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**Paso Robles Wine Country Alliance Executive Director
Resigns to Open New Marketing Firm
Nationwide Search for New Director Underway**

June 10, 2011 (Paso Robles, CA) – Paso Robles Wine Country Alliance Executive Director, Stacie Jacob has resigned to open a new lifestyle marketing firm, SolTerra Strategies. Her resignation is effective August 1 and the search for a new Executive Director is actively underway.

During Jacob's seven-year tenure working for the 500 member-based organization, she created an effective marketing campaign that achieved regional, national and global brand recognition for the Paso Robles American Viticulture Area (AVA). Jacob's leadership grew the Paso Robles Wine Country Alliance into one of the nation's leading wine trade organizations recognized for its creative marketing, leadership and powerful regional brand. In addition, proactive public affairs initiatives have been created and a robust membership benefits from the Alliance programs focused in media relations, trade relations, direct-to-consumer marketing and industry education.

"It's been an honor representing the growing, dynamic and maturing Paso Robles wine region," said Jacob. "The prestige of the Wine Alliance, quality of its marketing programs and power of the Paso Robles brand are accomplishments of which I am most proud. I look forward to pursuing my entrepreneurial drive as I launch SolTerra Strategies, based in Paso Robles."

A 10-member Search Committee made up of all aspects of the Paso Robles wine community is in place and the process for a new Executive Director is currently in process. Potential candidates should go to www.pasowine.com and look under the *Classifieds Section* for details about the position. All interested candidates are asked to submit their resume with supportive materials by July 22, 2011.

"The Alliance has been transformed during Jacob's tenure," said Alex Villicana, Chairman of the Board and owner of Villicana Winery. "She will continue to be a member of our community working with the Board, Team and Membership to ensure a smooth transition in leadership. The Search Committee is dedicated to finding the next great leader to keep strengthening the Paso Robles brand."

The Paso Robles Wine Country Alliance represents wineries, growers and businesses in Paso Robles Wine Country. Centrally located between San Francisco and Los Angeles, along California's Central Coast, Paso Robles Wine Country is California's fastest growing wine region. It encompasses more than 26,000 vineyard acres and more than 200 wineries. For more information visit www.pasowine.com.

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