



**SONOMA VALLEY VINTNERS & GROWERS ALLIANCE ELECTS
NEW BOARD MEMBERS AND OFFICERS FOR 2009**

Local Grower, Vintners and Restaurateur Among New Inductees

Sonoma, CA (January 28, 2009) Executive Director Grant Raeside of the Sonoma Valley Vintners & Growers Alliance (SVVGA) announced the installment of four newly elected board members at the group's January Alliance Meeting. The new board members include:

Art Fichtenberg, Fichtenberg Vineyards: A long time Sonoma Valley resident and businessman, Art harvested his first wine grapes in 1969 and made his first homemade wine in 1970. Today he and his family farm 19+ acres of Merlot, Malbec and Syrah in Southern Sonoma Valley.

Eva Bertran, Gloria Ferrer Caves & Vineyards: A passionate advocate for Sonoma Valley since moving here from Barcelona Spain in 1986, Eva is the Executive Vice President of Gloria Ferrer Caves & Vineyards, a member of the Wine Institute and past president of the Sonoma County Vintners Board.

Squire Fridell, GlenLyon Vineyards & Winery: A published author, actor and star of over 3000 commercials, Squire Fridell, together with his wife Suzy have been growing grapes and making wine for over 20 years at their GlenLyon Vineyards & Winery in Glen Ellen.

Jens Hoj, El Dorado Hotel & El Dorado Kitchen: After a career spent managing the fine dining operations at Bay Area hot spots including, Hotel Nikko, Park Hyatt and 1001 Nob Hill, Jens moved to Sonoma Valley to take on his current role as General Manager of the El Dorado Hotel and Kitchen.

In addition to the above new members, **Michael Muscardini** of Muscardini Cellars moves from Vice President to Board President, filling the seat vacated by outgoing President **Norm Goldstein**. Of the new board members, Muscardini said "We are thrilled to welcome Art, Eva, Squire and Jens to our board. They will energize the board both with their fresh perspective and shared commitment to promoting the unique quality of Sonoma Valley's products, venues and lifestyle.

(new SVVGA board members, cont'd)

Outgoing members, including Goldstein, **Dan Schaefer** of Audelssa Winery, **Don Chase** of Kunde Family Estate and Three House Multi-Media's **Stephanie Dunn.**, were feted at the SVVGA's annual holiday celebration, which took place this past December at the Fairmont Sonoma Mission Inn & Spa. At the event Raeside thanked Dunn, Goldstein, Schaefer and Chase for their service to the board, saying "We are grateful for the integral roles that Norm, Stephanie, Dan and Don have played in advancing the charter of our organization, the image of Sonoma Valley wines and grapes, and the charitable efforts of our foundation."

With the addition of the new members, the 2009 SVVGA board includes: Michael Muscardini, President - Muscardini Cellars; J. Bruce England, Vice President - EnglandCrest Vineyards; Susan Reber, Treasurer - Member-at-Large, Mission Hills Mortgage; Marjorie MacLeod, Secretary - Indian Springs Ranch; Eva Bertran - Gloria Ferrer Caves & Vineyards; Carlo Cavallo - Member-at-Large, Sonoma Meritage; Mike Colhoun - Landmark Vineyards; Art Fichtenberg - Fichtenberg Vineyards; Squire Fridell - GlenLyon Vineyards & Winery; Jens Hoj - Member-at-Large, El Dorado Hotel and Kitchen; Tom Menzies - Pasatiempo Vineyard; Vickie Mulas - Mulas Family/Alta Vista Vineyards; Jennifer Scott - Chateau St. Jean

About the SVVGA

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 vintners, growers and associates who share a mission to promote awareness of Sonoma Valley's grapes, wine, terroir and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit organization that has raised over \$8,000,000 for local Sonoma Valley charities through Sonoma Valley Wine Country Weekend. To learn more about the SVVGA and SVVGF, visit www.sonomavalleywine.com or call 707-935-0803.

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