

WINE CLUB PROFESSIONAL NETWORK

AUGUST 2026 MEETING



Presented by Megan Currie

TWO QUICK TASKS WHEN YOU ARRIVE... 🙏

1. Answer the Poll

I've pinned a poll in the chat asking which sales system you use **to process club**.

Erica will need this when demonstrating how to action her strategies!

2. Introduce Yourself

Pop a comment in the chat and tell us:

1. Your name and where you're joining from
2. What is one brand whose marketing emails you **actually read**, and why?

NEWS & ANNOUNCEMENTS

(No need to scribble! These were all covered in my email last week and the slide is online)

- Promontory is hiring! For [Hospitality Liaison/Concierge](#) and [Hospitality Administrator](#).

Courtesy of member Francesca Carpello, fcarpello@promontory.wine.

- Don't miss RedChirp's webinar, **tomorrow** at 10am Pacific: [Finish Strong: New SOND Revenue & Customer Experience Ideas](#). Register and you'll get the recording if you can't make it live.
- Catch both Erica and me at VinSUITE's Wine Club Symposium on Tue-Wed, **Sep 15-16**

The topic: **Retention is the New Growth**

Register for free at <https://hub.vinsuite.com/wine-club-symposium-2026>.

- As always, my slides, the meeting recording and transcript, and (eventually) the summary will be available at thewinlass.com/wcp-network. Erica will share a link to her own resources as well, via Email Mavens.

LAST MEETING SUMMARY

- Visitation is declining, so **acquisition** (‘new members in’) can only stay stable if **conversion rates** increase or we recruit new members from **outside the tasting room**.
- With unreliable acquisition, bosses’ attention is gravitating to reducing the **retention** side of the equation (old members out). “Cheaper to keep ‘em”, and it is! But **not free**.
- Club is transforming: gone are the days of being a passive sales engine and ‘just maintenance’ between shipments.
- Acquisition, retention, upselling and intra-shipment sales don’t just happen: we have to **go out and get them!**



...ENTER ERICA.

- Nearly 20 years of marketing experience
- Founder and CEO of Email Mavens: Email Marketing for Wineries since 2018
- Helps wineries **sell more wine** online by sending **better emails** and building **stronger bonds**
- Creator of PRESS SEND and host of the Email Mavens YouTube channel
- Sought-after speaker known for making complex marketing ideas feel human, actionable... and genuinely **fun!** 🎉
- She's going to tell us about the oft-missed opportunities she sees *in the Club channel.*