# TABLE OF CONTENTS

Contact information .................................................................................................................. 6
  Executive Offices & World Headquarters: .............................................................................. 6
  Wine Guide and customer support ......................................................................................... 6

Introduction ............................................................................................................................... 7
  Our Mission ............................................................................................................................... 7
  Our Values ................................................................................................................................. 7
  Our Business Model ................................................................................................................ 8
  Business Model in Summary ................................................................................................... 9
  Our Products and Services ..................................................................................................... 10

What is a wine guide? .................................................................................................................. 11
  Relationship to company ......................................................................................................... 11
  Independent Contractor Status ............................................................................................. 11
  Partnerships ............................................................................................................................ 11
  Responsibilities of a Wine Guide .......................................................................................... 12
  Conflict of interest ................................................................................................................ 12
  Regulatory considerations .................................................................................................... 13
  Income claims ....................................................................................................................... 14
  Bonus Buying ......................................................................................................................... 14

Becoming a wine guide ............................................................................................................ 15
  Signing Up ............................................................................................................................... 15
  Your Wine Guide ID and Website ......................................................................................... 15
  Wine Guide Marketing Support Program ............................................................................. 16
  Success Kit and Initial Wine Tasting Set Credits .................................................................. 16
  Additional Wine Tasting Sets ............................................................................................... 16
  Redemption of Wine Tasting Sets ........................................................................................ 17
  Wine Use for Tasting Set Wines ........................................................................................... 17
  Tasting Set Credit Minimum Requirements ....................................................................... 17
  Getting Started ...................................................................................................................... 17
  Staying Active ....................................................................................................................... 17
  New Hampshire Permit Requirement for Wine Guides/Fast Start Extension ..................... 18
  New Jersey Permit Requirement for Wine Guides/Fast Start Extension .......................... 18
  Wyoming Permit Requirement for Wine Guides/Fast Start Extension ............................. 18

Wine Tasting Events .................................................................................................................. 19
  General Information .............................................................................................................. 19
  The Host ................................................................................................................................. 19
  The Location ......................................................................................................................... 20
  Charity events/Donating Products ....................................................................................... 21
  Open Houses/Vendor events ............................................................................................... 21
  Mystery Host Events ............................................................................................................ 22
  Tasting Set Order ................................................................................................................ 22
  Minnesota Modification to Event Protocol ......................................................................... 23
  South Dakota Modification to Event Protocol .................................................................... 23
  Texas Modification to Event Protocol ................................................................................ 23
  Availability of Wines in Tasting Sets ................................................................................... 24

© Traveling Vineyard. All Rights Reserved. Revised 11_2017
How a Wine Tasting Event Works ................................................................. 24
Interest to Order (ITO) Forms ........................................................................ 25
Gifts Policy ........................................................................................................ 27
Event Host Rewards ........................................................................................ 27
Confirmation Process ....................................................................................... 27
Wine Tasting Event Order Delivery ................................................................. 28
Timely Closing of an Event; Automatic Shipment at 72 Hours ......................... 28
Qualified Event ................................................................................................. 28
Fast Start Qualification Period ........................................................................ 28

Order Processing ............................................................................................... 29
Host Shipments ................................................................................................. 29
Checks ............................................................................................................. 29
Credit Card Declines ....................................................................................... 30
Order Modification and Additional Charges .................................................... 30
Warehouses ...................................................................................................... 31
Shipping ........................................................................................................... 31
State by State Variation ................................................................................... 31
Delivery ............................................................................................................ 32
Non-Wine Tasting Event Orders or "Outside Orders" ........................................ 32
 Expedited Orders ............................................................................................. 32

Team Building .................................................................................................. 33
  Signing Up a New Team Member ................................................................. 33
  Responsibilities of Team Building ............................................................... 33
  Michigan Team Building Exception .............................................................. 33
  Decider Event Tasting Set Credit ................................................................. 34

Training ............................................................................................................ 35
  Corporate ...................................................................................................... 35
  Team Builders ............................................................................................... 35

Marketing and Advertising ............................................................................. 36
  General Advertising Guidelines ................................................................. 36
  Leads ............................................................................................................. 36
  Lead Assignment by Traveling Vineyard ....................................................... 36
  Address or Record for Receipt of Leads ......................................................... 37
  Traveling Vineyard Internet & Social Media Sites ....................................... 37
  Children and Traveling Vineyard Events ..................................................... 37
  Traveling Vineyard Social Media Policy ...................................................... 37
  Marketing Tools ............................................................................................. 39
  Websites ....................................................................................................... 39
  Non-Traveling Vineyard Sponsored (Independent) Websites ......................... 39
  Promotional Material .................................................................................... 40
  Advertising Policies ..................................................................................... 40
  Advertising on the Internet ......................................................................... 41
  Advertising in Other Media ....................................................................... 42
  PR/Media Requests/Interviews ..................................................................... 42
  Sensitive Business Promotion ..................................................................... 42
  Use of the Traveling Vineyard Name and Logo .......................................... 43
  Traveling Vineyard Trademark Registration .............................................. 43
CONTACT INFORMATION

EXECUTIVE OFFICES & WORLD HEADQUARTERS:

Traveling Vineyard
127 High St
Ipswich, MA 01938

Main Corporate Number:  (707) 234 - 4747
Main Corporate Fax:  (866) 612 - 0150
Website:  www.travelingvineyard.com

WINE GUIDE AND CUSTOMER SUPPORT

Traveling Vineyard
127 High St
Ipswich, MA 01938

Main Corporate Number:  (707) 234 - 4747
Main Corporate Fax:  (866) 612 - 0150
Website:  www.travelingvineyard.com
Hours:  9AM-6PM EST

*Support hours may be extended during the Holiday season.
INTRODUCTION

OUR MISSION

Traveling Vineyard’s mission is twofold.

First, by making wine tastings less stuffy and easily accessible, we hope more people will get the chance to see the possibilities in every varietal. Our Wine Guides are committed to bringing joy through a relaxed home experience that educates and demystifies wine. By going out in our communities and sharing our love and passion, we seek to build friendships and great memories along the way. Together we’ll sip, savor, and change the way the world sees, tastes, and shops for wine.

Second, by providing an excellent product, a proven business model, and tons of loving support and education, we provide people a fun opportunity to take charge of their own lives by becoming Wine Guides. Real income, flexible hours, all the tools they’ll need to succeed, plus the sense of accomplishment and the friends they’ll make along the way: with these our Guides too, can sip, savor, and change their worlds.

OUR VALUES

It is important for us to share our values so that we can make our journey together as entrepreneurs as healthy and productive as possible.

We promise to uphold the highest levels of integrity, ethics and professionalism with our Wine Guides, our business partners, and our mutual customers.

We will never discriminate against any individual based on age, race, creed, color, sexual orientation or legally protected status.

We will always ask the question: is this fair to our Wine Guides? And based on that, always act in good faith. We will provide considerate, helpful and friendly customer service at all times.

We refrain from creating resentments by never making disparaging comments or gossiping about others. We look for solutions to problems, not the creation of problems.

We will always be positive and supportive in our Wine Guide community and community share areas.
Our efforts are focused on being a hip, fun and sassy brand that consistently delivers outstanding brand experiences.

Importantly, we expect the same from our Wine Guides; as a Traveling Vineyard Wine Guide we expect you to uphold these values. We take them seriously and will consider severing our relationship with anyone that does not uphold these values and the policies laid out in this manual.

OUR BUSINESS MODEL

Traveling Vineyard operates in a regulated industry and has developed a business model that allows us to do business. For a complete list of states to which we can ship and in which Wine Tasting Events can be held, please visit the Wine Guide “Tasting Room”. Shipping alone does not determine whether or not TV can do Wine Tasting Events because some states may permit us to ship but not to conduct Wine Tasting Events.

Here is a simple list of things to remember:

1. **Our Business Model is based on holding hosted “Invitation Only” events in private locations.**
   Rule of Thumb – If the general “non invited” public can attend, it is not allowed (but feel free to ask us).
2. **Responsible Host Letters must be signed before the event.**
3. **Attending and promoting your business at open houses, trade shows, craft fairs, expos or anything held at a commercial facility is great...just do not bring or serve wine.**
4. **Never charge for a Tasting Set or charge event guests a fee to attend one of your tastings.**
5. **Never take cash or a check made out to you for payment at a Tasting Event.**
6. **Make sure the host pours the wine; and pours no more than 1 – 2 oz. per person for each of the 5 tasting bottles.**
7. **Never “deliver” wine.**
8. **You can’t create your own offers (free shipping, money off, 2 for 1, etc.).**
9. **Check ID’s for 21 and over if you are unsure – NEVER participate with an underage person under any circumstances.**
10. **The use of non-branded marketing materials is prohibited (i.e. business cards). Wine Guides must always use brand approved materials or seek approval.**

The business model is important to Wine Guides as well as the company because it is designed to allow for certain legal safeguards. For example, placing restrictions on where a Wine Tasting Event can be held helps avoid conflicts with other licensees. The interest to order (ITO) form reinforces
the distinction between a Wine Guide actually selling products and a Wine Guide marketing and providing information about products. Many of the elements found in this manual are there to document the safeguards. TV asks that Wine Guides carefully follow the policies – failure to do that puts the company or its partners and the Wine Guide at risk. Following the rules, however, has proven an effective and potentially lucrative means of doing business.

**BUSINESS MODEL IN SUMMARY**

Wine Guides identify Event Hosts for private tastings to be conducted in someone's private residence. The Event Host typically invites about 15 - 20 guests for a free, fun and educational afternoon or evening. There are no fees charged for the Wine Tasting Event and the Event Host must sign an agreement that all guests will be 21 years or older and will taste wine in a responsible manner. During the Wine Tasting Event, the Event Host or designated guests will pour the wine and reasonable caution will be taken to limit the intake of all Event Guests to no more than 5 – (2) ounce pours per person over a 60 – 90-minute period. The Wine Guide will educate the Event Guests on Traveling Vineyard’s wines, accessories, REWINED, and Traveling Vineyard’s Independent Wine Guide opportunity. If anyone is interested in the wine or accessories, the Wine Guide will collect “interest to order” forms (or ITOs), which he or she will pass on to a properly licensed entity (either TV or its licensed designee, depending on the state the event is being held) for acceptance and fulfillment.

The Wine Guide purchases the wine sample set at retail prices for the Wine Tasting Event and leaves any open bottles behind at the conclusion (see state by state exceptions in Section 4.0). The Wine Guide never accepts any cash. Any check that accompanies an ITO must be made out to Traveling Vineyard. ITO’s will be sent by TV to a properly licensed entity (either TV itself or its licensed designee, depending on the state for acceptance and the check cashed or charge card charged by TV on behalf of the licensed entity). Event Guests’ payments will be processed by an independent financial institution that will redistribute the funds to TV and its designees as appropriate. Upon acceptance by the licensee an order will be created. If after an order is accepted and there is an issue with Compliance, such order may be canceled and payment returned to the consumer. If there are no issues with Compliance, the order is filled and shipped. Wine Tasting Events can be held and deliveries made only in states in which the company or its designee holds appropriate licenses. Wine Guides will earn marketing fees for their marketing efforts that generate ITOs at the Wine Tasting Event.
OUR PRODUCTS AND SERVICES

Our wineries (ITO Wines, LLC) are federally licensed and bonded facilities meeting all the requirements to manufacture, produce and bottle fine wines from around the world. TV’s Wine Director and Staff produce, blend and bottle at winery locations or at one of an affiliated and licensed locations. Great care goes into the selection of the grapes that ultimately define our bottled product. TV’s staff and agents search out quality grapes and wines and send samples of these to the World Headquarters offices where the Wine Director and expert tasting panel further evaluate the crop and wines and make the final selections, taking into consideration quality as well as value. The resulting selections are diverse and readily marketable. TV’s products are all unique to us and cannot be found in retail stores.

TV also markets an exclusive packaged product called Traveling Vineyard Wine Program, a wine continuity program. The program includes information pertaining to the wines sent and provides an introduction to different types of wine and wine regions. Subscribers can choose from a variety of REWINED Subscription options from varietal selections and automatic delivery options which are explained by the Wine Guide at the event.

TV also sells a selection of wine related accessories and offers other combinations of products intended for gifting.

Although not for sale to other customers, TV sells supply items for Wine Guide business needs. Marketing fees are not paid on the purchase of supply items.

Traveling Vineyard also creates and maintains Personal Websites (PW’s), which the Wine Guide subscribes to each month. The PW gives Wine Guides a valuable web based marketing tool that provides a way for customers to order online, through the Wine Guide’s PW that creates ongoing linkage and generates marketing fees.
WHAT IS A WINE GUIDE?

RELATIONSHIP TO COMPANY

The Company is a Massachusetts Limited Liability Corporation named Phoenix Vintners, LLC which does business as Traveling Vineyard. Marketing Fees are paid by the company and TV will provide monthly financial statements and other business related data, but it is the responsibility of each Wine Guide to pay federal and state income tax, to pay social security tax as a self-employed worker, and to maintain accurate records of expenses as required by the IRS. The company will issue each Wine Guide a form 1099 annually when fees paid exceed the reportable minimum (currently at $600 per year). Wine Guides may still be required to pay income tax on amounts less than $600 per year and should consult with a tax professional to find out more. If that is the case for a WG, they may contact Traveling Vineyard’s Support group to acquire that figure.

INDEPENDENT CONTRACTOR STATUS

Wine Guides understand that they are not an employee of Phoenix Vintners or Traveling Vineyard (collectively, the Company) and will not be entitled to any benefits whatsoever. The Company shall not be required to make contributions for employment insurance or workers compensation. You will be fully responsible for paying all applicable federal and state withholding taxes related to your earnings as a Traveling Vineyard Wine Guide.

Wine Guides agreed when upon signing the Wine Guide Agreement to be an Independent Contractor, and not an employee, agent, partner, legal representative, or franchisee of the Company. Wine Guides will be solely responsible for paying all expenses incurred by yourself. You will have no authority or power to incur any debt, obligation, or liability on the company.

PARTNERSHIPS

Traveling Vineyard recognizes one name for each Wine Guide Agreement. You may utilize a support person in your business. However, the individual that holds tasting events and has regular customer contact must be the individual whose name is on the Wine Guide Agreement and whose social security number is on file for tax purposes.

TV recognizes LLC’s and other forms of corporate organizations provided they are a sole member organization, and the Wine Guide is named as the sole member.
RESPONSIBILITIES OF A WINE GUIDE

A Wine Guide joining TV signs an agreement under which the applicant agrees to abide by the terms and conditions of the Wine Guide Agreement and the TV Policies and Procedures Manual. A copy of the Wine Guide Agreement is provided as a download on the Wine Guide Personal Website upon sign-up. Among other items, the Wine Guide Agreement provides for the use of advertising material, confidentiality, promotions of the company’s products and services, standard of care, Wine Tasting Event protocol, non-solicitation during the term of the agreement, use of company marks and compliance with applicable laws.

Wine Guides must read and abide by the terms of the Wine Guide Agreement and this manual.

Wine Guides are also responsible for maintaining accurate records of Interest to Order forms (ITOs) and Event Host Responsibility Letters for one year after each Wine Tasting Event (see specific state requirements). ITOs can be submitted for Event Guests who actually attended a specific Wine Tasting Event and can be submitted for Wine Guides’ clients as an “Outside Order.” ITOs from one Wine Tasting Event cannot be split into multiple Wine Tasting Events.

CONFLICT OF INTEREST

To avoid actual or perceived conflicts of interest, Wine Guides must adhere to the following:

- Wine Guides not promote or market the products of any other direct selling company whose product is wine and/or wine accessories.
- Only approved TV products and services may be marketed during Wine Tasting Events.
- A Wine Guide may never sell or market any NON-Traveling Vineyard supplies, products or training materials to their Team members, Event Hosts or Event Guests.
- A Wine Guide may never sell or market any NON-Traveling Vineyard supplies, products or training materials to their Team members, Event Hosts or Event Guests.
- A Wine Guide may not re-sell any TV supplies, marketing or training items to anyone, except to active Wine Guides when leaving TV.
- Wine Guides may only use approved business cards, marketing collateral and advertising material provided by the Company.
- It is acceptable for a Wine Guide and/or members of the Wine Guide’s family, including non-married partners, to own or operate other businesses provided that the business is not a direct competitor to Traveling Vineyard – which is defined as a company that sells or markets wine and/or wine accessories using the direct sales party plan model, multi-level marketing or network marketing model. Such allowed businesses should be kept separate from the Wine Guide’s Traveling Vineyard business. A Wine Guide should not promote any other businesses, and should discourage any other business to be promoted by others at Wine Tasting Events.
- Per the Non-Solicitation provision of the Wine Guide Agreement, a Wine Guide may not
solicit other businesses (either for sales or recruitment purposes) by or thru Traveling Vineyard events and meetings. This means that you may not request people you have met through Traveling Vineyard to solicit sales or recruit for your other businesses. This includes but is not limited to other Wine Guides, Hosts, Customers and Attendees. This provision is effective for 1 year after the termination of a Wine Guide Agreement.

- A Wine Guide who achieves the status of Ruby Director or above may not own or operate other direct selling, network marketing or multi-level marketing businesses. Upon reaching Ruby Director, the individual will have 90 days to terminate these relationships or resign from Traveling Vineyard. Traveling Vineyard will allow membership in another company if the sole purpose is to derive product discount benefits from such membership.

**REGULATORY CONSIDERATIONS**

The sale and transportation of wine is strictly controlled in the United States on both the state and federal levels. This necessitates obtaining numerous approvals, permits and licenses and doing business in prescribed ways. As a result, TV has developed procedures and guidelines to meet regulatory requirements, but they must be followed to be effective. TV, without exception, expects Wine Guides to adhere to the procedures and guidelines provided. TV management is experienced in the wine industry and makes a point of keeping abreast of all regulatory issues involving wine. Should regulatory changes impact the business, Wine Guides will be alerted to the changes and any related change in guidelines.

Any Wine Guide who fails to adhere to the guidelines provided by TV is subject to immediate dismissal based on the gravity of the situation (i.e. accepting cash at an event for an ITO).

One aspect of regulation is the limitation set by a state on the quantity of wine that can be shipped to a person or an address in a given period of time, usually a month or a year. TV or its licensed designee monitors orders relative to quantity limits, however, Wine Guides should be aware of limits in their states, particularly with regards to continuous, automatically shipped, REWINED Subscription. States also control shipment of specific wines into the state by reviewing submission of labels for each wine. If approved, a wine is in “compliance” and can be shipped. Compliance is monitored and updated regularly. TV makes a Wine Tasting Event wine compliance list available in the Wine Guide Tasting Room and such list should be reviewed by Wine Guides often.

As a Wine Guide, your success depends on generating interest from Event Guests and Event Hosts in wine and accessories through Traveling Vineyard. All interests from these individuals to purchase wine and accessories must be communicated to Traveling Vineyard so that an employee of the company or its licensed partner, who maintains a license to sell alcohol, can convert that interest
into an order accepted at and delivered from a properly licensed location. In all cases, a Wine Guide is generating interest from Event Guests and Event Hosts to purchase TV wine and accessories for themselves. A Wine Guide cannot knowingly generate interest from individuals or entities that plan to resell any Traveling Vineyard products. Examples of such prohibited activities include, but are not limited to, assisting a restaurant to select and develop a wine list of Traveling Vineyard wines or assisting any retail establishment to purchase wines for resale to its customers.

_Additionally, under no circumstances may an Event Guest pay to attend a Wine Tasting Event, and under no circumstances may a Wine Guide accept cash or a check made out to the Wine Guide for Traveling Vineyard products._ If there are any questions about the suitability of a location, Event Host or Wine Tasting Event, please contact the Support group at Traveling Vineyard.

Following the regulatory reminders in the Policy & Procedures Manual should help to limit the risk to the company and Wine Guides and failing to follow these regulatory legal reminders is grounds for re-education or for dismissal of Wine Guide based on the severity.

**INCOME CLAIMS**

The Federal Trade Commission and the laws of many States regulate claims regarding the amount of income that can be earned under programs such as Traveling Vineyard’s compensation plan. These regulations require that appropriate disclosures be provided. Because you do not have the data necessary to comply with legal requirements for making income claims, you may not make projections about potential income projections. You may however, disclose your actual personal earning experience when presenting Traveling Vineyard’s Wine Guide opportunity to interested parties.

**BONUS BUYING**

Bonus buying is unethical and unfair to other Wine Guides and Traveling Vineyard. In the spirit of fairness, it is not allowed. Think of Bonus Buying as buying your way, or buying on behalf of another Wine Guide into a promotion or compensation level, rather than selling and earning a promotion or compensation level through bona fide customer orders. TV understands that from time to time you may make personal purchases in reasonable quantities for various special circumstances. However, these orders should never be the tipping point to qualify for a rank, a higher commission level or incentive trip earning.

And lastly, TV does not permit Wine Guides to order from other Wine Guides since each respective Wine Guide always has an equal opportunity to purchase products with the same discount.
BECOMING A WINE GUIDE

SIGNING UP

Active Wine Guides are encouraged to sponsor new Wine Guides to join their team. The new person “team member” becomes part of a Team under the Sponsor or Team Builder. The team member fills out and submits an online application and agrees to the Wine Guide Agreement, which contains information necessary to establish the business relationship. Many of the elements on the form are required and submission is not possible without these items. After submission, the form is reviewed by TV and accepted if appropriate. Simply submitting the form does not complete the process and the date of acceptance is the actual start date for the new Wine Guide.

The Wine Guide Application requires a social security number allowing us to issue IRS Form 1099 for Independent Contractors. TV cannot accept an application for more than one person acting as the Wine Guide. While TV does not object to two or more people acting as a team to hold Wine Tasting Events and conduct the business, only the holder of the social security number is the Wine Guide of record and only the Wine Guide can conduct the Wine Tasting Event. TV also does not accept tax numbers in place of a social security number, and only one member of a household can be an active Wine Guide. Transferring the business to another social security number is not allowed. Exceptions to this policy are at the discretion of the Company.

Individuals living in states other than those to which TV ships wine may be prohibited from being Wine Guides. The only exception would involve holding Wine Tasting Events in and shipping wine to an adjacent, shippable state. Wine Tasting Events cannot be held in states in which Wine Tasting Events are prohibited or to which TV does not ship and TV does not condone transporting alcohol across state lines whenever this would be prohibited.

YOUR WINE GUIDE ID AND WEBSITE

Each Wine Guide is issued a distinct Wine Guide ID number when his or her Wine Guide Agreement is accepted. Once accepted, the new Wine Guide will receive an email with an ID number and website login. TV recommends that the ID number, website address, email address and phone number be included in ink stamps, business cards, ITOs, and correspondence with customers. Each Wine Guide has access to a TV sponsored Wine Guide-only website. This is called the Wine Guide Tasting Room and provides business reports, account information and statistics, and includes the interest to order function.

A customer facing Personal Website (PW) is also provided and is required of each Wine Guide. A monthly charge is applied and is billed automatically to the credit card supplied with the Wine Guide.
Application. Each PW has a unique URL, which allows customer ordering to be linked to the Wine Guide. This is necessary to generate marketing fees from customer orders that are placed outside of Wine Tasting Events.

**WINE GUIDE MARKETING SUPPORT PROGRAM**

As part of the initial signup, a new Wine Guide must subscribe to, and agree to participate in, Traveling Vineyard’s Customer Marketing Program. This program provides for Wine Guides to benefit from monthly customizable email communications and other programs that TV and/or its’ service provider will send to a Wine Guides client database from time to time. The first three months of the program are free and thereafter are included as part of your monthly PW fee.

**SUCCESS KIT AND INITIAL WINE TASTING SET CREDITS**

As part of the initial signup, a new Wine Guide must purchase a Success Kit at a cost of $189.00 plus applicable tax and shipping. The Success Kit includes everything you need to establish your Independent Wine Guide business and run your first two Wine Tasting Events.

The Success Kit is divided into 2 parts:
1) Marketing Products and Marketing Materials: All supplies necessary to conduct wine Tasting Events with the exception of wine. The contents vary and are subject to change (see http://www.travelingvineyard.com/home-based-business/success-kit/for details). The marketing products and marketing materials are valued at $114.00.
2) Success Kit Wine Tasting Sets: Each set consists of 5 bottles of exclusive Traveling Vineyard wine. Your investment for these two Tasting Sets is $75.00. Two Tasting Set Credits (TSC) will be applied as a credit on your account for a value of $150.00 within 48 hours of your acceptance as a Wine Guide. You can view your Tasting Set Credit balance in your Tasting Room at any time. Due to regulatory requirements, your Tasting Sets must be ordered and will be shipped separately from the Marketing Products and Marketing Collateral and has an adult signature requirement for delivery. Taxes on Tasting Sets will be applied separately from the initial Success Kit order and will be charged at the time of your Tasting Set Order.

**ADDITIONAL WINE TASTING SETS**

Additional Tasting Sets can be purchased by the Wine Guide, as needed. Whenever a Wine Guide submits a qualified Wine Tasting Event, a credit will be generated that can be used to purchase a new Tasting Set for a subsequent Wine Tasting Event. Wine Guides can choose to purchase as many Tasting Sets as needed to facilitate their Wine Tasting Event frequency. Tasting Sets are to be
used to facilitate Wine Tasting Events and the purchase of such does not count towards volume in earning Marketing Fees.

REDEMPTION OF WINE TASTING SETS

Initial Tasting Sets (the set of two that were issued with your Success Kit) and credits redeemed via the Thrive Rewards program can never be cashed out. Wine Guides wishing to "cash out" Tasting Sets can do so by sending an email to Support (support@travelingvineyard.com), and Support will honor that request so long as the account contains an amount over and above the initial two provided in the Success Kit plus any from Thrive Rewards. A cash credit for that will be included in the next commission payment. The only credits that may be cashed out are those that can be matched with orders the Wine Guide has directly paid for with their own funds for the purchase of the sets. Premium Sets that are paid out of pocket are eligible for a maximum of a $75 cash out.

WINE USE FOR TASTING SET WINES

Tasting Set wines MUST be purchased as a Tasting Set order. It is strictly prohibited to purchase Tasting Set wines under any order type other than a Tasting Set Order.

TASTING SET CREDIT MINIMUM REQUIREMENTS

In order for a tasting set credit to be issued from an event, the event must be qualified. A qualified event must have a minimum of $150 in ITO value AND a minimum of 3 guest ITO’s (including the host).

GETTING STARTED

Wine Guides are encouraged to have their first Wine Tasting Event as soon after receipt of their Success Kit and Tasting Sets as possible. Please allow two weeks for delivery of the kit and Tasting Sets. Scheduling of Wine Tasting Events is the responsibility of the Wine Guide and promotions are offered to reward a quick start. Details on TV’s Fast Start programs are available as a download on the Wine Guide’s website.

STAYING ACTIVE

Active Status is based on the payment of the monthly personal web site fee. After three months of nonpayment a Wine Guide is notified and deactivated. Should a Wine Guide be in arrears on their Personal Website fee ($15.95 charged monthly) and wish to remain active they must pay for any
months where payment has not been made. A Wine Guide can no longer represent Traveling Vineyard when deactivated and must abide by all policies regarding deactivation in the Wine Guide Agreement.

**NEW HAMPSHIRE PERMIT REQUIREMENT FOR WINE GUIDES/FAST START EXTENSION**

The State of NH requires a Traveling Vineyard Wine Guide to apply for and receive a permit. Please contact support@travelingvineyard.com for more information and to receive the required forms. The Fast Start Qualification Period for NH Wine Guides is extended to 90 days.

**NEW JERSEY PERMIT REQUIREMENT FOR WINE GUIDES/FAST START EXTENSION**

The State of New Jersey requires a Traveling Vineyard Wine Guide to apply for and receive a "Solicitors Permit" please contact support@travelingvineyard.com for more information and to receive the required forms. The Fast Start Qualification Period for NJ Wine Guides is extended to 90 days.

**WYOMING PERMIT REQUIREMENT FOR WINE GUIDES/FAST START EXTENSION**

The State of Wyoming requires a Traveling Vineyard Wine Guide to apply for and receive a permit. Please contact support@travelingvineyard.com for more information and to receive the required forms. The Fast Start Qualification Period for Wyoming Wine Guides is extended to 90 days.
WINE TASTING EVENTS

GENERAL INFORMATION

As a Wine Guide, your success depends on setting up and conducting Wine Tasting Events. To count as a Wine Tasting Event, the Wine Tasting Event must meet the criteria for a qualifying Wine Tasting Event. Training aides are available on the Company Website and can help with all aspects of a Wine Tasting Event.

THE HOST

A Wine Guide must select a responsible Event Host and should work with the Event Host to ensure the success of the Wine Tasting Event. Event Host coaching material is available on the website. In order to ensure that an Event Host is fully aware of his or her responsibilities regarding the Wine Tasting Events, the following steps must be taken:

- A Wine Guide must review all Event Host responsibilities with the Event Host of an upcoming Wine Tasting Event in detail and follow-up with the Event Host to check on his or her progress regarding various time sensitive elements such as providing the guest list, invitee follow-up, etc.
- A Wine Guide is responsible for getting the Event Host of his or her Wine Tasting Event to sign Traveling Vineyard’s Responsible Event Hosting Letter (available as a download in the Wine Guide Virtual Office on the website) prior to the Wine Tasting Event.
- A Wine Guide must keep a copy of Traveling Vineyard’s Responsible Event Hosting Letter for his or her records for at least one year after the Wine Tasting Event.

Traveling Vineyard maintains the right to periodically audit Wine Guides in order to ensure that they are obtaining signed Responsible Event Hosting Letters and conducting Traveling Vineyard Wine Tasting Events according to company guidelines.
THE LOCATION

Wine Tasting Events can be held, and deliveries made, only in states in which the company or its
designee holds appropriate licenses.

Traveling Vineyard events **cannot** be held in a location that has an existing spirit, wine or beer
license, or that is open to the public and held where guests are not personally invited by an Event
Host or Event Guest. Traveling Vineyard Wine Tasting Events are private Events hosted by a
person who is over the age of 21, who also invites guests who are over the age of 21.
Below are listed the criteria for an acceptable location for a Traveling Vineyard Tasting Event.
Failure to comply with the below listed standards can result in the termination of the Wine Guide
Agreement:

1) The event is being held at a venue that does NOT have a liquor license, such as:
   a) A community clubhouse that is available for private events.
   b) A private office or meeting room affiliated with a private office or private business, ideally
during non-business hours.
   c) A private business such as a hair salon, nail salon, real estate office, etc. during non-business
hours.
   d) A private hall or private room.
   e) Should one of the above types of locations be utilized, it is imperative that the Guests not be
charged an admission cost by either the Wine Guide or the Host for the event.
2) The venue is only available to the host and their invited guests at the time of the event and not
open to the general public.
3) The serving of Traveling Vineyard wine is allowed as part of the venue rules (HOA, Landlord,
etc).
4) Invitations to the event must be specific and individual. In other words, a social post, posted
billboard or general invitation that encourages the general community/public to attend is not
allowed.
5) The event **CANNOT, UNDER ANY CIRCUMSTANCES**, be open to the public. Companies that
allow their Wine Consultants to do public events are putting their Independent Contractors and
the company at risk.
6) This policy **DOES NOT** apply to Traveling Vineyard Vendor Events which are open to the public.

A note of caution: Tasting Events at these venues are meant to be a convenience for the host in such
cases that a private residence would not be suitable, please ensure that the host is not using this as a
public open house.
The purpose of the Wine Tasting Event for the Event Host must be for no other business relation, for-profit or not for profit. Therefore, a Wine Tasting Event cannot be held at retail or non-retail commercial locations, for example a “Business Opening” celebration.

CHARITY EVENTS/DONATING PRODUCTS

Regardless of location, TV does not participate as a company in charity events due to regulatory considerations. Additionally, under no circumstances can the Wine Guide participate as a representative of Traveling Vineyard and accept Interest to Orders at a charity event. Wine Guides can donate (at their own expense) any product except wine to promote their affiliation as a representative of Traveling Vineyard. A TV Wine Tasting Event cannot be donated.

If you choose to donate wine to an organization, it must be purchased and then distributed as an individual to the organization, as to not be misconstrued as coming from Traveling Vineyard. Wine Guides should first confirm whether any state or local ordinances prohibit them from donating wine personally.

A Wine Guide may never participate in fundraising events. However, should a charity group desire to hold a private wine tasting that follows all of the company’s policies and procedures, a Wine Guide may make a donation to that charity, however, under no circumstances may the Wine Guide tie the amount of the donation to the volume of the event and the Wine Guides personal marketing fees. Wine Guides may make a donation to a charity using the funds from an event, letting the attendees know only after-the-fact. It can never before-hand advertised as a charity event since that is considered incentivizing the sale of alcohol. Please address any questions in this regard to Traveling Vineyard Support.

OPEN HOUSES/VENDOR EVENTS

Often times, Wine Guides may be asked to participate in “Vendor” open houses with other party plan or networking marketing companies. These are usually open to the public and not a private event. Wine Guides cannot consider this a Wine Tasting Event opportunity, but can market the business opportunity and hosting opportunity.

Interest to Orders cannot be taken and wine should not be displayed (unless it is an empty bottle) or poured unless it is a private event. A private event is where there is an invited guest list and no one from the public can access the tasting event. The same rules apply for vendor events held in public locations.

Wine Guides may conduct and host their own Open Houses, which would be private Wine Tasting
Events, by invitation only. As the Event Host, the Wine Guide should complete an Event Host Responsibility Letter. Wine Guides are not eligible to receive Event Host Rewards. Wine Guides may invite someone to be the Event Host at their Open House, but should follow all prescribed Event Host coaching and requirements outlined in the Hosting section of this manual.

**MYSTERY HOST EVENTS**

If a Wine Guide is holding an event in his or her own home, they may choose a Mystery Host to receive the host rewards.

- The Mystery Host must be chosen PRIOR to the first wine by random drawing.
- The Mystery Host must be in attendance at the event
- Each guest at the event must have an equal chance of becoming the Mystery Host
- The homeowner must sign the Host Responsibility letter
- The designated mystery Host or another guest must pour the wines

When the Mystery Host is chosen, they are eligible for any rewards that a typical host is eligible for. At the end of the event, all guests should check out first. The Mystery Host should check out last. If, at that time, the other ITO’s from the event allow the Mystery Host to earn Host Reward Bottles, the Mystery Host is eligible for Host Rewards. You may explain the current host reward stipulation, including the need to submit at least 3 bottles on an ITO to receive complimentary bottles and submit the host ITO with complimentary bottles.

If you are holding an online event, the Mystery Host must be chosen from the list of “yes” RSVP’s in Traveling Vineyard Event Management, marGo, or Facebook Event.

Becoming a mystery host can NEVER be contingent on submitting an ITO.

**TASTING SET ORDER**

In conducting a Wine Tasting Event, the Wine Guide pays for the tasting set. In those cases, where the Event Host has invited a large enough number of Event Guests to require a second tasting set, the Event Host may order a second set by placing an order on the Wine Guide Personal Website at their own expense. This can be placed via the event shopping link and will be treated as a guest outside order. The Wine Guide will receive only one Tasting Set Credit for each Qualified Event.

Tasting Sets must be ordered through the Wine Guide Tasting Room and cannot be combined with other items. Tasting sets can be ordered independent of scheduling a Wine Tasting Event. Tasting sets and wine available for customers are subject to change as required by inventory availability.
Company designed Tasting Sets ordered in multiples of two will be shipped without a shipping fee. Only odd number orders for company designed sets will be charged for shipping.

Tasting set orders cannot be combined with orders for other items such as supplies, other wine, or accessories. The set is purchased at full retail price. Payment for tasting set orders can be by credit card and/or use of your tasting set account. Wine Guides must order and pay for tasting sets far enough in advance to allow at least two weeks for normal delivery. Downloadable Tasting Notes and tasting videos are available on the Wine Guide Tasting Room.

In some states (see specific state exceptions below) with strict periodic quantity limits or certain regulatory requirements, it may be necessary to have tasting sets shipped and or charged to the Event Host. In these states, Team Builders or TV Support can offer advice on practical solutions.

MINNESOTA MODIFICATION TO EVENT PROTOCOL

The State of Minnesota has a limitation on the amount of wine that an individual may receive from a direct shipment winery. This limit is 2 cases per individual per year. In MN Wine Guides may order tasting sets for their host and have it shipped to the host in care of the Wine Guide to the Wine Guides address. The host must purchase the tasting set for a nominal fee (currently $1.00).

SOUTH DAKOTA MODIFICATION TO EVENT PROTOCOL

The State of South Dakota requires that tasting sets be shipped directly to the host. Please see your Tasting Room for instructions on this special stipulation.

TEXAS MODIFICATION TO EVENT PROTOCOL

The State of Texas requires that each Event attendee fill out an ITO form and mail to TV (TV provides a special 3 part ITO form for Texas Wine Guides). Texas Wine Guides should aggregate a copy of each attendees ITO Form (including checks), provide a stamped, pre-addressed envelope to the host and have the host mail the forms to the following address at the conclusion of the event:

Traveling Vineyard
127 High St
Ipswich, MA 01938

Wine Guides will keep a copy of the interest to order form and input all information into Traveling's Vineyard system at the conclusion of the Event.
AVAILABILITY OF WINE IN TASTING SETS

The company makes every effort to ensure that company designed tasting set wines are available in inventory for 45 days after the purchase of a set. Any company designed Tasting Set wine, which becomes unavailable within 45 days of purchase and is unused prior to a Wine Tasting Event will be replaced with a comparable wine at no cost to the Wine Guide. Wine Guides should call the Support Department should any problems arise with inventory. If the wine is marketed at a Wine Tasting Event within the time limit and cannot be entered on the Company Website, a comparable substitute should be offered to the Event Guests, but TV cannot compensate for wine or accessories not submitted on an ITO.

HOW A WINE TASTING EVENT WORKS

Traveling Vineyard business is based on Wine Tasting Events conducted in private locations where wine purchased at retail by an approved Wine Guide is the topic of educational discussion and tasted (no more than five – 1 – 2 oz. tasting pours). Event Guests interested in obtaining wines may fill out an Interest to Order form. The form is then submitted by TV to a licensed facility (itself or to a licensed entity), which accepts the order and if no Compliance issues exist processes it for delivery. Email addresses and phone numbers are used for order acceptance purposes and need to be correct. Wine Guides are compensated based upon their marketing success because no one attending a Wine Tasting Event is obligated to purchase wine, and an interest to order by itself does not constitute a sale.

Below are important points for Wine Guides to remember when conducting a Wine Tasting Event:

• Prior to holding a Wine Tasting Event, the Wine Guide should prepare the ITO forms by clearly noting his or her Wine Guide ID number and contact information in the space provided. The names, wine SKU’s and per bottle price of all the wines to be tasted can be filled in or as an alternative, copies of the Tasting Note should be provided.
• Prior to the Wine Tasting Event, the Wine Guide should check inventory on all tasting set wines and the day of the Wine Tasting Event print and bring a current wine/accessory inventory list (available in the Wine Guides Tasting Room).
• It is recommended that the Wine Guide arrive at least half an hour prior to the start of the Wine Tasting Event in order to set-up. The Wine Guide must ensure that the Event Host fulfills the obligations outlined in the Responsible Event Hosting Letter and that the Wine Guide has a signed copy of it prior to the Wine Tasting Event. Wine Guides must ensure that all Event Guests and the Event Host have an ITO form to be filled out, as they taste each wine. The survey information on the Interest to Order Form is valuable and important feedback to you and to TV.
• The Wine Guide will then conduct the wine tasting.
• Prior to leaving, the Wine Guide should collect all Guest ITOs ensuring that all forms are signed and completely and legibly filled out including email address, valid telephone number, age verification, and date of birth, giving the appropriate copies to the Event Host and Event Guest, and keeping the designated copy for themselves.
• At no time may a TV Wine Guide accept cash or a check made out to the Wine Guide as payment for anyone’s interest in ordering wine.

The Wine Guide must leave all opened and unfinished wine bottles at the Wine Tasting Event for disposal. The sole exception to this is Tasting Events in the state of New Hampshire, where all untasted wine must be transported away from the premises.

INTEREST TO ORDER (ITO) FORMS

The ITO form is a critical component in the business and is the ultimate protection for Wine Guides and the business. ITO forms are used at Wine Tasting Events to collect information from the Event Host and Event Guests. This includes contact information, their interest in specific wines and accessories, and a shipping address.

The term "Interest to Order Form" can be representative of two separate things. The first is a paper 2-part (or 3-part for TX) carbon copy form wherein customers may express their interest and intent to order. This is finalized and accepted by Traveling Vineyard at the point when a Wine Guide transfers and submits the information via their Tasting Room. The second is a digital order submission via Traveling Vineyard’s awesomm app on an iPad which a customer signs to submit their order interest information. In either case, the Company will email the customer a digital receipt if provided. A customer signature is need for both a paper and a digital ITO.

As the forms are submitted and processed, the guest interest is accepted and an order is created by the licensed entity. A Wine Guide is marketing, not selling, wine at Wine Tasting Events because the sale of wine can only be accepted at and occur from a properly licensed location. The licensee is the title holder to the wine. Since an Independent Wine Guide does not hold title to the wine it is impossible for them to make a sale. The Wine Guide is allowing the Event Host and Event Guests, all 21 or older, to responsibly taste (up to five 1-2 oz. pours) a selection of wines and learn more about wine in general, during a fun and informative Wine Tasting Event.

Interest to Orders (ITOs) must be submitted for each Event Guest wishing to purchase wines; it is required that each ITO submitted have a guest name, address and birthdate. Wine Guides should discourage the combining of ITO’s. Combining interest to orders on one form negatively impacts
the Event Guest, the Wine Guide and the Company. It hurts the Wine Guide's business by reducing his or her potential post-Wine Tasting Event revenue. By not recording the contact information of everyone that places an ITO at a Wine Tasting Event, it reduces the number of people linked to you that receive post-event marketing emails and printed material. The Event Guest is also impacted because without their individual ITO, the company does not know their interest to order exists and if they call Customer Service for assistance on their interest to order, the company cannot help them.

The ITO form is a 2-part form. The Event Guest, regardless of the method of payment (credit card or check only), must sign the ITO. The Wine Guide must keep one copy for his or her records for up to one year after the Wine Tasting Event and give one copy to each Event Guest.

The ITO must include either a valid email and/or phone number for each Event Guest, as they are crucial to ensure confirmation and order processing. Failure to provide acceptable contact information can result in cancellation of an interest to order and loss of marketing fees. Event Guests must also indicate their date of birth on the ITO form. It is also the Wine Guide’s responsibility to verify with the host that she/he has complied with the responsible hosting letter and has verified the ages of all those interested in submitting an ITO to be 21 years or older.

At the Wine Tasting Event, the Wine Guide must calculate the cost of products, and shipping minus any discount. Sales tax is determined by the shipping address specified, not the location of the Event. These taxes vary between states and sometimes counties within a state. States treat taxes on wine, accessories, and shipping differently. Traveling Vineyard is required to charge tax on shipping charges when and where is it applicable. Taxes will be automatically calculated after the Wine Tasting Event on an automated basis, reducing the amount of calculation errors for you and the Event Guests and Event Hosts. You can use the information in the Tasting Room to determine your particular tax rate for informational purposes. Note that taxes are calculated after discounts. Please contact the TV Support Group if you have questions.

The Wine Guide must enter the ITOs on the Company Website or other company sanctioned devices or services. If any issues arise concerning data entry, contact the Support Group. As soon as the ITO is submitted, each customer with an email address will receive an automatic confirmation. If there is no direct contact from the consumer submitting the ITO in response to the email, the ITO will move to the next step and if no Compliance issues arise, the ITO will become an order.

If there are any issues converting the ITO into an order, TV will initiate action to resolve the issues, if possible. Wine Guides are also free to act on information they can see on the Company Website to assist with the resolution.
To reiterate, any ITOs that are not derived from a Wine Tasting Event or orders that do not have \textit{bona fide} Wine Tasting Event ITO filled out by the consumer and received by a Wine Guide cannot be input as if from a Wine Tasting Event.

**GIFTS POLICY**

Wine Guides may not solicit or accept gifts from Event Hosts or Event Guests, and may not offer gifts of wine as an inducement to an individual to host an event or create or increase the number of ITOs. Wine Guides may give non-wine gifts (accessories) at their discretion in order to assist with their business building efforts.

**EVENT HOST REWARDS**

The Event Host reward program provides a marketing tool to help the Wine Guide attract Event Hosts for future Wine Tasting Events. The details of the current program are available in the Wine Guide Tasting Room. It is the responsibility of the Wine Guide to understand the program and be able to collect any information from the Event Host needed to enter their ITO. Wine Guides or their direct family members are not eligible for Event Host Rewards. TV does not define direct family members. In the spirit of fairness, that is left to the Wine Guide, to do the right thing.

Event Host rewards are calculated based on personal volume from guest ITOs and do not include the Event Host’s order. If the Event Host is eligible for a Reward, it is the responsibility of the Wine Guide to add it to the ITO before the ITO is submitted. If the ITO is submitted without the Reward, it cannot be added to the original order later. To provide the Reward, a separate interest to order must be requested by the Wine Guide and created by TV. The Wine Guide’s Reward contribution, if applicable, and any tax and shipping charges will be charged to the Wine Guide.

Wine Guides contribute a small amount to the cost of Event Host Rewards. This contribution enables TV to offer better Rewards, and the cost can be included as a cost of doing business and can be tax deductible. The amount is shown as an adjustment to marketing fees each month.

**CONFIRMATION PROCESS**

Confirmations are a requirement to create an order from an ITO submitted from a Wine Tasting Event. Only TV or a licensee can complete the order acceptance process, but the company relies on the Wine Guide to make sure valid contact information is provided for each customer. TV will send an email automatically on submission.
Email confirmations for which there is no response within 24 hours will be considered an order if accepted by TV or its licensed designee, and will be shipped subject to Compliance and various State regulatory protocols.

**WINE TASTING EVENT ORDER DELIVERY**

To ensure satisfaction of the Event Host and Event Guests at a Wine Tasting Event, the Wine Guide should insure that all Event Guests are aware of the shipping options, timeframe (always to allow two weeks for delivery), and the delivery requirement that someone over the age of 21 must be present to sign for the delivery. The Wine Guide should work with the Event Host to make sure that orders delivered to the Event Host are correct. Monitoring tracking information can be used to make a timely call, remind the Event Host of his or her responsibility, and offer any assistance.

**TIMELY CLOSING OF AN EVENT; AUTOMATIC SHIPMENT AT 72 HOURS**

A Traveling Vineyard Wine Guide is responsible for closing an event in a timely manner. A Traveling Vineyard Event that has guest orders shipping to the host requires that the host have an order inputted with the host shipping information (with or without a monetary value).

A Wine Guide will have up to 72 hours to close an event. If after 24 hours the event is not closed the company will send the Wine Guide a reminder, at 48 hours the company will send another reminder, and at 72 hours the company will automatically ship the orders as they were entered (to the host and/or to the event guests directly), in this case should an order be added after the event closes there will be an additional shipping charge applied. The Responsible Hosting Letter that the host signs outlines this procedure.

**QUALIFIED EVENT**

A Qualified Event allows you to benefit by receiving a Tasting Set credit. The minimum requirement for a “Qualified Event” is a minimum of $150 ITO volume, AND a minimum of 3 ITO’s (host ITO counts toward the 3).

**FAST START QUALIFICATION PERIOD**

The Fast Start qualification period begins the day Traveling Vineyard receives and accepts your Independent Wine Guide Agreement.
ORDER PROCESSING

HOST SHIPMENTS

The TV ordering system groups Wine Tasting Event orders by shipping address. All orders shipping to the Event Host are grouped in an Event Host shipment and are charged a lower shipping fee. The Event Host shipment is established when the Wine Tasting Event is submitted, and from that point on, the orders in the shipment are processed together. It is important to understand this concept as it can impact the time it takes for orders to be delivered.

All interests in the Event Host shipment must be confirmed before any Interest to Orders move to the next stage. Lack of contact information, bad email addresses, or incorrect phone numbers will slow processing. The Event Host or Wine Guide contact information cannot substitute for an Event Guest’s information. Incorrect or invalid contact information can result in order cancellation.

CHECKS

Any order, including any order in an Event Host shipment, must be fully paid for before TV or its licensed designee will fulfill the order.

Any checks accepted as a payment method must be made out to Traveling Vineyard, and never to the Wine Guide. Only one check per ITO may be accepted as payment for an order, which cannot be split across multiple payment methods. Checks may never be accepted for REWINED Subscription purchases. In the event a physical check is submitted (which is highly discouraged and only manually supported), orders paid by checks are held until the check is deposited and applied to the order. It is the responsibility of the Wine Guide to deposit the check in a timely manner after the Wine Tasting Event to avoid delays.

Depositing checks requires the use of a mobile app on a smart phone. Upon registration as a Wine Guide, an email is issued that contains login credentials for the First Ipswich Deposit Xpress app. This app is available through both Apple iOS and Android operating systems. To deposit checks, the Wine Guide will login, select the “deposit” options, and follow the onscreen instructions. Once the check is successfully deposited, the confirmation will be sent to Traveling Vineyard and the order will be released.
CREDIT CARD DECLINES

Only one credit card can be used on an individual ITO. The owner of the credit card used for payment must authorize TV or its licensed retailer to charge the amount of the order on behalf of the licensed shipper before the order can be sent to the warehouse. It is the responsibility of the Wine Guide to input credit card information correctly. If a card is declined, the Wine Guide will contact the customer, but delays in order processing are likely and the order may have to be cancelled if a valid card number cannot be obtained.

A Wine Guide will receive an error message at the point of charge and should contact Support to determine the reason behind the decline. A declined card on an order in the Event Host shipment will delay the entire shipment, so Wine Guides should assist in resolving the decline. If quick resolution is not possible, the Wine Guide must then decide to remove a guest or host order to submit the event for shipment without the declined ITO. Removal of the order will impact the event bonuses and any other linked promotions.

ORDER MODIFICATION AND ADDITIONAL CHARGES

The order processing system is set up to move orders as quickly as possible. It is extremely difficult to make changes after an event is submitted, can only be done by calling support at Traveling Vineyard. It is not possible to change the order once accepted at the warehouse. Address changes are not routine, cannot be guaranteed, and should only be requested in an emergency.

Order modification charges will be assessed to the Wine Guide in the following circumstances:

- Address changes will result in a fee of $11.00 per box to the consumer or Wine Guide.
- Item not placed after event is closed and order has processed – actual shipping costs will be charged to the Wine Guide.

Order modification charges will be assessed to the Consumer in the following circumstances:

- After three delivery attempts are made the order will be deemed undeliverable and the item will be reshipped at the customer’s expense.
WAREHOUSES

TV currently uses a centralized warehouse facility separate from the administrative offices. The warehouse is not set up to provide any services directly to Wine Guides, Consumers, or Event Hosts, and they should not be contacted for any reason. Call TV Support Group with any warehouse/shipping issues.

Inventory is carefully managed; however, wine does run out and other items will sometimes be out of stock. TV ordering system does not accommodate back orders and does not allow out-of-stock items to be ordered. Desired items that cannot be ordered initially will have to be ordered separately later when available. A second shipping charge will apply.

Under certain circumstances, orders can reach the warehouse and inventory is not available to fulfill the order. TV will be notified of this situation and generally will contact the customer to offer a substitute or a refund. If the issue is not resolved within 1-2 business days, the order will be shipped without the sold out item and a corresponding credit or refund issued to the customer. This will not affect the Event Host reward.

SHIPPING

TV offers Event Guests and Event Hosts two shipping options for their orders. The difference in the options relates to shipping the order to the Event Host or directly to the Event Guest. Please refer to the Wine Guide Tasting Room for current shipping charges.

Customers should allow about 10 business days for delivery of wine, depending on the state. Orders will be delivered by FedEx or UPS. Wine orders can be shipped only according to state and federal regulations and all wine deliveries require a signature by a person over 21 years of age. Online wine orders must be shipped directly to the customer, not to a Wine Guide, and unless a Wine Guide actually hosts a Wine Tasting Event, Wine Tasting Event orders must ship to the Event Host or directly to Event Guests.

STATE BY STATE VARIATION

The shipment of alcohol is highly regulated and each state controls shipments into and within the state. The result is a complex array of permit requirements and differences state to state in the way an order moves from the warehouse to the customer. A Wine Guide should be familiar with the states to which TV can ship and the process in his or her state. A state by state shipping grid is included in your Tasting Room.
For Wine Guide and customer orders, the most important consideration is whether the orders are shipped direct by the winery or through an individual state licensee authorized to sell the winery product. Direct shipments take less time and can be tracked as soon as they leave the warehouse. In certain states, the wine will be shipped to a wholesaler, passed to a retailer, and then given to the delivery service. This process is referred to as "3-tier” and can require several additional days. A shipment cannot be tracked until it is scanned by the delivery service. The process is mandated by state laws and cannot legally be bypassed, precluding any option of expedited shipping.

DELIVERY

Delivery is by either UPS or FedEx, based on statewide contracts. FedEx Home delivery runs Tuesday through Saturday. Other services deliver Monday through Friday. Delivery on a specific date cannot be guaranteed. Any request to have a package held for delivery on a particular date must be arranged between the delivery service and the customer directly. An adult signature (21 or over) is required for delivery, and it is the responsibility of the Wine Guide to obtain a suitable delivery address for orders generated at an event. Address corrections cannot be assured unless an order has not yet been confirmed. It is not possible to deliver to a Post Office Box.

The delivery service is expected to make 3 attempts to deliver and leave contact information to arrange for delivery or pickup. If the attempts fail, and no arrangements are made, the shipment is held at a local delivery service facility and then returned to the warehouse. This process is time consuming, and an undeliverable shipment will not be reshipped without a valid shipping address. TV recommends confirming all shipment addresses with the Event Host and Event Guests at the Wine Tasting Event. Refunds are available for returned shipments but do not include shipping costs.

NON-WINE TASTING EVENT ORDERS OR “OUTSIDE ORDERS”

Orders placed by the customer outside a Wine Tasting Event through the Wine Guide Personal Website are shipped directly to the customer and are subject to the same delivery process as Wine Tasting Event orders.

EXPEDITED ORDERS

TV ordering process does not provide an option for expedited shipping and the warehouses are not set up to handle expedited shipping regularly. It is recognized that emergencies do arise, and every effort will be made to accommodate a request. If the order can be expedited, the added cost will be charged to the customer or Wine Guide, as appropriate. Because multiple orders are involved, requests cannot be honored to expedite Event Host shipments from a Wine Tasting Event.
TEAM BUILDING

SIGNING UP A NEW TEAM MEMBER

Any Wine Guide has the option to interest others to become TV Wine Guides. The original Wine Guide then becomes the Team Builder for the team member, who is the first Wine Guide of the Team.

Traveling Vineyard and the Wine Guide will verify the eligibility of a new Wine Guide against the following criteria:

- He or she must be 21 years old or older.
- He or she must be a legal resident of the U.S. and have a valid Social Security number.
- There can be only one active Wine Guide per household.
- He or she must have a passion for wine and a desire both to further his or her wine education and to pass that knowledge on to others.

Traveling Vineyard may at any time reject or terminate a Wine Guide for any reason that the Company feels that such Wine Guide may be detrimental to the Company.

The new team member must register via an online form that can be completed through the Wine Guide’s PW, but it should be done by the new team member, as it is an electronically signed legal agreement.

RESPONSIBILITIES OF TEAM BUILDING

The Team Builder is the primary source of training and support for the new Wine Guide. This training is particularly important initially, but is a continuing responsibility. TV provides training material and other training opportunities to support leaders. The Team Builder does receive marketing fee(s) and bonuses on Team member activity (in concurrence with an expected level of activity of their own) in anticipation of the time and effort spent on training and ongoing support of the recruit’s business.

MICHIGAN TEAM BUILDING EXCEPTION

In Michigan, state legislators have put in place a law that limits the amount of alcohol that may be delivered into the state from any given winery. In order to refrain from hitting that cap by Wine Guide order submission, Traveling Vineyard has placed a hold on signing on new Wine Guides in Michigan to protect the Wine Guides who are currently active there. Wine Guides may still have
new team members sign on to their team, they just may not be Michigan residents.

Reference the Wine Guide Tasting Room to view accommodations that Traveling Vineyard makes for this inconvenience to Michigan Wine Guides.

**DECIDER EVENT TASTING SET CREDIT**

A Decider Event is when an Established Wine Guide plans an event with a new potential Wine Guide with that potential’s social circles. The established Wine Guide and the potential Wine Guide conduct the event. If the potential Wine Guide chooses to join, they enroll and the event is submitted under the new Wine Guides ID number. Marketing Fees are paid out under the new Wine Guide account. As a matter of policy, any Tasting Set used must be reconciled between the established Wine Guide and new Wine Guide without the involvement of TV.
TRAINING

CORPORATE

TV provides a variety of training aids designed to help Wine Guides conduct business. The Wine Guide Tasting Room is an excellent source of information with frequently asked questions, videos focused on tasting for specific wines and for navigating the Company Website, Tasting Room, and Wine Guide Personal Website, and numerous downloads/articles that help with both training and marketing. The TV Facebook Grapevine page is a great source of information, support, and encouragement.

In addition, training is available through each of the following:

- Training Calls
- “Let’s Get Growing Guide”
- All Wine Guide call
- Leadership calls and events
- E-learning Programs
- Taste of the Business webinars
- New Wine Guide Calls
- Annual Harvest Convention
- Leadership Conference/Retreat
- Newsletters
- Training Documents/Articles
- Leadership Development Programs

The TV Support group is always available to help with unanswered questions.

TEAM BUILDERS

A Wine Guide’s Team Builder is their primary source of training. Through one-on-one interaction and regular group activities, the Team Builder is responsible for helping the new Wine Guide get started as fast as possible and providing help throughout the Wine Guide’s career. This responsibility is recognized in TV’s marketing fee structure.
MARKETING AND ADVERTISING

The Wine Guide’s primary job is marketing TV’s products, facilitating Wine Tasting Events, and promoting the TV business opportunity to interested prospects. To help optimize the return on this effort, TV has established policies and guidelines described below. A number of marketing tools are available for Wine Guides, and a system has been designed to supplement a Wine Guide’s efforts to find leads for Wine Tasting Events and Team Building.

GENERAL ADVERTISING GUIDELINES

As Wine Guides, you may utilize print advertising to promote your businesses. You must use the company sponsored advertisement materials provided in the download section of the website. You must identify yourself in any advertising using your full name, Independent Wine Guide (appropriate title may be added as a sub-header) for Traveling Vineyard in plain type (meaning no differentiation in size, font, style, etc.), the symbol circle ® must appear after the word “Vineyard” indicating a Registered Trademark.

LEADS

Requests for more information about hosting a Wine Tasting Event or becoming a Wine Guide may be received directly through a Wine Guide’s PW or may be generated through the Company website. TV supplements the efforts of Wine Guides to recruit Event Hosts and new Wine Guides by advertising on various search engines and the Company website. Leads from the company are distributed through an automated system designed to reward Wine Guides who have shown the willingness to support a Team. Please see the definitions section in this manual for the Lead Qualified requirements.

LEAD ASSIGNMENT BY TRAVELING VINEYARD

TV views the distribution of company leads to qualified Wine Guides as a privilege. Traveling Vineyard goes to great effort and expense generating leads. A prospective Wine Guide should feel free to sign under anyone they choose who they feel is the best personality match. TV understands that this may or may not be the recipient of the lead. Traveling Vineyard is not in a position to referee cases where leads have signed under a different person than the lead recipient and will not tolerate Wine Guides harassing the prospective new Wine Guide or the Wine Guide they may have decided to sign under, consequences of this unhealthy behavior may include the termination of the Wine Guide agreement.
In the spirit of fairness, TV asks all Wine Guides who receive leads to ask a new prospect if they have been in discussions with any other Wine Guide and if they have, to encourage the prospect to continue those discussions with that Wine Guide.

**ADDRESS OR RECORD FOR RECEIPT OF LEADS**

Qualified Wine Guides must use their primary address to receive Company leads. A primary address is the address which a Wine Guide lives and corresponds to where their 1099 and tax returns are sent. If a Wine Guide rents or owns a second property and is physically present there for 30 consecutive days or more they may change their address to the secondary address during the times that they are present. The secondary address must be a bona fide address with proper documentation showing that it is rented or owned by the Wine Guide and/or their spouse. Traveling Vineyard reserves the right to ask for and receive the verifying documentation attesting to the ownership or lease of the secondary address.

**TRAVELING VINEYARD INTERNET & SOCIAL MEDIA SITES**

Traveling Vineyard will operate various public internet and social media web sites. Traveling Vineyard Corporate Home Page, Traveling Vineyard Facebook Page and Traveling Vineyard YouTube Channel are a few examples of internet and social media sites that the company directly controls and manages. Interested consumers will often pose questions or express interest in finding out more about Traveling Vineyard’s career opportunity or event hosting on these sites. These sites may receive comments or feedback. All communication and interaction between prospective TV customers and the company’s sites shall be handled only by company representatives designated by Traveling Vineyard.

**CHILDREN AND TRAVELING VINEYARD EVENTS**

Most Wine Guides are moms and Traveling Vineyard embraces a culture of family friendly values. TV wants to serve all Wine Guides in the best way possible at corporate events, particularly in light of the professional content that is being delivered. To avoid distractions to the audience and speakers during the Meetings and Events TV asks that mothers arrange for appropriate child care allowing these events to remain adults only.

**TRAVELING VINEYARD SOCIAL MEDIA POLICY**

**The Basics:** The following guidelines for Internet participation are just the natural extension of the policies already governing personal conduct for Independent Wine Guides for Traveling Vineyard.
“Internet participation” is currently defined as any and all forms of public web-based communication and expression: blogs, microblogs, linkblogs, social network sites, wikis, bookmark sites, forums, chat rooms, and all their various associates.

Although you are an Independent Wine Guide and not an employee of Traveling Vineyard, your online behavior is a representation of Traveling Vineyard as a company.

Be Honest About Who You Are: Be transparent online. Always use your real name and explain your relationship to Traveling Vineyard when commenting on a topic relevant to the brand. Make sure it is clear that you are not an authorized representative for the company.

Reputation and Respect: Everything you post online is equivalent to a physical bulletin board or newspaper. Lots of people will see your words, including reporters, consumers, and competitors. Be sure to avoid posting materials or comments that may be seen as offensive, demeaning, inappropriate, threatening, or abusive. Respectfully withdraw from discussions that go off topic or become profane. If you notice this type of interaction being displayed and it relates to Traveling Vineyard brand, please report it to Traveling Vineyard.

When sharing your personal opinion about Traveling Vineyard on the internet, be thoughtful about your comments, and how they may reflect on Traveling Vineyard’s brand.

Trademarks & Copyrights: Due to the nature of the digital medium, respect intellectual property. Do not use trademarks (ours or other people’s) on a site, or reproduce any materials without first obtaining permission or without giving proper credit. It is also imperative that all branding of Traveling Vineyard and products/services offered not be used without proper permission.

Don’t Talk Poorly of the Competition: As an Independent Wine Guide, you should not use social media or the company’s blog to criticize Traveling Vineyard’s competition. If you find any competitors participating in demeaning and/or abusive communication about Traveling Vineyard’s brand, employees, or products, please respectfully remove yourself from such interaction and report it to Traveling Vineyard staff.

Avoid Statements about the Company’s Future: Do not write about the projected growth, sales and profits, future products or services, or marketing plans without the consent of Traveling Vineyard.

Remember Confidentiality: Protect your fellow Traveling Vineyard Wine Guides by refraining from sharing personal information or any conversations or statements unless you have their written consent. Bringing someone else into an online conversation without their permission can be
destructive to a relationship, cause misunderstandings, violate laws, contracts, and/or confidentiality agreements.

**When in Doubt, Ask:** If you have any questions about what is appropriate, check with Traveling Vineyard before posting or commenting.

### MARKETING TOOLS

TV provides a number of marketing tools to assist Wine Guides in developing their business. Many of the tools are found in the Tasting Room. These tools are available to all Wine Guides in keeping with TV’s philosophy, which is based on equal opportunity for all Wine Guides to grow their business with no Wine Guide having an unfair advantage over another. As a result, policies and procedures have been developed regarding the availability and use of marketing tools.

### WEBSITES

To avoid potential conflicts and unfair advantage, no independent or personal websites that mention Traveling Vineyard name or brand are permitted.

Traveling Vineyard has a Company Website under one domain, [www.travelingvineyard.com](http://www.travelingvineyard.com), which allows the public to learn more about the company, products, being an Event Host, and the TV business opportunity. Wine Guides have a password protected access into their Tasting Room, which is an online tool that can be used to manage their Wine Tasting Events, contacts, access marketing materials, and personal purchase activity.

Each Wine Guide receives his or her own unique web address and can personalize the URL, upload a picture, and be linked to customers who order through their store. All customer orders are linked to a Wine Guide. A monthly fee will be charged to the credit card that the Wine Guide maintains with the Company.

### NON-TRAVELING VINEYARD SPONSORED (INDEPENDENT) WEBSITES

Our objective is to ensure that individual websites do not appear as an approved Traveling Vineyard website. Therefore, the following apply to any Wine Guide independent websites:

- **Wine Guides may not have independent personal websites that use Traveling Vineyard name or marks.** The only allowed application on an individual site is to identify the Wine Guide as an independent Wine Guide with Traveling Vineyard. The PW is the only Traveling Vineyard web related site is allowed.
• However, Wine Guides may register a domain name and redirect traffic directly to their Wine Guide Personal Website.

• TV encourages Wine Guides to have blogs, Twitter accounts, and Facebook accounts provided they do not use Traveling Vineyard marks in any way other than Traveling Vineyard-issued marketing materials and images. The only allowed application is to identify Wine Guide as an independent Wine Guide with Traveling Vineyard.

• Use of the Company’s logos, registered trademarks, wine trademarks, copyrighted material, graphics, images or copy from the Company Website or the Wine Guide Tasting Room is prohibited on any online site, blog/service, and any printed material, signs or banners unless obtained through an approved company vendor or permission from the company has been granted for the use of the material.

• Any document, training guide, or collateral material that is developed by a Wine Guide that is not an approved company document, brochure, flyer, or marketing communication piece must be approved by Traveling Vineyard before it can be distributed.

Any Wine Guide in violation of the above policies will receive one written/emailed notice of noncompliance and will have 5 business days to correct the error. If the error is not corrected in that timeframe, it will result in suspension from all aspects of the Wine Guide’s Traveling Vineyard business until the site is corrected.

**PROMOTIONAL MATERIAL**

Wine Guides are not authorized to print TV trademarks or logos on any promotional material without prior written consent of Traveling Vineyard. Approved promotional material and ordering capability is available via links in the Tasting Room through approved partnerships with print and promotional vendors.

**ADVERTISING POLICIES**

Traveling Vineyard has also established policies on Wine Guide advertising. These policies support the growth of every Wine Guide’s business as well as local team building and networks. The goal is to set policies and parameters that will not only give each Wine Guide a chance to succeed, but will give that same opportunity to current and future team members. Wine Guides may place TV approved, vendor printed business cards, or other approved promotional material in non-wine related retail or non-retail businesses with appropriate permission of the owner or manager. Such businesses could include a gourmet food shop, gym, doctor’s office, or beauty salon.
ADVERTISING ON THE INTERNET

Wine Guides may advertise online within the following guidelines:

- All online advertisements including copy and images must have prior approval by Traveling Vineyard’s marketing department.
- All online ads must link directly to the Wine Guide’s PW.
- Websites on which advertisements are placed must have less than 800,000 unique visitors per month. Websites that are divided or promoted by region may be advertised on, with approval, if the total site visitors equal less than 800,000 unique visitors per month and the ad is run for the state or adjacent state of a Wine Guide’s residence. Examples of websites that are divided by region that are not allowed include but are not limited to, Yahoo Hot Jobs, Craigslist, Monster.com, Facebook, and LocalWineEvents.com.
- Facebook post boosting is considered an advertisement and is not allowed.
- All online advertisement must include the name of the Wine Guide, state of residence, and the words “Independent Wine Guide”.
- Ads may not utilize registered logos, trademarks, graphics, copyrighted material, or in any way be viewed as a company sponsored ad rather than an ad placed by a Wine Guide.
- Wine Guides may not advertise on search engines or utilize pay-per-click advertising. Examples of pay-per-click advertising sites include but are not limited to Google, Yahoo, and Ask.com.
- Selling any TV materials, supplies, or accessories is prohibited on any other website. Selling or soliciting the sale of wine at any time is prohibited and subject to dismissal.
- Wine Guides may participate in public message boards, chat rooms, and blogs, utilize social networking sites, and describe their affiliation with Traveling Vineyard as long as their signature includes their name, state of residence, and the words “Independent Wine Guide”.
- Wine Guides may use email to distribute their own newsletter or communicate with their Team members, or Event Hosts or their Guests. Spamming – sending unsolicited emails or phone calls is prohibited and grounds for dismissal. Please bear in mind that Traveling Vineyard produces a periodic customer newsletter on your behalf.
- Wine Guides may not create their own offers.

Traveling Vineyard reserves the right to disallow any online advertising at its discretion in order to support the goals and objectives of the Company’s advertising policies.

Any Wine Guide in violation of the above policies will receive one written/emailed notice of noncompliance and will have 5 business days to correct the error. If the error is not corrected in that timeframe, it will result in suspension from all aspects of the Wine Guide’s Traveling Vineyard business until corrected.
ADVERTISING IN OTHER MEDIA

Wine Guides may advertise in media other than online within the following guidelines:

• All print advertisement copy and images must have prior approval by Traveling Vineyard’s Marketing Department.
• Print advertising is only allowed in the state or adjacent state of a Wine Guide’s residence.
• No advertising is allowed on the radio or television.

Any Wine Guide in violation of the above policies will receive one written/ emailed notice of noncompliance and will have 5 business days to correct the error. If the error is not corrected in that timeframe, it will result in suspension from all aspects of the Wine Guide’s Traveling Vineyard business until corrected.

PR/MEDIA REQUESTS/INTERVIEWS

A Wine Guide may not employ a public relations consultant or engage in public relations himself or herself on behalf of his or her business. All public relations activities are handled directly by TV.

Wine Guides are not authorized to contact in any way or contribute to or participate in any broadcast TV, broadcast radio, metropolitan daily newspapers, trade magazines, regional business journals, national business magazines, consumer magazines, newswires, syndicated columns, or the online counterparts of the above mentioned media.

All media inquiries and reporters must be directed to Traveling Vineyard’s Marketing Department prior to any interviews or information being discussed. Only approved interviews after contacting the Marketing Department are allowed.

Should a Wine Guide or Leader desire to submit or respond to an inquiry and/or provide an article to a local or regional news outlet (including print, broadcast or Internet) prior permission and approval of the release/interview must be secured from Traveling Vineyard’s Marketing Department or an Officer of the Company.

SENSITIVE BUSINESS PROMOTION

Traveling Vineyard finds it is important to be “sensitive” about where Wine Guides promote Traveling Vineyard businesses. Wine Guides should avoid “sensitive locations” where people under 21 may be located, such as school campuses or organizations (religious, fraternal, medical, etc.) where their values may frown upon or prohibit the consumption of alcohol. The company reserves the right to prohibit certain slogans/phrases that can be considered sensitive at its sole discretion.
Allowed: Promotional events (not tasting events) are allowed, provided the administration has "expressly approved" the Wine Guide to promote wine tastings or the Wine Guide opportunity. In no case should a Wine Guide ever bring wine to promotional events.

Prohibited: Promoting in person or distributing company literature at sensitive locations without the "express permission" of the facilities administration.

USE OF THE TRAVELING VINEYARD NAME AND LOGO

TV is concerned with any messaging and branding using its name and logo. With the exception of approved usages below, use or duplication of Traveling Vineyard’s trademarks, service marks, or trade names by Wine Guides is prohibited.

TV admires the vast creativity that Independent Wine Guides possess. Many of the promotional and marketing materials available have been developed as a direct result of Wine Guides suggesting or developing a creative concept. In order to maintain brand identity and integrity, Wine Guides are encouraged to submit ideas or requested changes to TV materials so that the company may assess these ideas and create the proper brand identity.

Please allow at least 48 hours (3 business days) for approval of any use of the brand name.

However, a Wine Guide may never use Traveling Vineyard’s logo or name unless it appears on documents/materials that he or she purchased, received, or that have been made available from Traveling Vineyard or a TV- approved vendor, and not without prior consent from TV. Any documents, collateral material, designs, logos, photos, or any other material created by Traveling Vineyard must be used in their ENTIRETY. Wine Guides may not manipulate, edit, change, add or delete portions of Traveling Vineyard materials.

Furthermore, any and all promotional materials developed by a WG including audio, visual, and written materials that use the Traveling Vineyard name, trademark or logo shall become the property of TV.

TRAVELING VINEYARD TRADEMARK REGISTRATION

Please note that the registered trademark symbol, designated by ® (the circled capital letter R) must always appear next to Traveling Vineyard’s logo as shown.
LOGO AND TRADEMARKS

All marketing/promotional materials featuring Traveling Vineyard’s logo used at or in promotion of Traveling Vineyard events must adhere to the graphic standards.

All Traveling Vineyard logos are registered and may not be reproduced by Wine Guides, with the exception of approved usages below. It is important that Traveling Vineyard’s logo be used consistently (color, spelling, appearance, etc.), and must never be altered in any manner or form to differ from the original design. For printing purposes, a high resolution image is required. Please contact the Home Office to request a high resolution image for the approved usages below and one will be sent to you via email.

USE OF THE TRAVELING VINEYARD NAME

Team Welcome Letter: A Wine Guide who writes and sends a welcome letter to his or her new Team member may use the words “Traveling Vineyard” in plain type (meaning no differentiation in size, font, style, etc.). The symbol circle ® must appear after the word “Vineyard” indicating a Registered Trademark. Do not use Traveling Vineyard’s logo. The letter must be factually correct and properly reflect all TV policies and approved business practices.

Newsletter: A Wine Guide who publishes a newsletter for his or her Event Guests or for his or her Team may use the words “Traveling Vineyard” in plain type (meaning no differentiation in size, font, style, etc.). The symbol circle ® must appear after the word “Vineyard” indicating a Registered Trademark. Do not use Traveling Vineyard logo. The newsletter must be factually correct and properly reflect all Traveling Vineyard policies and approved business practices.

Telephone Answering: To ensure a Wine Guide is not mistaken for an employee of TV, he or she should answer his or her phone and answering machine by saying something along the lines of “Hello, you have reached Mary Johnson, Independent Wine Guide for Traveling Vineyard” rather than in a manner that leaves the caller with the impression that he or she has reached the corporate office of Traveling Vineyard.

Phone Listing Policy: Traveling Vineyard Wine Guides may not use Traveling Vineyard logo when listing in the white or yellow pages of the telephone directory in order to maintain a clear distinction between the Wine Guide and Traveling Vineyard’s corporate offices. A Wine Guide may list their name under “Personal Wine Guide” or “Independent Wine Guide for Traveling Vineyard”. Recommended telephone directory sections include Wine, Special Event Coordinators or Party Planning Service.
**Business Cards:** Traveling Vineyard Wine Guides may print business cards featuring Traveling Vineyard’s logo either by using a Traveling Vineyard endorsed supplier, which is available in the Tasting Room, or by printing his or her own business cards provided that he or she must adhere to the graphic standards of Traveling Vineyard’s artwork.

ALL business cards for Traveling Vineyard must be printed on 80lb cover, white paper stock. A minimum of 1/4” of space must be left blank around the logo so as to not disrupt the design elements.

**Ink Stamps:** Traveling Vineyard Wine Guides may produce ink stamps using the words “Traveling Vineyard” in plain type (meaning no differentiation in size, font, style, etc.), the symbol circle ® must appear after the word “Vineyard” indicating a registered trademark, but not Traveling Vineyard’s logo. Traveling Vineyard recommends that your full name, Independent Wine Guide (or appropriate title may be added as a subheader) for Traveling Vineyard, and contact information be featured prominently on the ink stamp.

**To reiterate:** A Wine Guide may never use Traveling Vineyard’s logo or name unless it appears on documents/materials that he or she purchased, downloaded from Traveling Vineyard’s website or received from Traveling Vineyard or a Traveling Vineyard approved vendor.

**ADVERTISING/PUBLICITY GUIDELINES**

With the exception of approved usages below, use or duplication of Traveling Vineyard’s trademarks, service marks, and trade names by Wine Guides is prohibited.

The most effective way to advertise your business is through personal contact. Advertising through the commercial media has not been found to be generally effective or a good investment for direct sales companies; posted advertising is discouraged by Traveling Vineyard.

**PRODUCT POLICY**

TV seeks to market products specifically branded by TV and to optimize Wine Guides’ marketing results by restricting competition from non-TV products. The following policies are in place (see also Conflict of Interest):

- All wine tasted at a Wine Tasting Event must be from Traveling Vineyard’s wine inventory. No other wines may be tasted as part of the Wine Tasting Event.
- All accessories being marketed at a Wine Tasting Event must be Traveling Vineyard
accessories. No other accessories may be marketed as part of the Wine Tasting Event.

- A Wine Guide will not market products identified as being manufactured or produced by Traveling Vineyard that are not manufactured, distributed, or approved by Traveling Vineyard.
- A Wine Guide may not sell any Traveling Vineyard products to other Wine Guides or any other individual or corporation unless Traveling Vineyard has granted him or her permission to do so. Please contact support to receive approval. The only exceptions to this rule are:
  a) Wine Guide has run low on marketing materials and does not have time to place and receive an order from Traveling Vineyard prior to a Wine Tasting Event taking place. In this case, a Wine Guide who has these materials may sell them to the Wine Guide in need at Traveling Vineyard retail price, or,
  b) If a Wine Guide is no longer with TV and has the opportunity to sell supply items to another Wine Guide. Supplies may not be sold on public websites or on the Grapevine Facebook page.
- Traveling Vineyard cannot guarantee, replace or in any way be responsible for any products that are purchased from sources other than Traveling Vineyard.

GUARANTEES

All wine & accessories sold by TV are subject to the company quality guarantee for six months from the date of purchase. Any wine that is damaged upon delivery will be replaced and any wine determined to be “spoiled” (e.g. corked, leaking, and turned), will be credited to the customer. These instances are handled by the Traveling Vineyard Support group on a case by case basis. Refunds and return arrangements are left to the sole discretion of Traveling Vineyard. In the unlikely event that wine is to be returned to TV, the company arranges to pick up the wine. Traveling Vineyard will always work to make sure that the fairest resolution is found for the Wine Guide and customer.

Since each wine is produced/purchased in finite amounts, TV cannot guarantee to meet demand at all times. If an order is placed for a wine which cannot be provided, TV reserves the right to substitute a similar type and quality wine for the same price. If a substitute is not readily available, the customer will be contacted. If they elect not to have a substitute, the cost of the order will be reduced accordingly and may impact, marketing fees, ongoing promotions, etc. In no case will the Event Host rewards be affected.
DATA CONFIDENTIALITY

When Event Guest information is entered online through the Wine Tasting Event entry screens or other TV sponsored devices, this information becomes proprietary to and falls within jurisdiction of the rights and requirements to keep this information confidential. This data includes name, address, phone, fax, and email address.

In addition, all Wine Guide information, including name, phone, fax, email, cell phone and address are also considered propriety and confidential information belonging to TV. Wine Guide personal information can be changed by the Wine Guide in their Tasting Room.
WINE GUIDE STATUS

ACTIVE

Wine Guides who continue to pay the monthly fee entitling them to their Personal Website, Tasting Room, and the marketing support program are considered “active”.

ACTIVE AND QUALIFIED

In order to qualify to participate in company incentives and receive Personal Marketing Fees, Management Bonuses, Leadership Bonuses, and Generation Overrides, a Wine Guide must be Active and have $250 in Personal Volume (PV) in a commission period or $500 in PV over a rolling 2-month period (PV2), you are Qualified. Wine Guides will still earn Personal Marketing Fees for orders submitted within a pay period even if the Wine guide had not met the minimum $250 to be considered a Qualified Wine Guide for that month.

WINE GUIDE LEVELS

Being a Wine Guide is ideal for people who wish to supplement their income or own their own business. Hard work is rewarded every step of the way. Traveling Vineyard offers generous compensation and career progression. Each Wine Guide can progress at his or her own pace or can choose to remain at any level. To remain qualified and promote or retain leadership levels, certain activity requirements must be met. These are summarized in The TV Compensation Plan. Wine Guide Benefits and Marketing fees vary with Wine Guide status as defined and summarized in the TV Compensation Plan documents.

ELITE LEADERSHIP

A group of senior leaders may be identified as the Elite Leader Group based upon achieving and maintaining specific paid at titles. This Elite Leader group and any benefits associated with the title are subject to change based on the qualifying criteria that TV will establish in its sole discretion.

LEADERSHIP STANDARD FOR DIRECTORS OR ABOVE

A Wine Guide who reaches the level of Director and higher will be held to a TV Leadership Standard. In general, the Leadership Standard requires a high level of engagement with team members. This high level of engagement includes but is not limited to:

• Remaining Wine Guide lead qualified for at least 9 months in a Harvest year;
• Consistently adding new team members as a result of being Wine Guide Lead Qualified;
• Creating new legs as a result of adding new Team Members (One Star or higher);
• Consistent coaching and mentoring of their personal team and the levels below them (if necessary);
• Welcoming new team members onto their teams’ legs;
• Providing recognition for successes related to their team members.
• Conducting and/or involvement with local meetings designed to provide training for local team members; Conducting and/or involvement with regional meetings should they be held in their geographic area
• Fostering positive and harmonious relationships with the levels above and below them; and
• Supporting TV’s mission and philosophy as outlined in this manual.

Should TV determine that a Leader is not meeting this standard, their leader or the company will offer coaching and supportive guidance to provide an opportunity for the deficiencies to be corrected and to meet the requirements outlined. A leader will be given ample opportunity to address the situation; however, should the desired change(s) not occur, TV may elect to remove legs from the genealogy and/or terminate the Leader.

LEAVE OF ABSENCE

TV allows all Wine Guides to take a leave of absence once every two years, during which he or she is waived from all minimum requirements to Traveling Vineyard. The Wine Guide Tasting Room login will be deactivated for the duration of a leave and there will be no PW charge. Wine Guides can request continuation of emails communication by calling the Support Group.

The effective date of the leave is the date specified when the leave is approved.
• Wine Guides will receive marketing fees for Wine Tasting Events and outside orders and Team bonuses for all business closed as of the effective date of the leave.
• Wine Guides will cease to receive marketing fees that are a result of Wine Tasting Events and Outside Orders while on a Leave of Absence, as of the effective date of the leave.
• Wine Guides will resume receiving applicable marketing upon their return as an active Wine Guide.

• After a Leave, Team bonuses are not retroactive. Should one or more Wine Guides in your Team resign or deactivate while you are on a Leave of Absence, and that change impacts your qualification for your current title, you will be demoted to the appropriate level. This demotion will be reflected in the Marketing Fees you will receive upon your return as an active Wine Guide.
• Wine Guides who wish to take a Leave of Absence must request the Leave in writing, by email or by fax, from Traveling Vineyard’s Support Group.

Traveling Vineyard’s Support Group maintains the right to approve or deny a Wine Guide’s Leave of Absence. When a Leave of Absence is approved or denied by Traveling Vineyard, the Wine Guide will be notified via email. Should a Wine Guide’s Leave of Absence be approved by Traveling Vineyard, he or she must inform his or her Team Builder and Team. Leaves are generally limited to 3 months with the exception of maternity or military leave which will be approved for up to 12 months and natural disaster leaves for up to 6 months.

CHANGING TEAM BUILDERS

Traveling Vineyard does not allow changing Team Builders other than as described below. If a Wine Guide wishes to change Team Builders, the following procedure must be followed:
• Resign from Traveling Vineyard in writing or be deactivated. All existing benefits will be lost as described in the Deactivation/Resignation sections below.
• Wait 12 months.
• Rejoin under the new recruiter, following the reactivation process defined below.

DISRUPTIVE RELATIONSHIPS, NON-SUPPORT, AND RE-ASSIGNMENT OF ORGANIZATIONAL TEAMS

Traveling Vineyard in its sole discretion may remove, assign, or reassign all or part of any genealogical organization at any time.

WORLD HEADQUARTERS TERMINATION

The Company may terminate the Independent Wine Guide Agreement or the Independent Consultant Agreement at any time and for any reason by notifying you in writing of the election to terminate. Noncompliance with the stated values and/or policies and procedures, including those in the Wine Guide Agreement, can result in termination.
• A Wine Guide who has been terminated will not be allowed to reactivate at any point in the future.
• The terminated Wine Guide must immediately cease representing themselves as a TV Wine Guide and using any TV marketing materials.
• Linked customers become an account of the terminated Wine Guide’s Team Builder.
• Login privileges are lost.
• REWINED Subscriptions registered under the terminated Wine Guide will be moved to the nearest active upline. REWINED Subscriptions may not be reclaimed by the terminated Wine. No subscription cancellation will occur unless requested by the Customer.
• Any marketing fees for closed, and Events prior to the effective date of termination will be paid.
• Team marketing fees for the current month are lost. The Team members will remain in the same position as if a termination had not occurred.
• Wine Guides that Traveling Vineyard elects to terminate will not have access to any account credits to be redeemed for wine or product. Exceptions to this policy are at the sole discretion of Traveling Vineyard.

Upon termination, all confidential information, both electronically stored and in hard copy, including but not limited to names, addresses, emails, phone and fax numbers of Event Hosts, Event Guests, Wine Guides, Team Builders, Team members; and all internal documents copyrighted or not, such as policies and procedures, marketing flyers, Newsletters, agendas, training notes must be destroyed or returned to Traveling Vineyard. The Wine Guide may not retain any confidential information.

DEACTIVATION POLICY

Failure to meet requirements to stay active will result in deactivation.
• Deactivation only occurs when a Wine Guide has not paid his or her PW fee for three consecutive months.
• Wine Guides can monitor their monthly activity on their PW. Additionally, periodic emails are sent to help track their activity.
• Deactivations take effect on the date the non-payment of the PW fee occurs immediately following the end of the three-month period during which the payments were not made.
• Deactivation means a loss of Wine Guide status and all Wine Guide benefits, including marketing fees on Team members.
• The Tasting Room login is deactivated as well.
• REWINED Subscriptions registered under the deactivated Wine Guide will be moved to the nearest active upline. REWINED Subscriptions may not be reclaimed by the deactivated Wine Guide in the event that they follow the reactivation process. No subscription cancellation will occur unless requested by the Customer.
• Deactivated Wine Guides must cease representing themselves as a TV Wine Guide and using TV marketing materials and abide by the policies outlined in this manual and the Wine Guide Agreement.
• A deactivated Wine Guide’s Team will remain in the same position in the Wine Guide’s Team as it was before deactivation.
• Linked customers become unlinked to the deactivating Wine Guide as of the effective date and become an account of the Team Builder after deactivation.
• Wine Guides wishing to re-establish active status as a Wine Guide must follow the reactivation procedure.

RESIGNATION

Wine Guides who elect to resign from Traveling Vineyard, for any reason, must contact via fax, mail or email Traveling Vineyard Support Group outlining their intentions.
• Resignations become effective on the day of approval and response by TV Support Group.
• The Tasting Room login will be inactive and any Team members are lost.
• Linked customers become unlinked effective on the resignation date and become an account of the resigning Wine Guide’s Team Builder.
• REWINED Subscriptions registered under the resigned Wine Guide will be moved to the nearest active upline. REWINED Subscriptions may not be reclaimed by the resigned Wine Guide in the event that they follow the reactivation process. No subscription cancellation will occur unless requested by the Customer.
• Traveling Vineyard will automatically notify the Team Builder of the resigning Wine Guide. Resigning Wine Guides must notify their Team Members of their resignation.
• Fees on closed Wine Tasting Events prior to the effective date of the resignation will be paid.
• A resigned Wine Guide’s Team will be assigned to the Wine Guide’s Team Builder but will remain in the same position as if a resignation had not occurred.

REACTIVATION POLICY

An inactive Wine Guide who elects to reactivate within a one-year period from his or her deactivation date should contact Traveling Vineyard’s Support Group. His or her status can be reactivated over the telephone.

The reactivating Wine Guide will be asked to authorize payment of one-time reactivation fee of $50 and the currently monthly website fee of $15.95 via a credit card.

If reactivating within 12 months of his or her deactivation date, the Wine Guide will be assigned to his or her previous Team Builder. If the reactivating Wine Guide’s previous Team Builder has become inactive, he or she will be assigned to the previous Team Builder’s sponsor. The Wine Guide will retain his or her original Wine Guide ID number but reactivation will be at the rank of Wine

An inactive Wine Guide who elects to reactivate after a one-year period will be considered a new Wine Guide. Reactivation will result in the loss of the old Wine Guide ID # and the generation of a new number. If a Wine Guide reactivates after 12 months of the deactivation date, a reactivating Wine Guide can choose his or her Team Builder.


**BEHAVIOR AT COMPANY EVENTS**

As an Independent Wine Guide, you are a brand ambassador for Traveling Vineyard. While FUN is an integral part of the brand, it must occur in a responsible and healthy way.

TV expects you to always be mindful of your role as a company representative. To that end, TV requires that you comport yourself appropriately anytime you are representing the company at a Tasting Event, at a Company Incentive Trip, Regional or Local Meeting or the annual Harvest Event. Unacceptable behavior that reflects poorly on yourself or TV will be grounds for immediate corrective action such as being asked to leave the company event. Guests at a Traveling Vineyard Company Event will be held to the same standard as Wine Guides.

**QUALITY ASSURANCE**

Traveling Vineyard receives feedback from Event Hosts and Event Guests, solicited and unsolicited. Should there be a significant trend in any one Wine Guide’s performance as it relates to customer satisfaction, the company reserves the right to counsel and/or discontinue the Wine Guide’s Wine Guide Agreement with the company. Any complaints regarding Wine Tasting Events should be directed to TV Support Group.
SUCCESS KIT RETURNS

Wine Guide understands and agrees that if he or she terminates the Wine Guide Agreement within thirty (30) days after acceptance of the Wine Guide Agreement by company, the Wine Guide will be entitled to a full refund for all the components of the Marketing Products and Marketing Collateral Materials when the Wine Guide returns the original and undamaged components of the Success Kit to Company, less actual shipping expense, as determined by Company, if in resalable condition. The Wine Guide understands that the Success Kit Wine Tasting Sets are non-refundable.

If the Wine Guide terminates this Agreement between 31 days and one year after acceptance by the Company, the Wine Guide will be entitled to a refund of 90% for all components of the Marketing Products and Marketing Collateral Materials that are returned to the company in their original, unused, and resalable condition less actual shipping costs incurred by the company, if in resalable condition. The Wine Guide understands that the Success Kit Wine Tasting Sets are non-refundable.

Success Kits being returned should be sent to:

Traveling Vineyard
Attn: Kit Return
11 Old Right Rd.
Ipswich, MA 01938

Please note: Wine Guides who resign do have the right to sell paperwork, products or unused items, other than wine to other active TV Wine Guides at retail prices. Supplies may not be sold on public websites or on the Grapevine Facebook page.
COMPENSATION

COMPENSATION PLAN

A detailed Compensation Plan document is available in the documents section of the Wine Guide Tasting Room. Please refer to this plan for all details on the current Traveling Vineyard compensation program.

PROMOTIONS AND INCENTIVES

TV offers various promotions to encourage Wine Guides to build their businesses. Participants can earn trips, products, reduced pricing and other bonuses for holding Events, marketing TV products, and Team Building activity. The promotions and incentives are posted on the PW websites and, when possible, information is provided to enable a Wine Guide to track progress.

CORPORATE ROLE

The Company has implemented marketing programs to generate orders from Wine Tasting Event attendees and hosts. Such solicitation must be limited to the company programs as Wine Guides are not licensed to sell wine. The company provides all materials, marketing expense, sales support, and service support for outside orders without burdening the Wine Guide, allowing them to focus on developing their Wine Tasting Event business and Team Building activities while benefitting from outside orders.

WINE GUIDE ROLE

Wine Guides should make their best effort to obtain the email address for every Event Guest submitting an interest to order at a Wine Tasting Event. This ensures that the Event Guest will receive the company’s marketing programs and result in higher outside order revenue for the Wine Guide.

OUTSIDE ORDER MARKETING FEE AND DOUBLE GUARANTEE

Successful Outside Orders will provide marketing fees to the linked Wine Guide and their Team Builders. Linkage is established when a Wine Guide enters in an interest to order from a Wine Tasting Event or a customer orders through a PW. An additional Linkage can be created if the customer places an order with Traveling Vineyard at a Wine Tasting Event with a different Wine Guide, orders through a different Wine Guide’s PW. When a Wine Guide is deactivated, resigns or
is terminated, linkage is terminated and the customers become accounts of the Team Builder of that Wine Guide.

OUTSIDE ORDER REQUIREMENTS

Outside Orders are placed individually and are subject to a different shipping rate structure than Wine Tasting Event orders. Refer to the Shipping and Handling download in the Wine Guide Tasting Room.

OUTSIDE ORDER DELIVERY

Outside Orders are processed through the warehouse, shipped and delivered using the same procedures as Wine Tasting Event orders, but there is no Event Host shipment and the delivery is to whatever address is specified. An adult signature will be required. The customer’s order should not be shipped to the Wine Guide.

WINE GUIDE HOST GIFT CONTRIBUTION AMOUNT

As a requirement for each event submitted where the host takes advantage of the Host Reward offering, the Wine Guide is required to concede a $2 contribution per event towards the cost of those rewards. This $2 deduction is taken directly out of the Marketing Fees owed to the Wine Guide for the period in which the host order for the event was submitted.
THRIVE

EARNING AND EXPIRATION OF POINTS

Thrive points are earned every Harvest year (July 1 – June 30). Thrive points are converted into Thrive coins based upon the achievement of Silver level or greater each month. The conversion rate of points to coins increases for reaching Gold and Luxx levels. Thrive coins expire each year on July 31, 1 month after the end of the Harvest year. All redemptions MUST be completed by a Wine Guide prior to midnight Eastern time or the coins will be removed from the account.

THRIVE REWARD REDEMPTIONS AND RETURNS

All Thrive rewards redeemed are considered final and complete. Items may not be returned or exchanged unless proven to be damaged or defective, and must be returned within 15 days of delivery date through the specific issuing reward partner.

THRIVE TASTING SET REWARD MAXIMUMS

You may only redeem up to 4 tasting set credits per Harvest year and 12 tasting set credits per lifetime. Tasting set credits can never be redeemed for cash.

THRIVE REWARDS REDEMPTION REQUIREMENTS

In order to redeem a Thrive Reward, you must be an Active and Qualified Wine Guide. This is defined as $250 in personal volume (PV) in a commission period or $500 in PV over a rolling 2-month period; “active” and qualified also requires payment of the monthly Personal Website fee.

TRAVELING VINEYARD RIGHT TO TERMINATE/CHANGE THE THRIVE PROGRAM

Traveling Vineyard reserves the right to terminate, change or alter the program and the program requirements at any time.
SOCIAL MEDIA & TEAM PAGES

SOCIAL SITES

Online forums, such as the Traveling Vineyard Grapevine group on Facebook, are intended for use by Wine Guides to communicate with other Wine Guides. The company does not use the boards for regular communication and generally does not control message content. TV relies on the Wine Guides using the service to be professional in all messaging and encourages those who know answers to respond. TV reserves the right to remove messages that are considered inappropriate or incorrect and to ban Wine Guides who repeatedly abuse this service.

DIRECTOR AND UP TEAM BOARDS, PAGES, & SOCIAL MEDIA SITES

Traveling Vineyard Wine Guides who achieve the rank of Director and above may create their own team page or board on a Facebook page or another social media site. All Traveling Vineyard groups must abide by Traveling Vineyard’s Values as outlined on page 9 of this manual. All page owners must allow their immediate Elite Leader and a representative of World Headquarters to have full access to their page.

COMPANY NEED TO MONITOR COMMUNICATION CHANNELS

Traveling Vineyard Directors and above may host their own team boards or communication channels. If the purpose of the board or social site is to primarily discuss Traveling Vineyard’s business, it is required that the Company have the ability to access, monitor and comment on any team or community board or site. This is necessary to ensure that proper policies, procedures and protocols are being followed.

COMMUNICATING ON COMPANY SPONSORED SOCIAL MEDIA SITES OR ADVERTISEMENTS

Wine Guides may not interact and/or communicate with individuals on any company sponsored site or Company sponsored advertisement if these individuals are inquiring about Traveling Vineyard for hosting or becoming Wine Guide.
CORPORATE CONTACT INFORMATION

There are representatives in TV support center who can help with ITOs and responding to various issues related to your business. The normal hours of operation are shown in Section 15. When submitting any issues or requesting assistance, please have all pertinent details readily available. These include your Wine Guide ID number, customer’s name, the order and Wine Tasting Event number, product codes, a description of the problem, and any suggested resolution.

When reporting a delivery issue, an inventory of what was not received must be provided.

SUPPORT

The Support Group helps Wine Guides with all aspects of business such as sales and order service issues. Additionally, these Cheerleaders are trained to deal with an array of issues including those related to Wine Guide enrollment, Wine Guide status changes, training, Wine Tasting Event entry, Tasting Sets, computer operation, promotions and incentives, marketing fees, account changes, shipping costs, sales tax, legal aspects of the business, marketing, and public relations.

The Support Group also serves as a direct support for your customers and hosts. Support can assist Event Hosts and Event Guests with any issues pertaining to Wine Tasting Event and non-Wine Tasting Event orders from the time they are sent to the warehouse for fulfillment and shipping. Issues can relate to order processing, shipping, deliveries, missing or damaged product, and all Traveling Vineyard REWINED Subscription issues. If a Wine Guide encounters a problem an Event Host or Event Guest has with any orders, the Wine Guide can contact TV Support Group, explain the situation and provide the contact information for the customer so that a TV support person can follow-up.

Email: support@travelingvineyard.com

Phone: (877) 340-9869
GLOSSARY

Excludes Compensation Plan program details and definitions.

The language Traveling Vineyard uses in defining the business speaks volumes about who it is as a company. TV prides itself on values like teamwork, fairness and integrity among many other qualities and feels strongly that the suggested terms listed below best reflect the values of the corporate culture.

It’s difficult to change the way one speaks. Some of these terms are used for regulatory reason. Others simply sound better. Nevertheless, in order to cultivate the best in future teams, let’s try using these words every day!

ACTIVE

A Wine Guide who continually makes monthly payments to the Company for the PW fee and the marketing support program fee.

BONUS BUYING

Personally purchasing products or personally purchasing products on behalf of another Wine Guide to qualify for compensation levels or incentive programs.

CLOSED STATES

State in which Wine Guides may not conduct any Traveling Vineyard business (including both holding Tasting Events and shipping orders).

COMPANY WEBSITE

The main website of Traveling Vineyard: www.travelingvineyard.com.

COMPLIANCE

Legal acceptance by a state, which allows shipment of a particular wine into the state.
DEACTIVATION

Loss of Wine Guide privileges resulting from failure to pay for the Personal Web Site for three consecutive months.

DIRECT FAMILY MEMBER

Although the definition of direct family members will be left to the discretion of Traveling Vineyard to define, Wine Guides may not give Host Rewards to family members, as this violates the spirit of fairness adhered to as a company.

EVENT GUEST

An individual aged 21 or older other than the Event Host or Wine Guide invited to attend a Wine Tasting Event.

EVENT HOST

An individual aged 21 or older who agrees to host a Wine Tasting Event and then organizes the Wine Tasting Event, signs an Event Host Responsibility letter, and is responsible for ensuring that guests are served no more than 2 ounces from each of the 5 wines used to demonstrate the products during the tasting event. The host or a host designee shall pour the tasting wines.

FAST START REWARD

Upon submission of the required Volume in the first 60 days (90 days for NH and NJ residents), WHQ will award the then current Fast Start Reward from World Headquarters.

FAST START QUALIFICATION START DATE

The Fast Start qualification period begins the day Traveling Vineyard receives and accepts your Independent Wine Guide Agreement.

GUEST REWARD PROGRAM

The discounted and promotional merchandise-and other awards that a Guest is eligible to receive for attending a Wine Tasting Event. Wine Guides and their immediate family members are not eligible for these benefits.
HOST LEAD QUALIFIED

To receive host leads from Traveling Vineyard you must:

- Be an Active Wine Guide
- Have held an event in the most recent 90 day period

REWARD EVENT VOLUME

The Host Reward Event Volume is comprised of the items that the “Host Rewards” program is based on.
The Host Reward Event Volume is the total of all guest orders, excluding the Host order.
The Host Reward Event Volume excludes shipping, tax and guest reward items. REWINED Subscription orders are calculated at the price of the subscription without shipping for both continuous and gift REWINED Subscriptions.

HOST REWARDS

The discounted and promotional merchandise, and other awards that an Event Host is eligible to receive for hosting a Wine Tasting Event. Wine Guides are not eligible for these benefits.

INTEREST TO ORDER (ITO) FORM

The Traveling Vineyard forms that Event Guests complete to indicate which wines and/or other products such as accessories they are interested in purchasing. This form is not an order form, nor is any Traveling Vineyard Wine Guide licensed by any state to sell or solicit and accept orders for alcoholic beverages. These forms are only an evaluation of the wines tasted and an expression of interest by the Event Guest and the Event Hosts to purchase wine.

INTERNET PARTICIPATION

Any and all forms of public web-based communication and expression: blogs, microblogs, linkblogs, social network sites, wikis, bookmark sites, forums, chat rooms, and all their various associates.

LEADERSHIP REQUIREMENTS

In the event a Wine Guide reaches the status of a Traveling Vineyard Business Leader (designated as a Ruby Director and above) her or she will demonstrate engaged leadership as outlined in this Manual.
LEAD

A person expressing interest in becoming an Event Host or a Wine Guide.

LINKED CUSTOMER

An Event Guest who attends and submits an ITO during a Wine Guide's Wine Tasting Event or places an Outside Order through a Wine Guide's Personal Website (PW). An additional linkage can be created if the Event Guest attends another Event conducted by a different Wine Guide and submits an ITO through that Wine Tasting Event, or places an Outside Order through another Wine Guide’s PW.

MARKETING PRODUCERS AND MARKETING COLLATERAL MATERIALS

All supplies received in a Wine Guides’ original Success Kit which are necessary to conduct wine tastings except the wine. Contents vary. See http://www.travelingvineyard.com/home-based-business/success-kit/ for details.

ORDER ACCEPTANCE

Legally required acceptance of an order by a licensed facility that enables an ITO to become an order.

OUTSIDE ORDERS

The term used to distinguish customers placing ITOs outside of a Wine Tasting Event which meet Compliance and Order Acceptance. These can be before or after a Wine Tasting Event or instead of attending a Wine Tasting Event.

PERSONAL WEBSITE

A website specific to an individual Wine Guide. ITOs submitted by an Event Guest or other customer through your PW that are accepted as orders generate Marketing Fees for the Wine Guide.
QUALIFIED EVENT

A Qualified Event is a minimum of $150 in guest ITO Volume and a minimum of 3 ITOs. The host ITO counts toward the 3 ITOs.

QUALIFIED TEAM MEMBER

A sponsored Traveling Vineyard Wine Guide who submits a minimum of $250 in Volume in any given month.

SUCCESS KIT

A selection of business items, which a new Wine Guide is required to purchase to start his or her business.

SUCCESS KIT WINE TASTING SET

The first two Tasting Sets ordered by a Wine Guide that are part of a Success Kit. The initial two Success Kit wine sets are non-refundable and can only ever be redeemed on a Tasting Set order.

TASTE OF THE BUSINESS WEBINAR

Webinar meetings sponsored by local leaders or World Headquarters staff to introduce Traveling Vineyard’s business opportunity to prospective new Wine Guides.

TASTING ROOM

The Tasting Room refers to Traveling Vineyard’s “Back Office”, password-protected area of Traveling Vineyard’s website available only for Wine Guides. Training documents, marketing materials, and other important types of information are stored here by World Headquarters for viewing and download by Wine Guides. The Tasting Room also includes access to order entry functions, reports relating to the Wine Guide’s business, and a record of orders credited to Wine Guide’s marketing efforts.

TASTING SET

A selection of wines (5) for use at a TV Wine Tasting Event.
TASTING SET CREDIT

A tasting set credit is issued for each “Qualified Event” and is valued at $75.

TASTING SET NOTES

A description of the specific flavors of the wine and other related information in a tasting set. The wines appear in the Tasting Set Notes in the order in which they should be tasted.

TEAM BUILDER


THRIVE

A program designed to drive successful Wine Guide behaviors resulting in increased success for the Wine Guide.

VOLUME

- Volume is the way the company defines the value of an ITO.
- Volume is calculated by taking Gross Volume, including all guest full price purchases & all host discounted bottles & accessories.
- Volume does not include Shipping, Tax, discounted accessory items or Guest Rewards
- REWINED Subscription volume is calculated based on the price of one month of the subscription without shipping.

WINE GUIDE

Promotes Traveling Vineyard’s products and services by:
- Organizing, planning, facilitating and hosting events for the tasting of wines that a Wine Guide, or host, have purchased exclusively from Company.
- Enlisting others to serve as Wine Guides of Company by supporting their applications to become Wine Guides, and by training them if their applications are accepted by Company.
- Performing such other services related to the promotion of Company’s products and services as may be added to the Wine Guide Manual from time to time (the “Services”).

Wine Guides understand that the goal of the wine Tasting Events (each, an “Event”) is to increase
interest in and promote the Company’s wines and products, but not to sell wine or accept direct payment for wine or wine-related products. The Wine Guide will purchase all wine to be served at each Event from the Company at a price determined by the Company. Wine Guides are prohibited from purchasing or inventorying Company products for re-sale or collect cash or personal check made out directly to the WG for any transaction, including Success Kits. Wine Guides conduct the Services only for individuals residing in the states authorized in the Manual and not on behalf of any other company or organization.

**WINE GUIDE LEAD QUALIFIED**

To receive Wine Guide leads from Traveling Vineyard you must be/have:

- An active Wine Guide
- 3 or more new team members in the most recent 180 days
- At least one new team member in the most recent 90 days.
- $600 in event product in the most recent 60 days.

Wine Guides may choose to directly enroll a new team member or they can strategically transfer the lead to one of their team members. Credit will always be given to the lead enroller.

**WINE GUIDE PERSONAL WEBSITE**

A customer facing website that is customizable by URL that a Wine Guide may give to potential customers or Team Members. Activity on this page by either a customer or Wine Guide will result in a linked account to the Wine Guide associated with the page.

**WINE TASTING EVENT**

A private gathering at which wine is tasted and discussed with the express purpose of increasing the Event Guests’ wine knowledge. Any event where Traveling Vineyard Tasting Sets are used is by definition a Wine Tasting Event.

As a member of the Direct Selling Association, Traveling Vineyard abides by the DSA Code of Ethics which can be found at http://www.dsa.org/consumerprotection/code-of-ethics.