

## **Mendocino Winegrape & Wine Commission Names Megan Metz Executive Director**

**October 13, 2011 — Ukiah, Calif** — The Mendocino Winegrape and Wine Commission (MWWC) promoted Megan Metz to Executive Director, according to Rich Schaefers, Chairman of the Board. Megan is responsible for the full-time management of the Commission, staff and MWWC's educational and promotional programs, in full accordance with the Commission's by-laws and charter.

Acting as MWWC's Director of Marketing and Communications since February, 2011, Megan coordinated numerous promotional events, including the 2011 Taste of Mendocino in June and the Mendocino Wine Competition this past August. She has a background in marketing, tourism development and event planning.

“The primary objective of MWWC is to market the vineyards, wines and people that define our region,” says Rich Schaefers. “Megan has the organizational skills and knowledge to guide our unique coalition of growers and vintners.”

The Mendocino Winegrape & Wine Commission (MWWC) is an alliance of 91 wineries and 343 winegrape growers in Mendocino County. The organization fosters education, research and specialized viticulture techniques appropriate to growing premium grapes in Mendocino's 12 diverse regions. [www.MendoWine.com](http://www.MendoWine.com)

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A photograph is available in jpg or tif format.  
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