

LYNMAR ESTATE

Russian River Valley

BIOGRAPHIES

Lynn Fritz, Proprietor

A visionary in the global logistics industry, Lynn Fritz was the Chairman and CEO of Fritz Companies until May 2001 when it was acquired by UPS. Under his stewardship, Fritz Companies was transformed from a small domestic documentation company to a global organization of 10,000 employees in 120 countries. The company achieved Fortune 1000 ranking in 1997. His enduring contribution was to redefine a fragmented and limited services industry through the use of technology.

In 2001 Lynn Fritz created Fritz Institute to assist humanitarian organizations deliver aid more effectively in the chaos of disasters. Visiting field logisticians heroically laboring under the most difficult circumstances, Fritz resolved to be their advocate and bring academic expertise and private sector resources to their endeavor. He invested millions of dollars and devoted the majority of his time to creating Fritz Institute which has partnered with a broad array of institutions and individuals in the creation of a field now recognized as humanitarian logistics.

Over the last decade, Fritz Institute has been credited with numerous innovations in the effective delivery of disaster relief. Its software is utilized by the International Federation of Red Cross and Red Crescent Societies, Save The Children U.K. and World Vision to track the delivery of relief items. Training developed by Fritz Institute is benefitting hundreds of relief logisticians in over 90 countries and standards developed by Fritz Institute is being utilized in over 25 countries in Africa.

Through the last 30 years of global travel, Fritz has used Lynmar Estate as a refuge and a place to recharge his batteries. Recognizing the exceptional potential of the site, he has consistently invested in the vineyards, and in the last decade built a state of the art gravity flow winery and hospitality center. In 2008, he moved to the estate with his family and he and his wife, Anisya, are now resident proprietors of Lynmar Estate.

A native of San Francisco, Fritz serves on the Boards of San Francisco's Exploratorium and the University of California, Davis' Department of Viticulture and Enology. Fritz received his B.A. from Georgetown University and a J.D. from Lincoln University School of Law. In recognition of his outstanding leadership and community service, he was honored with a Doctor of Laws degree by Pepperdine University in 1995 and a Doctor of Laws degree from Drexel University in 2004.

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Anisya Fritz

Proprietor & Director of Consumer Sales and Marketing

Anisya Fritz feels like she is finally home, living at Lynmar Estate and working closely with the team that bridges the winemaking and vineyards with the consumer experience. As resident proprietors, she and her husband and son walk through the vineyards every day, and it is the experience of the 'terroir' that she most wants to convey to the people that visit the property.

Anisya brings rich experience from several fields to the endeavor. She started her career as an academic teaching undergraduate and graduate students strategic management and international business in Miami, Florence and Stockholm. Along the way she consulted with a number of consumer experience companies such as Carnival Cruise Lines and the Walt Disney Corporation.

A consulting assignment with Lynn Fritz and the Fritz companies led to a stint as the CEO of Tradami Corporation, a logistics and transportation firm. Together, Lynn and Anisya also founded Fritz Institute, a not for profit organization committed to improving the logistics of humanitarian organizations that respond to disasters all over the world. As the Managing Director of Fritz Institute for seven years, Anisya's job took her to locations around the world, devastated by disasters such as the drought in Southern Africa, the Indian Ocean Tsunami, and war torn Baghdad.

A respected scholar, she is the author of numerous articles on the global system of humanitarian relief, competitive strategy and international entrepreneurship. Her work has been published in leading journals such as *Harvard Business Review*, *Strategic Management Journal*, *Georgetown Journal of International Affairs* and *Journal of International Business Studies*. An enduring interest in wine deepened as Anisya began coming to Lynmar every weekend and holiday with Lynn. In 2008, the family decided to make the Estate their permanent home and Anisya and Lynn once again joined forces to actively steer this family enterprise. As the Director of Consumer Sales and Marketing, Anisya is the caretaker of the guest experience. A native of India, Anisya received her B.A. from Loyola College in Baltimore and M.S. and Ph.D. from Virginia Tech.

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Bibiana González Rave **Winemaker**

Winemaking is a surprising career choice for a woman native to the country of Colombia. For Bibiana González-Rave, however, there was no other option. Making wine had always been her dream while growing up in Medellín, and when it finally came time to pursue it, she knew the best place to begin was France.

Before speaking a word of French, Bibiana found herself in the city of Angouleme, near Cognac, working on her first degree, Technician de Viticulture. She then went on to receive a Diploma of Enology from the prestigious University of Bordeaux.

Upon finishing her studies, Bibiana's passion to learn about other wine regions took her across the globe, where she first landed a job at Bordeaux's renowned Chateau Haut-Brion. From there Bibiana chased the harvests working in Alsace, Côte Rôtie, Burgundy, South Africa and California.

Always impressed by the diversity and potential of California wines, Bibiana started her California winemaking career on the Central Coast where she worked at acclaimed wineries such as Au Bon Climat and Qupe. Now settled in Sonoma County, Bibiana joined Lynmar Estate's winemaking team in March 2009 as assistant winemaker and in October 2009 took the reigns as winemaker. Bibiana oversees every part of the winemaking process at Lynmar, including selection of particular clones and rootstocks, hand-pruning of the vines and choosing native yeasts for fermentation.

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Jason Saling **Vineyard Manager**

Jason has spent the last 16 years getting to the root of what makes world class wines, world class. After studying viticulture under local vine legend Richard Thomas and then, for 7 years, replanting the Michel-Schlumberger Wine Estate under the direction of VP Winemaker Fred Payne and consulting viticulturist Dr. Phil Freese he was ready to take his knowledge to finish planting Medlock Ames vineyards and guide them into organic certification. He then accepted the opportunity to work with his long time hero, Winemaker Terry Adams, at Sonoma-Cutrer Vineyards, after which he moved to a small west county vineyard management company, Chenoweth Vineyards, specializing in Pinot Noir. Finally Jason finds himself in what he calls the ideal combination of a specialized and focused wine estate producing his beloved burgundian varietals. Bringing his wealth of knowledge and experience, he is now faced with the variances within the Lynmar Estate; a multitude of microclimates and plethora of soil types, slopes, aspects and exposures and understands that it is no accident that his mission has landed him here.