



2011 Wine Tourism Conference Attendees

Name	Company Name and Title	Website	Twitter
Alexandra O'Gorman	Francis Ford Coppola Winery, Director of Guest Experience	www.franciscoppolawinery.com	
Alicia Kjeldgaard	Treasury Wine Estates, Development Manager	www.treasurywineestates.com	
Allan Wright	Zephyr Adventures, President	www.ZephyrAdventures.com	@ZephyrAdventure
Allen Shoup	Long Shadows Vintners, Founder	www.longshadows.com	
Allison George	Washington County Visitors Association, Stakeholder Development Manager	www.visitwashingtoncountyoregon.com	@Allison_George
Allison Priestley	Southern Oregon Wine Institute at UCC	www.sowicellars.com	@UCC_SOWI
Amber Luiz	Visit California	www.visitcalifornia.com	
Angelica de Vere	Legendary Napa Valley, V.P. Direct Consumer Sales	www.legendarynapavalley.com	
Ann Christensen	WineCountry.com, Director of Business Development	www.WineCountry.com	
Aura Bland	St. Francis Winery & Vineyards, Director of Consumer Sales & Marketing	stfranciswinery.com	
Barb Gonzalez	Barb Gonzalez Photography, Travel Photogrpaher	www.barbgonzalezphotography.com	
Barbara Insel	Stonebridge Research Group, Owner	stonebridgeresearch.com	
Barbara Satterfield	Santa Rita Hills Winegrowers Alliance, Executive Director	www.staritahills.com	
Barrie Cleveland	Winery Advisor, Managing Partner	www.wineryadvisor.com	@Winery Advisor
Beth Costa	The Wine Road, Executive Director	www.wineroad.com	@bethwineroad
Bill Blum	MacArthur Place Hotel & Spa, General Manager	www.macarthurplace.com	
Bill Smart	Dry Creek Vineyard, Director of Communications	www.drycreekvineyard.com	@DryCreekVnyd
Brad Calkins	Santa Rosa CVB, Executive Director	www.visitsantarosa.com	@visitsantarosa
Brandon St.Martin	Brandon St.Martin CWP CSW	www.brandonstmartin.com	@brandonstmartin
Brendan Tierney	Landmark Vineyards, Associate Manager, Wine Education and Events	www.landmarkwine.com	@landmarkvyds

Brian Murphy	Expedia CruiseShipCenters, Owner	www.cruiseshipcenters.com/northbay	
Byron Marlowe	Southern Oregon University, Coordinator and Instructor	www.sou.edu	@Prfessormarlo
Carole Cleaver	Wine & Food Associates, Vice President, Marketing		@WoSA_USA
Caroline Beteta	Visit California, President & CEO	www.visitcalifornia.com	
Carolyn Hernandez	Calistoga Chamber of Commerce, Visitor Center Coordinator	www.calistogavisitors.com	@calistogavisit
Cass Walker	City of Napa, Community Development Director		
Catherine Seda	Wine Writer		@catseda
Cathi Wastal	Touring & Tasting, Regional Director	www.touringandtasting.com	@touringtasting
Charlene Lennon	Santa Rosa CVB, Director of Sales	www.visitsantarosa.com	
Chris Canning	Calistoga Chamber of Commerce, Executive Director	www.calistogachamber.com	
Chris Chandler	Livermore Valley Winegrowers Assoc., Executive Director	www.LVwine.org	
Chris O'Connell	The Wineryard, General Manager	www.santarosawineyard.com	@thewineyard
Chris Pittman	My Napa Valley Driver, Owner	www.mynapavalleydriver.com	
Christina Glynn	Santa Cruz County Conference & Visitors Council, Communications Director	www.santacruzcounty.travel	
Christine Duessen	Vineyard and Winery Magazine, Public Relations	vwm-online.com	
Christine Lehtonen	Asterix Group, President	www.asterixgroup.com	@chrislehtonen
Christopher Livadas	Vezer Family Vineyard	www.vezerfamilyvineyard.com	
Claire Lepine	Trione Vineyards and Winery, Events Coordinator/Asst. Tasting Room Manager	www.trionewinery.com	
Claud Bates	Francis Ford Coppola Winery, Director of Restaurants & Special Event Operations	www.franciscoppolawinery.com	
Claudia Mendoza-Carruth	Viviani, Inc., Tour Director, International	www.viviani.com	
Clay Gregory	Legendary Napa Valley, President/CEO	www.legendarynapavalley.com	
Clay Shannon	Shannon Ridge Vineyards & Winery, Owner	www.shannonridge.com	
Colby Smith	Concierge Alliance Napa Valley and Sonoma, Executive Director	www.ConciergeAlliance.com	@CANVAS_Connect
Dan Brown	Flamingo Conference Resort & Spa, Dir. of Sales and Marketing	FlamingoResort.com	
Dan Fox	Touring & Tasting, Managing Partner	www.touringandtasting.com	@touringtasting
Dan Michael	E & J Gallo, Marketing Director	www.ejgallo.com	
Dan Verel	North Bay Business Journal, Business Writer		
Danene Beedle	Missouri Wine & Grape Board, Marketing Director	www.missouriwine.org	@MoWineGirl
Danielle O'Leary	City of Santa Rosa, Economic Development Manager	www.srcity.org	
Dannion Cunning	Yosemite Sierra Visitors Bureau, CEO	www.yosemitethisyear.com	
Darcy Barboza	Trinchero Family Estates, Director of Retail Operations	www.TFEwines.com	
Dave Kendrick	DogTrekker.com, Managing Partner	www.dogtrekker.com	
David Bradley	Vindemia Winery, Wine Maker		
David Zurowski	Signorello Estate, General Manager	www.signorelloestate.com	@evalen
Debra Sommerfield	County of Lake, Deputy Administrative Officer Economic Development	www.co.lake.ca.us	
Dixie Huey	Trellis Wine Consulting, Proprietor	trelliswineconsulting.com	

Don Shindle	The Westin Verasa Napa, General Manager	www.westinnapa.com	
Donald G. House	British Columbia Wine Institute, Consultant		@donhouse
Donald Rickard	Platypus Tours Limited, President	www.platypustours.com	
Douglas Thornley	Gould Evans/Baum Thornley, Principal	www.gouldevans.com	
Ed Thralls	Wine Tonite!	www.winetonite.com	@winetonite
Elizabeth Martin-Calder	Martin-Calder Productions, Owner	martincalderproductions.com	@emcalder
Elle Potter	Zephyr Adventures	www.ZephyrAdventures.com	@ZephyrAdventure
Ellen Kieval	Wine & Dine Events, Assistant Director	www.winedineevents.com	
Emery Bodell	Lancaster Estate, Director of Member and Guest Experience	www.lancaster-estate.com	@lancasterestate
Erin McCardle	Lake Chelan Wine Growers Association, Executive Director	www.lakechelanwinevalley.com	@lakechelanava
Francesca Huson	White Oak Winery, Tasting Room Manager	www.whiteoakwinery.com	
Frank Vezer	Vezer Family Vineyard	www.vezerfamilyvineyard.com	
Gail Bradley	California Dreamin'	www.californiadreamin.com	
Gary Green	Santa Cruz County Conference & Visitors Council, Cooperative Marketing Director	www.santacruz.org	
Gena Carlin	Kenefick Ranch Winery, Tasting Room Manager		
Genevieve McCarthy	Cellar Tours- Luxury Food and Wine Vacations, Managing Director	www.cellartours.com	@cellartours
Georgina Stassi	La Vita Fresca, President and Owner	lavitafresca.com	
Heather Reagan	Wine & Roses Hotel Restaurant Spa, Director of Sales & Marketing	www.winerose.com	@wrhotelrestspa
Heather Unwin	Terra Blanca Winery & Estate Vineyards, EVP Marketing	terrablanca.com	@44vines
Heidi Miersemann	The Westin Verasa Napa, Director of Sales & Marketing	www.westinnapa.com	
Heidi Paul	WineCountry.com	www.WineCountry.com	
James Moore	TripAdvisor, Sales Manager	www.tripadvisor.com	@jbmoore007
Jamie Peha	Peha Promotions and Table Talk Radio, Principal	www.pehapromo.com, www.tabletalkradio.net	@tabletalkpeha
Jane Beery	Cima Collina Winery LLC, Tasting Room Manager		
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Jim Fiolek	Santa Barbara County Wines, Executive Director	www.sbcountywines.com	
Jim Ryan	The Wine Group, Estate Manager	www.concannonvineyard.com	
Jocelyn Hoar	Robert Mondavi Winery, Visitor Center Manager	robertmondavi.com	@RMondavi_Winery
Joe Rosenberg	Google AdWords, Account Manager		
Joel Clark	Rodney Strong Wine Estates, Director of Hospitality	www.rodneystrong.com	@joelhopland

John Gottberg	Freelance Press	www.johngottberg.com	
John Sorgenfrei	TJA Advertising & Public Relations, President	www.tjaadvertising.com	
John Wyman	AVIA Napa Hotel, Director of Sales	www.avianapa.hyatt.com	
Jolaine Collins	Collins Communications, Owner	www.collinscommpr.com	@Jolaine Collins
Jonathan Rouse	School of Business, Okanagan College, Professor		
Karel Bush	Michigan Grape & Wine Industry Council, Promotions Specialist	www.michiganwines.com/	@michiganwines
Karen Mays	D'Vine Wine Bar, Owner	winebardvine.com	
Kathleen Reyes	Tri-Valley, California CVB, Marketing & Graphic Design Manager	www.trivalleycvb.com	@VisitTriValley
Kathy Buckley	Wine Enthusiast and Decanter, Journalist		
Kathy Sullivan	Wine Trail Traveler, Co-owner	www.winetrailtraveler.com	@wineabout
Ken Fischang	Sonoma County Tourism Bureau, President/CEO	www.sonomacounty.com	
Kristine Youngberg	AVIA Napa Hotel, General Manager and Wine Director	www.avianapa.hyatt.com	
Kyhoo Lee	Sonoma State University School of Business Economics, Assistant Professor		
Kyle Schlachter	Colorado Wine Industry Development Board, Research and Outreach Coordinator	www.coloradowine.com	@ColoradoWine
Kyrsa Dixon	Winegrowers of Dry Creek Valley, Marketing Coordinator	www.wdvc.com	
Larry Martin	Food & Wine Trails, President	www.foodandwinetrails.com	
Laura Vandegrift	Sedona Wine Country Tours, Owner	www.sedonawinecountrytours.com	@Sedonawine
Laura Whiton	UPTick Vineyards, Events Director	www.uptickvineyards.com	
Lesley P Berglund	WISE Academy, Co-Founder & Chairman	www.WineIndustrySalesEducation.com	
Leslie Sbrocco	Thirsty Girl, Owner/Creator	www.lesliesbrocco.com	@leslieb
Linda Murphy	Decanter / Jancis Robinson, West Coast Editor	www.decanter.com	@lmurphywine
Linsey Gallagher	Wine Institute, Director of Marketing	www.wineinstitute.org	
Lisa Hill	Lisa Hill PR, North Willamette Vintners, Publicist/Owner		@visitcalaveras
Lisa Mayo	Calaveras Visitors Bureau, Executive Director	GoCalaveras.com	
Liz Lease	Duckhorn Wine Company, General Manager, Direct-to-Consumer	www.duckhorn.com	
Liz Thach	Sonoma State University's Wine Business Institute, Professor	www.sonoma.edu/winebiz/	
Liz Wan	Serra Vineyards, Partner	www.serravineyard.com	@phunkyvinodiva
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Michelle Cunningham	Side-Tracked Adventures, Owner		
Michelle Mark	California State University, Sacramento, Graduate Student		
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Nancy Light	Wine Institute, Director of Communications	www.wineinstitute.org	
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Sharon Gmelch	University of San Francisco, Author/Professor	www.youtube.com/watch?v=yHxX4QdEsOE	
Sheila Taylor	Wine Country Trekking, Principal	www.winecountrytrekking.com	
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Teresa Morgan	Benziger Family Winery and Imagery Estate Winery, Director of Hospitality		
Terry Hall	Napa Valley Vintners, Communications Director	www.napavintners.com	
Terry Sullivan	Wine Trail Traveler, Co-owner	www.winetrailtraveler.com	@winetrailtravel
Tina Caputo	Vineyard & Winery Magazine, Editor-in-Chief		
Todd Skelton	TripAdvisor, West Coast Sales Manager	www.tripadvisor.com	
Tom Wark	Wark Communications, Owner	www.warkcommunications.com	@tomcwark
Tracey Woodward	Sonoma Valley Vintners & Growers Alliance, Director of Marketing	www.sonomavalleywine.com	
Tyler Head	Sonoma State University, Wine Business Institute Student		
Vicky Hastings	Maxwell PR, Managing Director	www.maxwellpr.com	@vickyhastings
Vicky Steel	E&J Gallo Winery, Consumer Event Sales	www.ejgallo.com	
Walt Roper	4R Partners, Ltd, President		
Wendy Peterson	Sonoma Valley Visitors Bureau, Executive Director	www.sonomavalley.com	
William D Clarke Jr (Dan)	California Wine Press and dbas, Publisher, Editor	www.tastecaliforniatravel.com	
William Goodacre	Tastes of Italy, Director	www.tastesofitaly.co.uk	
Yvonne Lerch	Calistoga Balloons - Napa Valley	www.calistogaballoons.com	@Yvonne
William Goodacre	Director, Tastes of Italy	www.tastesofitaly.co.uk	

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