



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

JAN 02 2015

COUNTY OF NAPA
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 addresses.

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 Local Food Advisory Council

*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.)

Marketing OR Community

*Supervisorial District in which you reside:

District 5

*Full Name:

Holly Krassner Dawson

*Date:

1/1/2015

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

Marketing and Communications Consultant (sole proprietor)

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

N/A

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

My studies focused on marketing & communications but I have applied those skills to issues and clients focused on food, health, nutrition, sustainability, reducing obesity, being active, shopping local...all issues related to the work of the Council.

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

I serve on the Napa Farmers Market board of directors, and my clients include Connolly Ranch, Oxbow Public Market, Queen of the Valley Foundation, Sustainable Napa County -- all Napa organizations.

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

N/A

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

Napa County Local Food Advisory Council

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

*Name:

Steve Carlin

*Address:

[Redacted]

*City:

Napa

*State:

CA

*Zip Code:

94559

*Telephone:

[Redacted]

*Name:

Jeri Gill

*Address:

[Redacted]

*City:

Napa

*State:

CA

*Zip Code:

94559

*Telephone:

[Redacted]

*Name:

Elaine John

*Address:

[Redacted]

*City:

Napa

*State:

CA

*Zip Code:

94558

*Telephone:

[Redacted]

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

Daniel Dawson, Owner, Back Room Wines

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

My focus, and my clients, passionately supports the concept of sustainable agriculture and local harvest—promoting a healthy environment, and social and economic equity within our community. My marketing expertise can help reach a broader audience.

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Napa County Local Food Advisory Council

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:

Holly Krassner Dawson

*email Address:

[Redacted]

*Home Address:

[Redacted]

*Work Address:

[Redacted]

*City:

Napa

*State:

CA

*Zip Code:

94558

*City:

Napa

*State:

CA

*Zip Code:

94558

*Telephone:

[Redacted]

*Telephone:

[Redacted]

CONNECTING THE DOTS

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HOLLY KRASSNER DAWSON
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Holly Krassner Dawson is a Napa-based marketing and communications consultant with more than 25 years experience working with a range of businesses and nonprofits. She moved to Napa in 2000 to serve as the opening marketing director for Copia: The American Center for Wine, Food & the Arts, and opened her consulting business in Napa in 2009. In the interim, she spent five years as marketing director for Diablo Publications, which publishes multiple regional lifestyle magazines, including Napa Sonoma magazine.

Holly's professional background also includes six years as director, corporate communications and community affairs for KQED, the most-watched public television and most-listened-to public radio station in the country; three years as marketing and communications director for Yerba Buena Center for the Arts, a multidisciplinary arts center in San Francisco; and several years as a senior aide to an elected official, providing broad experience in working and communicating with a variety of constituencies.

A strategic, analytical, creative marketing and communications professional, Holly's portfolio encompasses a wide range of projects, including positions in TV, radio, and print media; at PR and advertising agencies; for nonprofit cultural organizations in both the visual and performing arts; in politics; and as a consultant. Her emphasis is on "connecting the dots" through marketing, communications, strategic partnerships, content development and project management.

Holly's current work centers on the Napa community, focusing on culture, education, environment, health care, hospitality, retail and, of course, food and wine. Her current client roster includes Connolly Ranch, Napa Chamber of Commerce, Oxbow Public Market, Queen of the Valley Foundation, Sustainable Napa County and The V Wine Celebration. She is also working on the City of Napa's Single-Use Bag Reduction Ordinance, going into effect January 2015. Holly currently serves on the marketing committee for Visit Napa Valley, the official destination marketing organization for the county; on the Napa Chamber of Commerce Legislative Action Committee; as chair of the marketing committee on the Napa Farmers Market board of directors; and on the Napa Humane Board of Directors.

She is a graduate of Leadership Napa Valley Class XVII, where her practicum group spearheaded the development and implementation of the 2005 Napa County Visitor Profile Study and Economic Impact Study, which was recently updated by Visit Napa Valley. Holly has served on numerous boards and committees including Leadership Napa Valley, Napa Downtown Association, Napa Valley CVB, Napa Valley College Hospitality Institute and San Francisco Professional Food Society, among others. She lives in Napa with her husband Daniel Dawson, owner of Back Room Wines in downtown Napa, and their daughter Talia.

2005-2010: Marketing Director, Diablo Publications
2004-2005: Development & Communications Director, □Napa Valley Museum
2000-2004 Marketing & Communications Director, Copia: The American Center for Wine, Food & the Arts
1998-2000: Marketing Director, THE CANNERY
1996-1998: Marketing & Communications Director, Yerba Buena Center for the Arts
1990-1996: Director, Corporate Communications □ & Community Affairs, KQED, Inc. □
1988-1990: Administrative Aide, □Board of Supervisors, City & County of San Francisco □
1985-1988: Account Executive, Art Blum Agency □