

# MENDOCINO COUNTY

## AMERICA'S GREENEST WINE REGION<sup>SM</sup>

**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**Contact:**

**Paige Poulos or Christina Zirker**

**Paige Poulos Communications**

**(800) 497-3376**

**Email: [Mendocino@paigepoulos.com](mailto:Mendocino@paigepoulos.com)**

### **JULIA KENDRICK CONWAY NAMED PUBLIC MEMBER OF MENDOCINO WINEGRAPE & WINE COMMISSION**

**(Ukiah, California, February 11, 2008)**—The Mendocino Winegrape & Wine Commission (MWWC) announced today the appointment of Julia Kendrick Conway as Public Member of its Board of Directors effective January 17, 2008. Conway brings more than twenty-five years of business experience to the Commission Board, including event planning and marketing both in the San Francisco Bay area and Mendocino County.

Conway is presently a member of the Marketing Committee of MWWC, and was a founding member of the Joint Marketing Committee. Her companies, Assaggiare Mendocino and Stella Cadente Olive Oil, are members of the local Chambers of Commerce, and Stella Cadente is an associate member of the Anderson Valley Winegrowers' Association. Conway leads the Slow Food USA convivium in Mendocino County, and is a member of the Wine Country region executive team. She is also a participant in Class XV of Leadership Mendocino, and is a working member of the Mendocino Futures community visioning project.

MWWC Chairman Ed Berry, Jr. said, "Julia has a passionate commitment to the task at hand; to provide a healthy and sustainable future for Mendocino County growers and vintners. She is very aware of the challenges we face in the marketplace and of the possibilities as well. She is also keenly aware of the importance of our wine industry interfacing with the larger Mendocino community."

Kendrick Conway's appointment is the latest MWWC announcement of new initiatives and appointments to enhance Mendocino County's reputation as a premier source of fine winegrapes and wines and to advance recognition of Mendocino County as America's Greenest Wine Region<sup>SM</sup>.

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