



Submitted application for Monterey County Regional Fire District

Email *

This Form and its contents may be subject to the California Public Records Act, and as such may therefore be subject to public disclosure unless otherwise exempt under the act.

First Name *

MI

Last Name *

Address 1 *

Address 2 (optional)

City *

State *

Postal Code *

93908

What district do you live in? *

District 5

What district do you want to serve in?

District 5

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity

White

Gender

Male

Primary Phone *

[REDACTED]

Alternate Phone

[Empty input field]

Please identify how you prefer to be contacted.

Email

Are you currently serving on a County of Monterey Board, Commission, Committee or other Community Advisory Group? *

No

Interests & Experiences

Please tell us about yourself and why you want serve

I recently moved to the area in 2017 and have enjoyed being a part of this community. I am an avid hiker, camper, and outdoors enthusiast and finding a path towards working on fire safety for others, communities, and businesses seems a great way to get involved. I have been on the board of directors of the Carmel Valley Chamber of Commerce and a committee chair. I am currently on the board of directors for a family nonprofit based in St. Louis. I have extensive board experience and find this to be a fantastic avenue of service.

Please state the reason you would like to be a member of this board committee/commission/district.

Fire safety and awareness are more important than ever and that continues to be the case year over year. As someone who enjoys being in the wilderness, as a parent exposing my young son to the wilderness, this advisory board seems the perfect fit in the opportunity to ensure public safety on our trails, in our homes, and in our communities at large. Having a role in assisting others even from a board room is important work to ensure awareness, education, and access are available to everyone.

Have you served on an advisory group before?

No

How did you hear about the position?

Referral from a friend

County of Monterey Policy - states that Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member *

Yes

Background Information

Upload a resume with the names, addresses, and dates of employers for the last five (5) years.

[View Resume](#)

Employer

Cypress Coast Wine Group, LLC

Job Title

Founder

Occupation

Beverage Consultant

Employer Address

PO Box 22121 Carmel, CA 93922

Information Regarding Conflict of Interest and Filing of Statements of Economic Interests (Form 700)

State and local law requires that you abstain from participation in decisions that may affect your financial interest, including sources of income and interest in real property or investments. In addition, if appointed you may be required to fill out a disclosure statement that identifies certain of your financial interest beginning with the immediate 12 months period prior to your appointment.

In accordance with Government Code Sections 87313 and the County of Monterey's Conflict of Interest Code, this Board/commission/Committee/District, you may be required to file statements disclosing certain types of information so that the public can be made aware of potential conflicts of interest. The types of disclosures are:

- Investments
- Interests in Real Property Held by a Business Entity or Trust
- Investments Held by a Business Entity or Trust Income (other than loans and gifts)
- Income – Travel Payments, Advances, Reimbursements
- Income gifts
- Business Positions
- Commission Income Received by Brokers, Agents, and Salespersons
- Income and Loans to a Business Entity or Trust Income from Rental Property

If you have any questions regarding disclosure requirements, please contact the Clerk of the Board's office at 831-755-5066.

Please identify any specialized accommodations needed for equal participation:

N/A

I DECLARE, UNDER PENALTY OF DISQUALIFICATION AND TERMINATION, THAT ALL STATEMENTS IN THIS APPLICATION ARE TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE.

Enter Your Initials*

NM

Nathan Millan

Objective

Wine industry professional seeking to apply 10+ years of customer service skills, wine and beer knowledge, problem solving ability, leadership, and sales towards a new and exciting opportunity.

Skills and Interests

Detail oriented, Sommelier Level One Certification, Cicerone Level One Certification, customer service, Wine Direct and VinSuite point-of-sale systems, Mac, Microsoft Office Suite, Windows, logistics, market planning, packaging, purchasing, quality control, business-to-business sales, shipping, direct to consumer sales, and people management. I am also an exceptionally fast learner and work hard to dedicate myself to my position and a company that I am passionate about.

Work Experience

Cypress Coast Wine Group

Founder/General Manager

Salinas, CA

September 2023 – Present

- Provided bespoke consulting services to optimize wine cellar techniques and improve storage conditions.
- Developed innovative beverage programs tailored to client needs, enhancing their offerings and customer experience.
- Offered strategic guidance on inventory management to streamline operations and maximize efficiency.
- Delivered specialized consulting services for wine and beer, addressing unique client requirements and industry standards.
- Conducted comprehensive wine education programs covering basic to advanced topics, including varietal knowledge, production processes, and tasting techniques.
- Designed and implemented staff training programs focused on wine education, menu creation, and food pairings to elevate service quality.
- Customized training sessions to meet the specific needs of restaurants, hotels, and wine bars, ensuring staff proficiency and customer satisfaction.
- Empowered teams with the skills and confidence to deliver exceptional wine service, enhancing overall guest experiences.
- Performed professional wine bottle and cellar appraisals for insurance, tax purposes, and personal property assessment.
- Conducted meticulous evaluations to determine the accurate value of wine collections, leveraging deep industry knowledge and market insights.
- Provided clients with detailed appraisal reports, ensuring comprehensive documentation for their collections.
- Assisted clients in safeguarding their investments through trusted and accurate valuation services.

Scheid Family Wines

Hospitality Manager

Salinas, CA

March 2022 – February 2023

- Create and implement new private events program, and winery tour programs
- Coordinate with HR to interview, hire, and coach new team members for the DTC/Hospitality department
- Lead monthly team meetings and educational opportunities for DTC department teams
- Research, review, and present any opportunities against a financial and competitive analysis
- Review P&L and department balance sheets
- Coordinate across teams for the execution of inter-department and private events
- Manage one of the tasting room locations and assist with the off-site tasting room team as needed
- Oversee social media presence and e-commerce revenue channels
- Oversee quarterly wine club shipments, and associated events
- Write copy for quarterly newsletters, website, client e-mails; create draft customer touch materials and coordinate with third party designers for a finished product

Joullian Vineyards and Winery

Director of Sales & Hospitality

Carmel Valley, CA

April 2021 – March 2022

- Oversee all direct-to-consumer, wholesale, and wine club revenue channels (all bottle sales are now handled through my position)
- Works closely with and oversees our nationwide distribution company partners on strategic planning for the wholesale channel
- Maintain all inventory management for the winery, tasting room, and warehouse. Plan product allocations as needed for each channel

- Work with ownership, winemaker, and distribution partners on wholesale planning and account management.
- Handle all direct-to-consumer, wholesale, and wine club P&L statements with custom tailored forecasting tools that I created previously. Scaled up and recalibrated for new sales channels under my purview.
- Present monthly reports to ownership on sales performance across all channels and brainstorm growth and promotion opportunities across all brands and sales channels
- Collaborate with the winemaker and ranch manager on status of vineyard, estimated yields, production, and sales forecasting
- Continuation of all Hospitality Manager responsibilities in addition to Director specific duties listed above

Hospitality Manager

June 2017 – March 2021

- Supervise all direct-to-consumer tasting room sales, operations, charitable donations, and employees
- Interview, hire, and coach all new employees; conduct monthly staff meetings to provide further knowledge and updated policies as needed
- Handle tasting room and wine club monthly budgets, P&L reports, social media presence, wine and non-wine merchandise inventory logs, shipping, and daily sales reports. Created Microsoft Excel forecasting tool for gross revenue prediction
- Work collaboratively with suppliers to provide and design an excellent selection of branded and non-branded merchandise items
- Plan and execute all on and off-site tasting room events; collaborate with Event Manager on overall event structure
- Facilitate the sales process of the customer experience from start to finish in order to provide a unique and memorable encounter for guests
- Present all daily, monthly, and annual reports to upper management and ownership to partner on strategic planning
- Guide all Wine Club related responsibilities: events, inventory, and member inquiries (500+ member Wine Club). Attain new Wine Club members to meet strategic goal set by ownership
- Plan and execute all building maintenance projects and renovations as needed
- Create and implement all marketing materials in conjunction with a third-party marketing firm

Lucky Envelope Brewing

Seattle, WA

Sales Representative

February 2016-May 2017

- Manage 200+ wholesale accounts and distribution of product while creating and maintaining customer relationships, along with successfully more than doubling previous sales numbers. Interview, onboard, and train new employees to the Sales Team as company expanded due to rapid growth in business-to-business sales
- Organize, schedule, and plan off-site events while creating and supplying monthly price updates to the entirety of customer portfolio
- Strategize new opportunities to drive gross revenue, focusing to increase on-premise consumer traffic to tasting room
- Assist with back-of-house operations such as packaging product into kegs, C.I.P. tanks, assist with brewing, and many other miscellaneous tasks when they are needed (as is normal in a newly founded brewery)

Pike Brewing Company

Seattle, WA

Lead Packaging Technician

September 2013-July 2015

- Coach and train new hires on the brewing process and related machinery
- Catalog, detail, and purchase machine parts, tools, and packaging materials. Build and maintain relationships with vendors and suppliers. Receive quotes and pricing structures regarding all items necessary for job performance
- Maintain communication with our warehouse division for packaging needs and any special shipment requirements, including high levels of quality control standards and organizing daily production and maintenance logs. Managed full production package line to meet business needs (approximately 130,000 cases annually/500 cases daily + keg operation)

Wine World and Spirits

Seattle, WA

Beer Buyer

June 2012-September 2013

- Manage the department budget, purchase new and replenish inventory items. Engage promotions to draw customers. Keep detailed logs on price per unit, daily/weekly/monthly unit sales, and incoming deliveries
- Create, schedule, and host monthly club meetings and weekly tastings with breweries. Represent Wine World at industry functions as well as assist with product sales and customer service as needed
- Streamline the department to allow a more efficient customer experience

Esquin Wine Merchants

Seattle, WA

Fine Wine Specialist

November 2011-May 2012

- Support customers in discovering their wine or beer needs, assist them with recommendations and work alongside beer and wine sales representatives from distribution companies to create displays to accurately fill out the shelves and enrich my knowledge base to better aid the customers in their selection
- Attend wine courses and self-education on wine and beer to better serve customers with answering questions and making a proper pairing

Education

Northeastern University

Bachelor of Science in Business Administration

Concentration: Marketing

Participant of Northeastern University Marketing Association

Boston, MA

Volunteer Experience

Goldstein Family Foundation

Board Member and Committee Co-Chair

St. Louis, MO

November 2023 - Present

Carmel Valley Chamber of Commerce

Board Member

Carmel Valley, CA

January 2019-December 2021

Carmel Valley Wine Experience

Committee Member

Carmel Valley, CA

June 2017-December 2021