

LYNMAR

Russian River Valley

LYNMAR WINERY BIOGRAPHIES

LYNN C. FRITZ, FOUNDER AND OWNER

Lynn Fritz, a visionary in global logistics and humanitarian relief efforts, and family purchased Quail Hill Vineyard in 1980 and, in 1990, founded Lynmar Winery to produce world-class Pinot Noir and Chardonnay reflecting the character of the Russian River Valley appellation, and the terroir of Quail Hill Vineyard.

An expert in the global logistics industry, Fritz was the Chairman and CEO of Fritz Companies until May 2001 when it was acquired by UPS. Under his stewardship, Fritz Companies was transformed from a small domestic documentation company to a global organization of 10,000 employees in 120 countries. The company achieved Fortune 1000 ranking in 1997. His enduring contribution was to redefine a fragmented and limited services industry. After UPS acquired the company in 2001, Fritz founded Fritz Institute, a non-profit organization strengthening the operations of humanitarian relief organizations worldwide by bringing private sector expertise in logistics and technology.

A native of San Francisco, Fritz serves on the Boards of Directors of Manugistics Group, Inc., Integres Global Logistics, Georgetown University, San Francisco's Exploratorium and the University of California, Davis' Department of Viticulture and Enology, as well as the Board of Regents of Pepperdine University. He also serves as a member of the World Economic Forum's Logistics and Transportation Governors, is a founder and member of WEF's Disaster Resource Network. He received his B.A. from Georgetown University and a J.D. from Lincoln University School of Law. In recognition of his outstanding leadership and community service, he was honored with a Doctor of Laws degree by Pepperdine University in 1995 and a Doctor of Laws degree from Drexel University in 2004.

GORDON MUNROE, GENERAL MANAGER/CHIEF OPERATING OFFICER

Joining the Lynmar team in June 2007 in a role that oversees all winery operations, Munroe brings a breadth of international and domestic experience in fine wine management, marketing and sales as well as a deep background in the arenas of advertising and branding. A Vancouver native, Munroe was most recently President of the high-end clicks and mortar Bounty Hunter Rare Wines & Provisions Company, where he focused on business development, strategic growth and partnerships. Before Bounty Hunter, he was Executive Vice President and General Manager of renowned Okanagan winery Mission Hill Family Estate. While at Mission Hill, Munroe served as a Board Member of the British Columbia Wine Institute. A lifelong passion for wine accents Munroe's career, which before Mission Hill included Presidency at J. Walter Thompson USA West where he ran all west coast operations for a 400-person office whose clients included PG&E, Beaulieu Wines and Sunsweet among others. Prior to that he was the President of BBDO Vancouver and Vice President Marketing of Vincor International. Together with the team, Munroe will work to establish Lynmar as an even more dynamic presence on the national and international wine scene.

HUGH CHAPPELLE, DIRECTOR OF WINEMAKING

Hugh Chappelle brings more than 12 years of winemaking experience in Napa, Sonoma and the Sierra Foothills to Lynmar Winery. Chappelle's wines are known for their balance and expression of *terroir*; two qualities which are important to his winemaking philosophy and the future of Lynmar Winery. Before joining Lynmar in March 2004, Chappelle was head winemaker for the highly regarded Flowers Vineyard and Winery, a Pinot Noir and Chardonnay specialist and the leading estate in the prestigious Sonoma Coast appellation. Under his direction, Flowers production doubled, while still maintaining a high level of quality that received considerable acclaim from *Wine Advocate*, *Wine Spectator*, and *Decanter*, as well as receiving *Wine & Spirits Magazine's* Artisan Winery of the Year distinction. Prior to Flowers, Chappelle was winemaker for more than seven years at Madroña Vineyards in the El Dorado County appellation. Chappelle holds a Bachelors of Science in Chemistry from the University of California, Santa Cruz and has done extensive graduate studies in viticulture and enology at University of California, Davis, from 1989 to 1992.

PAUL HOBBS, CONSULTING WINEMAKER

A well-known winemaker and consultant, Paul Hobbs brings local Russian River Valley winemaking knowledge to Lynmar Winery combined with a global perspective. Hobbs' own brand and his Argentina label are both critically acclaimed, and he has worked with several of California's premier wineries. After completing his Master of Food Science degree at U.C. Davis, Hobbs was hired by Robert Mondavi Winery as an enologist, and later was assigned to the Opus One team as Head Enologist. In 1985 Hobbs joined Sonoma County's historic Simi Winery as Assistant Winemaker. One of his first tasks was to author a new Cabernet Sauvignon style for the winery. He was appointed Vice-President/Winemaker in 1989, giving Hobbs his first opportunity to direct the winemaking program for a major ultra-premium California winery. Intrigued by the potential of other "New World" wines, Hobbs toured the wine-growing regions of Chile and Argentina in 1988, where he took charge of a new project making Argentina's first world-class Chardonnay for Nicolás Catena at Bodega Catena Zapata. In 2000, the *Connoisseurs' Guide to California Wine* named him "Winemaker of the Year."

GREG ADAMS, CONSULTING VITICULTURIST

Greg Adams comes to Lynmar Winery with more than a dozen years of experience developing vineyards at Flowers Vineyard and Winery, Stag's Leap Wine Cellars, and Kendall-Jackson's Argentinean operations. Adams spent the past five vintages working alongside Hugh Chappelle at Flowers Vineyard and Winery dedicating himself to the cultivation of cool-climate Pinot Noir and Chardonnay. His understanding of clones and rootstocks helped establish Flowers as a leading Pinot Noir and Chardonnay winery. This experience, combined with Adams' knowledge and research of organic and biodynamic farming techniques, is an invaluable asset to Lynmar Winery as the Quail Hill Vineyard enters its next phase of development. Adams is a native of Sonoma County and holds a degree in Agricultural Engineering from Cal Poly San Luis Obispo, and a Masters of Science in viticulture from University of California, Davis.

DEREK BROMLEY, DIRECTOR OF SALES AND MARKETING

Derek Bromley comes to Lynmar Winery from Domaine Chandon/Schieffelin & Somerset Co. where he was U.S. Brand Manager responsible for launching and establishing Domaine

DEREK BROMLEY, DIRECTOR OF SALES AND MARKETING (CONTINUED)

Chandon varietal wines from the Carneros District appellation, Terrazas de los Andes from Argentina, and Green Point from Australia. Prior to Domaine Chandon, Bromley was co-founder and CEO of BevAccess in New York, an online industry exchange for the global drinks trade, providing an efficient and easy-to-use procurement process for licensed retail buyers of wine, spirits, and beer. During his four-year tenure at BevAccess, he and his co-founder grew the business from 2 to 75 employees. They successfully raised more than \$11 million in private equity, and established the company as an industry innovator and leader. Bromley was also a sommelier with the Myriad Restaurant Group, an owner and operator of world-renowned dining establishments including Montrachet, Nobu, Rubicon and Tribeca Grill. He is a graduate of the Cornell University School of Hotel Administration. He has been a guest lecturer for the MBA programs at Cornell University and Fordham University.

ÉLAN FAYARD, DIRECTOR OF GUEST RELATIONS AND EVENTS

Élan Fayard brings to her role at Lynmar Winery as Director of Guest Relations and Events a wide-ranging international background that encompasses tourism, gastronomy, wine and journalism. Originally from the Bay Area, Élan found her way back to Northern California after living in the Willamette Valley in Oregon where her love of Pinot Noir blossomed, followed then by living and study in the Loire Valley in France where she began a life long love affair with the French culture. Her interest in wine and France led to additional studies in Bordeaux and to Provence where she and her winemaker husband Julien Fayard lived and worked. Throughout her time in France and then back in the U.S. she has held public relations, sales and marketing positions with wineries and restaurants including Napa's Signorello Vineyards and Robert Sinskey Winery as well as Diablo Grande Wine Gallery and Waterfront Restaurant in San Francisco. Her love of journalism also allowed her to be a national radio host and food critic in the Bay Area.

KIM LAPIDES, ADVOCATES CLUB DIRECTOR

As the Lynmar Winery Advocates Club Director, Kim ensures wine club members are treated to a rich and personalized experience by guaranteeing that the advocates receive their limited access wine before they are officially released, coordinates wine club member events such as the winemaker dinner and pick-up parties, and hosts private wine club member events, tours and visits to the tasting room for an afternoon with friends. Kim has held management and wine club positions at the esteemed Peachy Canyon Winery and Robert Hall Winery before moving to the Russian River Valley. She is a graduate of University of California at Davis and lives in Santa Rosa, California, with her husband.

SANDRA SIMILE, WINERY CHEF

Sandra Simile has worked in the culinary field for many years doing everything from being a private chef on sailboats in the Caribbean, to running her own restaurants in Mystic, Connecticut, to being head chef at a *Relais and Chateau* property in Northern California. Sandra has worked in the Russian River Valley and Sonoma Coast region since 1989 developing food and wine pairing menus with a specific focus on menus for Pinot Noir and Chardonnay. Sandra graduated from the University of Connecticut and the New York Restaurant School with top honors. As Lynmar Winery Chef, Sandra develops recipes and meals that pair with the winery's latest releases and directs all food related programs at Lynmar. Sandra lives in Sebastopol, CA.

NOLAN GASSER, PH.D., MUSIC DIRECTOR

Dr. Nolan Gasser is a critically acclaimed composer, pianist, conductor and arranger, as well as a published musicologist. He received his Ph.D. in Musicology in 2001 from Stanford University, where he is an Adjunct Professor in Medieval and Renaissance Music History. He is the composer of numerous award-winning musical works, ranging in style from classical to jazz to popular, including music for the stage. Dr. Gasser's works have been performed in such prestigious venues as the Kennedy Center in Washington D.C., Alice Tully Hall, and La Salle Pleyel in Paris. As a pianist, Dr. Gasser performs and records regularly with marquee performers as diverse as Steve Miller, John Handy, and Carol Channing. He is also Artistic Director of the Classical Archives (based in Palo Alto), the largest classical music website on the Internet. He brings all this experience and enthusiasm to his role as Music Director of Lynmar Winery. Dr. Gasser lives in the Petaluma, CA with his wife Lynn, and their two children, Camille and Preston.

MICHAEL PRESLEY, HEAD GARDENER

Michael Presley serves as head gardener at Lynmar Winery. Michael brings twenty five years of experience growing organic gardens in Sonoma County for schools, retreat centers and production farms. Integrating the practices and techniques of Permaculture, Biodynamics, and native garden ecologies, Michael grows organic root crops, leafy greens, heirloom vegetables, culinary & medicinal & aromatic herbs, specialty fruits and edible native plants for Lynmars food and wine events. On seven garden sites within the estate, the diversity of soils and micro-climates lends itself to producing delicious and nourishing foods with flavors and aromas unique to our bio-region, complimenting the specialized terroir found in our wines. Michael leads tours through the gardens and surroundings, weaving the science and beauty found in local geology, weather, fertility, seed saving and gardening with the elements, in the past, present and future.

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