

KAUTZ FAMILY VINEYARDS

4th Generation  *Family Growers*

Joan Kautz

GLOBAL SALES & MARKETING



Joan, the youngest of John & Gail's four children handles the Global Sales & Marketing for her family's wine portfolio. This has included creating new brand strategy for the products through to the packaging, distribution and sales. Prior this, she was Vice President of International Operations opening new distribution around the world. Equipped with knowledge of agriculture, wine making and consumer trends, Joan has spent time abroad securing distribution for her family's wine brand.

During her tenure, she has been instrumental in positioning the family's wine brands into the global marketplace and has successfully grown the brands. That growth has enabled her to launch several other labels that have been created solely and specifically for many markets around the world and in the United States. Kautz Family brands are sold in about 50 countries worldwide including Asia, North America, South America, Caribbean and Europe.

Before graduating from California Polytechnic State University, San Luis Obispo with a Bachelor of Science degree in Agricultural Business (Foreign Policy concentration), she held internships with the Republican National Committee in Washington, D.C. working in their Political Division and also was an Intern for Congressman Norman Shumway, working as a Legislative Assistant. In 1992, she was the Personal Assistant to the United States Secretary of Agriculture, Clayton Yeutter in Houston, Texas during the National Republican Convention. Prior to making her way to Capital Hill, Joan paid her dues working summer jobs as Manager at Kautz Family Farms produce market, a parimutual messenger at the California State Fair Racetrack, as well as trained and competed in equestrian competitions where she was crowned World Junior Champion-Working Cow Horse competition.

An active member of numerous wine organizations including the Executive Committee with the California Wine Institute Export Program and Chairman of the Lodi Wine Grape Commissions Grower Marketing Committee and Executive Board Member, Joan is involved throughout the industry. She is the family's global visionary; and is passionately determined to make Ironstone Vineyards an internationally respected and well-known brand. Joan is married to Douglas Johnson and they have two daughters, Madison and Jenna Rae. In her spare time, she enjoys the girl's activities, riding horses, basketball and many other social events.