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**Napa Firm Announces Plans to Help
Businesses and Non-Profits Reach a “NewLevel”**

NAPA, California – With aspirations to make a difference in the Napa wine community, a team of seasoned professionals has recently joined forces to help local businesses and non-profits improve their results. According to John Heymann, founding Principal of NewLevel Group and former CEO of MKF, the strong connection that exists between businesses and non-profits in the wine community convinced him to form a company that serves both segments.

“We believe that the entire community benefits when Napa’s non-profits and businesses are effective,” said Heymann. “Without the support of local businesses, many of the non-profit organizations in our community would struggle to survive. And, without the services that the non-profits provide to enrich our schools, healthcare, culture, and environment, area businesses would have difficulty attracting and retaining the workforce they need to be successful.”

California wineries have contributed in excess of \$36 million to non-profit organizations according to figures released in 1999. In addition, the single largest consumer-focused charitable wine event in the country, the Napa Valley Wine Auction, has donated a total of \$50 million to the local community since 1981.

The firm includes Principals Lisa Anthony Toller, Michelle Rowell, and Luisa Coll-Pardo and Controller, Mary Beth Glisson. NewLevel Group provides a wide range of services for businesses and non-profits such as wine sales planning and implementation, marketing strategies, fractional management, donor relations and development, finance and operations, leadership training, and team building.

For more information about NewLevel Group, contact Lisa Anthony Toller at 707.255.5555 or visit their website at www.newlevelgroup.com.