



New Executive Director

NEWS - For Immediate Release: December 7, 2001

SVVGA Office: 707-935-0803

Sonoma Valley Vintners & Growers Promote New Executive Director

(SONOMA, Calif.) -- Jonnie McCormick, Director of the Sonoma Valley Harvest Wine Auction, has been promoted to Executive Director for the Sonoma Valley Vintners & Growers Alliance. McCormick, a long-time Sonoma Valley resident, business person and community participant, has been managing the Alliance which has been without a director for several months. She will continue to direct the Sonoma Valley Harvest Wine Auction.

"Jonnie has done an exemplary job of managing all of the business of the Alliance," said SVVGA President Peter Haywood, "We are familiar with her proven leadership ability and her can-do attitude will continue to benefit our local vintners and growers."

"I am very honored that the SVVGA has given me this opportunity to work even closer with our members and our community," stated McCormick, "In addition to continuing to work on the Sonoma Valley Harvest Wine Auction, I look forward to helping our members deal with the many issues that face the wine industry today."

In addition to her past year directing the auction, McCormick's professional career spans twenty-five years in the banking and finance industry including management of the Sonoma Valley Bank of America Branch. She has also volunteered for the Valley of the Moon Boys and Girls Club, FISH (Friends in Sonoma Helping), Sonoma Valley Hospital Foundation, Sonoma Valley Harvest Wine Auction, Vintage House Senior Center and participated in Sonoma Valley Rotary, Sonoma Community Center and the Flowery School Mentoring Program. McCormick also directs Teen Safe Ride, a no-questions-asked transportation program sponsored by the City of Sonoma which has benefited the Sonoma Valley since 1986.

The Sonoma Valley Harvest Wine Auction has grown to become one of the nation's most successful and popular charity wine events and has donated more than \$2.4 million in proceeds directly to the Sonoma Valley community. The 10th Annual Sonoma Valley Harvest Wine Auction, sponsored by the Sonoma Valley Vintners & Growers Alliance, will be held Labor Day Weekend 2002. The Sonoma Valley Vintners & Growers Alliance is located at 17964 Sonoma Highway, Sonoma. For more information or to volunteer for the Sonoma Valley Harvest Wine Auction call 707.935.0803.

###