



CALIFORNIA
ASSOCIATION
of WINEGRAPE
GROWERS

FOR IMMEDIATE RELEASE

**California Association of Winegrape Growers
Promotes Mindy DeRohan to Manager of Membership and Communications**

SACRAMENTO, January 2, 2024 – The California Association of Winegrape Growers (CAWG) is pleased to announce Mindy DeRohan's promotion to Manager of Membership and Communications.

Previously serving as CAWG's Communications Manager, DeRohan will now oversee member relations while continuing to lead communication strategies.

Natalie Collins, CAWG President, expressed excitement, stating, "Mindy has been a valuable asset to CAWG, and we are thrilled to see her take on this expanded role. The integration of communications and membership management under her leadership will undoubtedly enhance our association."

Collins emphasized, "Mindy's background equips her to fortify member relations, ensuring optimal support and engagement for our growers and business members." With a decade of experience in agriculture and communications, DeRohan is well-prepared to contribute significantly to CAWG's mission of delivering value to its members and stakeholders.

Before joining CAWG, DeRohan held roles as the Program Manager for the California Foundation for Agriculture in the Classroom and as the Manager of the CAPCA ED Continuing Education Program for the California Association of Pest Control Advisors.

DeRohan, a Cal Poly, San Luis Obispo alumna, holds a Bachelor of Science in Agricultural Science and a Master of Science in Agricultural Business. She is also a 2016 graduate of the Leadership Farm Bureau program.

Media contacts:

Natalie Collins, o: (916) 379-8995, natalie@cawg.org

Mindy DeRohan, (916) 379-8995, mindy@cawg.org

About CAWG

The California Association of Winegrape Growers (CAWG) is a prominent advocate representing the interests of winegrape growers across California. Established in 1974, CAWG plays a crucial role in shaping state and federal policies that impact the winegrape industry. With a commitment to sustainability and education, CAWG supports growers in navigating challenges and fostering a thriving and resilient industry.

For more information, please visit cawg.org