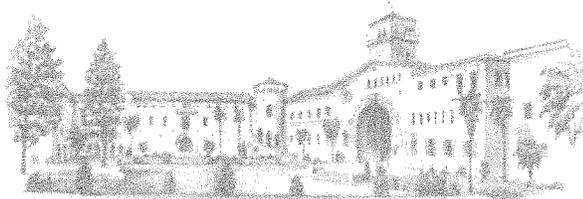


JOAN HARTMANN  
Third District Supervisor



County Administration Building  
105 East Anapamu Street  
Santa Barbara, California 93101  
Telephone: (805) 568-2192

**COUNTY OF SANTA BARBARA**

Date: 6/30/2023

Clerk of the Board of Supervisors  
County of Santa Barbara  
105 East Anapamu Street  
Santa Barbara, CA 93101

RE: Appointment of Karen Steinwachs to Historic Landmarks Advisory Commission

For placement on the Board of Supervisors agenda for the meeting of: July 11, 2023

I would like to recommend the  appointment/  reappointment of the following person to the: Historic Landmarks Advisory Commission

Salutation:  Mr  Mrs  Ms.

Full Name of Appointee: Karen Steinwachs

Address:

City/State/Zip:

Home Phone:

Work Phone:

E-mail:

Appointee will represent the Third District on this commission.

Position was formerly held by: Jessica Tade

Check box only if this appointment is filling an unexpired vacancy.

Third District Supervisor: Joan Hartmann

Signed by: 

COB Information Verification

- Letter of Resignation on file
- Vacancy Notice on file

Term:

\_\_\_\_\_ years

Beginning date

Ending date

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**Profile**

Karen

First Name

Steinwachs

Last Name

[Redacted]

Email Address

[Redacted]

Street Address

[Redacted]

City

[Redacted]

Suite or Apt

CA

State

93460

Postal Code

**Indicate Supervisor Who Will Receive a Copy of your Application \***

Third District - Joan Hartmann

[Redacted]

Primary Phone

[Redacted]

Alternate Phone

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**Which Boards would you like to apply for?**

Commission For Women: Appointed

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**Reference 1 Name**

Seyburn Zorthian

**Reference 1 Address**

[Redacted]

**Reference 1 Telephone**

[Redacted]

**Reference 1 Occupation**

Artist

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**Reference 2 Name**

Steve Escobar



**KAREN E. STEINWACHS**  
WINEMAKER

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### OBJECTIVE

To lead the charge in making delicious world-class wines that are market-driven and approachable, from a taste and positioning perspective.

### SKILLS & ABILITIES

- Winemaking from grape to bottle.
- Vineyard management from dormancy to harvest.
- Positioning, writing, marketing expertise.

### VITALS

## EXPERIENCE

### **BUTTONWOOD FARM WINERY & VINEYARD**

2007

Currently acting as General Manager with P&L responsibility. Hands-on in all winery operations, oversee vineyard management, create/manage all marketing programs, actively involved in community outreach. 10,000 case estate winery, with 11 different grape varietals.

### **FIDDLEHEAD CELLARS**

2004 TO 2007

Worked as Assistant Winemaker, managing all aspects of cellar, lab and harvest for 8000 case specialty winery. Focus on Pinot Noir and Sauvignon Blanc.

### **FOLEY ESTATE**

2001 TO 2004

Started as a short-term harvest intern, and after finding that I loved the winery world, worked up to Enologist and then Assistant Winemaker. 20,000+ case winery with focus on Chardonnay and Pinot Noir.

### **BEFORE "WINE TIME" IN THE HIGH-TECH INDUSTRY**

1990 TO 2001

Director, Product Marketing – Vault Technologies  
Co-owner – Transmonde Technologies (build to order computers)  
Senior Marketing Manager, Retail Computers – NEC  
Business Unit Director (DTC) – EPSON Direct  
Worldwide Product Manager, Computers – EPSON

## EDUCATION

### **PEPPERDINE SCHOOL OF MANAGEMENT**

Bachelor of Science in Management, Summa cum Laude.

## COMMUNICATION

Speaker on wine related panels including World of Pinot Noir, Savor Sunset, Wine & Fire, Celebration of Food+Wine. Often a reference for local news and wine related publications.

## LEADERSHIP

In addition to leading the team at Buttonwood Farm, also serve as CFO of the World of Pinot Noir, an annual celebration of Pinot Noir, featuring 200+ wineries and 1500+ guests.