



FOR IMMEDIATE RELEASE:
OCTOBER 24, 2003

HEART OF SONOMA VALLEY ASSOCIATION APPOINTS NEW EXECUTIVE DIRECTOR

Sonoma Valley, Calif—The Heart of Sonoma Valley Association announced today the appointment of Josie Gay to the position of Executive Director. Gay will play the key roll in helping the regional hospitality association formalize its marketing and promotional efforts.

Heart of Sonoma Valley Association is an alliance of wineries and tasting rooms located in the upper Sonoma Valley, situated between the towns of Glen Ellen and Kenwood in the heart of northern California's wine country.

“We are extremely pleased to have Josie on board as we prepare to enhance the mission of HOSVA,” said Ian MacNeil a member of HOSVA's executive committee. “Josie brings in-depth and hands-on experience in regional wine marketing, an extensive background in “New Media” marketing, as well as real enthusiasm for the wine and hospitality industry.”

Previously Gay held the position of Director of Sales and Marketing at Fritz Winery, located in Sonoma County's Dry Creek Valley. Previous to this position she founded and was CEO of Inetz Media Group, a Salt Lake City based Internet and Web systems development firm specializing in e-commerce and Internet Marketing.

“There isn't any question that this beautiful region inside the Sonoma Valley offers the most intimate and authentic wine country experience in America and I'm very excited to be in a position to help spread that word,” said Gay. “Combine the world class wineries, the impressive commitment by every HOSVA winery to making visitors feel at home and, the unique beauty of this region and you understand why it is considered by many to be one of America's premier wine country destinations.”

The mission of the Heart of Sonoma Valley Association is to promote the region as a premier travel destination with wineries at the center of the experience, while highlighting the region's pastoral beauty and diverse agricultural heritage. HOSVA works closely with other businesses in the region and produces two important events annually: The “Holiday Open House” in November and the “Annual Barrel Tasting” in the spring. HOSVA events directly benefit local charities and non-profit organizations.

###

CONTACT:

Tom Wark, Wark Communications
707-933-9313 • tom@warkcommunications.com

Josie Gay, Heart of Sonoma Valley Association
707-479-9979 • josie_gay@hotmail.com

(Photos of Ms. Gay are available upon request)