

Application for Appointment to Board, Commission, Committee, Task Force or Position

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

Public Records Act

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

Form 700 Conflict of Interest Code

[California Fair Political Practices Website](#)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

Which Boards would you like to apply for?

Napa County Airport Advisory Commission: Submitted

Category of Membership for Which You Are Applying

Hospitality or General Public

Profile

Lee Nordlund
First Name Middle Initial Last Name

[Redacted] Email Address

[Redacted] Home Address Suite or Apt

Napa CA 94559
City State Postal Code

Which supervisorial district do you reside in? *

District 4

To find your supervisorial district go to <https://www.countyofnapa.org/1334/About-the-Board>, click on "Look Up My District" and enter your address.

[Redacted] Primary Phone

retired

Employer

n/a

Job Title

Brand manager of
nationally distributed Napa
Valley wine brands

Occupation

Education/Experience

Bachelor of Science, Biology, Santa Clara University M.B.A. Agribusiness, Santa Clara University 30 years managing top national brands in Napa Valley industry including: BERINGER WINE ESTATES - Saint Helena, CA 1994-1996 DELICATO FAMILY VINEYARDS - Manteca, CA 1996 - 1999 ROBERT MONDAVI CORPORATION - Napa, CA 1999-2002 ICON ESTATES (ROBERT MONDAVI, FRANCISCAN, MOUNT VEEDER) - St. Helena, CA 2002-2009 POPPY & PUNCH VINEYARDS - Napa, CA April 2009-2024 DELICATO FAMILY VINEYARDS - Napa, California April 2015-January 2022 Volunteer Board Experience: LA MADRE DE LOS POBRES - San Francisco, CA 1993-1994 NAMES PROJECT AIDS MEMORIAL QUILT - San Francisco, CA 1993-1996 CATHEDRAL OF CHRIST THE LIGHT - Oakland, CA 2002-2006 SANTA CLARA UNIVERSITY ALUMNI ASSOCIATION - Santa Clara, CA 2022- 2024

Name and occupation of spouse within the last 12 months, if married. (For conflict of interest purposes)

Lee Nordlund

Resume

[Lee_Nordlund_Resume_2025.pdf](#)

Upload a Resume

[Lee_Nordland_Reference_Letter.pdf](#)

Letter of Recommendation or Supplemental Attachments

Professional or occupational license, date of issue, and expiration including status

n/a

References: Provide names and phone numbers of 3 individuals who are familiar with your background.

Michael Wolf, Culinary Institute of America, St. Helena, As [REDACTED] son [REDACTED]
Karen Crouse, Mount Veeder Magic Vineyards, Proprietor [REDACTED] Ellen Friediani,
Frediani Vineyards, Calistoga, Finance Manager/Partner [REDACTED]

Community Participation

Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.

I am dedicated to the success of Napa Valley and I believe a smooth, luxury experience at Napa County Airport can bring in high-spending consumers to our wineries, hotels and restaurants, and generally upgrade the possibilities for long-time residents like my wife and I. However, the airport can also bring more “pain than gain” if not managed with a long term vision for the benefit of residents, visitors, and airport users alike. I’ve heard colleagues call me a consensus-builder and a problem solver. I seem to always find myself in the middle of things – and in Napa Valley I appreciate that there is probably no bigger thing than the smooth operations of Napa County Airport. Although the AAC has no decision-making responsibility, the role is important in enabling county and FBO decision makers to make the right choices. I am not a pilot, but my work has often required me to absorb technical or complicated situations. My degree in Biology, with many classes in Chemistry, Physics and Calculus may be indicative of that. I can offer decades of first-hand experience in one of the most important areas of Napa Valley: trade hospitality, “where the money is.”. In my wine career I hosted scores of key personnel (including buyers) from leading wine distributors, retailers and restaurants from throughout the U.S., and worked to convince them to buy more Napa Valley wines. Many fly in on charter or private jets. I’ve also been host to high-end consumers. I know what it is like to be on the front lines. As estate director for Robert Mondavi Winery, Franciscan and Mount Veeder Winery I spent more time in hospitality than any other brand manager and it paid off. Under my watch Franciscan became the #1 Napa Valley brand by volume. I have served on important boards before. At the Names Project Aids Memorial Quilt I proposed, and got adapted, a change in mission from “an expression of grief” to AIDS awareness, fundraising and expression of grief. This resulted in a 5X increase in funds raised and over a million people visiting the Quilt on the Mall in Washington, D.C. I was on the steering committee campaign to build the Cathedral of Christ the Light on the shore of Lake Merritt in Oakland, California. This was much more than fundraising. We had to pull together people and interests across the board into a cohesive community and develop an architecture and design engineering that was beautiful yet affordable that would last for centuries. It won many architectural awards and serves as the “mother church” for Contra Costa and Alameda county Catholics and provides charitable services for people of every type in the community. For Santa Clara University Alumni Association, I was selected to chair the strategic planning committee at a most critical time. The university – the oldest in the west - has recently gained in popularity and prestige; the alumni community needed new vision and vitality. Our committee developed a five-year plan that was approved at the highest level of the university. I like to think I am attentive to the needs of different people and groups, that I maintain composure and try to make situations turn out good for everyone. I’d be grateful for the opportunity to do that at the Napa County Airport Advisory Commission.

Nature of activity and community location

My wife Bridget and I are active members in the Napa Valley Community. Bridget is currently president of “CP” Community Projects thrift shop and volunteer trainer at the Napa County Animal Shelter, in the cat section. I have coached boys and girls volleyball and basketball, currently facilitate and sing in my church choir that is composed of people from many different backgrounds and places including Mexico, Nicaragua, Thailand, China, and Philippines. I am a regular visitor to homebound seniors.

Other County Board/Commission/Committee on Which You Serve/Have Served

None.

Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)

None that I know of. My credit rating and my wife's are very strong. Although hers is stronger than mine.

Electronic Signature Agreement

I meet the criteria required to serve in this position.

Yes No

I declare under penalty of perjury that the foregoing is true and correct.

Yes No

Please Agree with the Following Statement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I Agree

Electronic Signature (First M. Last)

Lee Nordlund

Date

11.19.2025

LEE NORDLUND

Professional Summary

Now retired. Highly experienced manager of leading nationally and internationally distributed wine brands, established and NPD. Steady track record of increasing profits and revitalizing weak brands. Adept leader and builder of cross-functional teams from all departments including sales, hospitality, direct-to-consumer, winemaking, production, finance, marketing-communications and distributor partners. Skilled in strategic planning, creative direction, program execution and managing agencies. Effective “story teller” in written, verbal and video formats. Award-winning creative, well-practiced in partner/agency management. MBA in Food & Agriculture, with six years’ experience in the United Kingdom.

Experience

DELICATO FAMILY VINEYARDS - Napa, California April 2015-January 2022

Senior Brand Manager, Noble Vines, Diora, Santa Rita, Domestic Agency Brands

Refreshed, repackaged and relaunched ten year old Noble Vines brand for 25% annual growth. Led NPD team in conceiving and launching luxury brand Diora, assigned brand manager of Delicato’s first import brand, Santa Rita, and three domestic agency brands, including one new package (Mercer Bros.) and one new brand launch (Scarlet Vine). P&L responsibility and brand vision from naming, packaging, in-store, video and on-line promotion.

POPPY & PUNCH VINEYARDS - Napa, California April 2009-2024

General Manager, New Product Development

Conceived, developed and managed Poppy for third generation winegrower from the Central Coast, and partner in Punch Vineyards, Napa Valley with uniquely flexible approach to luxury-priced wine.

CONSTELLATION WINES U.S. - St. Helena, California July 2002-March 2009

Estate Director, Robert Mondavi Winery, Franciscan Estate & Mount Veeder Winery

Selected as acting Estate Director for Robert Mondavi Winery after purchase by Constellation Brands, transitioning brand to new ownership’s sales team and financial tracking systems. Restored flagship Reserve Cabernet to \$100+ price point and led brand planning. Conceived, developed, and launched new brands *Hangtime*, now owned by Michael Mondavi family’s Folio.

Estate Director of Franciscan Estate and ultra-luxury brand Mount Veeder Winery, reversed declining sales to achieve second highest profit in luxury brand division and turn Franciscan into #1 volume brand in Napa Valley. Combined sales: \$40+ million; 275,000+ cases. Increased profits 25% in three years.

ROBERT MONDAVI CORPORATION - Napa, California October 1999-June 2002

Marketing Director, Byron, Io, Arrowood & La Famiglia

Combined sales: \$20 million. Turned around loss-making, over-looked brands Byron and La Famiglia through more efficient use of assets, significant price increases, product mix changes, and tighter management of distribution channels and sales execution. Introduced single-vineyard wines for Byron, Io brand, and started wine club. Integrated Arrowood brand after acquisition.

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DELICATO FAMILY VINEYARDS - Manteca, California

Marketing Director, Delicato & Monterra

September 1996-September 1999

Worked closely with Sales and winemaking to narrow focus and develop two existing brands for fifty-year old family-owned winery. Repositioned both brands and company's identity by vividly re-telling the family history, and asserting quality and value. Reversed strong negative trade image and turned around loss-making brands to \$20 million sales and \$2,000,000-plus profit, opening up distribution channels for future brands. Assisted exclusive labels division to open up distribution for company's brands in chains.

BERINGER WINE ESTATES - Saint Helena, California

Assistant Brand Manager, Beringer, Meridian, Chateau Souverain

1994-1996

Always assigned where need was most critical: Beringer for re-vitalizing, Meridian for accelerated growth, and Chateau Souverain for re-positioning and repackaging. Junior part of two-person team that re-established Beringer White Zinfandel the premium priced and top-selling wine in America and won *Wine Spectator* Wine of the Year for Beringer Private Reserve Chardonnay.

YOUNGLOVE JEWEL COOKIES, LTD., London, England

Product Manager, Owner

1986-1993

Managed company from start-up to buy-out. Wholesale frozen cookie dough for bakeries, national chains and boutique accounts throughout the United Kingdom, including the American embassy.

DOYLE DANE BERNBACK ADVERTISING San Francisco, California

Assistant Account Executive, Diamond Walnuts, Sun Diamond and Memorex.

1984-1986

JOHN BARRY & ASSOCIATES - *Newport Beach, California*

Management Consultant, Denny's Restaurants, Hilton Hotels & manufacturers

1982-1984

Production flow and efficiency, staff satisfaction, and productivity studies and program implementation.

Volunteer :

SANTA CLARA UNIVERSITY ALUMNI ASSOCIATION – Santa Clara, CA

September 2022-May 2024

Chair, Strategic Planning Committee

CATHEDRAL OF CHRIST THE LIGHT - Oakland, CA

July 2002-March 2006

Communications Director, Advisory Board member for \$190 million campaign to build the first American Catholic cathedral of the 21st Century. Rallied media, private and public support for the Cathedral fundraising and building. Managed communications strategy and implementation (public relations, video production, website, event planning, collateral materials, etc.), coordinating with architect and chancery.

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NAMES PROJECT AIDS MEMORIAL QUILT – San Francisco, CA 1993-1996
Board of Directors, Communications Chair for world's leading AIDS awareness charity. 1 million visitors to international display in Washington, D.C. with worldwide media coverage. Proposed new mission statement which expanded fundraising pool and net fundraising 500%.

LA MADRE DE LOS POBRES – San Francisco, CA 1993-1994
Volunteer for non-profit charity established in 1982 by the late Franciscan Father Alfred Boeddeker, founder of San Francisco's famed St. Anthony's Dining Room. His dream was to "feed to poor of all faiths worldwide – their bodies and their souls." Project to assist new country Eritrea in establishing internal radio station and attract international aid.

Honors, Lectures

BEST OF INDUSTRY, Point-of-Purchase Advertising Institute
AMERICAN GRAPHIC DESIGN AWARD (2), Graphic Design USA
AWARD OF EXCELLENCE PACKAGING, American Corporate Identity
FINALIST (2), Beverage Packaging Design International Competition
Full chapter profile in *Cracking the New European Markets* (T. Harper, John Wiley, 1992).

Lectures:

- *The Ten Commandments of Wine Package Design, International Wine Packaging Design Conference*, San Francisco. March 22, 1999.
- *Scripting Your Brand*, U.C. Davis/OIV Wine Marketing Short Course, July 22, 1997.

Education:

M.B.A. Agribusiness, Santa Clara University, 1981
B.S. Biology, Santa Clara University, 1980

To: Napa County Board of Supervisors
Date: November 4, 2025

Re: Lee Nordlund - Application for the Airport Advisory Commission

Dear Chair and Members of the Board,

I write as both an aviator and a long-time member of the Napa Valley winegrowing community to offer my support for Lee Nordlund's appointment to the Airport Advisory Commission.

I came to know Lee through our work together on the Mount Veeder Appellation Council, a coalition of wineries and growers dedicated to advancing the quality and distinctiveness of Mount Veeder wines. From the outset, Lee demonstrated an unwavering commitment to the broader good of the appellation. Although he represented Mount Veeder Winery, then part of Constellation Brands, he consistently put collective interests ahead of individual brand priorities. With his steady leadership, clear vision, and follow-through, our diverse group of independent growers and vintners became a cohesive and enduring marketing force that continues to serve the region more than fifteen years later.

While Lee is not a pilot, he is firmly pro-airport and quickly grasps technical material. He asks disciplined, practical questions and is effective at translating complex issues for varied audiences. Above all, he is a consensus-builder: respectful in disagreement, skilled at finding common ground, and focused on solutions that balance neighborhood, business, and countywide needs. I have seen his fairness, temperament, and civic mindedness firsthand.

Lee would be an excellent representative of the general public on the Airport Advisory Commission, and I recommend him without reservation.

Sincerely,



Karen Crouse
Mount Veeder Magic Vineyards

