



JOINT INFORMATIONAL HEARING
Assembly Select Committee on Wine
Senate Select Committee on California's Wine Industry
Assembly Committee on Governmental Organization
Senate Governmental Organization Committee

California Wine Industry Update: Experts Discuss the Impact of State and Federal Actions and Regulations

November 29, 2018

SPEAKER BIOGRAPHIES

Introduction: Welcome and Update From the San Diego Wine Industry

Ed Embly

Ed Embly is the President of the San Diego County Vintners Association. Growing up in a family farming business, Ed has been involved with agriculture his entire life and studied Animal Science at Cal Poly Pomona. He spent many years representing two agricultural equipment manufacturers, both within the United States and in foreign countries. He was also on the Hass Avocado Board for six years. More recently Ed, his wife, and son, started Hungry Hawk Vineyards and Winery, a boutique winery with an annual production of 2,000 cases. Ed and his family grow 15 different varietals, 5 white and 10 red. Outside of his involvement with agriculture, Ed served on the San Diego County Grand Jury as the Chairman of the Administration and Audit Committee. He also served in the United States Marine Corps during the Vietnam War and received three purple hearts.

Panel 1: Local and State Wine Industry and Regulatory Overview

Linda McWilliams

Linda McWilliams is the co-owner and winemaker at San Pasqual Winery, a small urban winery in the San Diego area. San Pasqual wines have won numerous Gold medals in local, state, and international wine competitions. She is also the Alternate Director for Southern California for the Wine Institute and Past President of the San Diego County Vintners Association. She is a founder and now Director of the San Diego County Viticulture Technician Apprenticeship Program which is the only apprenticeship program of its kind in the nation.

Mac McDonald

Vision Cellars Proprietor and winemaker Edward Lee (affectionately known as Mac) McDonald is one of the few African-American winemakers in California. He grew up in Texas where his father was a moonshiner. His epiphany and experience with Burgundy wines led to the founding of his label with his wife Lil in 1995 after spending 35 years working for Pacific Gas & Electric Co. The first wines came from the 1997 vintage. He currently produces multiple Pinot Noirs including appellation wines from Anderson Valley and Sonoma County, and vineyard-designate wines from Cole Ranch Vineyard in Mendocino County, Chileno Valley Marin County, Rosella's Vineyard, Garys' Vineyard and Las Alturas Vineyard in the Santa Lucia Highlands.

Jacob Appelsmith

Jacob Appelsmith graduated from Middlebury College in Vermont in 1985, and from UC Berkeley's Boalt Hall School of Law in 1988. Jacob joined the California Department of Justice, Office of the Attorney General, in 1994, and in 2008 became a Special Assistant to Attorney General Jerry Brown on matters pertaining to law enforcement and the criminal justice system. He also served as AG Brown's Chief of the California Bureau of Gambling Control. In January 2011, Jacob joined Governor Brown's administration as a Senior Advisor to the Governor and the Director of the Department of Alcoholic Beverage Control. From 2013 to 2017, Jacob served as the Chief Campus Counsel for the University of California. In June 2017, Jacob returned to Governor Brown's administration as Director of the Department of Alcoholic Beverage Control and as an advisor to the administration.

Panel 2: Impacts of Federal Law and International Trade on the California Wine Industry

Tim Schmelzer

Tim Schmelzer has been the Vice President of California State Relations for the Wine Institute since 2016. Previously, Schmelzer served as the Wine Institute's Director of Legislative and Regulatory Affairs for eight years. His most recent focus has been in the environmental and labor policy areas, and he has also advocated in the alcohol beverage control law and taxation policy arenas. Earlier in his career, Schmelzer served as the Manager of State Legislative Policy for Southern California Edison, and the Legislative Director for the California Energy Commission. In total, he has over 27 years of experience working with California State Government. Schmelzer was born in California and lives with his wife, Karen, and three children in Sacramento.

Phil Long Sr.

Winemaker and Founder of Longevity Wines, Phil Long began his journey making wine in the garage with his wife Debra. Now with close to two decades of winemaking experience, and a list of awards too long to print, Phil continues his journey constantly improving. "In the business of winemaking, the minute you think you know it all, it's time to get out." Phil began making wine in the Livermore Valley in 2006 under the Longevity label, using other facilities. It was only a matter of time before production was moved from other facilities, to Longevity's own facility in Livermore. Yearly production ranges from 500 to 3000 cases. Phil also serves as the incoming Vice President of the Association of African American Vintners.