



The Bâtonnage Seal of Approval

You're an individual, company, or organization committed to diversity, equity, and inclusion within the wine industry. You seek a diverse applicant pool and feel you offer great opportunities to women, BIPOC, LGBTQIA+, disabled, or other underrepresented individuals in wine. So why should you participate in the Bâtonnage Mentorship Program?

- **Access:** The Bâtonnage network, driven by DEI-invested professional women, is a robust one: extending globally and across disciplines—in the wine industry and beyond—including advisors, co-conspirators and mentors. **Participation in our program grants you access to mentees and potential job applicants** in high schools, colleges and universities, continuing education programs and careers from both within and outside the traditional wine career path, cultivating a richer and ultimately more inclusive, constructive, and successful industry moving forward.
- **Community:** Bâtonnage operates as an authentic, networking community of positive, forward-progress minded individuals and organizations with a shared goal of complete equity in the wine industry. **Participation in our program welcomes you into a community of peers and collaborators** with a vested interest in supporting you and your work so as to ultimately raise up and redistribute opportunity within our industry.
- **Credibility:** Bâtonnage operates as a recognized 501(c)3 organization with a Board of Directors and a system of regulatory checks and balances to ensure legitimacy and success of our Mentorship Program. Over our five years (and counting) of operation, including four annual forums and the establishment of our Mentorship Program, Bâtonnage has solidified its reputation as an organization committed to diversity, equity

and inclusion in the wine industry. **Participation in our program gives you credibility via visible alignment and formal association with this alliance.**

- **Resources:** Our mentors and mentees are granted access to shared professional resources including industry DEI data, training and advice on best practices, published development programs and media, continuing education opportunities for individuals and organizations, and “mentors to the mentors” (a.k.a. Industry Area of Focus heads) whose role is to coach and support your work. **Participation in our program lends you extensive, up-to-date resources** for continuing your individual and organizational DEI work.
- **Accountability:** Joining our established Mentorship Program takes you from “talking the talk” to “walking the walk.” **Participation in our program offers accountability** and ensures that your commitment to diversity, equity and inclusion is active and ongoing, vulnerable and transparent, and consistent with current best practices and standards.

By participating in the Bâtonnage Mentorship Program, you’re granted the **Bâtonnage Seal of Approval**, backed and upheld by our organization’s non-profit status, our trusted reputation, and our global network and community of fellow DEI-committed accomplices.

