

THE LABOR OF LUXURY

JULY 10-12, 2024 • NAPA, CA



PRESIDENT'S MESSAGE

THE LABOR OF LUXURY: THE INDUSTRY BEHIND ENTERTAINMENT

Welcome to Napa Valley!

We are so excited to spend the next few days peeking behind the curtain of the industry that supports one of our more fun economic drivers for Texas- the hospitality industry.

We are going to hear about the challenges that our friends in agriculture, viniculture and hospitality face daily as it relates to workforce, government regulation and the environment. The bottom line is that it takes a great deal of effort and hard work to create the experiences we love.

Darcie Durham ('19) had a vision for this conference and with the help of her co-chairs Missy Bonds ('19) and Jared Scruggs ('22) and the conference committee, they were able to put together three days of excellent content and experiences. This week would not be possible without the help (and in-kind support) of our honorary co-chairs Tylor Field and Keith Goldston with Fertitta Entertainment and Tyler Rudd with the Wine Institute. We are also grateful to all our sponsors who have not only generously contributed financially and with wine, but also helped put together our great panels.

We invite you to listen and learn, but also take time to experience the exquisite food and wine the Napa Valley region offers. I encourage you to be curious and ask questions of our speakers and sponsors- they are excited to share their knowledge with us.

This is a time to connect with your fellow directors, alumni and guests to build lasting connections and great memories. We hope that these next three days give you a new perspective the next time you break bread with your friends and family in your own communities.

Kind Regards,



A handwritten signature in black ink, appearing to read 'Molly Quirk', with a long horizontal flourish extending to the right.

MOLLY QUIRK
2024 PRESIDENT

MEETING CHAIRS' MESSAGE

THE LABOR OF LUXURY: THE INDUSTRY BEHIND ENTERTAINMENT

First and foremost, thank you for being a big part of making the Labor of Luxury a huge success. The inspiration for this meeting came from the true spirit of the Lyceum – bringing together groups of people who can often be at odds, with the purpose of having discussions about common challenges to find ways to innovate and work together. In that vein, Texas and California aren't prolifically known for cooperation. Bringing together these juxtaposed states to share our struggles, in a spirit of collaboration – is what the Lyceum is all about.

When we originally envisioned this meeting – it was inspired by simple pleasures of a nice bottle of wine and great meal with family and friends (coincidentally over a bottle of wine with friends). We wanted to tell the story behind just how hard it was to get it to you, the challenges the small and large businesses face in ever changing climates – both natural and regulatory. The people – the people working behind the scenes who truly labor for your entertainment. The challenges of employers managing the ever-difficult human capital. But perhaps most inspiring – the stories of perseverance – the adaptations people make to respond to challenges with hard work, ingenuity, and real innovation.

We thank you for taking the time to be here – to hear the stories from our panelists – and most importantly, bringing your voice and contributions to these important topics. Let's not let it end here – but do what we do and bring it back to home communities to make changes for the better.

Thank you for being here,



MISSY BONDS '19

*ASSISTANT GENERAL
MANAGER/ MANAGER
OF EXPORT MARKETS*

BONDS RANCH

CONFERENCE CHAIR

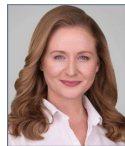


JARED SCRUGGS '23

*DIRECTOR OF EXTERNAL
AFFAIRS*

FERTITTA ENTERTAINMENT

CONFERENCE CHAIR



DARCIE DURHAM '19

COO/CFO

HTX LABS

CONFERENCE CHAIR

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6/28/2024



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THE TEXAS LYCEUM

UPCOMING 2024 CONFERENCES

THE STATE OF MENTAL HEALTH IN TEXAS

Abilene | September 26-28

WIN, LOSE OR DRAW: THE FUTURE OF MARIJUANA AND GAMBLING IN THE LONE STAR STATE

South Padre Island | November 7-9

THANK YOU TO THE NAPA PLANNING COMMITTEE

MEETING CHAIRS:

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& JARED SCRUGGS '23

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1321 ANTOINE DRIVE, HOUSTON, TX 77055

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TRANSPORTATION

WEDNESDAY:

SHUTTLE LOOPING BETWEEN HARVEST INN AND
FARMSTEAD FROM 5:00 PM TO 6:00 PM

SHUTTLE LOOPING BETWEEN HARVEST INN AND
FARMSTEAD FROM 8:45 PM TO 10:00 PM

THURSDAY:

DEPART HARVEST INN FOR EXPERIENCE TOURS @ 12:45 PM
RETURN FROM EXPERIENCE TOUR FOR HARVEST INN @ 3:00 PM

DEPART HARVEST INN FOR CHARLES KRUG WINERY @ 5:30 PM
DEPART CHARLES KRUG WINERY FOR HARVEST INN @ 9:00 PM

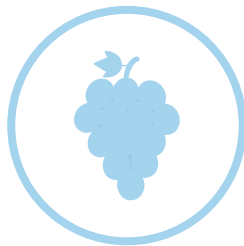
FRIDAY:

DEPART HARVEST INN FOR WINE TASTINGS @ 12:00 PM
RETURN FROM WINE TASTINGS TO HARVEST INN @ 5:00 PM



CAYMUS VINEYARDS

8700 CONN CREEK RD, RUTHERFORD, CA 94573



CHARLES KRUG WINERY

2800 MAIN ST, ST HELENA, CA 94574



CONTINUUM ESTATE

1677 SAGE CANYON RD, ST HELENA, CA 94574

FARMSTEAD AT LONG MEADOW RANCH

738 MAIN ST, ST HELENA, CA 94574

HARVEST INN

1 MAIN ST, ST HELENA, CA 94574

HESS PERSSON ESTATES

4411 REDWOOD RD NAPA, CA 94558

OAK KNOLL FARM

4324 BIG RANCH RD NAPA, CA 94558

OPUS ONE WINERY

7900 ST HELENA HWY, OAKVILLE, CA 94562

RAYMOND VINEYARDS

1584 ST HELENA HWY, ST HELENA, CA 94574

REVANA FAMILY VINEYARDS

2930 ST HELENA HWY, ST HELENA, CA 94574

SCALE WINE GROUP

1299 MAIN ST, SUITE B, ST HELENA, CA 94574

SILVERADO VINEYARDS

6121 SILVERADO TRAIL, NAPA, CA 94558

**WEDNESDAY
JULY 10, 2024**

- 5:00 PM **Welcome Reception, Farmstead at Long Meadow Ranch**
- 7:00 PM **Dinner**
- 8:15 PM **History of Napa Valley**
Robin Lail, Vintner, Lail Vineyards
Interviewed by Keith Goldston, Master Sommelier, Landry's Inc.
- 9:30 PM **Hospitality Suite, Harvest Inn**

**THURSDAY
JULY 11, 2024**

- 8:00 AM **Opening Breakfast, Harvest Inn**
- 8:30 AM **Welcome & Session Overview**
- 8:45 AM **"That Escalated Quickly" The Environmental Impacts on the Ag Industry**
Moderator: Randall Kempner, Board Member, Generation Climate Alliance; *Lyceum Class of 2013*
Speakers:
Chris Benziger, Vintner, Benziger Family Winery
Jeff O'Neill, Founder & CEO, O'Neill Vintners & Distillers
- 9:45 AM **"You're Killing Me Smalls" The Challenges of Human Capital**
Moderator: Joe Brettell, Partner, Strategic Engagement, Prosody Group
Speakers:
Leslie Caccamese Hill, General Manager, Oak Knoll Farming
Bryan Daniel, Chairman, Texas Workforce Commission
Gary Rice, Director of The Hospitality Academy, Silver Ventures

- 10:50 AM **"The Dude Abides" Perspectives on Regulatory Compliance**
Moderator: Tyler Rudd, Central States Counsel, Wine Institute
Speakers:
Matthew Botting, General Counsel, California Department of Alcoholic Beverage Control
Craig Goldman, State Representative, House District 97, Texas House of Representatives
Mia McCord, Executive Director, Texas Consumer Choice Coalition
- 11:50 AM **Lunch**
- 1:00 PM **Shuttles Depart Harvest Inn for Experience Tours**
- 1:30 PM **Experience Tours**
- 3:00 PM **Shuttles Depart Experience Tours for Harvest Inn**
- 3:30 PM **Break**
- 5:30 PM **Shuttles Depart Harvest Inn for Charles Krug Winery**
- 6:30 PM **Lobster Boil**
- 9:00 PM **Shuttles Depart Charles Krug Winery for Harvest Inn**
- 9:30 PM **Hospitality Suite, Harvest Inn**

**FRIDAY
JULY 12, 2024**

8:30 AM **Breakfast, Harvest Inn**

8:30 AM **Welcome to Day 2**

8:45 AM **Fellow Presentation: "How Policy Influences Labor Dynamics and Industry Standards"**

Moderator: Nate Wright, PH.D., Associate Professor, Rutgers University; *Lyceum Class of 2021*

Speaker: James Williams, IV, Texas Lyceum Fellow, Rutgers University

9:15 AM **"What? Like it's Hard?" The Story from Grower to Grocery**

Moderator: Tylor Field, Divisional VP, Wine & Spirits, Landry's Inc.

Speakers:

Desmond Echavarrie, Founder, Scale Wine Group

Dr. Tyrha Lindsey-Warren, Managing Director & Owner,

L.A.I. Communications & Marie's Wine Bar

Charles Rivas, Wine Business Development Manager, H-E-B

Tim Shockey, Head of National Accounts; Retail, Republic National Distribution Company

10:30 AM **"So You're Saying There's a Chance" The Sustainability of Business**

Moderator: Karissa Kruse, President & CEO, Sonoma County Winegrowers

Speakers:

Erin Brooks, Founder & CEO, Ernest Vineyards LLC

Danielle Kuzinich, Proprietor, San Francisco Wine Society

Cindy Tews, Owner, Fresno Livestock Commission, LLC

11:30 AM **Lunch**

12:00 PM **Shuttles Depart Harvest Inn for Wine Tastings**

1:00 PM **Wine Tours & Tastings**

5:00 PM **Shuttles Depart Wine Tastings for Harvest Inn**

5:30 PM **Dinner on your own**

**SATURDAY
JULY 13, 2024**

10:00 AM **Optional Wine Tours**



CHRIS BENZIGER

VINTNER

BENZIGER FAMILY WINERY

Still in high school when the Benziger family moved from White Plains, Chris finished his senior year in wine country. He went on to earn a degree in marketing and a minor in chemistry from the University of San Francisco while spending summers, weekends, and every spare moment working at the winery.

Chris officially joined the Benziger Family Winery in 1993 as a Brand Manager. He ran the East Coast sales for over 5 years, and then returned back to California to help transition the winery to biodynamic farming. In addition to his current sales responsibilities for Benziger, Imagery & Tribute, Chris also oversees the home ranch and its many farm-related duties, i.e. shepherding the Benziger flock of sheep and cows, tending to the estate vegetable and fruit trees, and producing the Biodynamic preparations for all our vineyards. He also works closely with the Benziger Wine Club members, hosting the club's many events.

Chris feels that the only way to communicate the quality of his family's wines is by walking the vineyards. He embodies the saying: The best impression a winemaker can leave on his wines are his footprints in the vineyards.



MATTHEW BOTTING

GENERAL COUNSEL

**CALIFORNIA DEPARTMENT
OF ALCOHOLIC BEVERAGE
CONTROL**

Matthew Botting was appointed to the position of ABC General Counsel in August, 2008. Mr. Botting has close to 30 years of state government legal experience. He was ABC's Chief Legal Counsel from 2000-2004 before he left for a short time to work in private practice. Mr. Botting returned to ABC in 2005, where he served as a Staff Counsel III until his appointment to General Counsel. Prior to joining ABC in 2000, Mr. Botting was a Deputy Attorney General with the California Department of Justice. Mr. Botting also represents the California ABC at the National Conference of State Liquor Administrators ("NCSLA") and served as President of that organization during 2016-17. He obtained his Bachelor of Laws and Bachelor of Commerce (Economics) degrees from Otago University in New Zealand before relocating to the United States.



JOE BRETTTELL

*PARTNER, STRATEGIC
ENGAGEMENT*

PROSODY GROUP

Brettell serves as Partner for Strategic Engagement at Prosody Group, a strategic communications firm helping clients across energy, tech, manufacturing, and wine tell their story to audiences around the country.

Prior to launching Prosody, Mr. Brettell served as Manager, External Engagement for Apache Corporation, where he was primary spokesman and represented to the company in the community and to media in and around the Permian Basin. Before Apache, Mr. Brettell was a Senior Vice President at FleishmanHillard in Houston, providing strategic counsel and crisis communications support to a roster of clients across energy, beverage, tech and entertainment industries. Mr. Brettell helped a multitude of Houston-based companies increase their visibility in elite media. His placements on behalf of this clients included TIME Magazine, CNBC, ABC News and a host of others.

Before moving to Houston, Mr. Brettell also served as Communications Director for multiple Members of Congress, serving as a spokesman during the 2008 financial crisis, and other high-pressure news events. He was also a columnist for ABC and NBC News.

He is deeply involved in Houston, serving as a Board Member and Chairman of the Communications Committee at the Houston Arts Alliance, as well as a Member of the Houston Young Leaders Council and a frequent energy and media analyst for Houston-area TV and print outlets.



ERIN BROOKS

FOUNDER & CEO

ERNEST VINEYARDS LLC

Erin is the founder of Ernest Vineyards, a globally embraced independent winery focusing on cool-climate wines from the far western reaches of Sonoma Coast and Mendocino County since 2012. Erin, sensing and unmet need for small, family-owned wineries, co-founded Grand Cru Custom Crush in 2017. The shared production facility is home to Ernest Vineyards and an additional 15 winemakers who take advantage of the novel combination of a winery purpose built for small-lot winemaking plus intimate, private hospitality salons. Currently, Erin is serving as Board President of Sonoma County Vintners championing Sonoma County as the world-class growing region on the international stage.



LESLIE CACCAMESE HILL

GENERAL MANAGER

OAK KNOLL FARMING

Leslie Caccamese Hill serves as the General Manager of Oak Knoll Farming, a boutique vineyard management company that farms 750 acres of premium wine grapes in Napa and Sonoma. Leslie is a licensed Farm Labor Contractor leading a team 40 year-round and 85 seasonal employees. She still oversees some 200 acres herself and interprets her role as helping clients manage the business of owning a vineyard.

Prior to joining the wine industry, Leslie served as a member of the management team at Great Place to Work Institute and had the privilege of working with some of the country's most well-regarded business leaders. From her experience at Great Place to Work, she understands that a high-trust work environment is key to producing strong business results.

Leslie is often described as "enthusiastic" and "energetic" and channels those traits into a diverse array of activities. A few of her favorite things include coaching athletes for Special Olympics Napa, serving on the Board of Directors of Napa Humane, and participating as a "This is What I Think" columnist in her town's local newspaper, The Yountville Sun.



BRYAN DANIEL

CHAIRMAN

**TEXAS WORKFORCE
COMMISSION**

Daniel works to promote and support the growth of Texas' world class employers and talented workforce. To champion that goal, he advances innovative workforce and economic development strategies in collaboration with TWC's education partners, local officials, and industry leaders to establish Texas' competitive edge as the best place to work in the world.

Prior to joining TWC, Bryan served for 4.5 years on Texas Governor Greg Abbott's senior staff. He led the Office of Economic Development and Tourism – which included the Texas Enterprise Fund, Events Trust Fund, Governor's University Research Initiative, Texas Tourism Office, Texas Music Office, Texas Film Commission, Texas Workforce Investment Council, the Economic Development Bank, the Texas Military Preparedness Commission and the State of Texas Mexico Office.

Bryan's tenure as the Texas State Director for Rural Development for President George W. Bush, work as Chief Administrator for Trade and Business Development at the Texas Department of Agriculture, his private sector experiences as a marketing executive and member of the board of directors have provided him with valuable insights on economic development and workforce issues.

Bryan is a graduate of Texas Tech University with both a bachelor's degree and master's degree. In 2019, Texas Tech's College of Agricultural Sciences and Natural Resources recognized Bryan as a Distinguished Alumnus.



DESMOND ECHAVARRIE

FOUNDER

SCALE WINE GROUP

Desmond “Des” Echavarrie founded Scale Wine Group in 2016 with a vision to represent a portfolio of dynamic family-owned wine brands on a national scale. Des and his team are responsible for the promotion and wholesale sales of over 25 boutique wine producers across the United States and abroad.

Before starting Scale Wine Group, Des was the director of sales for Realm Cellars, where he managed the wholesale and direct sales channels for the highly sought-after Napa Icon. Prior to Realm, Des was a senior wine advisor at Soutirage helping clients build some of the world's greatest wine collections.

Earlier in his career he served as a sommelier at Thomas Keller's The French Laundry in Yountville, Calif. During his tenure at the restaurant, Des achieved the title of Master Sommelier from the Court of Master Sommeliers in 2012.

One of the most exciting roles presented itself in 2018 when Des became the consulting Master Sommelier for American Airlines. Helping the world's largest airline source wines for the airplanes and lounges called on Des's decades of experience and knowledge of the world of wine.

While his duties at Scale have grown with the company, his role as husband to Genevieve Echavarrie and father to Eloise are still the most rewarding.



TYLOR FIELD

DIVISIONAL VP, WINE & SPIRITS

LANDRY'S INC

Tylor Field is an internationally recognized expert on wine and spirits, and winner of the highest honor from the Guild of Master Sommeliers Education Foundation – the Distinguished Service Award – for his outstanding contributions to wine education and wine service, which is one of only eight given in the world. As Vice President, Wine & Spirits since 2005, Field has guided Morton's leadership in developing and providing a diverse, world-class selection of fine wines and spirits to complement and enhance the fine dining experience of our guests at Morton's steakhouses around the world. In 2012, Morton's was purchased by Landry's, Inc. Field now oversees all purchasing, marketing, training and development, globally, of the wine, spirits, and beverage programs for Morton's The Steakhouse, Oceanaire Seafood Rooms, Mastro's, Del Frisco's and Strip House concepts for Landry's.

Field holds a Bachelor of Fine Arts degree from New York University. He resides in the North Carolina Mountains with his wife Tammy.



CRAIG GOLDMAN

*STATE REPRESENTATIVE,
HOUSE DISTRICT 97*

TEXAS HOUSE OF
REPRESENTATIVES

Craig Goldman won election to serve his first term as Texas State Representative in November of 2012. He represents District 97, which encompasses southwest Tarrant County.

Before taking office, Representative Goldman experienced a career in both business and political fields. For nearly a decade, he and his father ran a retail gourmet food and fine wine store in Fort Worth, and he has worked on campaigns helping to elect republican officeholders at the local, state, and national levels.

Representative Goldman is extremely proud of his Texas roots as a 5th-generation Texan and a 4th-generation native of Fort Worth. He holds a Bachelor of Arts degree from the University of Texas in Austin and is a partner in several real estate investment companies.

Representative Goldman serves as Chairman of the House Committee on Energy Resources and is a member of the House Committees on Licensing and Administrative Procedures. At the beginning of the last legislative session, he was elected by his peers to serve as Chairman of the Texas House Republican Caucus and fulfilled this role until April 2024.

On May 28th, 2024, Representative Goldman won the primary runoff election to secure the Republican nomination for the 12th Congressional District. The seat is being vacated by Congresswoman Kay Granger, who is retiring. The general election will take place on November 5th of this year.



KEITH GOLDSTON

MASTER SOMMELIER

LANDRY'S INC.

Born and raised in Napa Valley, Keith Goldston was one of the world's youngest Master Sommeliers when he was the proud recipient of the illustrious Krug Cup trophy in 2001. His career has spanned more than three decades, including positions with Domaine Chandon, Masa's, Spago, Picasso, Aureole and Charlie Palmer Steak. Most recently Keith has moved to Houston, Texas and is the corporate Master Sommelier for Landry's; a restaurant group with over 600 restaurants around the world. He is currently trying to spend as much of billionaire Tilman Fertitta's (the owner of Landry's) money as possible in creating one of the top wine programs in the United States, The Cellar at the Post Oak Hotel. With extensive hands-on experience and a natural born talent, it is no wonder Wine Spectator calls Goldston "a wizard at matching food with interesting wines."



RANDALL KEMPNER

BOARD MEMBER

GENERATION CLIMATE
ALLIANCE

TEXAS LYCEUM CLASS OF 2013

Randall Kempner is a board member of the Generation Climate Alliance, a network of investors, philanthropists and business leaders who advocate for climate action. He recently served as Senior Advisor to the Aspen Institute Energy and Environment Program, where he focused on climate investing, climate philanthropy and climate-smart economic development. Previously, he was CEO of the Cynthia and George Mitchell Foundation, a Texas-based grantmaking foundation that seeks innovative solutions for environmental problems. He presently serves on the advisory boards of the LBJ School of Public Affairs and the Center for Global Business at UT Austin.



KARISSA KRUSE

PRESIDENT & CEO

SONOMA COUNTY
WINEGROWERS

Karissa Kruse is President & CEO of Sonoma County Winegrowers (SCW), a marketing and educational organization that promotes and protects Sonoma County as a world-class winegrowing region. Kruse guided Sonoma County to become the most sustainable wine region in the world. SCW's leadership continues with "Farm of the Future," positioning Sonoma County as a "living lab" to accelerate innovation and regenerative farming through collaborations with organizations such as Ford Pro, John Deere, Wilbur-Ellis, Agrology and more. With a BS in Economics and MBA from Wharton School of Business, Kruse is a forward-thinking leader in climate stewardship, ag preservation, and social sustainability.



DANIELLE KUZINICH

PROPRIETOR

SAN FRANCISCO WINE SOCIETY

Danielle Kuzinich has a rich background in hospitality, spanning from her tenure as general manager, wine director, and chef at The Hidden Vine, a renowned wine bar she operated for a decade before rebranded it in 2021 as the San Francisco Wine Society under her ownership. Under her leadership, SFWS boasts a celebrated wine list honored with a Best of Award of Excellence from Wine Spectator.

Her journey in hospitality began at 18 when she enrolled at The California Culinary Academy in San Francisco, initially pursuing cooking before transitioning to front-of-house roles. Rising swiftly, she managed Town Hall Restaurant at just 19, refining her hospitality skills under industry veteran Doug Washington.

Transitioning to Fifth Floor, a Michelin-starred restaurant, Danielle excelled as Director of Guest Relations and advanced her wine expertise under mentor Emily Wines, MS. Achieving the certified level from the Court of Master Sommeliers at 21, she became Wine Director at Grand Café, discovering a passion for educating and mentoring her team.

A lifelong Bay Area native, Danielle's career has been deeply rooted in San Francisco, where she unwinds by hosting epic dinner parties



ROBIN LAIL

VINTNER

LAIL VINEYARDS

I grew up at the fabled Inglenook Vineyards, home to four generations of my family and their legendary wines. From the time I was little, there was no escaping the magic of the land, vineyards, and the fascination of the winery. The passion of my father, John Daniel, Jr., was contagious. He called himself the caretaker of the family legacy, assuring my sister and me that it would be ours to take into the next generation.

When the winery was sold in 1964, I thought this beautiful family tradition had ended. However, in the year prior to his death in 1970, Dad passed the baton of information and precious legacy to me. While managing the remaining estate vineyards and working with my mentor, Robert Mondavi, in the late '70s, I found the encouragement to start again. He provided me the opportunity to launch the first Auction Napa Valley in 1981. In the '80s and '90s, I created valuable partnerships with the co-founding of Dominus and Merryvale with Christian Moueix and Bill Harlan, respectively.

As the sole fourth generation vintner in the area, I felt a responsibility to carry forward this important thread in the tapestry of California winemaking into the 21st Century. My husband, Jon, and our two daughters, Erin and Shannon agreed. We established Lail Vineyards in 1995. Today, six generations of our family have been touched by the passion of winemaking in Napa Valley and over 140 years of experience. We are keepers of the stories, in pursuit of wines of perfection and dedicated to making magic in the lives of our patrons.



TYRHA LINDSEY-WARREN, PH.D.

MANAGING DIRECTOR & OWNER
L.A.I. COMMUNICATIONS & MARIE'S WINE BAR

Dr. Tyrha Lindsey-Warren has built a multi-faceted career based on different aspects of entertainment and luxury. As a professional jazz singer, she knows first-hand the power of connecting with the audience. As a Professor of Marketing, she knows the power of infusing PR and Marketing techniques with the nuances of storytelling, something she learned firsthand from her time spent working for organizations like Quincy Jones*David Salzman Entertainment, Creative Artist Agency, and UniWorld Group.

As the Managing Director of L.A.I. Communications, an award-winning boutique marketing and public relations consultancy, she knows the importance of creating raving fans and empowered customer experiences!



MIA MCCORD

EXECUTIVE DIRECTOR

**TEXAS CONSUMER CHOICE
COALITION**

Mia Garza McCord is President of Hourglass Strategies, LLC, a government and public affairs consulting firm in Texas.

A South Texas native, McCord began her work in Texas government and politics after graduating from the University of Texas at Austin in 2004. She has two decades of experience in public policy, campaigns, government relations, coalition building, and running a non-profit think tank.

Prior to founding Hourglass Strategies, LLC, McCord's service as President of the Texas Conservative Coalition Research Institute (TCCRI) was notable as the organization's first Hispanic and woman to serve in this capacity.

Mia's political passions led to a 2022 election effort aimed at meaningful and sustained Republican Hispanic Outreach in the state through coalition building.

She currently runs several coalitions that cover economic development, health care, and modernization of Texas' alcohol regulation.



JEFF O'NEILL

FOUNDER & CEO

**O'NEILL VINTNERS &
DISTILLERS**

Jeff O'Neill is a wine and spirits industry veteran, entrepreneur and CEO of family-owned and operated O'Neill Vintners & Distillers, a certified B Corporation. O'Neill's commitment to sustainability translates across all aspects of the business, from encouraging sustainable winegrowing, to operating the county's largest worm-powered wastewater treatment system, to testing the effects of regenerative farming in Paso Robles. All of this while producing high-quality, consumer-driven wines at scale. As a leader in environmental stewardship for over 20 years, Jeff is deeply committed to building a better and more sustainable future for the wine business and was recognized as Wine Enthusiast's Person of the Year in 2022.



GARY RICE

*DIRECTOR OF THE
HOSPITALITY ACADEMY*

SILVER VENTURES

Gary Rice is an accomplished chef with a Master of Business Administration from Keller University and an impressive 30-year career spanning hospitality, culinary arts, and education. His professional journey includes roles in traditional restaurants, Research and Development for HEB Grocery, and overseeing retail bakery and deli operations. With a passion for teaching, Gary dedicated a decade to educating others and later assumed leadership positions as the director of culinary arts programs and Campus Director for the Art Institute of San Antonio.

In January of this year Gary joined Silver Ventures to run the newest venture by Silver, The Hospitality Academy. With a focus on the continued education of personal in the hospitality industry and the transformation of the industry, making it a noble career.

Notably, Gary was awarded Chef of the Year in 2020 by the ACF chapter of San Antonio, underscoring his culinary excellence and contributions to the industry.



CHARLES RIVAS

*WINE BUSINESS
DEVELOPMENT MANAGER*

H-E-B

Charles Rivas is the Business Development Manager and Wine Buyer for H-E-B, a San Antonio-based grocery retailer where he oversees the wine program at over 350 locations across Texas. With over 7,500 unique wines on offer, H-E-B is the largest wine retailer in Texas and features wines from every major wine-growing region.

Before his time at H-E-B, Charles served as the California Brand Manager for Boisset Family Estates – a family-owned collection of wineries based in Yountville, CA, but spanning California, France, England, and India.

Charles is a graduate of Texas State University and holds a master's degree in Communication Studies.



TYLER RUDD

CENTRAL STATES COUNSEL

WINE INSTITUTE

Rudd is the Central States Counsel for Wine Institute, covering state legislatures and alcoholic beverage regulating agencies for Texas, Oklahoma, Kansas, Missouri, Nebraska, Iowa, Colorado, Wyoming, New Mexico, and Utah. He began with Wine Institute in June 2016. Prior to joining Wine Institute, Rudd was a Texas contract lobbyist for various clients including Wine Institute, Tesla Motors, Texas Academy of Pediatric Dentistry, Railway Supply Institute, West Texas Gas company, and several others.

Rudd graduated from the University of Texas at Austin in 1991 with a degree in English and a minor in Philosophy. Afterward, he worked in the Texas State Capitol for the then Secretary of State, Antonio Garza, who eventually became Ambassador to Mexico under President George W. Bush. Rudd also worked for State Rep. Bill Seibert in the Texas House. In 2000, he graduated from the University of Texas School of Law and began a career in lobbying. In 2003, Tyler received a scholarship to attain his Masters in Law in International Finance at the University College London, where he graduated with an L.L.M. in 2004.

After graduating, Tyler spent two years in Houston and then three years in London, England, practicing law for firms including Berwin Leighton Paisner (now Bryan Cave Leighton Paisner) and Paul Hastings. Tyler's specialty was asset and project finance, particularly in the countries of England, Croatia, and Bosnia. In 2009, Tyler returned to Austin to restart his contract lobbying career, leading to joining Wine Institute in-house eight years ago.



TAYLOR SERRES MURNIG

OWNER

SERRES RANCH, LLC

As a sixth-generation farmer, Taylor is proud to live and work alongside her family at the ranch, which has been owned and operated by the Serres family since 1924. Like many farming families in the area, the Serres' are diversified in their agricultural endeavors, offering services in grape growing, cattle raising, and blueberry farming in both Sonoma and Mendocino Counties. The family also owns a general contracting company and their blueberries are well-loved by locals.

When Taylor joined Serres Ranch after graduating from Cal Poly, San Luis Obispo and after spending five years working to gain experience (a rule in their family business) she quickly got started having the vineyards certified. The Serres' vineyards are certified sustainable by the California Sustainable Winegrowing Alliance (CSWA), and the family is working toward certification with Fish Friendly Farming (FFF). The vineyards have been certified for 3 years, but sustainable practices were long in place, so certification was just a matter of paperwork.

In addition to farming, Taylor recently opened a wellness center in Sonoma called Sonoma Cryo, where she offers specialty wellness treatments including whole body cryotherapy, infrared sauna and aqua roll. She is active in the local ag community, is an alumni of the California Agricultural Leadership Program, is active in Sonoma-Marín young Farmers and Ranchers and is a board member and sustainability chair for Sonoma County Winegrowers, among other organizations.



TIM SHOCKEY

HEAD OF NATIONAL ACCOUNTS; RETAIL

REPUBLIC NATIONAL DISTRIBUTION COMPANY

Tim Shockey is the Head of National Accounts, leading the customer teams for HEB and Meijer at Republic National Distributing Company. He has over 15 years of industry experience and has held progressive roles at Republic National, ranging from Sales Lead to Vice President of Sales. In his free time, Tim enjoys spending time with his daughter, Violet, and enjoying the outdoors



CINDY TEWS

OWNER

FRESNO LIVESTOCK COMMISSION, LLC

Cindy Tews is a 3rd generation cattle producer and 2nd generation livestock agent, having learned by example working alongside her father. She was ranch raised and after high school had too much of a desire to work with her hands and livestock and to enjoy the outdoors to continue to college.

However, she did take many college courses over the years and has discovered that she is a voracious intentional learner. She has served on many industry boards and committees as well as her church and community. She currently owns and operates Fresno Livestock Commission, LLC along with her father.



JAMES WILLIAMS, IV

TEXAS LYCEUM FELLOW

RUTGERS UNIVERSITY

James serves as the current Chief Staff for the Chancellor at Rutgers University-Camden. Prior, James served as the Director of Racial Justice Policy & Government Relations at Fair Share Housing Center. He led initiatives to address racial disparities in housing and advocated for equitable policy changes.

Before joining Fair Share Housing Center in 2019, James worked with Philadelphia Works, where he contributed to workforce development programs aimed at improving employment opportunities for underserved communities. He also held a position at the New Jersey Institute for Social Justice, where he focused on criminal justice reform and economic justice issues.

James's diverse professional background includes his tenure with the Department of Defense (U.S. Air Force) and since 2020, James has served as an adjunct faculty member in the Criminal Justice department at Rutgers University-Camden, sharing his extensive knowledge and experience with students.

James holds both a B.A. in Psychology and an M.S. in Criminal Justice from Fayetteville State University. He is currently pursuing an Executive Master of Public Administration from Rutgers University-Camden.

James is committed to advancing social justice and equity through his work in academia and public service, and he brings a wealth of experience and dedication to his new role at Rutgers University-Camden.



NATE WRIGHT, PH.D.

ASSOCIATE PROFESSOR

RUTGERS UNIVERSITY
TEXAS LYCEUM CLASS OF 2021

Wright, Ph.D. is an associate professor in the Department of Public Policy and Administration at Rutgers University-Camden and is a trusted expert in charitable giving and strategic philanthropy. Dr. Wright's research portfolio is a diverse nexus of social science, and urban studies research with emphasis on projects exploring topics involving nonprofit community-based organizations and sustainable development. His current research centers on the role that social advocacy organizations play in creating sustainable neighborhoods, and more generally on issues related to nonprofit performance and accountability.

Dr. Wright's work has appeared in leading nonprofit and urban journals such as Nonprofit Voluntary Sector Quarterly, Journal of Urban Affairs, American Review of Public Administration, Sustainability. He is also co-editor of a book entitled Performance and Public Value in the Hollow State: Assessing Government-Nonprofit Partnerships.

Since joining Rutgers-Camden in 2022, Dr. Wright has held various leadership positions. Most recently he served as the Assistant Dean for Strategic Initiatives for the College of Arts and Sciences and as the Director of the Masters of Public Administration program at Texas Tech University.

He received his B.A. and Master of Public Administration from Binghamton University, and Ph.D. in Public Administration from the University of Kansas.

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6/28/2024

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