

FOR IMMEDIATE RELEASE:



SONOMA VALLEY
VINTNERS AND GROWERS ALLIANCE
NAMES
MAUREEN LAMB COTTINGHAM
EXECUTIVE DIRECTOR



Sonoma, CA – August 27, 2010 – It was announced today that the **Sonoma Valley Vintners and Growers Alliance** (SVVGA) Board of Directors appointed long-time Marketing and Events Director and recent interim Executive Director **Maureen Lamb Cottingham** to the position of Executive Director of the Alliance.

Ms. Cottingham was appointed interim executive director in June.

Michael Muscardini, President of SVVGA enthused, “The search committee, as well as the whole board was thrilled to offer Maureen the position as our Executive Director. Maureen has consistently demonstrated their passion and commitment to over 500 members of SVVGA as well as the whole Sonoma Valley community.”

Muscardini added, “The search committee took its time to do an extensive search. With over 50 applicants considered and personal interviews with 6 candidates, it

was clear that Maureen was the top choice. The Board and I couldn't be more pleased and wish Maureen continued success."

Ms. Cottingham has been with the SVVGA for 5 years. Her leadership, especially as Executive Producer of the Sonoma Wine Country Weekend is well established by both the success of the event and by her peers. As interim director she managed the day-to-day operations, interacted with the Board and Membership and kept the Alliance on course and growing.

Maureen noted, "This is a wonderful opportunity and one I take quite seriously. I want to thank the SVVGA board for their continued support. This is a great time for Sonoma Valley, a place I live and will continue to promote with our membership."

About 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 the Sonoma Wine Country Weekend and Sonoma Valley Harvest Wine Auction. To learn more about the SVVGA and SVVGF, visit www.sonomavalleywine.com or call 707-935-0803.

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