

BIOGRAPHY OF ZELMA LONG

At Present

Owner & Winemaking Partner, Vilafonte (Wine Estate), South Africa. First bottled vintage 2003
Owner, Winemaker, Long Vineyards, Napa Valley, California. Established 1977.

Consultancies

2000 to present – Zelma Long Wines consultancy
Clients in: Sonoma; Carneros; Washington; Israel; France
1989-90 Red winemaking consultation to Chandon, Argentina
1984-85 Chardonnay winemaking consultation to Ruffino, Chianti

Other Winemaking Related Activities

2005/06 Terrain/Terroir Joint Art Project with London Artist Anya Gallacio –
Winemaking 5 Zinfandels from different Sonoma appellations
1998, 1999, 2000 Sibyl Wine Project, Nahe, Germany

Past

VP Business Development, Chandon Estates 1997-1999
CEO, Simi Winery 1989 – 1996
(Chandon and Simi Winery were subsidiaries of Moet Hennessey of LVMH –
Louis Vuitton Moet Hennessey, French owned luxury conglomerate)
Winemaker, Simi Winery, 1979 – 1988
Chief Enologist, Robert Mondavi Winery, 1973 – 1979
Enologist, Robert Mondavi Winery, 1970 – 1972

Education

High School Graduate and Valedictorian, The Dalles, Oregon, 1961
B.S., major in General Science, minor in Nutrition, Oregon State University, 1965
Mortar Board
President of Sorority, Kappa Kappa Gamma
One of top 3 graduates, class of 1965
Master's studies, UC Davis Dept. of Enology and Viticulture, 1968 – 70
Stanford Executive Program, Summer 1988
UC Davis accepted for Ph.D. program to start fall 2009

Leadership Activities

American Vineyard Foundation, Founding President
Chair of AVERN (American Viticultural and Enology Research Network)
Organizing Committee 1996, 1997, 1998
American Vintners Association, Executive Committee
Alexander Valley Winegrowers, Founding President
North Coast Viticultural Research Group, Founding member
American Society for Enology and Viticulture, Board member
International Women's Forum – member and local Board member

Presentations

1986 – Australian Wine Industry Technical Conference “Chardonnay Winemaking”
1997 – 125th Anniversary of Geisenheim “Future Prospects for Enology”
1997 – California Wine Industry Unified Conference “Global Wine”
1998 – Lincoln University, Spring Conference: Christchurch, New Zealand
“Global Wine Production and Marketing Trend”; “Sensory Work for the Future”;
“Managing a Vineyard for Quality Wine”
1998 – Australian Wine Industry Technical Conference “Specifications”

1998 – American Society for Enology and Viticulture “Irrigation practices”
1999 – Washington State Grape Growers “The Global Wine Industry”
1999 – Society of Wine Educators “Winery Innovations”
1999 – Deutsche Weinbauverband, Germany “The Global Wine Industry”
2000 – Sonoma County Wine and Grape Technical Groups “Wine Style”
2000 – Central Coast Vinquiry Seminar “Harvest Quality Control”
2001 – Guest Speaker – Nederberg Wine Auction, South Africa “Directions for South Africa Wine”
2002 – Society of Wine Educators – “Wine closures”
2002 – UC Davis Dept. of Geography “The Geography of Winemaking”
2002 – World Wine Market, San Francisco “South African Winemaking”
2004 – American Society for Enology and Viticulture – Eastern Section meeting, Virginia “Viticulture Climate Assessment Systems”
2006 – Texas Wine Symposium “Winemaking innovations”, Austin, Texas

Books and Publications

Zelma Long Oral History, Bancroft Library, University of California (1992)
Note – this will be updated by the Bancroft Library in 2009
Vintners Club 1973 – 1987 Chapter on Chardonnay
University of California/Sotheby Book on California Wines (Amerine, Muscatine and Thompson, ed.) “Chapters on (1) The Science of Growing Grapes; (2) Enological and Technological Developments
Written introduction to Cape Wine Body and Soul, 2002
Wine Production Technology in the United States, ACS Symposium Series, 1981 Chapter: “White Table Wine Production in California’s North Coast Region”
Focus on Chardonnay International Symposium Proceedings: 1986, 1994, 1998; 2002, published oral presentations: “Use of SO₂ in the vinification of Chardonnay”; “A Personal Image of My Wine”; “California Perspectives on Chardonnay Clones and Field Selections”
“Process for Transferring a Field Clonal Blend to a New Location”
Profile in Woman and Wine The Rise of Women in the Global Wine Industry, published by UC Press, Author Ann B. Matasar

Honors

American Institute of Wine and Food: First Wine and Food Achievement Award, 1989
California Wine Pioneer, Wine Spectator Foundation, 1993
Woman of the Year, Roundtable for Women in Food Service, 1994
MASI, Italy - International Award, 1994
Woman of the Year, Women for Wine Sense, 1995
James Beard Hall of Fame, 1996
James Beard Wine & Spirits Professional of the Year, 1997
Oregon State University Alumni Award, 2001
International Food and Beverage Forum Hall of Fame, 2005
UC Davis Outstanding Alumni Award, January 2009

University of California, Davis

UCD Medical Leadership Committee, 1998
UCD Foundation Trustee, 1994 - 1997
UCD Enology and Viticulture Advisory Committee, a decade
UC System Chancellor’s Business/Higher Education Forum, 1994 – 1996
UC External Research Advisory Board, 2003 – 2008
UC Davis Outstanding Alumni Award, January 2009

Other interests and personal projects

Buddhist art

U.S. Southwest Indian Art

Modern and Contemporary South African Art

Asian art and culture

African art and culture

Gardening

Bird watching

Horse riding and training

Animal companions

Travel

Family

Husband Dr. Phillip Freese, past VP Winegrowing Robert Mondavi Winery (13 years)

Present – WineGrow consulting practice in winegrowing and viticulture

Stepson, daughter-in law with 2 grandchildren, Michael Freese 11 and Madison Freese 7