



FOR IMMEDIATE RELEASE:

**Jonnie McCormick to Step Down as Executive Director
Of the Sonoma Valley Vintners & Growers Alliance**

Successful Five-Year Stint Will End With the

13th Annual Sonoma Valley Harvest Wine Auction in September

SONOMA, Calif. (July 25, 2005) – Don Chase, President of the Sonoma Valley Vintners & Growers Alliance announced last week that he has accepted the resignation of the SVVGA’s Executive Director Jonnie McCormick. McCormick will stay on with the SVVGA until after the Sonoma Valley Harvest Wine Auction that is taking place this year over Labor Day Weekend. McCormick, who has served as Executive Director for the past five years, is planning to start her own consulting business for wineries and non-profit organizations in the Sonoma Valley.

“Jonnie has made innumerable contributions to the Alliance and the Foundation, having grown both considerably in her more than five years of service. She also played a major role in our partnering with many community leaders and in the marketing efforts of our two organizations.” said Don Chase. “I know I speak for all SVVGA members in thanking Jonnie for her efforts on our behalf, and wishing her good luck in her new endeavors.”

McCormick joined the SVVGA as Executive Director in December 2000 after a successful career in the banking industry. She was instrumental in forging relationships with

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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influential members of the Sonoma Valley community and the numerous non-profit organizations that benefit from Sonoma Valley Vintners & Growers Alliance-sponsored events like the Sonoma Valley Harvest Wine Auction. During McCormick's five-year tenure, more than 1.8 million has been raised for deserving Sonoma Valley charities not including what promises to be a very successful 2005 Harvest Wine Auction.

The search for McCormick's replacement is currently underway. For a full job description, please visit the SVVGA website at www.sonomavalleywine.com or contact Don Chase at 707.282.1516 or don@kunde.com.

About the SVVGA

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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