

Profile

Katherine

First Name

Kittel

Last Name

Middle Initial

[Empty text box for Email Address]

Email Address

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Street Address

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Suite or Apt

[Empty text box for City]

City

[Empty text box for State]

State

[Empty text box for Postal Code]

Postal Code

Mailing Address (if different than Resident Address above)

[Empty text box for Mailing Address]

[Empty text box for Primary Phone]

Primary Phone

[Empty text box for Alternate Phone]

Alternate Phone

Length of Residence in the City of Napa:

21 years

Length of Residence in the County of Napa:

21 years

Registered to vote in the City of Napa?

Yes No

Employer

Job Title

Ethnicity *

Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Napa Valley Transportation Authority (NVT) Active Transportation Advisory Committee (ATAC) : Submitted

Upload a Resume

Community Service Experience:

I served in my homeowners association for seven years as volunteer pool manager, and as board president for 5 years. I fed and cared for all animals at Connolly Ranch on Sundays for seven years.

Education:

San Jose State University, BA Anthropology, French Monterey Institute International Studies, MA International Policy Studies

Other relevant experience or expertise:

I have biked or walked to work year round for most of my 38 years career: Munich, Germany - used bicycle to travel 3 miles each way daily to school Stanford - bicycle 2 miles each way University of Washington - walked 1.5 miles each way Bell Wine Cellars - bicycle 9 miles one way Napa Valley College - bicycle 6.5 miles each way I also use bike to run errands around town on weekend, and walk an annual average of 3.2 miles per day, often in neighborhoods around Napa, and Yountville.

Additional Questions

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

I expect this group to review staff reports and proposals and make recommendations to the transportation agency.

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

no

What duties of this board are most interesting to you?

Review and understand the issues behind the decisions made and planning goals for active transportation.

What activities of this board are least interesting to you?

Can't think of any

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

I would like to see the board make recommendations that encourage greater use of active transportation in city and county of Napa. It is a small flat valley that anyone can get around in without using a car. We might consider more group activities, such as neighborhood bike rides, closing off certain streets once a month, bike buses for children, in which several adults ride through neighborhoods collecting children on bikes as the group rides safely to school. Bike lanes could use improved sweeping, and when road repairs are made, extra effort should be made to leave patches across the bike lane smooth so as not to create dangerous pits and bumps for riders. Streets with long stretches without driveways, entry/exits, crossroads should be identified for bike lanes because they are safest. It would be better if buses were equipped with a larger space at the back of the bus to transport bikes, rather than having the racks at the front. The racks are too high off the ground for an average female to lift bike onto. I've struggled many times. Also, with only two, the racks might be full, or a bus arrives that doesn't have a rack at all, thereby discouraging regular use. Also, it would be impossible to lift an e-bike (heavier) onto those racks for a one ride up the valley for a recreational or commuter ride back.

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

Use my experience as an active transportation user, to offer ideas, solutions (including international), ways to market new programs, find funding and generally encourage the staff, who are doing their best.

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:

How did you learn of this vacancy?

Internet

Profile

Tuesday

First Name

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Last Name

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

46 years

Length of Residence in the County of Napa:

46 years

Registered to vote in the City of Napa?

Yes No

Black Tie Taxi

Employer

Driver

Job Title

Ethnicity *

Prefer not to Answer

Interests & Experiences

Which Boards would you like to apply for?

Napa Valley Transportation Authority (NVTA) Active Transportation Advisory Committee (ATAC) : Submitted

Napa Valley Transportation Authority (NVTA) Citizen Advisory Committee (CAC): Submitted

Upload a Resume

Community Service Experience:

None

Education:

St John's Catholic School Job Training Partnership Act (graduate) 1 year Napa Valley College as a music major and philosophy minor 1 year Shasta college Life Stream Massage School (certificate of completion)

Other relevant experience or expertise:

14 years as a permitted Taxi Driver President of the Napa Valley Taxi Coalition

Additional Questions

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

Policy making, funding allocation, collaboration with other government agencies, planning and development, advocacy.

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

No

What duties of this board are most interesting to you?

Advocacy, planning and development.

What activities of this board are least interesting to you?

funding allocation

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

public education and accessibility

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

Create a campaign to educate the public on the importance of diversified transportation options and collaboration with all economic industries to emphasize the importance of accessible transportation.

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

President of the Napa Valley Taxi Coalition Taxi Driver

Please list two local references and their phone numbers:

How did you learn of this vacancy?

Internet

Profile

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First Name

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Last Name

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

18 years

Length of Residence in the County of Napa:

19 years

Registered to vote in the City of Napa?

Yes No

Trinchero Family Estates/Sutter Home Winery Inc

Employer

Business Intelligence Manager

Job Title

Ethnicity *

Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Napa Valley Transportation Authority (NVTa) Active Transportation Advisory Committee (ATAC) : Submitted

Community Service Experience:

Various volunteering engagements with: Napa RCD, Napa Bike Coalition, OLE Health.

Education:

B.A. Economics - Case Western Reserve University 2004

Other relevant experience or expertise:

Strong analytical skills, collaborative. Cyclist and advocate for non-car-based transportation.

Additional Questions

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

Advise NVTA on plans for development of active transportation in Napa Valley. Awareness of local priorities for walking and biking.

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

No

What duties of this board are most interesting to you?

I'm interested to connect more with the community and advocate for projects that will enable safe walking and cycling.

What activities of this board are least interesting to you?

It all seems interesting!

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

In addition to pushing forward on completing the Vine Trail, I'd like to see programs that can help shift more commutes/trips to active methods.

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

Increase outreach/publicity of safe, active transportation resources to encourage more members of the community to walk/bike. Study and improve safety of high-traffic intersections (such as Vine Trail crossing of Redwood Road)

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

I donate annually to bike-related organizations such as Vine Trail and Napa Bike. I don't anticipate that this would result in conflict of interest.

Please list two local references and their phone numbers:

How did you learn of this vacancy?

Internet

THOMAS R. GORTON

Napa, California



PROFILE

With nearly 20 years serving the Wine Industry – with experience in 3-Tier and Direct to Consumer (DTC) Sales, along with supporting areas - I have recently championed data and analytics as a way to drive organizations forward. I thrive in fast-paced, dynamic environments. Self motivated and highly productive in individual and team settings. Enjoys seeking out and solving business challenges through creative solutions. In every role, becomes a Subject Matter Expert. Strong leadership abilities; in three management roles and has coached individuals to multiply their effectiveness and retain key contributors. Excellent translator of technical information and requirements between technical and non-technical groups.

EXPERIENCE

Trinchero Family Estates St. Helena and Napa, CA

Business Intelligence Manager

April 2022 to present

- Promotes a culture of fact-based decision-making throughout TFE; executes strategy to raise the overall level of maturity in data and analytics
- Develops training resources to help many types of users get more value from data: End Users, Analysts and Developers
- Establishes Standards for Data Engineering/development to ensure reliability, data quality and business value of Data Assets
- **Key Accomplishments:** Prompted and guided an exploratory project to apply Statistical Modeling techniques to improve forecasting processes – relying less on anecdotal information and embracing predictive capabilities of statistics

Business Analyst/BI and Data Analyst

August 2017 to April 2022

- ▷ Collaborated with departmental Subject Matter Experts and end users to identify business requirements and solutions to meet operational needs; application configuration and support
- ▷ Administrator for Power BI Premium capacity, managed server resources, user licensing and reporting content
- ▷ **Key Accomplishments:** Spearheaded transition of Enterprise Reporting to a new Business Intelligence platform: Power BI. Including design and development of critical ‘everything in one place’ data model for evaluating Sales performance across TFE’s national network of distributors

vinSUITE (formerly eWinerySolutions/Napa Valley Point of Sale) Napa, CA

Manager of Professional Services

January 2013 to August 2017

- ▷ Lead a team of 4 project managers and 4 website developers in the implementation of Winery Direct to Consumer software (website, eCommerce, wine club) for new and existing clients
- ▷ Developed a culture of continuous improvement resulting in enhanced customer experience and reduced labor required to complete each project
- ▷ Dramatically improved Professional Services Revenue to Cost ratio by 30%
- ▷ Managed hundreds of projects successfully for various clients; within tight time constraints and while overcoming technical challenges
- ▷ **Key Accomplishments:** Reduced average website project implementation hours by 50%, developed new process and client facing documentation for client projects, oversaw implementation of ‘Responsive Design’ enhancements across 300 websites

DTC Software Sales Expert

Sept 2011 to January 2013

- ▷ Sold Wine Industry specific POS software (based on MS Retail Management System) and eWinery Solutions eCommerce

platform

- ▷ Managed the sales process from initial contact, through needs analysis and advanced technical consultation, and culminating in successful closing
- ▷ Built and maintained Napa Valley POS's Customer Relationship Management database using Salesforce
- ▷ **Key Accomplishments:** Executed project to merge 2 CRM databases at time of company merger; sold software product to dozens of winery clients.

Trincher Family Estates

St. Helena, CA

Tasting Room Manager - Sutter Home

July 2009 to Sept 2011

- ▷ Managed a staff of 7 Tasting Room Representatives, ensuring excellent customer service for daily operations and special events
- ▷ Increased DTC sales revenue by emphasizing underutilized channels (webstore and employee sales), increased revenue by 25%
- ▷ Maintained budgets and marketing plans for 3 direct to consumer sales channels
- ▷ **Key Accomplishments:** Lead numerous special projects including a full eCommerce store redesign and rebranding; developed a robust channel and processes for employee wine sales.

Tasting Room Representative

Aug 2008 to July 2009

- ▷ Delivered consistent high sales performance and signed up many Wine Club members
- ▷ Focused on providing excellent customer service and educating consumers about our products, and wine in general
- ▷ Provided concierge services for consumers
- ▷ Suggested and implemented many ideas to improve operation of Tasting Room, such as streamlining end of day procedures and fulfillment of shipping orders

Assistant Cost Accountant

Sept 2006 to Aug 2008

- ▷ Designed and improved reports to enhance usage of Production and Accounting systems
- ▷ Collaborated to develop process for documenting and testing business processes
- ▷ Maintained cost data on all winery products
- ▷ Prepared and analyzed departmental spending reports for Operations department
- ▷ Authored numerous business process documents and trained others in writing effective documentation of business processes

Accounts Payable Assistant

July 2005 to Aug 2006

- ▷ Maintained vendor master data and processed 1099s
- ▷ Developed software tools to assist co-workers in entering mass data to Accounting system
- ▷ Managed weekly check run

EDUCATION

Case Western Reserve University Cleveland, OH

Bachelor of Arts in Economics, Graduated 2004

- ▷ Minor fields of study in Management Information Systems and Accounting
- ▷ Provost's Scholarship
- ▷ Vice President of Model United Nations Club

SKILLS AND CERTIFICATIONS

- ▷ Microsoft Power BI/Fabric – Data Engineering, Data Model Development and Report Authoring/Visualization
- ▷ SQL, PowerQuery, DAX
- ▷ Microsoft Power BI – Administration
- ▷ Project Management including several PM software applications
- ▷ Data Modeling
- ▷ PowerShell programming
- ▷ Business Process diagramming, documentation and analysis
- ▷ Web technologies – html/css, APIs,
- ▷ Office applications, expert spreadsheet user