



David Armanasco

David Armanasco was born in Monterey and attended elementary school in Pacific Grove and Carmel, graduated from Carmel High School and attended Monterey Peninsula College, San Diego State University and Golden Gate College. He began his professional career at the age of twenty-one when he became the first sales representative for Oakville Vineyards in the Napa Valley. He then went to work for A.L. Romano Wine Company of San Francisco as a Sales Representative and later was promoted to Sales Director and Brand Manager. During the 8 years at the A.L. Romano Wine Company, he worked closely with Robert Mondavi on marketing initiatives for their Napa Valley wines. Later, he helped launch the J. Lohr brand for Jerry Lohr and Bernie Turgeon. In 1980, David became the General Manager of Durney Vineyards in Carmel Valley, a wine estate founded by the wine pioneers of the Carmel Valley, William, and Dorothy Durney. While in the wine business, he was Co-Founder and Master of Ceremonies for the California (Monterey) Wine Festival, Wine Advisor for the Culinary Institute of America in Hyde Park, NY, President of the International Wine & Food

Exposition in Washington, D.C., Founding Commander of the Monterey County Knights of the Vine, Vice President of the Monterey County Vintners and Growers, and Marketing Committee Member of the Wine Institute of California.

David founded Armanasco Public Relations, Inc. in February 1985. With his years of experience in marketing, public relations, community relations, public affairs, and crisis management he leads a team of professionals in addressing clients' needs and goals. He is well-known for his expertise in land use, agriculture, tourism, foodservice, banking, transportation, the arts, and utility industry issues.

He has held numerous leadership roles for community organizations including serving as Chair of the Monterey Peninsula Chamber of Commerce and VCB, Director of the Economic Development Corporation of Monterey County, Co-Chair of the United Way Campaign, Co-Founder and Chair of the Monterey Language Capital Advocates, President of the Rotary Club of Monterey, Member of the Public Relations Society of America and most recently Chairman of the Community Foundation for Monterey County.

Governor Pete Wilson appointed David to the California Coastal Commission where he served as a commissioner from 1996 - 1999. He has also served as Director of the Carmel Valley Property Owners Association, Founder/Director of the Monterey County Business Council, Director of the Monterey County Sheriffs Advisory Council, Chairperson of the Monterey County Task Force on Tourism, Board Member of the Monterey Peninsula College Foundation, Committee Member of Board Directorate, National Restaurant Association of America in Washington D.C.

He has been recognized for his contributions to the community both locally and nationally. David received the 2009 Citizen of the Year Award from the Monterey Peninsula Chamber of Commerce; he was inducted into the Junior Achievement of Silicon Valley, Monterey Bay Inc., Business Hall of Fame

and named 1 of 50 National Power Players by Nation's Restaurant News. David was inducted to the Monterey Peninsula College Hall of Fame, was awarded the Horizons 2000 Certificate of Recognition by the American Culinary Federation, and received the Monterey Peninsula Chamber of Commerce and VCB, Robert C. Littlefield Man of the Year Award.

David is a member of The Old Capital Club, The Pacheco Club, Monterey Peninsula Country Club, Roseburg Country Club, Oregon, and The Metropolitan Club of New York.

In 2013, David became a partner of California Strategies, with eleven offices and thirty-five partners, headquartered in Sacramento and often ranked number one in the state. California Strategies is a full-service public strategy firm with unparalleled experience and statewide reach and depth. California Strategies principals and associates have held top positions in the public, private, and nonprofit sectors, and are widely recognized as leaders in their fields. Positions have included state legislators, senior government staff, state cabinet officials, federal officials, as well as top business and community leadership. The firm serves prominent and respected organizations around the state, nation, and world as they intersect with all levels of government.

David has four children, Kimberly, Nick, Andrew, Catherine and two grandchildren, Hudson, and Cooper.

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