Aug. 13, 2007
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Cal Poly Plans Fundraiser Dinner to Benefit Sustainable Agriculture

SAN LUIS OBISPO - Cal Poly's Sustainable Agriculture Resource Consortium is planning its third annual fundraiser dinner, "Taste of the Future," on Thursday, Oct. 4.

Award-winning winemaker, viticulturist and author Paul Dolan will be the speaker and guest of honor at the family-style dinner, featuring sustainably raised ingredients prepared by some of the Central Coast's finest chefs and vintners. The dinner will be at 5:30 p.m. at the Mission Assistencia in Santa Margarita.

Dolan will speak about his acclaimed book, "True To Our Roots, Fermenting a Business Revolution." In the book Dolan explains how he perfected the craft of winemaking and how he helped revolutionize the wine industry by implementing sustainable business models.

Funds raised at the dinner will enable the Sustainable Agriculture Resource Consortium to continue to provide quality educational experiences in organic and sustainable agriculture for farmers, students and community members, said Hunter Francis, program associate for Cal Poly's Sustainable Agriculture Resource Consortium.

In addition to appearing at the dinner, Dolan will give a free public lecture in the Performing Arts Center Pavilion from 2 to 3:30 p.m. Oct. 4. The public is invited to Dolan's afternoon discussion of his book and career, along with comments from a wine industry panel featuring leading representatives from the Central Coast.

A fourth-generation winemaker, Dolan owns Dolan & Sons Organic Vineyards and is a founding partner in the Mendocino Wine Co., which owns the historic Parducci Wine Cellars in Mendocino County. For over a decade, Dolan served as president of Fetzer Vineyards, where he helped implement organic production practices; renewable energy systems; and groundbreaking employee, packaging and waste-reduction programs.

Dolan is a leading figure in the California wine industry and has served as chairman of both the Wine Institute and the California Sustainable Winegrowers Alliance. In addition to winning Winemaker of the Year awards from both the Los Angeles Times ('91) and the San Francisco Chronicle ('05), Dolan also received the Environmental Business Leader of the Year Award ('06) from the California Planning and Conservation League.

Tickets to the fundraiser dinner are $125. For tickets and more information, call Francis at 805-756-5086 or visit the SARC Web site at http://www.calpoly.edu/~sarc/07fundraiser.htm.

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