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Lisa Francioni is Program Manager for the California Sustainable Winegrowing Alliance, a non-profit organization incorporated in 2003 by Wine Institute and the California Association of Winegrape Growers to promote environmental stewardship and social responsibility in the state's wine community. She has helped implement the California Sustainable Winegrowing Program, a voluntary educational program for California wineries and vineyards, since February 2005 and manages the new certification program, Certified California Sustainable Winegrowing. Previously, she served as an Environmental Affairs Coordinator at Wine Institute, a public policy advocacy association of more than 1,000 California wineries and affiliated businesses.