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**NewLevel Group Expands with the Addition of Two Associates**

NAPA, California – NewLevel Group announced that Sandra Call and Carrie Hays have joined the recently launched firm as associates. The addition of Call and Hays expands the firm’s services to include special event planning and group facilitation in addition to marketing, sales, and management planning and implementation for wineries, businesses, and nonprofits.

“We are very excited to have a group of professionals of the caliber of Sandra and Carrie,” said NewLevel’s founding principal, John Heymann. “It means we can really help organizations tackle their most pressing challenges from a number of different angles.”

Sandra Call brings over 23 years of experience producing conference and trade shows, special events, fundraising, and membership development to the firm. During her recent tenure as Public Relations Director for The Land Trust of Napa County, she coordinated all of the organization’s special events including “The Ghost Winery Tour” and “The 25<sup>th</sup> Anniversary Celebration”. Previously, Call was the Trade Show Director & Manager with George Little Management Company and served as the Director of Trade Shows for The San Francisco Gourmet Show, The International Food & Wine Show and The New York Food & Wine Show. With Call’s expertise, NewLevel Group will be able to offer a full range of conference planning services including conference concept, design, speaker and sponsor outreach, registration, marketing and onsite management.

An accomplished trainer, management consultant, and facilitator, Carrie Hays is known for her talent at facilitating customized leadership development workshops, organizational change initiatives, strategic planning projects, and teambuilding sessions. She has worked with small groups and management teams, to large-scale audiences of up to 600 people. Recent projects have included management teambuilding for twenty hotel managers, an organizational change consultation to develop alignment and commitment to the organization’s vision, and a leadership team retreat for a large nonprofit organization. Hays’ clients have included international organizations as well as local groups such as Marriott International, the Culinary Institute of

America at Greystone, Guenoc-Langtry Winery, the County of Napa, and the Napa County Chamber of Commerce.

Other associates of NewLevel Group are John Hawkins, Doug FitzGibbon, Odin Zackman, Carol Felch, and Anne Fitzgerald. The firm includes principals John Heymann, Lisa Anthony Toller, Michelle Rowell, and Luisa Coll-Pardo, and controller, Mary Beth Glisson. NewLevel Group provides a wide range of services for wineries, businesses, and nonprofits such as wine sales planning and implementation, marketing strategies, fractional management, donor relations and development, finance and operations, leadership training, organizational facilitation, fundraising, and special events planning.

For more information about NewLevel Group, contact Lisa Anthony Toller at 707.255.5555 or visit their website at [www.newlevelgroup.com](http://www.newlevelgroup.com).