



FOR IMMEDIATE RELEASE

January 4, 2013

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Monterey County Vintners & Growers Association Restructures
Marketing expert, Stacie Jacob, to lead group during transition

(Monterey, CA) - The Monterey County Vintners & Growers Association (MCVGA) announced the need to restructure its organization. The first step in the process was realigning staff roles and responsibilities. Consequently, Rhonda Motil's tenure as the executive director ended on January 3. Motil, who dedicated the past 11 years to the organization, departs in good standing.

"The restructuring of our trade organization helps us bring greater value to members and align our fiduciary responsibilities," said MCVGA President, Paul Johnson. "We have a solid plan to guide us through this transition."

Marketing expert, Stacie Jacob, owner of Solterra Strategies, has been named interim executive director. Jacob will focus on developing and maintaining established marketing programs as well as serve as the point person for trade and media during the transition process. Jacob has worked with member-based organizations for more than 13 years and has experience in leading members through the reorganization process.

Restructuring staff is the first step. Johnson along with the Executive Committee will restructure the trade association working towards key goals:

- Building partnerships with sister wine associations within Monterey County
- Working with local hospitality and tourism groups towards a unified *Brand Monterey* position
- Build market share in our local restaurants
- Engage our members to participate in MCVGA programs

"As the region grows we must update our programs and services to meet our members' changing needs," said Johnson. "A membership survey will be sent in the coming weeks to gain valuable member feedback as begin the next phase of our restructuring process."

A search for a permanent Executive Director is part of the restructuring process. A full job description and timeline is underway.

About the Monterey County Vintners & Growers Association

Bringing together the talents and resources of its members, partners and the community, the MCVGA promotes and supports their leadership in the art, science and business of wine. Founded in 1974, the Association is a non-profit organization representing over 75 vintners and growers in

Monterey, California. Additional details are available by visiting www.MontereyWines.org or by calling 831.375.9400.

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