we encourage that. Busy people know how to get things done and manage their time. We encourage chapter members to do what they are interested in and committed to doing. We also realize that there are times when you cannot be as active; at those times we suggest you step back and take a break so you won't get burnt out.

#### Q: How could I possibly fit this in; I'm already involved with too many things as it is?

A: Then you already are an active volunteer. What other groups are you involved with?

[WORK RELATED] Many of our members have joined Women of Today because it offers the chance to network with a large and diverse group of people. There are many who are looking for friendships and contacts beyond work or office friendships, and have found that variety within Women of Today.

[PERSONAL] Are you finding them to be enjoyable? Sometimes our community involvements loose their interest just as other things within our life often change. Do you find that there are sometimes not enough volunteers to get a project or activity accomplished? If that happens, I hope you will consider calling the Women of Today - we often partner with other projects and groups within the area. Many people find the educational activities and fundraising that we are a part of to be very rewarding. What is the focus of the other activities you are in?

[IF THE FOCUS IS PURELY GIVING] one of the best features of Women of Today are the personal enrichment, focus on women, educational, and informational activities in which we participate.

[IF THE FOCUS IS PURELY ON DOING] Women of Today features many fundraising and community service projects. We are a fun group, you should visit a meeting sometime.

AND

\_ Women of Today invite you to an evening filled with fun!

- Wine Tasting
- Wonderful Women
- Wacky Conversation

Where:

Phone: Date:

Time:

Women of Today is a dynamic and diverse women's organization interested in the bettering our community, ourselves and having fun. We are not politically or religiously affiliated. We are women from various backgrounds who want to meet new woman, make our communities a better place for all of us to live and become stronger, more confident women.

We invite you to join us for a fun evening!

### The Whites

**Chardonnay** is a very versatile wine grape: its flavor and aromas are easily influenced by where it's grown and how it's made. Fruit flavors range from apple and lime in cooler climates to tropical fruits in warmer places. When barreled in oak, it takes on a richness characterized by honey and butter flavors. When barreled in stainless steel, it often retains more mineral flavors and comes across as fresher on the palate. Chardonnay excels in Burgundy, France. Cool coastal areas of California also produce excellent Chardonnay. Chardonnay is a favorite with seafood. Minerally versions, like those from Chablis, France, pair particularly well with oysters.

**Riesling** is a crisp, clean wine with green apple, pear and lime flavors. The best offer pleasing mineral qualities as well. With age, Riesling takes on honey flavors and attractive oily aromas. Riesling grows well in Germany, the Alsace region of France, the Finger Lakes region of New York, and parts of Australia and Washington State. Riesling pairs nicely with spicy foods, poultry and pork. Try it with Thai food.

**Pinot Gris** is made from grapes that generally produce different styles of wine depending on where the grapes are grown and how they're handled in the cellar. In the Alsace region of France, and in places like Oregon and New Zealand, Pinot Gris typically makes rich wines marked by a bit of spice. The Italian style (Pinot Grigio) tends to be fresh, crisp and refreshing.

Sample either style with seafood and pasta dishes, vegetarian food and poultry.

**Sauvignon Blanc** is a fresh, crisp, aromatic wine with grapefruit and grassy flavors. This wine is the star of the Loire region of France. It also shines in the Bordeaux region, where it is often blended with Semillon. In the New World, New Zealand has emerged as a prime spot for Sauvignon Blanc.

Sauvignon Blanc is a food-friendly wine that goes well with many seafood, poultry and vegetable dishes. Stay tuned for more articles about wine and food, including regional food and wine pairings from around the world.

### The Reds

**Merlot** is a soft, supple wine with nice fruit flavors of plums and blackberries and occasionally mint, chocolate and eucalyptus flavors and aromas. Typically, it is ready to drink earlier than Cabernet Sauvignon, which sometimes needs a few years for its astringent tannins to mellow. Outside of Europe, New World Merlot shines in places like California, Chile and Washington State.

**Cabernet Sauvignon** is more assertive than Merlot, with more tannin and greater aging potential. It can have flavors of blackberries, plums, black currants, and cassis. Aged in oak, Cabernet Sauvignon can take on flavors of vanilla, cedar, chocolate, and coffee. Beyond Bordeaux, Cabernet Sauvignon does well in Napa, California, where it produces smooth, ripe wines. Washington State, Chile and Australia are also making excellent Cabernet. Merlot and Cabernet Sauvignon are very nice with meat dishes like beef and lamb.

**Pinot Noir**, a notoriously difficult grape to grow, made its mark initially in Burgundy, France. The grape continues to deliver single-varietal wines that are among the best in the world. Pinot Noirs are delicate wines that taste of red fruits like cherries, raspberries and strawberries. With age, flavors and aromas become more complex, developing earthy notes like mushrooms and decaying leaves. Burgundy in particular is noted for developing these earthy flavors. In the New World, tasty Pinot Noir is being made in Oregon, New Zealand, and some of the cooler appellations of California.

Pinot Noir is a versatile food wine, great with poultry, salmon, meat and vegetable dishes.

**Shiraz** Australian versions are typically big, bold and spicy with jammy fruit and aromas of leather and black fruit. **Syrah** is at home in the Rhone region of France, where the grape makes spicy, rich, darkly delicious wines that increase in complexity as they age. Syrah also makes delicious wines in Australia, where it is marketed as

Shiraz. Syrah also excels in Washington State, where it often displays an attractive acid balance, and in California, where the styles vary significantly.

Syrah is a very versatile wine that pairs well with a wide variety of foods. It's terrific with grilled meats.

# The Rose & Blush

## Rosé Wine

Definitely worth mentioning are the delicious and enjoyable rosé wines produced throughout southern Rhône. Dry wines come from the rosé cru appellation of Tavel, a few from Côtes-du-Rhône, and from Costières de Nîmes. Both rosé and blush wines have amazing red-fruit flavors that explode on the palate with lovely balance and acidity. They are the perfect wine for sipping on the deck or patio, and they pair beautifully with seafood and shellfish.

Aromas and Flavors: Floral, Strawberry, Cherry, Spice Style: Fruity – Dry and crisp with a refreshing fruit Food: Aperitif, Light Foods, Asian Cuisine

## White Zinfandel

With a fresh aroma of flowers and the fruits of strawberries, White Zinfandel has become a favorite choice of many wine consumers. An excellent selection for those just beginning to enjoy the pleasures of wine with its full fruit flavors and sweetness. Made from the Zinfandel grape, famous for producing some of California's finest and robust red wines. White Zinfandel has become extremely popular in the last 15 years and since has drawn many to the enjoyment of wine. This wine is perfect with a picnic or as a cocktail aperitif. Serve White Zinfandel well chilled.

Aromas: Strawberry, Cherry, Raspberry Flavors: Cherry, Strawberry Style: Sweet with a pleasant crispness Food: Aperitif, Pasta Salads, Light Food

Wine Name	Description
Asti Spumanti	Italy's greatest sparkling wine with fresh, grapey appeal, tiny bubbles, and a light, rich fruitiness with hints of peaches.
Blush	Usually refers to white Zinfandel, but can be a variety of other red grapes producing very fruity Rosé type wines with notes of strawberry, rhubarb, bubble gum - even Playdough
Burgundy, red	Made from the Pinot Noir grape, Burgundies traditionally exhibit a cedary aroma, with black plum, cherry, earth, cocoa, rhubarb, pepper, black licorice, leather, and grippy tannins. Aging partially in new oak barrels adds additional depth and dimension.
Cabernet Sauvignon	Wide variation of flavors, but look for black cherry, currants, bell peppers, cedar, and possibly anise. May also find aromas of cassis, cigar box, leather, meat, or mint.
Chablis	French Chardonnay grapes make this stylish, intense wine with slightly smoky quality and notes of stone, mineral, and crisp fruit. Don't mistake with its California cousin which is very light and lacking depth and possibly not from the chardonnay grape.
Chardonnay	Base flavors are green apple, peach and melon before being influenced by oak, giving it a buttery toast flavor. Also look for butterscotch and caramel and occasional citrus flavors.
Chenin Blanc	California selections are, at their best, fruity with tropical fruit, citrus, peach, ginger, oak and toffee. In the Loire Valley of France, Chenin Blanc ages slowly, turning from the freshest vibrant fruit to complex, toasty, nutty, mineral, and honeyed flavored.
Chianti	Black cherry, chocolate, espresso, cedar, sandalwood, black tea, toasty oak, dark plum, and possibly slight licorice or even soy notes. Consists of at least 70% sangiovese grapes to be legal.
Johannisberg Riesling	Slightly sweet with fruity, floral aromas and flavors and a slight tingly texture. Look for flavors of spice, apples, apricots or peaches and honey.
Lambrusco	A traditionally sweetish, bubbly wine made from the grape of the same name. It is very different in its native Italy where it is low in tannin, but dry, high in acidity and full of strawberry flavors. Great with salami and prosciutto.
Merlot	Sandalwood, coffee, mint, chocolate, pepper, and vanilla, but also notes of black currant, cherry and possibly plum.
Moscato	Typical dessert wine. Fruity and easy to drink, this wine offers scents of peach blossoms, honeysuckle, vanilla, apricot, roasted almonds, and sweet butter.
Pinot Grigio	Nose of apple, hay, straw and lemon and possibly pear. Look for a good mouth-feel, medium body and crisp herbal finish.
Pinot Gris	Perfumed aromas of honeysuckle, pineapple and guava. Possibly pear, peach, smoke, and citrus, and mineral notes. Some vintages may have flavors of nuts and smoke, which make it closer to the tastes of a French Chablis. Also known as Pinot blanc and Rulander.
Pinot Noir	Red fruit softened with chocolate, clove and cinnamon. Black cherry, slight licorice, vanilla and butter.
Riesling	Usually sweet or semi-sweet ("halb-trocken" with German Rieslings) with a floral flavor as well as apricot, peach, apple, pear, and honey. Sweeter varieties may even exhibit toffee, vanilla, pecan pie, and crème brûlée.
Sauvignon Blanc	Green melon (California), crisp lemon-grass and thyme aromas. Grapefruit, pear and possibly passion fruit and fig. When aged in oak, it is known as Fume Blanc.
White Zinfandel	Generically known as "Blush" wine. This "pink" wine is freshly fruity, soft and slightly sweet, with aromas of red raspberries and peaches.
Zinfandel	Crisp berry with slight cocoa, tar, pepper and leather. Jammy black-cherry, bramble, pepper, herbs, and spice. May be blended with Petite Sirah.

# WINE TASTING CARD

WINE	BRAND	LOVE	OKAY	NEVER
Moscato				
Pink Moscato				
Red Moscato				
White Zinfidel				
Chardonnay				
Sauvignon Blanc				
Pinot Grigio				
White Merlot				
Merlot				
White Riesling				

### Where:

When:

#### Time:

### RSVP/Info Call:

Women of Today is a dynamic and diverse women's organization interested in the bettering our community, ourselves and having fun. We are not politically or religiously affiliated. We are women from various backgrounds who want to meet other woman, make our communities a better place for all of us to live and become stronger, more confident women.

Come enjoy a fun evening of wine sampling and find out how

Women of Today fits into your life! We invite you to join our chapter.

Wine, Women and Words Hosted By:

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