

2021 U.S. SUSTAINABLE WINEGROWING SUMMIT



SPEAKER BIOS: IN ORDER OF APPEARANCE

DAY 1: EXPLORE U.S. SUSTAINABLE WINE TASTING & SEMINAR



Allison Jordan

Executive Director | California Sustainable Winegrowing Alliance
Vice President, Environmental Affairs | Wine Institute

Joining Wine Institute in 2003, shortly after the California Code of Sustainable Winegrowing was first published, Allison Jordan helped create the California Sustainable Winegrowing Alliance – a nonprofit organization established by Wine Institute and the California Association of Winegrape Growers to promote sustainability from grapes to glass. Since 2007, Allison has served as Executive Director of the Alliance, where she is responsible for leading the award-winning California Sustainable Winegrowing Program and Certified California Sustainable Winegrowing. She also serves as Vice President, Environmental Affairs for Wine Institute, a department she established in 2007 to address wine industry environmental and sustainability issues at local, state, federal and international levels. Allison is Vice Chair of the National Grape Research Alliance Board of Directors and a frequent speaker at industry events and international conferences. Allison holds a Master of Public Policy degree from the Goldman School of Public Policy at University of California Berkeley, a Psychology B.A. from Allegheny College, and a Certificate in Wine Business Management from Sonoma State University. She is a fellow in the German Marshall Fund's American Marshall Memorial Fellowship program, designed to create a transatlantic network of policy leaders. Allison and her husband are co-founders of two restaurants in the San Francisco Bay Area – Giordano Bros. and Monk's Kettle Terra Linda – and live in Marin with their two children where



Evan Goldstein, Master Sommelier | Master the World

Evan Goldstein, MS, is one of the nation's most prolific food and wine industry veterans. His food and wine career started at age 19 in the kitchens of the Restaurant Le Saintongeais and the Hotel Lancaster in Paris, Auberge du Soleil in Napa Valley, and Chez Panisse Café in Berkeley, California. In 1984, he joined his mother Chef and Author Joyce Goldstein in opening the celebrated San Francisco restaurant Square One where as sommelier his wine lists received myriad awards. In 1987, he became the eighth American and youngest ever at the time to pass the prestigious Master Sommelier examination. Since 1990, Evan has created education programs, wine training and service hospitality schools with Seagram Chateau & Estates Wines Company, Diageo, Allied Domecq, and most recently, as the Vice President of Global Wine & Brand Education at Beam Wine Estates. In addition, Evan continues his work with the Court of Master Sommeliers as a Founding Board member and former Chairman. As Chief Education Officer for Full Circle Wine Solutions, Evan is responsible for all content development and oversees all execution. He is also the author of many critically acclaimed books.



Peter Work, Winemaker | Ampelos Cellars

Peter Work was born and raised in Denmark in a family where a basic French or German wine was on the table Saturday evening. After graduate school at Princeton and 15 years in IT, he and his wife Rebecca bought and planted a vineyard in Santa Barbara County in the early 2000s. To make their journey a successful one, they enlisted experts to consult on their growing and winemaking practices. By 2009, they had certified the vineyards in Organic and Biodynamic farming practices and were part of the initial pilot program for Sustainability In Practice (SIP Certified®). A hands-on farmer, Peter took the next step of building a fully operational winery and established their high end wine production under the brand Ampelos Cellars, which today produces 5,000 cases that are distributed domestically and internationally. As of 2019, Ampelos Cellars holds vineyard, winery, and wine certifications through the Certified California Sustainable Winegrowing Program. Peter focuses on small batch production following natural winemaking principles. Peter is very active in the industry as a speaker on conscious farming and winemaking, a Certified Sommelier (Court of Master Sommelier), an avid blogger, and as a board member of several organizations including serving as Chair of the California Sustainable Winegrowing Alliance.



Rich Olsen, Winemaker | Bedell Cellars

Richard Olsen-Harbich has worked in the Long Island wine industry since 1981 and is a leader in establishing regional identity and vinification techniques for the region. In that time, he has assisted in implementing pioneering techniques for Long Island vineyards while also consulting for many wineries in the Eastern United States. He has been on the advisory board for Cornell University's Wine Grape Research program based in Riverhead, New York, for over 25 years and is the author of all three federally recognized Long Island American Viticultural Areas (AVAs). In 1997, Richard developed the first Bordeaux/Long Island consultation partnership with M. Paul Pontallier of Chateau Margaux. In 2004, Richard helped found the Long Island Merlot Alliance – the first wine quality alliance on Long Island. In 2012, he was one of the founders of Long Island Sustainable Winegrowing. In 2015, he helped to start the Long Island Latino Vintners Association. Today as winemaker at Bedell Cellars, his work is dedicated to producing delicious hand-crafted wines through the exploration and identification of local terroir, the use of sustainable and natural winemaking techniques and perfecting the fine art of blending.



Melissa Burr, VP of Winemaking | Stoller Family Estate

Melissa Burr, an Oregon native, has a Bachelor of Science degree from Portland State University. She had intended to practice naturopathic medicine but discovered her true passion was in wine after an internship with Cooper Mountain Vineyards in 2001. In 2003, Melissa joined Stoller Family Estate as the winery's first dedicated winemaker. In her role, she leads the winemaking production team across the Stoller Wine Group. Working in concert with the vineyard, sales, and marketing teams, Melissa oversees the continual refinement of Stoller's five brands, while acting as a steward of Bill Stoller's legacy. In 2013, Melissa partnered with Bill Stoller to launch History, a brand dedicated to paying homage to historic vineyards in the Pacific Northwest. The collection will continue to evolve, telling more stories of these esteemed vineyards and the people who started them. Melissa enjoys the creative and natural process of winemaking and the dynamic nature of the Oregon wine industry. The constant evolution of every new vintage pushes her to learn more about her craft.



Holly Wells, Enologist | Chateau Ste. Michelle

Born to a German engineer and a traditional, Italian mother, Holly’s life was always surrounded by math, science, sports, food and family. It was only fitting that she combined her talents and started a career in the wine industry. After receiving her Bachelor of Science in biology from the University of Colorado, Holly accepted a harvest internship at Goldeneye Winery in California. Soon after, she discovered Washington’s winemaking region through Ste. Michelle Wine Estates and accepted an Enology internship working for Snoqualmie and Col Solare. In April 2018, Holly was named Enologist of Chateau Ste. Michelle and assists the winemaking team with daily production activities, organizes winemaking trials and tastings, and helps determine accurate wine data. She is also a Level 2 Sommelier from the International Sommelier Guild. Holly loves the diversity of grapes found in Washington. All the different weather and soil conditions in the state allow winemakers to grow almost any grape. For fun, Holly and her husband keep busy with their small vineyard on Red Mountain.

DAY 2: KEYNOTE ADDRESS: TRENDS & OBSERVATIONS ON SUSTAINABLE WINEGROWING



**Ray Isle, Executive Wine Editor | Food & Wine
Wine & Spirits Editor | Travel + Leisure**

Ray Isle is the Executive Wine Editor of *Food & Wine* and the Wine and Spirits Editor of *Travel + Leisure*. He writes *Food & Wine’s* monthly “Bottle Service” column and oversees wine content for both brands as well as contributing regular print and online features about wine, spirits, and wine-related travel. His articles about wine, beer, food and spirits have appeared in a wide range of national publications, as well as in *Best American Food Writing*. He has twice won the IACP Award for Narrative Beverage Writing, has won a gold award from the North American Travel Journalists Association, and been nominated three times for the James Beard Award in beverage writing. He speaks regularly on wine at events and is a frequent guest on national media, appearing on programs such as NBC’s Today show, CNBC’s On the Money and Squawk Box, American Public Media’s “Splendid Table,” and many others. Follow his wine exploits on twitter @islewine and on Instagram @rayisle.

**DAY 2: HOW TO MESSAGE SUSTAINABILITY TO CONSUMERS & TRADE:
WORKSHOPPING “SUSTAINABILITY” AS A CHALLENGER BRAND**



Katlyn Straub, Special Projects Manager | Washington Winegrowers

Katlyn Straub, a Washington state native working remotely from Las Vegas (still drinking lots of #WAWine), brings diverse experience in strategic communications, lobbying, grassroots organizing and government relations; development and crowdfunding campaigns; event-planning, social media campaigns, and public speaking. After obtaining her BA in Political Science and minor in Spanish from Principia College, she worked as a legislative relations intern in D.C. for an international nonprofit, serving as the communications liaison between constituents and Congressional offices. Living and working in D.C. instilled in Katlyn a passion of helping nonprofits advance their missions through strategic advocacy, executed specifically through the mediums of communications and events. From serving as a non-profit executive director, to planning large scale events in D.C., and also working in both alumni relations and development capacities for her alma mater, her career track evidences a diverse repertoire of skills. Katlyn serves as the projects and communications specialist for the Washington Winegrowers Association, currently focused on helping to develop Washington State’s Winegrape Certification Program.



Honore Comfort, VP of International Marketing | Wine Institute

Honore Comfort, as the Vice President of International Marketing of Wine Institute, promotes exports sales of California wines while building the brand for California wines on a global scale. For almost ten years, Honore served as the Executive Director of the Sonoma County Vintners, a trade marketing organization for Sonoma County wineries. Previously, with Foster's Wine Estates Americas (now Treasury Wine Estates), Honore had responsibility for marketing several international wine brands to the North American market including Penfolds and Rosemount Estate. In 2015, Honore joined Brack Mountain Wine Company, a mid-sized winery start-up, where she served as President and oversaw sales and marketing, brand development, and business strategy. She gained marketing and advertising expertise prior to joining the wine industry while working for Macy's West in San Francisco, the Art Institute of Chicago, and other nonprofit museums and institutions around the United States. Honore lives in Healdsburg with her husband, where they manage their micro-vineyard in the heart of Dry Creek Valley.



Mark Barden, Partner | Eat Big Fish

Mark has helped Audi break the “Rule of Three” in luxury cars to become a real player in the industry. He’s taken Sony PlayStation from #3 to #1 in the console wars, made Charles Schwab the leading investing brand, helped redefine the mission of Clif Bar & Co, and developed a growth plan for payments insurgent Xoom. If you want a smart, fun, intense, collaborative, and ultimately transformative experience for your brand and business, you should work with Mark. He will bring all 18 years of his direct experience with challengers — the good and the bad — to bear on your business. In addition to consulting, facilitation, and coaching, Mark is a popular public speaker, and frequent lecturer at Hult International Business School and Presidio Business School. He is the co-author of the highly regarded book on business creativity, *A Beautiful Constraint. How to Transform Your Limitations into Advantages and Why it's Everyone's Business*.



Deb Hatcher, Founder, Chief Marketing Officer | A to Z Wineworks

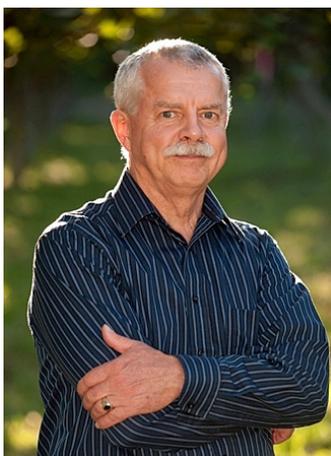
In 2002, Deb Hatcher founded A to Z Wineworks in Oregon with three partners: Bill Hatcher, Cheryl Francis and Sam Tannahill. A to Z quickly grew, acquired REX HILL in 2007, and by 2012 was the largest winery in Oregon with distribution in 50 states and eight international markets. The company has the most collective Oregon winemaking experience in the industry and was honored with Vinnie awards for marketing excellence in 2019 and 2020. A to Z continues to be one of Oregon's best-selling brands and models leadership in both farming and business practices combining commerce with conscience. A to Z Wineworks has been recognized as a Best for the World Certified B Corporation every year since certifying in 2014 and has been a LIVE certified winery from the program's inception in 2008. The company's REX HILL brand farms all owned or long-leased vineyards using Biodynamic® principles and was named the Extraordinary Winery Under the Radar in the Americas by Michelin's Wine Advocate in 2017.



Linzi Gay, General Manager | Clif Family Winery

Born and raised in St. Helena, California, Linzi left Napa Valley to study business at Cal Poly State University in San Luis Obispo. After graduation she was hired by Clif Bar & Company as a brand manager, eventually moving to the innovations team. Linzi left Clif Bar in 2004 to move back to the Napa Valley with her husband. Deciding to shift her career to a path in the wine industry, Linzi became a brand manager at Foster's Wine Estates where she managed several of their icon brands. She then worked for several winery, brewery and packaged goods clients in various roles before reconnecting with Gary and Kit in the early stages of Clif Family Winery back in her hometown of St. Helena. She formally joined Clif Family Winery in 2007 and became General Manager in 2009. Linzi brings a true love of food, wine and organic gardening to her position at Clif Family. When she's not working she loves to cook, write, cycle and most importantly, spend time with her husband and two children.

DAY 2: PART 2 SUMMIT SUSTAINABLE VINEYARD & WINERY TOUR



Cliff Ohmart, Board President | Protected Harvest

Dr. Cliff Ohmart became a private consultant upon retirement in December 2017 after nine years as a Senior Scientist with SureHarvest, a Food and Ag sustainability information and technology company where he worked with clients to design, develop, and implement sustainability performance management initiatives including the California Sustainable Winegrowing Program, California Cherry Sustainability Program, California Almond Sustainability Program, BloomCheck™ certification for cut flower production, and initiatives in many other crops. All focused on adding value for grower participants. He was Principle Research Scientist for CSIRO Division of Forest Research in Australia for 13 years researching forest pest management problems and an IPM consultant for seven years in orchard crops in the Sacramento Valley Region. He was Sustainable Winegrowing Director at Lodi Winegrape Commission for 14 years developing a world-renowned sustainable winegrowing program that included authoring the *Lodi Winegrower's Workbook* and developing the Lodi Rules for Sustainable Winegrowing certification program. Dr. Ohmart received a BS degree in forest biology from the SUNY College of Environmental Science and Forestry and a Ph.D. in entomology from the University of California Berkeley.



Eric Anderson | RGNY

Eric Anderson began his career in viticulture working for The University of Missouri viticulture research program in 2008 overseeing and helping conduct experiments and data collection on plots of hybrid and vinifera performance in the Midwest climate throughout the state of Missouri. In 2011, Eric moved to Mattituck, New York, where he worked a Vineyard Management position at Macari Vineyards, a sustainably minded farm on Long Island that grows primarily Merlot and Chardonnay while using as little herbicide as possible and incorporating some biodynamic practices into their vineyard. With a heavy focus on composting, Eric was applying roughly four tons/acre every year of Macari's own compost. In 2016, Eric moved back to Missouri to help establish a small vineyard outside Kansas City while he spent time with family in the area. Eric returned to Long Island working down the street from Macari at RGNY, a Long Island Sustainable Winegrowing certified vineyard of 95 acres that utilizes the New York VineBalance programs guidelines to put together a program that is as sustainable as possible.



Dick Boushey, Owner and Viticulturalist | Boushey Vineyards

Dick Boushey has been farming and growing wine grapes in the Yakima Valley of Washington State for over 40 years. Dick, and his wife Luanne, own Boushey Vineyards in Grandview, Washington, where they grow and juice wine grapes. He currently serves on the Washington Wine Commission board as Chairman of the Research Committee. Other board and committee positions include the Wine Research Advisory Committee which oversees grape and wine research programs in the state; the Auction of Washington Wines board; and the National Grape/Welch's board. He is also the past president of Washington Winegrowers. Dick has been the recipient of several distinguished industry awards: the "Walter Clore Award" from the Washington State Grape Society; "Grower of the Year" Eric Hanson memorial award from the Washington Association of Wine Grape Growers; "Honorary Grower Chair" for Children's Hospital Auction of Washington Wines; and an "Industry Service Award" from the wine grape growers. Dick is known as one of Washington's premier wine grape growers and also manages many sought after vineyards in the Red Mountain AVA.



Kelli Gregory, Vineyard Manager | Adelsheim Vineyard

A Missouri native with a passion for plants, Kelli directs all vineyard operations and development and oversees all aspects of Adelsheim's valued grower partnerships. Upon receiving a degree in Plant Science from the University of Missouri, Kelli set off on an epic National Park road trip where she promptly fell in love with all things Oregon. She decided to move out west where she earned her Master's of Agriculture from Oregon State University while working at Archery Summit and Lemelson Vineyards. Kelli joined the Adelsheim team as Grower Relations and Viticulture Technician in 2012, and was promoted to Assistant Vineyard Manager shortly after. In 2017 she was promoted to Vineyard Manager. Kelli sits on the Oregon Pinot Camp Steering Committee, the LIVE (Low Impact Viticulture & Enology) Technical Committee and received the LIVE Excellence In Sustainability Award in 2019 for her commitment to continuously finding new ways to implement environmentally and socially responsible initiatives in the vineyards and surrounding landscape.



Niki Wente, Senior Vineyard & Viticulture Manager | Wente Vineyards: 5th Generation Winegrower

Niki Wente joined the Wente Family Estates Vineyard Operations team in early 2017, following in the footsteps of her viticulturist father, Phil Wente. Niki graduated from Cal Poly San Luis Obispo in 2014 with a Bachelor of Science in Wine & Viticulture. Following a harvest internship, she worked in technology in San Francisco, only to realize her desire to return to viticulture. She joined the Huneus Vitners' viticulture team working in grower relations. She joined the Huneus Vintner's viticulture team working in grower relations and later worked on viticulture projects in Biodynamic farming for the estate vineyards of luxury brands Quintessa and Foust. In her current role, Niki oversees farming operations for roughly 3,000 acres of land. She makes critical decisions in the farming plans for over 200 blocks - in both the Livermore Valley and Arroyo Seco, leading the team towards improved efficiencies, vine health, fruit quality, and sustainable vineyard practices. With certified sustainable vineyards through Certified Sustainable California Winegrowing, Niki and her team focus on carbon sequestration, water conservation, naturally integrated pest management, minimizing inputs, and reducing emissions.

DAY 3: WELCOME



Sam Filler, Executive Director | New York Wine & Grape Foundation

Sam Filler serves as the Executive Director of the New York Wine and Grape Foundation, the main trade association responsible for statewide investments in research and promotion on behalf of the New York wine and grape industry. He previously served as Director of Industry Development at Empire State Development, New York State's chief economic development agency. In that role, Sam worked closely with the alcoholic beverage industry and policymakers to implement Governor Andrew M. Cuomo's craft beverage initiative. Sam is a graduate of the LEAD NY program and serves on the boards of Cornell AgriTech Advisory Council, National Grape Research Alliance, Wine Market Council, and the Empire State Council of Agricultural Organizations.

DAY 3: GROWER PERSPECTIVES ON CLIMATE CHANGE RESILIENCY



Esther Mobley, Wine Critic | San Francisco Chronicle

Esther Mobley is the wine critic at the *San Francisco Chronicle*. She joined the paper in 2015 to cover California wine, beer and spirits and also publishes a weekly e-mail newsletter called *Drinking with Esther*. In 2019, Esther was named Feature Writer of the Year in the Louis Roederer International Wine Writers' Awards. The previous year, she won first place in the California News Publishers Association Awards Print Contest for feature writing for her story about a winery owned by a California cult, and also first place for agricultural reporting for her writing on Napa Valley's land-use controversies. Her work was recognized as the Best Writing on Beer, Wine or Spirits by the Association of Food Journalists in 2017 and 2019. She studied English literature at Smith College.



Julien Gervreau, Director of Sustainability | Jackson Family Wines

Julien Gervreau is a Sonoma County, California native whose career in the wine industry has spanned more than 15 years. In his role as Vice President of Sustainability at Jackson Family Wines (JFW), Julien focuses on setting strategies and tactical implementation of water and energy efficiency, onsite renewable energy generation, GHG emissions reductions, and waste diversion. He also works closely to communicate JFW's sustainability program through brand, sales and distribution channels, as well as activating employee engagement. Julien holds an MBA in Sustainable Management from Presidio Graduate School in San Francisco. When he's not at work, you can usually find Julien at the beach or on the soccer pitch with his wife and two young children.



Suzanne Hunt, Co-Owner & Director of Sustainability | Hunt Country Vineyards

Suzanne is Co-Owner and Director of Sustainability at Hunt Country Vineyards, her family's seventh generation farm and 40-year-old winery in the Finger Lakes of New York. She is also a clean tech and climate policy consultant with two decades of experience solving problems in energy, agriculture, and transportation. She is the founder and CEO of HuntGreen LLC, whose clients have included a wide variety of private equity firms, government agencies, startups, Fortune 500 companies and nonprofits such as Generate Capital and Bayer Corporation in Germany. She is an Associate at the International Institute for Sustainability Analysis and Strategy in Germany, a member of Environmental Entrepreneurs (E2), the Agriculture and Forestry Advisory Panel to the NY Climate Action Council, and the NY Clean Transportation Roadmap Expert Advisory Board. She also serves as Chair of the Cornell AgriTech Advisory Council and serves on the Center for Earth Ethics' Advisory Board and the Finger Lakes Wine Alliance Board. At the winery Suzanne spearheads sustainability and climate (mitigation, adaptation, and resilience) efforts – including energy efficiency, geothermal heating/cooling, solar PV, micro-wind, soil health, carbon sequestration, sustainable building materials, wildlife habitat and advocacy.



Nadine Lew Basile, Ranch Manager | Soter Vineyards

Nadine is the Ranch Manager at Soter Vineyards in Carlton, Oregon. She oversees the vineyards, vegetable farm and garden, livestock and forest management. Prior to that, she spent several years as the viticulturist and grower relations at A to Z in the Willamette Valley, and she spent a short stint running a vegetable CSA in Dundee while conducting Biodynamic inspections for Demeter USA. Throughout her career in the industry, she has managed Organic viticultural operations in the Okanagan in British Columbia, California's Central Coast at Bonny Doon Vineyards, and in the Napa Valley at Sinskey Vineyards. She received her Masters degree in horticulture/viticulture from UC Davis in 2001, and her BS in Medical Genetics from McGill University in Montreal in 1996. Nadine has a fondness for wooly animals, big dogs, beautiful vegetables, and spicy cuisine.

DAY 3: DIVERSITY, EQUITY AND INCLUSION: THE SOCIAL PILLARS OF SUSTAINABILITY



Bill Sweat & Donna Morris, Founder | Winderlea Vineyard & Winery

After falling in love with Pinot Noir in the early 1990s, spouses Bill Sweat and Donna Morris moved to Oregon from Boston in 2006. They found the Oregon wine community to be a collaborative one – where newcomers are welcomed, tutored and expected to perfect their craft. They purchased a legendary 20-acre vineyard planted in the 1970s in the Dundee Hills. Naming the vineyard Winderlea, Bill and Donna continued the traditions of responsible stewardship of the land and the highest quality artisan winemaking. In 2015, Winderlea earned its Demeter Biodynamic® Certification for its estate vineyard and became the fourth winery globally to achieve B Corp Certification.



Julia Coney, Wine Journalist and Founder | Black Wine Professionals

Julia is a Washington, D.C. and Houston, Texas-based wine writer, wine educator, speaker, and consultant. Julia is a Contributing Editor for VinePair, the world's largest online drinks platform. Her wine writing includes stories on wine, winemakers, and the intersection of race, wine, and language and has been featured in *The New York Times*, *Wine Enthusiast*, *Plate Magazine*, *The Washington Post* and numerous other publications. She holds a WSET Level Two Certification in Wine and Spirits and is currently pursuing her Master Level Champagne Certification with the Wine Scholar Guild and WSET Level Three Certification. Julia is the recipient of *Wine Enthusiast's* 2020 Social Visionary Award for her work in writing and speaking on diversity, equity, and inclusion in the wine industry. Julia is the Founder of Black Wine Professionals, a resource for wine industry employers and gatekeepers, professionals, and the food and beverage community. Their goal is to lift up the multifaceted Black professionals in the world of wine. You can find her on all social media at @juliaconey or at her website juliaconey.com.



Elaine Chukan Brown, American Specialist | JancisRobinson.com Co-founder | Diversity in Wine Leadership Forum

Earlier this year, Elaine Chukan Brown gave the keynote address to the International Femmes du Vin event sponsored by the US State Department through the Paris Embassy. In 2020, she won the prestigious Wine Communicator of the Year award from IWSC and VinItaly and was named a Wine Industry Leader in North American wine by *Wine Business Monthly*. The *Wine Industry Network* named her one of the Nine Most Inspiring People in Wine in 2019. She serves as the American Specialist for *JancisRobinson.com*, a columnist for *Club Oenologique*, and is a contributing writer to *Wine & Spirits Magazine*. She contributed to the 8th edition of the *World Atlas of Wine*, and the 4th edition of the *Oxford Companion to Wine*, both of which have since won multiple awards. Her writing has been featured in *Decanter*, *World of Fine Wine*, the *Robb Report*, and others. She is considered one of the top interviewers and educators in the global wine industry. Prior to her career in wine Elaine had a career in academia and owned her own commercial salmon-fishing business in Bristol Bay, Alaska.