

City of El Paso de Robles

PROCLAMATION

2010 Wine Industry Person of the Year

Tobin James

WHEREAS, on January 21, 2011 the Paso Robles Wine Country Alliance will honor Tobin James as its 2010 Wine Industry Person for his outstanding leadership and vision in promoting the local, state, and national wine industry; and

WHEREAS, Toby was born in San Francisco and raised in Cincinnati, Ohio. He spent every summer of his youth working the family's vineyard just across the border in Indiana. Toby knew from the time he was 18 years old that he wanted to be a winemaker; and

WHEREAS, In 1979 after meeting Gary Eberle while attending college and working in his brother's Cincinnati wine shop, he received an invitation to apprentice at Estrella River Winery. In 1987 while working as assistant winemaker at the newly established Eberle Winery, he received six tons of Zinfandel grapes for his first vintage of Tobin James Cellars wine; and

WHEREAS, In 1989 Tobin James became the founding Winemaker of Peachy Canyon, and secured the use of the winery's facilities to make his own Tobin James label. His first wine, Peachy Canyon 1990 "Westside" Zinfandel, was ranked number 69 out of 100 on the coveted Wine Spectator's Top 100 Wines of the World in 1992. It was the only wine from the entire San Luis Obispo County recognized and where only 31 other California wines appeared; and

WHEREAS, In 1993, Toby purchased 41 acres at the end of Union Road, a parcel once known to Paso Robles locals as the 10-mile stagecoach stop. There he built Tobin James Cellars. The winery and tasting room opened in 1994. Tobin James' proudest accomplishments are the addition of Lance and Claire Silver joining as partners in the winery, the famously popular Tobin James Tasting Room, and the winery's awesome employees. Tobin James winery now boasts one of the largest wine clubs in the world; a testament to the "bottled sunshine" wines he makes and his popularity; and

WHEREAS, His dream of making wine and owning his own winery had come true; Toby's greatest passion is his family. He and his wife Ermie have four children, including a son at Fresno State majoring in Enology and Viticulture. Toby is a big supporter of our nation's men and women serving in the military, Tobin James Cellars has hosted many of their events and has donated lots of supplies for our soldiers. Tobin James loves Paso Robles and wherever he travels around the world, whether it's winemaker dinners, bottle signings or tastings, people learn about the center of the universe for him—The Paso Robles Wine Country -- A true ambassador!

NOW, THEREFORE, BE IT RESOLVED that I, Duane Picanco, Mayor of the City of El Paso de Robles, speaking on behalf of the entire City Council and the Citizens of Paso Robles hereby proclaim Tobin James as the **2010 Wine Industry Person of the Year**.

IN WITNESS WHEREOF, on this the 1st day of February 2011, I have hereunto set my hand and caused the Seal of the City of Paso Robles to be affixed.

Duane Picanco, Mayor
City of El Paso de Robles