

MWCo

MENDOCINO WINE COMPANY

Tom Thornhill, CEO

Tom Thornhill, as Chief Executive Officer, ensures the financial and strategic health of The Mendocino Wine Co.

Tom along with his brother Tim and father Tommy Thornhill Jr. founded the Mendocino Wine Co in 2004. Tom now leads with an eye to environmental stewardship and fiscal responsibility. An avid fly fisherman, Tom believes in land preservation and environmental responsibility and is deeply committed to protecting California's rivers.

Tom is a member of Fish Friendly Farming (FFF), a vineyard certification program designed to restore fish and wildlife habitat and improve water quality, "We must be mindful of how we manage agricultural properties and protect the watershed," says Tom. "We believe that wine quality starts in the vineyard. A great bottle of wine is an expression of our care for the land." As an example of Tom's commitment to waterway protection he has taken two miles of river front at La Ribera Vineyards, an associated property, and dedicated it along with 90 adjoining acres as a riparian zone to establish a conservation easement and adhere to certified Fish Friendly Farming® practices in the vineyard.

In 2007 Tom became a Board Member of the California Land Stewardship Institute (CLSI), a non-profit organization dedicated to planning and implementing environmental stewardship, restoration and enhancement programs. CLSI operates the Fish Friendly Farming program with over 75,000 acres certified. As a result of Tom's outreach to Parducci's growers, 10,000 acres have been placed in the FFF certification program.

Tom and his family have lived in northern California since 1975 when he began his M.B.A. studies at Stanford. With 30 years of investment and management experience, managing a vineyard and winery for the long term comes naturally. The historic Parducci winery, as the cornerstone of the Mendocino Wine Co. portfolio give Tom all the pieces he needs to achieve his personal goal of contributing to the Mendocino community. "I want a successful business that benefits the region," says Tom. As the winery moves forward, Tom sees himself primarily involved in the fiscal side of the business. Tom feels his most germane skill is mentoring people and building strong teams.

Tom has also completed the Organization International de La Vigne et du Vine (OIV) program at UC Davis Department of Viticulture and Enology as well as the U.C. Davis classes on irrigation, trellising, grape varieties and rootstocks.