

# CLINNEAM LLC

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## **Mission**

Be known as a Positive Force promoting the Wine, Craft Beer and Distillery Industries.

## **Objective**

Showcase worldwide destinations for wine, craft beer and spirits & celebrate the entrepreneurial and creative spirit within the beverage industry.

## **About Us**

Our Marketing & Event Management company offers comprehensive services.

We help Craft Breweries, Distilleries & Wineries grow their business by sharing their stories & passion using traditional and social media. We help people discover destinations to enjoy wine, craft beer & spirits.

Facebook: [Our Beer Flights](#) and [Our Wine Flights](#)

## **Background**

After successful careers in the financial & insurance industry, we took the opportunity to follow our passion. We incorporated our love of travel, fine wine, craft beer, and other favorite beverages to do what comes natural for us: sharing our destinations with their stories. We believe by sharing these stories, people will further appreciate the passion that is poured into their glasses.

We bring a wide array of business skills leveraging our management backgrounds in Marketing, Technology, Training, Risk and Compliance. These skills were honed via our experience gained from working in government, nonprofits, Fortune Top 20 corporations, and entrepreneurial startups. Most importantly, we honor our commitments and know the importance of adhering to budgets.

Since moving to Winston-Salem in 1996, we have seen the rebirth of the city of Winston-Salem and of the North Carolina Wine Industry. Over the past 20 years, we have visited hundreds of vineyards and wineries across the United States, Canada, Europe, Asia, the Caribbean, and South America.

Each year, we now have the benefit of visiting well over a hundred destinations - wineries, craft breweries and distilleries throughout the USA, Canada, and Europe. We regularly travel the East Coast - from NC to Canada, visiting with winemakers & brewers in large cities and small towns in between. Our overseas travel takes us to well known regions in Austria, France, Germany, Italy, Poland, Portugal, and Spain, as well as the less travelled destinations like Albania, Bosnia-Herzegovina, Croatia, and Montenegro.

In 2016, we shifted our focus to help launch a start-up organization to promote the quality of North Carolina fine wines.

### **Event Organization & Non-Profit Experience**

CLINNEAM LLC helped establish, and provides day to day management and marketing services for the NC Fine Wines Society, including all encompassing responsibility for the execution of the North Carolina Fine Wines Competition and associated events.

Successfully organized and professionally managed events for business organizations and non-profits since 1994, including NAIC National Committee meetings, and Educational and Support Curriculum.

In 1997, wanting to create an outreach and fundraising event, we created the SECCA Backyard Blues Festival and later served as Board Members (President and Secretary) for the Foothills Chamber Music Festival which held events across The Triad Area. We are strong community supporters, and Dan is currently on the Board at Sawtooth School for Visual Arts (VP Marketing & Development). We recently both served four years on The West End Homeowner Association as Board Members, with Cathy elected for two years as Treasurer.

### **Competencies**

#### **Marketing**

- Strategic Marketing Plan
- Traditional / Social Media
- Partnering with Print/Radio/ TV Media
- Digital media content provider to enhance web page & social media campaigns
- Copy/Writing expertise
- Web portals, blogs, presence on Facebook, & videos on YouTube
- SEO optimization
- Fluent in Spanish & French

#### **Videography/Photography**

- High Definition and 4K video production
- created a portfolio of 20 high definition video vignettes, domestic and international
- Long and short features
- Voice over
- Photographic "Tours"

#### **Business**

- Executive leadership & successful project execution
- Financial accountability: Responsible for \$5,000,000 annual budget
- Over 20 years Information Technology Executive Leadership
- Over 20 years Risk & Compliance Management
- Marketing Director for profit and VP Marketing non-profit
- Experienced in Policy & Procedure Creation/Documentation
- Training experience in IT, Marketing & Regulatory/Risk
- Conference Development & Management