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Napa Valley Economic Development Corporation Retains NewLevel Group to Manage Organization

Napa, CA, December 21, 2005 – For the first time in its 21-year history, the Napa Valley Economic Development Corporation (NVEDC) is turning to a professional management company to handle its operations and programs. Local marketing and management consulting firm, NewLevel Group, will provide infrastructure, office space, and staff for the organization beginning in January, 2006.

“This is a significant shift in the way the NVEDC gets things done,” said Board President, Mark Richmond. “With professional management, our Senior Consultant, Dorothy Lind-Salmon, and the Board of Directors will be able to devote more of their time to serving our members and tackling the many issues that face the County and the business community.”

“We’re looking forward to working side-by-side with NVEDC to help them become more effective.” said John Heymann, founder of NewLevel Group. “Outsourcing the management headaches is a way to focus resources on achieving an organization’s mission,” explained Heymann. NewLevel Group manages the Arts Council Napa Valley and the American Institute of Wine and Food in addition to providing consulting services to nonprofits and businesses.

Formed in 1984, the NVEDC is a non-profit organization that was created to promote balanced economic growth and stimulate opportunities to develop industrial and commercial businesses while supporting Napa’s Agricultural Preserve. The NVEDC produces numerous economic research studies, and facilitates discussions among the business community, local governments, chambers, and other interest groups about key issues in the County such as transportation, water, economic sustainability, agricultural preservation, the environment, education, safety and affordable housing. In 2005, NVEDC partnered with the Napa County Conference and Visitors Bureau to design and produce Napa County’s first destination brand strategy.

For further information about the NVEDC, call Dorothy Lind-Salmon at (707) 253-3212 or visit their website at www.nvedc.org. NewLevel Group can be reached at (707) 255-5555 or visit their website at www.newlevelgroup.com.