



## Tim Burke | Owner and Winemaker

Tim grew up in rural Nevada on a small farm operation. At an early age, he was introduced to agriculture. His family grew alfalfa which is a water dependent crop. In addition to the alfalfa, Tim and his family raised a variety of fruits and vegetables teaching him the basic principles and application of horticulture. Tim was very involved in livestock raising his own flock of Suffolk sheep. He was responsible for breeding practices, flock health and nutrition, and the annual sale of lambs. Tim participated in 4-H and was on the State Championship Livestock Judging Team.

In addition to farming and ranching, his father was a full-time plumber and Tim grew up learning the construction business. Summers were spent on the jobsite with his father in the construction trade. In high school, he worked part-time at the retail store learning the many facets of running a retail operation including inventory management and control, pricing, customer service, and ordering.

After high school Tim attended the University of Nevada where he majored in engineering before eventually changing to the College of Business. He minored in mathematics. While in college, he worked for Model Dairy's packaging facility in Reno. This job gave him a hands-on background in farm to retail production. He learned to produce and package dairy products of all types, learned sanitation and equipment maintenance, and eventually went on to work in the warehouse learning the principles of shipping and receiving.

Professionally his career has been one of management, marketing, and sales. For several years he was the Director of Marketing for Dr Pepper/Seven-Up. He oversaw all product distribution, both retail and wholesale, grocery and chain store product placement, franchising, sales goals, territory acquisition, advertising, marketing campaigns, new product development, and management of the sales, delivery and warehousing teams. While there, he received numerous National awards for sales records and achievements. He also represented the company at many national events including the Jerry Lewis telethon where he awarded Jerry Lewis and MDA checks on behalf of Dr Pepper/7-Up for millions of dollars.

After his career with Dr Pepper/7-Up he was recruited by Warner Brothers Television to work with the local Reno affiliate of the WB. While there, he managed advertising accounts and appeared in numerous television commercials. He also did many of the commercial voice-overs for the WB.

Because of his experience in engineering, computers, sales, marketing and advertising he was recruited by a Dot com start-up, 1-800 Batteries which eventually became iGo.com. Tim managed the commercial sales division for the start-up from pre-IPO to post-IPO. The company had a very successful IPO raising 50 million dollars. Another start-up, Data Engines, reached out to Tim and offered him a lucrative position as the Product Development Manager. His primary role was to take the product engineering concept that was developed by the IT staff and bring it to the public. He created all the product branding, product POS, website, and advertising campaigns. He would eventually go on to lead most of the sales team.

After his career in the Dot com industry Tim purchased a computer training school in Las Vegas. The school now has multiple locations in both Northern and Southern Nevada. The school specializes in adult vocational career training programs for unemployed workers.

Tim has had a passion for the wine industry since college. By the end of 2019 he will have completed his degree in Viticulture and Wine business. Tim has earned his Certificate in Viticulture. He has interned at several wineries and vineyards and attended numerous workshops and classes at UC Davis in addition to his college classes. He has developed invaluable relationships in the industry that will assist him with the winery.