

**Media Release**

**February 2020**

## **NEW BOARD CHAIR APPOINTED FOR WINE COMMUNICATORS OF AUSTRALIA**

Wine Communicators of Australia (WCA) welcomes new Interim Chair Marni Cook, a proficient educator, recently appointed to the inaugural skills-based Board as Chair of the Board of McLaren Vale Grape Wine and Tourism Association.

The incumbent Chair, Toni Carlino was announced as the Chair on the National Board of Wine Communicators of Australia (WCA) in April 2019. Toni has requested to step down for an interim period while she recovers from knee surgery and take on her new role as Marketing and Customer Experience Manager for Singlefile Wines. Toni is a fighter and an inspiration to us all. We are not sure Toni will be running marathons very soon, however recovery is in sight.

During this time of recovery for Toni, Marni Cook has kindly stepping in to fill the role as Interim Chair of the WCA National Board.

Carlino commented “I am grateful to Marni for stepping into this role while I take some time to recover from my surgery and will continue on the Board to support her and the other Board Members as we strive to take WCA to the next level.”

Marni was instrumental in the successful launch of the WCA Wine Industry Mentor Program in 2019, a program that is growing in momentum.

Marni brings with her extensive experience in senior roles in fashion, marketing, change management and adult education. Marni is a consultant, advisor, educator, mentor and facilitator, passionate about developing the business acumen of industry professionals by creating customised executive education programs.

Marni’s strength lies in her strategic thinking, experience across a number of industry sectors, strong relationships and passion for education.

Marni Cook comments on her appointment “I am honoured to be supporting WCA over the next six months as Interim Chair. In a recent planning session with the Board, we have identified several strategic initiatives which our talented Board and Executive Officer, Lynda Schenk to bring to life. It is a very exciting time. WCA has a bright future.”

For further information or enquiries please contact:

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### **ABOUT WCA**

Wine Communicators of Australia was established as a national not-for-profit company in December 2010 growing out of the well-respected Wine Press Clubs of NSW, Victoria and South Australia. It aims to be Australia's pre-eminent organisation connecting business professionals working with wine and currently has more than 600 members. WCA's annual program includes networking events, webinars and its prestigious lunches in association with-three major capital city wine shows – Sydney, Melbourne and Adelaide. It also runs the annual Wine Communicator Awards and Legend of the Vine Awards.