
Profile

Jeremy

First Name

Sill

Last Name

Middle Initial

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

10.5
years

Length of Residence in the City of Napa:

10.5
years

Length of Residence in the County of Napa:

Registered to vote in the City of Napa?

☒ Yes ☐ No

RSA+

Employer

Civil Engineer

Job Title

Interests & Experiences

Which Boards would you like to apply for?

Bicycle and Trails Advisory Commission

Upload a Resume

Community Service Experience:

4 years on the City of Napa Bicycle and Trails Commission, past president Napa Active 20-30 club, past president Napa Engineer's Society, member of Vine Trail Engineering Committee

Education:

Bachelors in Civil Engineering from CSU Chico. Professional Engineers license

Other relevant experience or expertise:

Designed numerous bicycle and pedestrian facilities including multiple sections of the Vine Trail.

Additional Questions

What is your understanding of the role and responsibility of this board?

To advise and provide recommendations to City staff and City Council in items pertaining to bicycle and pedestrian facilities.

Yes, 24 or

so

Have you ever attended a meeting of this board? If so, how many?

What duties of this board are most interesting to you?

Enjoy future planning for new trails. Also like reviewing development projects for bicycle and pedestrian facilities.

What activities of this board are least interesting to you?

Discussing bylaws

ATTACHMENT 1

What programs or projects would you like to see improved or implemented?

Bike and pedestrian circulation through downtown Brown Street corridor Regular closure of street(s) for bike and pedestrian use. Similar to porchfest or Martin Luther King Boulevard in Golden Gate park on Sundays. Updates to the City of Napa Bicycle Plan

How would you approach improving these project(s) or program(s)?

Bike and Ped through downtown and Brown Street corridor - allow Brown Street to be closed for bikes/peds only. Condition new development projects to put an emphasis on bike and pedestrian facilities Street Closures - review if feasible in select areas. Porchfest brought out many bicycles as people felt more comfortable. Bicycle Plan - we are currently doing this but the process of reviewing the current plan brings new projects to line and also identifies low hanging fruit for projects that could be done sooner rather than later.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

New development projects that I am designing involving bike projects that the commission discusses may require me to recuse myself


Please list two local references and their phone numbers:

A thick, dark, horizontal brushstroke used to redact information.

How did you learn of this vacancy?

☒ Internet

Profile

Joel		King
First Name	Middle Initial	Last Name
		
Email Address		
		
Street Address		Suite or Apt
		
City	State	Postal Code

Mailing Address (if different than Resident Address above)



	
Primary Phone	Alternate Phone

36
years

Length of Residence in the City of Napa:

36
years

Length of Residence in the County of Napa:

Registered to vote in the City of Napa?

☒ Yes ☐ No

Retired - County of Napa	Retired - Agricultural Biologist
Employer	Job Title

Interests & Experiences

Which Boards would you like to apply for?

Bicycle and Trails Advisory Commission

Upload a Resume

Community Service Experience:

BTAC 16 years; Active Transportation Advisory Committee (NVTAC) 16 years; Napa Bike Coalition 8 years; Vine Trail Coalition Board member 6 years

Education:

Northwestern University: B.A. Biology 1976 University of Minnesota: M.S. Entomology 1978

Other relevant experience or expertise:

I commuted by bicycle for over 30 years in Napa. I walk or ride my bike as my main form of transportation in Napa. I am a League Certified Instructor in bike safety by the League of American Bicyclists.

Additional Questions

What is your understanding of the role and responsibility of this board?

The role of the BTAC is to advise Napa Public Works and the city council on bicycle and trail issues in the city of Napa.

the meetings over the last 16 years.

Have you ever attended a meeting of this board? If so, how many?

What duties of this board are most interesting to you?

Updating the city's bike plan; helping to connect the city's bike network, creating routes north-south and east-west through the city that everyone can feel safe in riding or walking.

What activities of this board are least interesting to you?

Meetings can be not that interesting if the board doesn't get to take action.

ATTACHMENT 1

What programs or projects would you like to see improved or implemented?

Completing the Vine Trail through Napa and working to connect Napa's neighborhoods to the trail. Building out the bicycle network in the city's bike plan. Improving the city's bike friendly community designation. Improving bicycle safety education.

How would you approach improving these project(s) or program(s)?

I would work with Public Works on making the best bike plan that Napa could have and help find funding to implement that.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

Please list two local references and their phone numbers:

[REDACTED]

How did you learn of this vacancy?

☒ Other

Profile

Jimmy

First Name

Kawalek

Last Name

Middle Initial

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

5
years

Length of Residence in the City of Napa:

5
years

Length of Residence in the County of Napa:

Registered to vote in the City of Napa?

☒ Yes ☐ No

jimmykawalek.com

Employer

Owner /
Operator

Job Title

Interests & Experiences

Which Boards would you like to apply for?

Bicycle and Trails Advisory Commission

Upload a Resume

Community Service Experience:

President Coombsville Vintners and Growers

Education:

International Sommelier Guild Sonoma State Wine Management

Other relevant experience or expertise:

Additional Questions

What is your understanding of the role and responsibility of this board?

Direct, protect, expand and steward the Bicycle trails of Napa County and their interplay with other surrounding communities

no

Have you ever attended a meeting of this board? If so, how many?

What duties of this board are most interesting to you?

open to serve

What activities of this board are least interesting to you?

open to serve

ATTACHMENT 1

What programs or projects would you like to see improved or implemented?

Overall education of the relationship between traffic safety issues and public road usage

How would you approach improving these project(s) or program(s)?

Community outreach / school education programs / local Church outreach programs

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

no

Please list two local references and their phone numbers:

[REDACTED]

How did you learn of this vacancy?

☒ Newspaper

Jimmy Kawalek

Napa, CA • Mobile: 707.501.7447 • E-Mail jimmy@jimmykawalek.com



Relationship and Results Driven Sales & Marketing Leader

www.jimmykawalek.com

Overview

I subscribe to a very hands-on approach in my sales and marketing philosophy. My focus is **customer-centric** while keeping the best interest of the represented company at the forefront. **Sales & Marketing plan development & execution; channel management (DTC, B2B), new brand development and management, distributor retention / management and corporate strategic planning** have all been part of my daily objectives. I am highly experienced in both **domestic** and **international** sales, marketing. I have a wealth of knowledge and hands-on experience in all facets of **sales, product marketing, marketing communications, new brand building, special event planning, promotion** and tradeshow design.

Career Objective

Secure a lead Management role in a winery that allows me to fully use my highly diversified and creative sales and marketing talents to their fullest.

Business Philosophy

At the end of the day, all the deep relationships I develop must drive brand development & revenue. For every brand I've worked with, I zero in to tell the supporting, relationship-building story that would otherwise never be heard. My in-depth knowledge of each of the brands I've represented conveys value, confidence and a "sense of place" that develops & grows long-term, profitable relationships.

Core Competencies

B2B, DTC Marketing and Sales / B2B2C Demand Generation / National, International & Regional Sales Management
Long-term Relationship Builder / Brand Evangelist / Sommelier / Wine Educator
Brand Development, Strategy and Launch / Skilled Social Networker / Targeted Events Planning, Promotion & Execution

Accomplishments

- 30+ years in DTC, B2B and B2B2C domestic sales & marketing, 8 years international (inclusive)
- 20+ years developing and leading highly focused Sales & Marketing Teams and programs
- Created and ran a successful start-up Wine Brokerage / Distribution, Marketing and Sommelier Services company
- Developed, marketed & launched highly successful "Taste of Divino", (DTC marketing & sales festivals) in Southern California encompassing 3 to 15 different brands (wineries) at multiple venues
- Developed, marketed and taught a 3 part "Wine 101" Education Program throughout Southern California
- Developed curriculum and taught "Street/Gorilla Marketing" Course at Learning Tree University for 2+ years
- Planned & executed turn-key wine sales & educational events for commercial & private clients
- Successfully established world-wide, long term relationships with Fortune 500 Companies
- Worked on global-stage projects including Disney, 3 NFL Superbowls, 3 Olympic Stadiums, various National Touring acts
- Successful, personable, brand-building Evangelist (DTC, B2B)
- Highly creative, independent, self motivating, flexible & resourceful

Jimmy Kawalek



Employment History

• 2014 - Present	jimmykawalek.com	Napa, CA	Winery Sale & Marketing Consulting
• 2013 - 2014	EDICT Wines	Napa, CA	Director of Sales and Marketing
• 2011 - 2012	Peju Winery	Rutherford, CA	Sales / House Sommelier / Educator
• 2005 - 2011	Divino Wine Broker, Inc.	Aliso Viejo, CA	Owner / Sommelier / Wine Educator
• 2004 - 2007	Digigram Inc.	Montbonnot FR	Global Business Development Manager
• 2001 - 2004	Cirrus Logic	Austin, TX	Sales / Business Dev. Manager, Peak Audio
• 2000 - 2001	Group One	Farmingdale, NY	Sales / Business Development Manager
• 1999 - 1999	Harman Pro Audio	Sandy, UT	Director of Sales and Marketing
• 1998 - 1999	Crest Audio, Inc.	Paramus, NJ	Western Regional Sales Manager
• 1996 - 1998	QSC Audio Products, Inc.	Costa Mesa, CA	Sales / Market Manager, Engineered Sound
• 1994 - 1996	Eastern Acoustic Works	Whitinsville, MA	Domestic Sales Manager
• 1985 - 1990	Marriott Hotels	Los Angeles, CA	Entertainment Manager

Wine Education

- December 2011 Sonoma State University Wine Business Management Certificate
- May 2008 International Sommelier Guild Sommelier Diploma Program
- July 2007 International Sommelier Guild Fundamentals Level 2
- April 2007 International Sommelier Guild Fundamentals Level 1

Professional Experience

jimmykawalek.com

Napa, CA

2014 - Present

Winery Sales and Marketing Consulting Firm

A Wine Business Consultancy specializing in Strategy, Distribution and Engagement for Luxury Wine brands.

- National, Regional Sales Management / B2B sales / Brand Development / Distribution Channel Development / DTC Consulting / Social Media Maven

EDICT Wines

Napa, CA

2013 - 2014

Family owned Napa winery founded in 2008 by Barbara & Ira Goldberg

Director of Sales and Marketing

- Lead all sales and marketing operations for a 2000 (annual) case production winery
 - Inherited 2 years of inventory and zero sales
 - Successfully depleted back inventories and created profitable sales channels
- Developed all distribution (sales channels) and DTC programs
 - Established long term partnerships and brand recognition
- Developed all Marketing Assets and Collaterals
 - Created all messaging, backstory and branding
 - Responsible for all Marketing communications including traditional & Social Media

Jimmy Kawalek



Professional Experience

EDICT Wines continued:

- Designed and implemented new website and Vin65 POS
 - Created website design and deployed within 60 days
 - First fully dynamic site done on Vin65 platform
- Hired new winemaker and redesigned wine production / offerings
 - Steered all blending, beginning with 2011 (red) vintages
 - Revamped all labeling and packing of wines
 - Secured long term vineyard contracts
-

Peju Winery

Rutherford, CA

2011 - 2013

Family owned Napa winery founded in 1982 by Anthony and Herta Peju

DTC Sales / Tasting Room / Sommelier / Wine Educator

- Tasting Room sales / Staff, Distributor & Guest Educator / Spearheaded special Guest experiences / Reserve & Barrel Tasting Lead
 - Top sales performer of both Wine sales and Wine Club Memberships
- Featured guest speaker at Orlando Food & Wine Festival (Wine 101)
- Local Bay Area / Napa Outreach (Hospitality, Transportation)
- Outside sales with various Peju Distributors (National)

Divino Wine Broker, Inc

Aliso Viejo, CA

2005 - 2011

Divino Wine Broker, Inc. is a full service Sales and Marketing Wine Brokerage Company that specializes in marketing small-production California/ Oregon based wineries and wine accessory items.

Owner / Operator / Sommelier / Wine Educator

- Sales, Marketing & Brand Development of over 25 different, independent wineries and wine related accessories to both on and off premise retailers throughout the Orange County, Southern California market(s)
 - Grew revenue by 200% from FY07 to FY08
- Highly successful track record of launching “unknown” brands into challenging market conditions
- Conceived, developed and successfully launched “Taste of Divino” Wine Festival
 - 3 - 15 independent wineries (brands) brought together to market, promote and sell wine (DTC)
 - Multiple independent venue logistics
 - Conceived and executed all promotion, logistics and branding of the events
- Train & managed multiple independent sales teams (contractors)
- Developed & Taught Wine Education Programs thru various events and venues



Jimmy Kawalek

Napa Valley Community Leadership

President, Coombsville Vintners & Growers Association, 2014 - Present
Napa Valley Vintners, 2015/16 Premier Napa Valley Bidder Cultivation Team Member

Education

- | | |
|---|---|
| • Sonoma State University | Winery Management Foundational Level / Compliance Courses |
| • International Sommelier Guild | Completed Level 3 Advanced Degree program |
| • University of California, Los Angeles | EMT-1A Certification program |
| • California State College, Dominguez Hills | Course work in Business & Music Theory |
| • De Anza Junior College, Cupertino CA | General Business Education |