**Gina Gallo to headline Women in Wine celebration at *Women for WineSense* event**

**AUGUST 12, 2013, Sonoma, California:** On the evening of September 12, 2013, a panel of wine industry trailblazers, including [Gina Gallo](http://gallo.com/quality/winemaking/winemaker%20bios/ginagallo.html), acclaimed [third-generation winemaker](http://www.gallosignatureseries.com/our-story/our-winemaking-heritage.html) from one of America’s most historic winemaking families, [E & J Gallo](http://gallo.com/family/OurFamily.html); [Michaela K. Rodeno](http://www.villaragazziwine.com/our-story.html), author of the recently released, “[From Bubbles to Boardrooms: Act 1: Startups Are Such Fun (Volume 1)](http://www.amazon.com/From-Bubbles-to-Boardrooms-ebook/dp/B00DRQTPGO/ref=sr_1_1?s=digital-text&ie=UTF8&qid=1376276555&sr=1-1)” and former CEO of [St. Supéry](http://www.stsupery.com/); Claudia Schubert, president of the Napa-based [Diageo Chateau & Estate Wines](http://diageowines.com/); and moderator [Tom Wark](http://fermentationwineblog.com/about-tom-wark/), of [Wark Communications](http://www.warkcommunications.com/Wark_Communications.html), and award-winning blogger of [Fermentation, The Daily Wine Blog](http://fermentationwineblog.com/), will gather for the [Napa|Sonoma chapter of Women for WineSense’s](http://wwsnapasonoma.com/) (WWS) annual “[Women in Wine](http://www.WWS-WomeninWine2013.Eventbrite.com)” panel. Under this year’s theme “Thinking Outside the Bottle: Successful Women in the Wine Business,” this panel of wine industry leaders will speak about their careers, their paths to success and their advice to those entering or moving up in the industry.

This event will be held at [Buena Vista Historical Winery](http://www.buenavistawinery.com/), part of the [Boisset Family Estates Collection](http://www.boissetfamilyestates.com/), in Sonoma, from 6 to 8:30 p.m. on Thursday, September 12, 2013. Guests will be greeted with a glass of wine in the recently renovated winery’s landscaped courtyard. A welcome message by Buena Vista proprietor [Jean-Charles Boisset](http://www.boissetfamilyestates.com/about/index.aspx) will follow, along with a ‘family winemaking’ discussion with his wife, [Gina Gallo](http://gallo.com/quality/winemaking/winemaker%20bios/ginagallo.html), inside the winery’s Press House Tasting Room in advance of the panelists’ main program.

ABOUT GINA GALLO: As a [winemaker](http://gallo.com/quality/winemaking/winemaker%20bios/ginagallo.html), Gina Gallo’s journey began when she was just 10 years old, tending the gardens with her father and grandfather. One of eight brothers and sisters, Gina has fond memories of working alongside her family. She spent her high school summers working at the Gallo family’s winery, and she joined the Gallo sales team after earning her bachelor’s degree from Notre Dame de Namur University. Named #6 in the [Top 100 Most Influential People in the U.S. Wine Industry in 2012](http://www.intowine.com/intowinecom-2nd-annual-%E2%80%9Ctop-100-most-influential-people-us-wine-industry-%E2%80%93-2013?page=0,9), today she is the winemaker behind the top-of-the-line premium brand from the largest family-owned winery in the world, [E. & J. Gallo Winery](http://gallo.com). It produces more than 70 million cases of wine per year under 60 different brands and is the largest exporter of California wine in the world, distributing to 90 countries across the globe.

Gina is intimately engaged with the [Gallo Signature Series](http://www.gallosignatureseries.com/) wines from the family’s premier estate vineyards in Napa, Sonoma and Monterey counties and carves out the specific blocks on her family’s most sought-after vineyards to hand craft limited batches of wine. “This endeavor has allowed me to follow a deep passion that was instilled in me by my grandfather Julio so many years ago: to craft wine with care, from start to finish,” explains Gina. “The [Gallo Signature Series](http://www.gallosignatureseries.com/) allows me to work with the best grapes from a handful of vineyard blocks on our incredible estate properties. I am able to stay close to the wines in the cellar, so that I can create something truly special. This is why I became a winemaker in the first place.”

ABOUT MICHAELA K. RODENO: [Ms. Rodeno](http://www.villaragazziwine.com/our-story.html) is an experienced corporate director and recently retired CEO with extensive experience in building startup premium consumer products companies. Her 40-year career in the wine business spans the development of two prominent French-owned Napa Valley wineries ([Domaine Chandon](http://www.chandon.com/) and [St. Supéry](http://www.stsupery.com/)) from inception to financial success. Among her career achievements was the creation of the first relationship marketing program in the premium wine industry, the Chandon Club. In 1988, Rodeno brought her consumer focus to [St. Supéry](http://www.stsupery.com/); early preparation for internet marketing, and later social media, which was a key factor in building its highly profitable direct-to-consumer business. As one of few female CEO’s in the U.S. wine industry, she was a natural choice when [Silicon Valley Bank](http://www.svb.com/) Financial Group (NASDAQ: SIVB) sought a director to represent its fast-growing premium wine practice in 2001. She served for ten years, chairing the Compensation Committee from 2004-2011.

Through most of her 21-year tenure as CEO of [St. Supéry](http://www.stsupery.com/) (Skalli Corporation), Ms. Rodeno served on its board of directors (1994-2010). Her transparency, fluent French, innovative thinking in a traditional business, and management expertise earned her the trust of the shareholders, Europe-based Groupe Skalli. She retired from operations in mid-2009, remaining on the board for another 18 months after the board approved the successor she recruited. In 2010 she was named to the Haas Hall of Fame. Ms. Rodeno earned an M.A. and B.A. in French Literature from the University of California, Davis, and an M.B.A. from the Haas School of Business, University of California, Berkeley. She attended the Stanford-Wharton-Chicago Directors College at Stanford and stays current on board matters through membership in Women Corporate Directors and various board publications. The Rodeno family grows, bottles and markets a small amount of Napa Valley Sangiovese under their [Villa Ragazzi](http://www.villaragazziwine.com/) label, which Ms. Rodeno re-launched in 2011 after a decade-long hiatus.

ABOUT CLAUDIA SCHUBERT: As president of [Diageo Chateau & Estate Wines](http://diageowines.com/) (DC&E), Claudia Schubert oversees Diageo’s wine business in North America. She is a member of the Diageo North America Executive team. Prior to her appointment leading the wines business in September 2012, Claudia served as general manager, West Control States where she was instrumental in shaping and implementing Diageo’s new Control States route-to-market strategy while delivering strong business results. She also led the transition of Diageo’s Washington spirits business from a control to an open state.

Upon earning her MBA at Harvard Business School, Ms. Schubert began her career at the Boston Consulting Group in strategy consulting where she worked on global assignments in their Frankfurt, Germany, Boston and San Francisco offices. She joined Diageo in 2002 as Director, Financial Planning & Analysis for DC&E. In subsequent years, she led wine marketing as vice president, marketing & innovation.

Diageo wine brands from Napa Valley, Sonoma, Central Coast, France, New Zealand and Australia include Beaulieu Vineyard, Sterling Vineyards, Sterling Vintner’s Collection, Rosenblum Cellars, Chalone Vineyard, Acacia Vineyard and Provenance Vineyards. The division also imports classified Bordeaux and Burgundy estate-bottled wines.

ABOUT TOM WARK: [Mr. Wark](http://fermentationwineblog.com/about-tom-wark/) is an American wine blogger, a [public relations professional](http://www.warkcommunications.com/Wark_Communications.html) in the California wine industry, and founder of the [American Wine Blog Awards](http://wineblogawards.org/). In addition, Wark is also executive director of the [National Wine Retailers Association](http://nawr.org/) (NWRA) and the [American Wine Consumers Coalition](http://www.wineconsumers.org/) (AWCC), roles which position him to advocate for both retailers to have better distribution access to today’s market and consumers to have wider choices in their wine purchases across the country.

In 2011, Wark's blog was named [Best Industry Wine Blog](http://wineblogawards.org/from-the-organizers/2011-wine-blog-award-winners-announced/) and [Best Overall Wine Blog](http://wineblogawards.org/from-the-organizers/2011-wine-blog-award-winners-announced/) at the [American Wine Blog Awards](http://wineblogawards.org/). Named one of the [Top 100 Most Influential People in the U.S. Wine Industry in 2012](http://www.intowine.com/intowinecom-2nd-annual-%E2%80%9Ctop-100-most-influential-people-us-wine-industry-%E2%80%93-2013?page=0,5), Wark has also been invited to speak at numerous wine industry events across the country and moderated numerous panel discussion on issues of wine marketing, media relations, wine blogging, writing and regulatory affairs.

ABOUT BUENA VISTA HISTORICAL WINERY: [Founded in 1857](http://www.buenavistawinery.com/about-us/the-entire-story) as the state’s first premium winery, [Buena Vista](http://www.buenavistawinery.com/about-us/) has a rich, delicious heritage as the first premium—and certainly the most colorful—of all of the wineries in California. Its founder, the self-proclaimed “Count of Buena Vista,” [Agoston Haraszthy](http://www.buenavistawinery.com/about-us/the-entire-story), was a vivacious and eccentric pioneer with a veritable love and unending commitment to California wine. Today, the legend has been re-born under the vision of [Jean-Charles Boisset](http://www.boissetfamilyestates.com/about/index.aspx). Just outside the town of Sonoma, the original winery is now a California Historic Landmark, and home to the winery, tasting room, and visitor’s center.

[Buena Vista’s 21st century wines](http://www.buenavistawinery.com/wines) are the finest expression of true varietal character, with great acidity, balance and structure. Their personality reflects the region's abundant stylistic diversity across the six tiers: Private Reserve, Vinicultural Society, Heritage Collection, Carneros, The Count and Sonoma.

ABOUT WWS’ SCHOLARSHIP FUND: A primary feature of this annual event will be WWS’ auction for which the proceeds benefit their annual scholarship drive. Last year the [Napa|Sonoma chapter of Women for WineSense](http://wwsnapasonoma.com/) raised more than $6,000 in scholarship funds to be awarded this year to four students enrolled in wine/viticulture studies at U.C. Davis, Sonoma State University, Napa Valley College and Santa Rosa Junior College.

This year WWS plans to surpass the 2013 funds raised to award $2,000 per student at these schools in 2014. Funds are raised throughout the year at WWS’ events, with donations from wine industry suppliers, individuals and this event’s auction in particular.

Both members and non-members of WWS are invited to attend. Ticket prices range from $XX for early bird members, to $XX for non-members and $xx member students (21 and over). Tickets will be available to the public on August 22 and are available today to WWS members for early bird reservations. Attendees can purchase tickets online at [www.WWS-WomeninWine2013.Eventbrite.com](http://www.WWS-WomeninWine2013.Eventbrite.com).

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[Women for WineSense](http://wwsnapasonoma.com/) is a not-for-profit organization 501(c)6 formed in 1990 to help promote women working in the wine industry. WWS is committed to being the premiere wine organization offering outstanding education programs, member benefits, and networking opportunities to industry professionals and wine enthusiasts. The [Napa/Sonoma Chapter](http://wwsnapasonoma.com/) currently has approximately 300 members of which 80% are professionals in the wine industry. To join or learn more about membership, please contact Ellen Reich Luchtel at [Membership@WWSNapaSonoma.com](mailto:Membership@WWSNapaSonoma.com) or visit the WWS chapter’s website: [WWSNapaSonoma.com](http://wwsnapasonoma.com/).