



FOR IMMEDIATE RELEASE:

**Sonoma Valley Vintners & Growers Alliance
Announces the Appointment of New Executive Director**

SONOMA, Calif. (September 8, 2005) – Early last week, the Sonoma Valley Vintners & Growers Alliance (SVVGA) announced the hiring of Grant Raeside as their new Executive Director. Prior to joining the SVVGA on September 1, Raeside held the position of Executive Director of the San Luis Obispo Vintners Association. Raeside replaces former Executive Director Jonnie McCormick whose 5-year long tenor with the SVVGA ended after the completion of the hugely successful 13th Annual Sonoma Valley Harvest Wine Auction that took place over Labor Day weekend.

“We are excited to welcome Grant Raeside to our organization as the incoming Executive Director. Grant’s successful track record with the San Luis Obispo Vintners Association, combined with his experience working with non-profit organizations, makes him the ideal person for this dynamic position,” said Don Chase, SVVGA President. “We look forward to the new energy and ideas Grant will bring to our organization.”

Raeside has an extensive background in marketing and promotions and helped increase tasting room traffic for the San Luis Obispo Vintner Association’s 31 grower/vintner members by 25% in one year. Grant served on the Board of the San Luis Obispo County Visitors and Convention Bureau's Board of Directors as well as the Wine Tourism Committee. He also

Sonoma Valley Vintners & Growers Foundation Beneficiaries: F.I.S.H., Hanna Boys Center, Kenwood Education Foundation, La Luz, Sonoma Community Center, Sonoma Ecology Center, Sonoma Land Trust, Sonoma Valley Community Health Center, Sonoma Valley Education Foundation, Sonoma Valley Hospital Foundation, Sonoma Valley Mentoring, Wilmar, Valley of the Moon Boys & Girls Club, and Vineyard Workers Services.

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brings extensive experience in event planning and with non-profit organizations, including the Muscular Dystrophy Association and the American Heart Association.

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Formed in 1992 by merging the Sonoma Valley Vintners Association and the Sonoma Valley Grape Growers Association, the Sonoma Valley Vintners & Growers Alliance (SVVGA) is a unique non-profit organization comprised of hundreds of vintners and growers whose mission is to promote Sonoma Valley wines and grapes, support cooperation and collaboration among valley vintners and growers, and to develop community awareness of the industry. For more information on the SVVGA, please call 707.935.0803 or visit our Web site at www.sonomavalleywine.com.

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