

## **2021-22 Board of Trustees Profiles**

### **Napa Valley Museum**

#### **Profile of Janet Gentile Herrero**

Janet graduated from San Francisco State University with a Bachelor of Science in Business Administration with a concentration in Marketing. She immediately started to work in San Francisco advertising agencies and stayed in that field for about 7 years. She then changed sides of the desk and began selling commercial printing to the advertising agencies. Feeling constrained by the printing equipment owned by her employer, Janet started her own printing brokerage firm enabling her to produce projects nationwide.

In 1980 she met Lowell Herrero, an advertising illustrator with art talent far beyond the commercial jobs he was illustrating. Janet and Lowell became partners, both in marriage and in business, and Janet became the business/marketing arm of Lowell's new fine art business. The collaboration was wildly successful, allowing them to build a home and studio in Calistoga and move away from the hectic life of San Francisco.

Janet is now a widow, but she continues to market Lowell's art through reproductions and licensing.

#### **Profile of Radah Butler**

Radah is a retired attorney who practiced law in the Bay Area for several years. Prior to her retirement she served for thirteen years as the president and CEO of a national corporation that specialized in acting as a qualified intermediary for tax-deferred exchanges and for twelve years as a San Francisco real estate broker. She earned a BS degree from the University of Southern California and a JD degree from Loyola University, Los Angeles.

Radah has lived in the Bay area since 1978 and moved to Napa in 2015. She enjoys exploring life in the Napa Valley and its many attractions. She joined the Board of Trustees of the Napa Valley Museum in early 2017 with the specific goal of achieving stable funding to support the museum's ongoing array of exhibits showcasing the evolving history of Napa Valley and its commitment to outstanding exhibitions, events, and activities.

#### **Profile of Dennyse Stanford**

Dennyse Stanford, PhD is a licensed psychologist who currently practices in Napa, California. She received her doctorate from the California School of Professional Psychology in Alameda, CA. She completed internships in Outpatient Psychiatric Services at California Pacific Medical Center in San Francisco, the Institute for the Psychology of Women at the Psychological Services Center in Berkeley, and the Cancer Support Community in San Francisco. She also worked as a Registered Psychological Assistant in San Francisco, where she was supervised and mentored

in psychodynamic psychotherapy. Dr. Stanford completed her post-doctoral training at the Faculty and Staff Assistance Program at the University of California San Francisco.

Prior to her study of psychology, Dr. Stanford had a successful career as a critical care nurse and nurse practitioner. In addition, she was a member of the clinical faculty at the UCSF School of Nursing. While there, she was a research assistant for six months on an anthropology expedition in the Himalayas of Nepal.

Dr. Stanford is a native of Northern California and is married with one son. Her family moved to Yountville full time in 2014 after living in Canada and Washington State. She enjoys traveling, staying active, wine tasting and all Napa Valley has to offer. Previously, she has volunteered at the Cancer Support Community in San Francisco, the San Francisco School District, and has worked as a volunteer at the Napa Valley Museum since February 2015. She looks forward to an expanded new role with the NVM.

### **Profile of Fred Zammataro**

Fred Zammataro joined the Schramsberg Vineyards team as Director of Finance & Administration in 1996, and in 1997 was promoted to Chief Financial Officer. In 2001, Fred became a minority-owner of Schramsberg Vineyards. Recognized for his leadership skills and dedication to the company, Fred was promoted to Executive Vice-President and Chief Operating Officer in 2008.

In addition to his daily duties at Schramsberg, Fred is an active board member for the St. Helena based Wine Service Coop since 2001. Over the years, he has served as President, Secretary and Treasurer. Fred also serves as the Treasurer, while sitting on the Board of Trustees for the Robert Louis Stevenson Museum in St. Helena and the Napa Valley Museum in Yountville. Other Board of Director positions include wineries in Napa and Portugal.

Fred earned his accounting degree at California State University, Northridge. Upon graduation he accepted a position at Deloitte & Touche, where he earned his CPA license. After several years in public accounting, Fred transitioned to the finance department at Health Net, and subsequently joined a team which developed a new Workers Compensation division.

Fred is an avid collector of wine and art, as well as a sports enthusiast. He and his wife Cheryl live in the Napa Valley.

### **Profile of Devon Avery**

Devon Avery has been living full time in Yountville since 2013. Having grown up in Darien, Connecticut, she made a 40 year stopover in Houston before making it out to the West Coast.

Enjoying a 35 plus year investment career, mostly with Morgan Stanley, Devon specialized in retirement preparation and realization. There's been nothing more gratifying to her than seeing

someone having the time of their lives, and knowing she helped them achieve it.

While in Houston, Devon served on a variety of non-profit Boards, from as local as her Homeowners' Association, to President of her church's National Pension Board. A diverse and dynamic city, Houston is alive with theater, art, history, and cuisine. Looking towards retirement, she and her spouse Kerri Dorman chose Yountville, finding the area provided all those attractions, plus immeasurable natural beauty.

For the last six years, Devon has served on the Board of the Yountville Chamber of Commerce. She is most proud, though, of her gig with the *Yountville Sun*, along with being named *2020 Citizen of the Year*. She writes *Out & About*, which is the weekly social column, and is more fun than any promise retirement ever held out for her. The other feature is a profile called *Up Close and Personal*, which is proof to her that everyone has an interesting story to tell.

Devon strives to bring the skills, life experiences, imagination and zeal she has to serve productively on the Board of Trustees for The Napa Valley Museum.

### **Profile of Colleen Buckley-Reynolds**

Co-founder of Reynolds & Buckley, LLC Fundraising Auctions, Colleen began working with non-profits in 1995 with her late husband, the noted British auctioneer, David Reynolds.

R&B grew to be a cutting-edge force in the world of fundraising auctions. Their innovative philosophies, new methods, enlightened pre-event approach, and in-depth post-event analysis changed the industry and became the standard for best practices.

Today, Colleen advises, mentors, and provides hands-on help to charities nationwide. Dubbed the "auction whisperer", she founded an additional venture in 2016: the *Conference of Charity Wine Auctions*. It is the first (and only) forum for sharing best practices, discovering new technologies, trends, and addressing the common challenges faced by the nation's most high-profile and successful charity wine events.

With the onset of Covid-19 in 2020, the *Conference* became a professional lifeline for organizations having to instantly redefine and reinvent their fundraising approach in a virtual world.

Colleen has a degree in Communications/Advertising from the University of Illinois and spent the early part of her career in retail advertising. Her love of art began with regular family trips to the Art Institute of Chicago. She became a full-time resident of the Napa Valley in 2020.

### **Profile of Linda Faber, PhD**

Dr. Faber is a retired senior health care consultant and has over 20 years with Joint Commission International working with clinics and hospitals, large and small, around the world in

over 35 countries. She has over 35 years of leadership and management positions in institutional operations and quality improvement in health care. She is a recognized expert in performance improvement and has developed academic and professional training courses in quality improvement that are still being taught around the world.

Linda holds a PhD from the University of California Los Angeles (UCLA) with a focus on quality of care and research methodologies. She also has a Master's degree from UCLA School of

Nursing with a focus on administration and psychiatric nursing. She received her Bachelor of Science degree from College of St. Teresa in Winona, Minnesota.

She has a lifetime interest in mixed media art and is an avid collector of contemporary glass. She and her husband share an extensive collection of turned wood and fine photography.

Although she and her husband have lived in Napa since 2002, she has physically only been present "full time" in Napa for the past several years. In her recent retirement, Linda spends her time playing golf, always looking for a bridge game, playing mahjong, and spending time in the kitchen cooking gourmet dinners paired with great wines selected by her sous chef and "sommelier" husband. Linda is the stepmother of two loving children, five grandchildren, and one Bichon Frise, "Zoe."

She has been a president or board member of many professional organizations throughout her career. She is currently a member of the Napa Valley Country Club Long Range Planning Committee and is Captain of the Napa Valley Country Club Birdies ladies golfing group. She joined the NVM Board of Directors in February 2019. She was co-chair of the February 2020 Board Fundraiser "Phenomenal Women" that was very successful. She likes to use her energy and enthusiasm to support our community.

## **Profile of Joanna Felder**

Joanna brings a wealth of brand and communications expertise to the Board. As former Director of Marketing for the billion-dollar Victoria's Secret brand and VP Creative Strategy for award-winning design firm Chute Gerdeman, Joanna's real-world knowledge of product, positioning, brand strategy and communications will be an asset to our talented team already in place.

Joanna is a native San Franciscan, a graduate of Lowell High and SF State U, who moved to Ohio to work with Victoria's Secret and ended up finding love — marrying and staying in Ohio for almost thirty years. After her husband died in 2015, she returned to their home in Sonoma, happy to be back in California. She keeps a toe in the working world, taking the occasional freelance project that comes her way.

When not working, Joanna spends time with her very senior Border Terrier, Winston, and her sister Betty. She's an avid traveler (passionate about Europe), a dedicated walker, recipe hound, tomato grower, salsa maker, picture taker, wine enthusiast, and fledgling water colorist. Joanna joins the Board excited to be part of the future of the Napa Valley Museum.

## **Profile of Devereaux Smith**

Devereaux is an experienced fundraising, operations, and communications professional with over 25 years of experience in for-profit and nonprofit institutions. She is a partner in the California-based communications firm, The Kamer Group, headquartered in the Napa Valley.

Devereaux began her career working as a legal assistant in the challenging REIT market of the early 1980s. Her team worked to transfer properties between multi-state owners and create corporate entities for transferring holdings. She led a major project to relocate San Francisco's Town School for Boys from its Pacific Heights location to the iconic Palace of Fine Arts. The new location served as an interim site during significant construction at the original campus. Devereaux created the layout and allocated resources to develop a running school for 450 students, faculty, and staff.

Devereaux was also a managing partner in a San Francisco public relations and public affairs firm. Later, she moved on to run her own public relations and operations firm in the luxury goods market.

Devereaux brings tremendous experience in non-profit work. She headed the development and fundraising team at The Bentley School in Oakland and Lafayette, California, served as the Executive Director of The Charlotte Maxwell Clinic in Oakland, California, and worked as the capital campaign consultant for The Cancer Support Community San Francisco Bay Area. Devereaux was also the Director of Communications and Development at The Pathway Home, based in Yountville.

Devereaux has been an avid volunteer during her long career. She has been a Board member at the Susan G. Komen Breast Cancer Foundation, the Bentley School, and To Celebrate Life Breast Cancer Foundation. She is an active Rotarian and believes in the importance of supporting the community. Devereaux is excited to be part of the exciting future for the Napa Valley Museum.

## **Profile of Thurlow Washam**

Thurlow Washam is a retired graphic designer and artist, who ran his own graphic design business in San Francisco for over twenty years. His business designed successful fundraising campaigns for many non-profit organizations including the University of California San Francisco, Girls Chorus, and the Marin Symphony. In addition to his graphic design business, he managed a commercial real estate portfolio, served on several boards, and worked as an in-house designer at SF MOMA early in his career. He has a degree in graphic design from California College of Arts.

Thurlow recently joined the Napa Valley Museum. He is looking forward to blending his non-profit experience with his art and graphic design background to assist the Napa Valley Museum.

He lives in Calistoga where he enjoys painting in his studio and designing his garden.