



A Tradition of Stewardship  
A Commitment to Service

County Executive Office  
1195 Third Street, Room 310 Napa, CA 94559-3082  
(707) 253-4421 FAX (707) 253-4176  
APPLICATION FOR APPOINTMENT TO  
BOARD, COMMISSION, COMMITTEE OR TASK FORCE

RECEIVED  
NOV 18 2016  
NAPA COUNTY  
EXECUTIVE OFFICE

**PLEASE TYPE OR PRINT (Complete pages 1 through 3)**

**NOTE:** Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is **not** regarded as confidential **except** for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

**PLEASE NOTE THAT APPOINTEES MAY BE REQUIRED BY STATE LAW AND COUNTY CONFLICT OF INTEREST CODE TO FILE FINANCIAL DISCLOSURE STATEMENTS.**

For information about Form 700 Conflict of Interest Code click on this link [Committee List of Form 700 Filers](#)

\*Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Napa County Arts and Culture Advisory Committee

\*Category of membership for which you are applying:

(This information can be found on the news release announcing the opening.  
You may apply for more than one category if more than one position is open.)

District 1 Representative

\*Supervisorial District in which you reside:

Brad Wagenknecht

\*Full Name:

Laura Maguire Gabriel

\*Date:

11/18/2016

\*Current Occupation: (within the last twelve (12) months)

Associate Brand Manager, Treasury Wine Estates

\*Current License: (Professional or Occupational, date of issue and/or expiration including status)

\*Education/Experience: (A resume may be attached containing this and any other information that would be helpful to the Board in evaluating your application.)

Justin Siena High Graduate Class of 2006

Boston University College of Communication BS Class of 2010 - degree in film with concentration on sociology

\*Community Participation: (Nature of activity and community location)

NA - recently moved back to area

\*Other County Board/Commission/Committee on which you serve/have served:

NA

\*Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Napa County Arts and Culture Advisory Committee

Names, addresses and phone number of three (3) individuals familiar with your background:

\*Name:

Kelly Williams Dodd

\*Address:

[REDACTED]

\*City:

Napa

\*State:

CA

\*Zip Code:

94559

\*Telephone:

[REDACTED]

\*Name:

Larry Maguire

\*Address:

[REDACTED]

\*City:

Napa

\*State:

CA

\*Zip Code:

94558

\*Telephone:

[REDACTED]

\*Name:

Beth Nickel

\*Address:

[REDACTED]

\*City:

Oakville

\*State:

CA

\*Zip Code:

94562

\*Telephone:

[REDACTED]

Name and occupation of spouse within the last 12 months, if married (For Conflict of Interest purposes):

Operations Manager, St. Clair Brown Winery

\*Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute:

I recently moved back to Napa after living in Boston for 4 years and LA for 5 years. I am looking for a way to get involved with the community and bring my experience working in the film, music and the arts to our local community.

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Napa County Arts and Culture Advisory Committee

APPLICANTS APPOINTED BY THE BOARD OF SUPERVISORS WILL BE REQUIRED TO TAKE AN OATH OF OFFICE.

All applications will be kept on file for one year from the date of application.

PERSONAL INFORMATION

The following information is provided in confidence, but may be used by the Board of Supervisors when making the appointment, or be used by the Committee/Commission/Board/Task Force following appointment for purposes of communicating with the appointee.

\*Full Name:

Laura Maguire Gabriel

\*email Address:

[REDACTED]

\*Home Address:

[REDACTED]

\*Work Address:

[REDACTED]

\*City:

Napa

\*State:

CA

\*Zip Code:

94559

\*City:

Napa

\*State:

CA

\*Zip Code:

94558

\*Telephone:

[REDACTED]

\*Telephone:

[REDACTED]

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Laura (Maguire) Gabriel

## EMPLOYMENT

### Associate Brand Manager

Treasury Wine Estates; Napa, CA

Beringer - February 2015 - February 2016

Beaulieu Vineyard - February 2016 - Present

- Develop and execute brand plans, managing all aspects of P&L from new product development, packaging and partnerships to social media, collateral and tactical sales tools.
- Partnered with Instagram photographer Murad Osmann to create "Better Beckons" marketing campaign for Beringer
- Co-managed complex packaging project across 50+ SKUs on Beaulieu Vineyard
- Lead innovation project - Run Riot Pinot Noir - working with internal stakeholders to leverage wine supply and with the goal of developing a new proposition in a wine category rooted in appreciation and heritage

### Co-Founder

April 2014 - Present

Paper Planes Wine; Napa, CA

- Develop and manage the first winery in the Russian River Valley to exclusively make rosé - sold out first two vintages and currently pre-selling vintage 2016
- Create and manage all marketing, press and overall brand presence such as website, social media and merchandise
- Hand sell 250+ cases in California and manage distributor relationship for sales in New York Metro
- Launched a crowdfunding campaign with a diligently managed timeline and targets that helped Paper Planes reach our fundraising goal in less than half the designated time

### Creative Manager, Film & TV Licensing

June 2013 - February 2015

Hitcher Music; Los Angeles, CA

- Create and execute comprehensive synch marketing plans for a roster of independent and major label artists and songwriters
- Manage creative team responsible for pitching music for all media to a distribution list of 500+ clients
- Efficiently conceptualize, plan and execute events for 20-500+ attendees

### Coordinator, Film Music

Universal Pictures; Universal City, CA

April 2011 - May 2013

- Diligently managed film and soundtrack budgets on music-intensive projects such as *Pitch Perfect*
- Curated a monthly new music sampler for distribution to company executives, coordinating emerging artist showcases & events, and tracking music industry trends
- Effectively prioritized a demanding workload, providing administrative assistance to Vice President and Director while managing other creative and budgetary duties

### Creative Assistant, Film & TV Music

EMI / Capitol Records; Los Angeles, CA

July 2010 - April 2011

- Planned industry events for music supervisors and tastemakers surrounding our artists shows
- Coordinated departmental tasks such as managing ticket buys and processing invoices
- Exceptional organizational skills demonstrated through managing all admin duties for Vice President while assisting department with pitching music for all media, creating artist marketing packets and release schedules

### Marketing Associate

Far Niente Winery; Napa Valley, CA

June 2004 - August 2006

- Established relationships with vintners, restaurateurs and distributors in the luxury wine market
- Coordinated assembly and distribution of tasting notes and marketing materials
- Assisted in event planning and execution of wine dinners and private parties to wine auction galas

## EDUCATION

### Bachelor of Science in Film and Television

Boston University College of Communication; Boston, MA

May 2010

- College of Arts & Sciences: concentration in sociology