



Lodi Winegrape Commission Executive Director



ABOUT LODI

Centrally located in Northern California, Lodi is just south of the capital city of Sacramento and within two hours of bustling San Francisco, the sunny shores of Santa Cruz and Monterey Bay and the snowy slopes of the Sierra Nevada Mountains. Lodi features a number of cultural and community events such as ZinFest, The First Sip and Wine and Chocolate Weekend. Local residents enjoy a quality of life enhanced by natural beauty and a warm Mediterranean climate. The median purchase price for a home in Lodi is well below those found in the adjacent San Francisco Bay area or greater Sacramento communities. Picturesque Lodi Lake compliments the area's many outdoor recreational sites.

Lodi is Northern California's hottest new wine country destination. Production of premium quality wines is the economic engine that drives the Lodi region. Supported by over 100,000 acres of vineyards that surround the Lodi community, winegrape growers annually produce a crop worth more than \$350 million. Lodi produces over 20% of California's premium winegrapes and leads the State in production of Cabernet Sauvignon, Merlot, Chardonnay, Sauvignon Blanc and Zinfandel. The Lodi area has been a respected part of California's wine industry for over 100 years.

HOW TO APPLY

Persons interested in this position should submit the following information:

- A letter of interest specifically addressing qualifications.
- Salary history.
- A current resume that reflects the size of staff managed and budget for prior positions.

If you have questions regarding this announcement please call Marissa Karras at 360-956-1336. This position will remain open until filled. In order to be considered for the first round of interviews please submit your application materials as soon as possible but no later than March 9, 2012 to marissa@karrasconsulting.net or by fax to 360-956-1348.



EXECUTIVE DIRECTOR

ABOUT LODI WINEGRAPE COMMISSION

In 1991 local winegrape growers voted to fund the Lodi Winegrape Commission to represent their common interest in marketing, education and research activities. The Commission represents approximately 750 growers, farming 100,000 acres of winegrapes. The Commission's activities include an extensive marketing campaign, targeted research and education programs, managing the Lodi Wine and Visitors Center, as well as a collaborative vintner/grower effort "Lodi Wine Country." In addition, the Commission conducts the State's leading sustainable viticulture program.

Over the past 20 years the acreage of winegrapes has nearly doubled while the crop value has quadrupled. In 1998 Lodi had only 10 wineries. A decade later the number has increased to 80 wineries, and continues to grow. The number of "Lodi" labeled wines has grown from only a handful in 1991 when the Commission was formed to over 450 Lodi labels today.

In 2005 the Commission launched California's first third party certified winegrowing program. The Lodi Rules for Sustainable Winegrowing certified over 85 growers and 21,000 acres in 2011, and have become the industry benchmark for sustainable farming.

This past fall, the Commission launched an ambitious and exciting new promotional campaign "LoCA – The Wines of Lodi, California" to call attention to the passion of the region's growers and vintners. "LoCA" short for Lodi, California is a fully integrated effort that employs traditional advertising, digital advertising, social media, public relations and various extensions to reach consumers at many levels.

Mission Statement

To serve the common interests of all Lodi growers and to enhance the profitability of winegrape production through promotion, research, and education.

Objectives

Raise awareness of the Lodi wine region among the wine trade, media and leading edge wine consumers.

Enhance recognition of the Lodi region through expanded use of the Lodi appellation on wine labels, by facilitating development of wineries in the district, and by supporting wine oriented tourism.

Facilitate two-way communications among growers and vintners concerning characteristics of quality which enhance value of grapes and wine.

Create opportunities for Lodi growers to supply vintners serving higher retail price segments, improving the relative value of their grapes in the California market.

Conduct a proactive viticultural research program to maintain Lodi's technological leadership in the winegrape industry.

Identify and encourage implementation of environmentally benign and economically viable pest, weed, disease, and cultural strategies through the sustainable viticulture program.

THE POSITION

The Executive Director serves at the pleasure of the Lodi Winegrape Commission and oversees a staff of six and a collective budget of \$2.5 million. The position is responsible for leading all of the Commission's marketing, promotion, constituent relations, strategic planning and Lodi branding efforts. The Executive Director is a recognized leader on issues of importance to the Lodi wine industry ranging from research and education needs, market development, and the regulatory environment.

The Executive Director is a leader and spokesperson for the industry, representing in a balanced and effective manner the various wine related interests within the region. The Executive Director is both a leader and consensus builder, charged with developing innovative programs and activities for

consideration of the Commissioners and their constituents, as well as helping maintain industry unity. These programs reach from California throughout the country and abroad. The position's essential functions include the following:

Develop the vision and strategic plan for the Commission's programs and activities and serve as a visible leader of the industry.

Be the primary spokesperson for the Commission and maintain up to date information about the industry, market trends, and growing conditions.

Take a leadership role in driving a collaborative process with the Commission, staff and members that would result in the development of metrics, goals, objectives and operational plans for the organization.

Build consensus for the variety of programs that support the diverse needs of members and regularly communicate with the industry about Commission activities and opportunities.

Conduct extensive outreach to the industry including meeting growers at their properties, attending regional association and industry meetings, and other events and activities for the purpose of networking with the industry about Commission activities.

Take a lead role in fostering and maintaining industry unity through frequent and open communication and collaboration with important stakeholder groups like the California Association of Winegrape Growers and the Lodi District Grape Growers.



COMPENSATION

The annual salary for this position is competitive and dependent on qualifications and experience.

BENEFITS

Benefits include comprehensive medical insurance, retirement system contributions, holiday, vacation and sick leave.



Plan and organize monthly board meetings. Support the needs of the Executive Committee and participate in other committee meetings.

Support or serve on, various industry-related committees at the local, regional and national level to represent the collective interests of Lodi winegrowers.

Develop and manage an annual budget that aligns with the strategic plan and tactics of the Commission, including achievement of a balanced budget and administrative cost-to-total budget ratio goals. Oversee all financial, administrative and human resources functions.

Stay current on all state and federal rules and regulations, which affect the Lodi winegrowers.

Domestic and some international travel may be required.

THE IDEAL CANDIDATE

The Executive Director must set a standard by intellectually and emotionally engaging people at all levels – from growers and vintners to consumers – and doing so in a wide range of settings and through various media. The new Executive Director will lead the Winegrape Commission in keeping its message and profile fresh, relevant and effective.

For this unique and important role the Lodi Winegrape Commission seeks a dynamic, highly credible, unifying leader who is deeply committed to raising awareness and demand for the region's grapes and wines through marketing and education. The next Executive Director must have a basic understanding, passion and appreciation of fine wine. Proven marketing experience and political acumen are essential. Candidates should bring strengths in both external relations and internal management with an ability to balance the two.

DESIRABLE QUALIFICATIONS

A Bachelors degree with at least five years experience in a leadership role involving executive level marketing, market development and promotion. The preferred candidate will have grape and wine industry knowledge and

demonstrated success in all the following areas: marketing, market development, promotion, constituent relations, strategic planning and research and education.

PERFORMANCE DIMENSIONS

Leadership:

Lead courageously: Continuously build and defend the strength, reputation, and leadership of the Winegrape Commission. Engage, motivate, and inspire a broad range of growers and vintners around shared vision and mission. Demonstrate principled leadership, personal courage and decisiveness.

Build talent pools: Hire, mentor, develop, and manage staff. Continue to build and reinforce a cohesive, dedicated, highly effective team.

Foster collaboration: Provide the tools, systems and resources that create a supportive environment for working as a team. Understand the different roles of the staff, Commission and committees.



Strive for results: Set high standards of performance, be bold, pursue aggressive goals to raise awareness and demand for Lodi wine and persist in the face of obstacles.

Marketing and Market Development:

Build awareness: Develop and execute innovative marketing strategies and programs that enhance and grow the brand equity of Lodi wines.

Brand strategy: Create a strategy for and manage the public relations efforts for the region. Manage internal and external events that impact the image of the region to consumers, trade and the media.

Promotion: Promote the Lodi wine industry through involvement in community forums, civic organizations, and activities that offer opportunities to further the messaging about the Commission and industry as well as partnerships.

Foster development: Support viticulture and enology education and research. Increase awareness of the wine industry's value to the economy.

Constituent Relations and Collaboration:

Drive effective external communications: Develop and nurture mission-critical relationships with the winegrape growers and wineries; business and civic leaders; political leaders and the media.

Build consensus: Collaborate with traditional and non-traditional partners.

Communication:

Inspire trust: Communicate honestly, be consistent, follow through on commitments, and create an atmosphere of integrity, marked by fair respectful behavior.

Speak and write effectively: Explain direction and ideas with conviction in all settings; formal presentations, one-on-one and small and large meetings.

Listen: Actively listen to growers, vintners, partners and consumers.

Promote open communication: Maintain an environment where communication is open and direct, encouraged, rewarded and relevant.

Marshal support: Coordinate and cooperate with individuals and groups having divergent viewpoints and needs.



Strategic Planning:

Provide visionary insight: Be able to translate big picture vision and goals into both long and short-range plans that are comprehensive, realistic and effective. Identify key opportunities resulting from the intersection of external events (political, social, economic, demographic, environmental) to develop and strengthen the Commission's effectiveness.

Manage change: Oversee the change management process, including successful communication strategies, involving others in the implementation of change and monitoring and reinforcing process and success. Create an environment that encourages original and innovative solutions.

Fearless commitment to vision: Create and communicate a vision that is aligned with the strategy and direction of the Lodi Winegrape Commission. Clarify other's involvement in the vision, inspiring a sense of energy and ownership, creating a culture of high performance and recognizing the efforts of others.

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