County Executive Office

1195 Third Street, Suite 310
Napa, CA 94559
www.countyofnapa.org

Main: (707) 253-4580

Neha Hoskins
Clerk of the Board

A Tradition of Stewardship
A Commitment to Service

September 18, 2024

Jeffrey L. Prather
[redacted]
Napa, CA 94558
Via email: [redacted]

Re: **Napa County Arts and Culture Advisory Committee**

Dear Jeffrey:

You have been a valued member of the **Napa County Arts and Culture Advisory Committee** representing **County-At-Large.** The term of your position will expire September 30, 2024. If you wish to request reappointment for another three-year term, please check the following box:

☒ Yes, I would like my name, this letter and application forwarded to the Board of Supervisors for possible reappointment to the **Napa County Arts and Culture Advisory Committee** for the term commencing immediately and expiring September 30, 2027.

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If you have chosen to request reappointment, please check **one** of the two boxes below regarding your last application.

☒ I confirm that all the information on my last application is current.

☐ Some of the information on my last application is no longer current or is five (5) years old or older. I will submit a new or revised application.

(To complete a new application form either contact the Napa County Executive Office or go to the following link to complete your application online:

https://www.countyofnapa.org/1420/Committees-Commissions

After checking the appropriate box, **sign and date on the lines below and return this letter to the County Executive Office by mail, email, or fax.**

Jeffrey L Prather
SIGNATURE

9/26/24
DATE

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 Arts and Culture Advisory Committee: Submitted

Category of Membership for Which You Are Applying

County At Large Representative

Profile

Jeffrey (First Name) | L (Middle Initial) | Prather (Last Name)

[redacted] (Email Address)

[redacted] (Home Address) | (Suite or Apt)

Napa (City) | CA (State) | 94558 (Postal Code)

Which supervisorial district do you reside in? *

☑ District 1

To find your supervisorial district go to https://www.countyofnapa.org/2051/Find-my-supervisor-and-district and enter your address.

[redacted] (Primary Phone)

Culinary Institute of America
Employer

Adjunct Instructor
Job Title

Educator
Occupation

Education/Experience

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

Kari Auringer, winemaker, Cornerstone Cellars

Resume

Upload a Resume

Letter of Recommendation or Supplemental Attachments

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

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

Beth Painter [redacted] Peter Granoff [redacted] Mario Chiodo [redacted] Peter Marks [redacted]

Community Participation

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

After working with community members, the City Council, and the Planning Commission on editing the Update to the General Plan for Napa, I wanted to continue my involvement in local issues. I found the experience very rewarding and asked Beth Painter how I might serve. She suggested a number of options including working on a committee for the city or county. I found my objective by searching the County website and discovering the Advisory Committee on Arts and Culture. Right up my alley. A previous career in the Theater has given me a solid background in the arts, along with my education in Theater and Acting. After being a professional actor for ten years in New York, Chicago, and Seattle I transitioned into the wine business, which brought me to Napa Valley. My love of the arts has never waned. I continue to pursue my passion as an art collector, museum member, performing arts enthusiast, and patron of the arts. My dedication to the arts makes me an excellent candidate for the Napa County Arts and Culture Advisory Committee. I believe I could contribute to this effort by bringing my communication skills, both writing and speaking, my intense interest in the arts, and my ability to listen to others and consider their perspective. I am willing to work hard to help the committee advise the County on this important subject in order to continue to bring vitality to the arts scene in our community.

Nature of activity and community location

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

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

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)

Jeffrey L. Prather

Date

11/15/22

Jeff Prather
[redacted]
Napa, CA 94558
[redacted]

Summary of Qualifications

A previous career in the Theater has given me a solid background in the arts, along with my education in Theater and Acting. After being a professional actor for ten years in New York, Chicago, and Seattle I changed careers to become a wine professional. My professional Theater resume is available upon request. My love of the arts has never waned. I continue to pursue my passion as an art collector, museum member, performing arts enthusiast, and patron of the arts. My dedication to the arts makes me an excellent candidate for the Napa County Arts and Culture Advisory Committee.

Years of experience as an instructor, buyer and trainer of staff, along with sales responsibility, have given me a solid base from which to work in a variety of leadership positions. My expertise in the field of wine education and promotion are strengthened by my writing and public speaking skills. The combination of creativity, energy and innovation brings considerable value, flexibility and diversity to any position.

Work Experience

Adjunct Instructor, Wine 2013 – Present
Culinary Institute of America
Works with Traci Dutton as an integral part of the Enthusiast Classes program at Greystone and at the newly opened Copia facility. Involved in teaching Wine and Cheese classes, Wine and Dessert classes, Coffee classes, Bubbles classes, Taste Like a Pro, and many other offerings in the Enthusiast program. Responsible for teaching both Bachelor and Associate Degree students at Greystone. Responsible for executing classes and seminars for the CIA in their original outreach to consumers at the former Copia facility in Napa. Became the lead instructor, teaching all four classes while providing education, energy, and entertainment to the growing number of attending students and consumers.

Member Associate 2015 - 2020
Hall Wines
Responsible for sales and customer service for a robust Wine Club program, personally overseeing the needs of over 3000 Wine Club members, including sales, special events, shipping, customer service, wine advising, etc…

Lead Instructor 2010 - 2018
WISE Academy
Responsible for creation of content and execution of robust wine classes aimed at Tasting Room personnel.

Wine Ambassador 2013 - 2014
Ca' Momi Enoteca and Winery
Responsible for creation and execution of robust wine and beer programs and to serve as representative for the brand at the tasting bar and at industry and consumer events. Responsible for selecting wine and craft beers for the list and ordering items to assure consistent inventory levels for service. Responsible for the ongoing training of the service staff in beer and wine in general, Italian wine, wine tasting techniques, and wine service. Produced strong results in wine and beer sales, seeing wines double and beer quadruple.

Senior Wine Buyer/Wine Writer 2006 - 2012
Ferry Plaza Wine Merchant, Oxbow Wine Merchant
As Buyer I was responsible for purchasing wines and beers for both of our retail locations, our wine clubs, and our online store. Responsible for scheduling and conducting tastings with wine and beer vendors, managing selected vendors, developing private labels, managing merchant staff, staff education, inventory management, special events management, retail sales pricing, comparative tastings, customer service, and managing bistro service. As Wine Writer I was responsible for writing wine lists for both locations, writing all materials for wine clubs, managing database and retail software, developing and composing communications to customer base, managing emails for special events, writing copy for web site, managing web site retail selections.

Director of Wine Education 2005 - 2006
Shafer Vineyards
Responsible for developing and presenting new wine education programs for trade, consumer, media and staff, inventory management, special events management, retail sales pricing, comparative tastings, customer service tracking, construction management and security, all front of house activity. Increased winery retail sales by 500 cases in first year.

Director of Marketing & Education 2004 - 2005
Flora Springs Winery &Vineyards
Responsible for trade and VIP guest relations, staff education, inventory management, special events management, media requests, comparative tastings, and regional sales for Washington and Oregon.

Managing Director, Marketing & Sales 2001 - 2004
Azalea Springs Vineyard
Responsible for all aspects of winery operations except production and viticulture. Doubled sales in one year. Developed inaugural budgeting process for winery. Increased number of markets from seven to twelve. Managed complete package redesign on time and within budget. Initiated marketing materials upgrade, website development, logo design, wine club, and direct to consumer program. Managed trade and press contacts, distributor relations, industry association activities, auctions, and key accounts.

Senior Wine Buyer 1999 - 2001
wine.com
Responsible for the acquisition of domestic and imported wines for this innovative internet wine company. Traveled abroad and domestically sourcing a wide variety of suppliers and wines. Managed a $4 million purchasing budget. Responsible for writing wine presentations for all purchases as well as feature articles for the site. Managed vendor relationships, inventory levels and restocking of all suppliers I managed. Actively involved in Public Relations, events, personal appearances, and public speaking for the company. Supervised direct reports and provided overall leadership to the wine team and the company in general. Primary liaison and wine educator for warehouse operations, customer service teams, marketing, public relations, and editorial staff. Employee number 38 of 240, third wine team member after founder Peter Granoff and Tim Gaiser.

Director of Trade Relations and Education 1996 - 1999
Beaulieu Vineyard, Napa Valley
Responsible for all aspects of hospitality and wine education for distributors, wine trade and consumers. Involved in tastings, dinners, special events and seminars regarding BV products, history, viticulture and heritage. Responsible for developing educational programs for subjects including our heritage growing areas: Carneros and Rutherford, our white wines, blending seminars, as well as food & wine pairing. These were conducted both at the winery as well as during considerable time spent on the road in key markets. Responsible for training our national sales staff, management, Visitors Center Staff, and Trade Hospitality staff. Involved in writing for press releases, marketing materials, winemaker notes, label copy, sell sheets and POS materials. Also worked with Glen Ellen and Blossom Hill Wineries. Managed a $250,000 budget.

Restaurant Director and Cellarmaster 1995 - 1996
Culinary Institute of America at Greystone, Napa Valley
Responsible for overseeing planning, construction and opening details of the school, restaurant and wine program. Directed wine list design and wine selections, purchasing, menu layout, computer systems, training in wine, service and hospitality, wine room and cellar design. Involved in hiring key staff, Grand Opening programs for 3500 guests, development of wine curriculum, community relations, marketing, inventory, labor, costs, budgeting and finances. Managed a $3 million budget.

Wine Director and Cellarmaster 1988 - 1995
Ray's Boathouse/Ray's Downtown/Yarrow Bay Grill, Seattle
Responsible for reopening of Ray's Boathouse: development of wine list, hiring/firing of wine steward staff, training of stewards and wait staff, pricing, inventory, purchasing, Grand Opening for 2000 guests. Managed a $1 million annual sales budget. Took an active role in the public relations of the restaurant.

Education

University of Delaware, Theater Arts, Newark, Delaware
Oakland University, Academy of Dramatic Arts, Rochester, Michigan

List of References and Recommendation Providers

Beth Painter, Napa City Council, worked with her to help remove the Linda Vista Bridge from the General Plan Update [redacted]

John Dunbar, Mayor of Yountville (I believe his term is nearly over) working with him to bring a sculpture project to Napa Valley to celebrate women in the wine business, “Women of the Vine” [redacted]

Sandina Bailo, worked with her and her husband, Andrew Healy, as one of the directors of Tedex Napa Valley for six years, I was the speakers’ coach [redacted]

Laura Rafaty, worked with her on promoting Napa Shakes, appeared in short promotional film [redacted]