

Local Case Study: NAAPAC Wine Tasting Atlanta Apartment Association

The Atlanta Apartment Association hosted a wine tasting event in honor of NAA's Chairman Elect (at the time) Jerry Wilkinson. Attendance was exclusive as it was limited to seven suppliers and 15 owner managers. The event raised \$10,000 for the NAAPAC and \$3,000 for the NAA Better Government Fund.

Behind the Scenes

AAA Member Michael Smith, Signature Properties, contacted several California vineyards explaining that he is hosting a fundraiser and if the vineyard is able to help. One vineyard said yes as long as they could have a representative at the event to talk about the wines. The event would be hosted at the home of AAA member David Hirsch to limit expenses. A personal chef was hired and food was purchased, so the only expense was for the chef's time and the wine.

Flight of Wine

Since attendance was limited, the guest of honor, Jerry Wilkinson could speak to each attendee that night. The representative from the vineyard gave a brief education on the wines and those who were interested could participate and those who weren't could go in another room and mingle with other guests. The flight of wine varied from light and crisp to bold and sexy.

Attendees had a great night tasting various wines and were able to network in a casual setting.

Note from NAA:

This was a great event hosted by AAA as everyone wanted to help Jerry Wilkinson. You do need to check with your state liquor laws and find out if your state allows direct shipping. If your state does not, you can have the vineyard ship to a liquor store.

This event worked well because of the involvement and resources of the membership. But this even can translate to a lower cost event by changing it up a bit. You can have burgers & beer or a low country boil.



For more information on NAAPAC, please contact NAA's Kathleen Gamble, Director of Political Affairs at Kathleen@naahq.org