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## **Co-Founders Heidi Paul and Frank Forbes**

WineCountry.com was founded by Freerun Technology, Inc. partners Heidi Paul and Frank Forbes in 1994. Recognizing the vast potential of the still-young Internet to market Napa Valley to the specialized worlds of fine wine and destination travel, the two launched WineCountry.com Network, quickly establishing the site as the premier portal for information on wine-related travel and lifestyle. Today, WineCountry.com is a showcase for 12 California wine country regions, as well as Oregon and Virginia, receiving more than four million page views each month.

### **Heidi Paul**

A wine lover, enthusiastic traveler and dedicated volunteer, Heidi Paul currently serves as a board member and co-founder of WineCountry.com. Paul has more than 20 years of sales and marketing experience in the high-tech industry, including senior positions with AT&T, Southwestern Bell and Memorex Telex. She has served on the National Board for Women for WineSense and served four years on the executive committee of the Napa Valley Conference and Visitor's Bureau, including one year as president. She supports and encourages corporate sponsorship of Napa Valley fundraisers, including Napa Valley Museum, Music Festival for Mental Health and the Napa Valley Mustard Festival. A cum laude graduate of Oral Roberts University, Paul received a degree in business marketing.

### **Frank Forbes**

Frank Forbes co-founded FreeRun Technologies, Inc. following a successful career managing and directing high-tech engineering and marketing programs for Fortune 500 companies such as Intel and Memorex Telex. Forbes is credited with launching and managing Memorex Telex PC LAN products in North America. An avid adventurer, Forbes' diverse interests include motorcycle riding, physics, Chinese boxing and wine tasting. He received his undergraduate degree and did post-graduate work in industrial and systems engineering at Ohio University.

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