



# County of Sonoma

## State of California

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Date: February 6, 2024

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

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4/5 Vote Required

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### **Resolution of the Board of Supervisors of the County of Sonoma, State of California, Congratulating John Segale on Receiving the 2023 Nick Frey Community Contribution Award**

**Whereas**, John Segale, Senior Vice President of the Western Region at Fahlgren Mortine, has been a public and media relations professional for over 35 years and has been working with Sonoma County Winegrowers for over a decade; and

**Whereas**, Segale has been instrumental in helping Sonoma County Winegrowers and its farmers craft and share the multi-generational, world class quality, and sustainable agriculture message that defines grape growing in Sonoma County; and

**Whereas**, Segale has also served as a thought-leader, critical in helping Sonoma County Winegrowers establish its Center for Agriculture Sustainability (“Ag Center”), participating in this think tank since its inception in 2017; and

**Whereas**, in 2022 Segale supported Sonoma County Winegrowers in bringing its vision for the “Farm of the Future” to life, defining it as the organization’s “man to the moon” mission; and

**Whereas**, Segale participated in Sonoma County’s first ever Farm of the Future Summit with partners from around the United States who share a common goal in ensuring agriculture is sustainable for the next 100 years; and

**Whereas**, Segale has been active in supporting the work of the Fundación de la Voz de los Viñedos (formerly known as Sonoma County Grape Growers Foundation) and continues to provide communication education through the Leadership Academy thus enhancing the skills of local vineyard employees through this workforce development program; and

**Whereas**, Segale has been instrumental in the continued advancement of the Sonoma County Wine and Agriculture Industry; and

**Whereas**, the Sonoma County Winegrowers officially recognizes and honors John Segale with the 2023 Nick Frey Community Contribution Award.

**Now, Therefore, Be It Resolved**, that the Board of Supervisors of the County of Sonoma, State of California congratulates John Segale on receiving the 2023 Nick Frey Community Contribution Award.

**Supervisors:**

Gorin:            Coursey:            Gore:            Hopkins:            Rabbitt:

Ayes:            Noes:            Absent:            Abstain:

**So Ordered.**