



## THE SMITHS OF PARAISO

Paraiso Vineyards is owned and operated by the Smith family. They have built Paraiso Vineyards, and continue to evolve all aspects of the business. The family includes Rich and Claudia Smith, Jason Smith and Jennifer Murphy-Smith, Dave Fleming and Kacy Fleming, and Justin Murphy and Megan Murphy.

### **Rich & Claudia Smith**

These two are the visionaries and first stewards of the land that is Paraiso Vineyards. They could be called “Founders” but that is much too lofty a title for this genuine and down-to-earth couple. Rich, along with son Jason, oversees all operations of Paraiso Vineyards. He and Claudia have a long history of being very dedicated to their community. They serve on a wide range of boards and committees, including but certainly not limited to: various Vintner and Winegrower Associations, School Boards, Ag Against Hunger, Air Show, Farm Bureau, and Girl Scouts. Rich is the consummate workaholic, and rumored to be the best dancer of the bunch. Claudia is the true-blue matriarch of the family and tireless promoter of Paraiso wines.

### **Jason Smith**

Jason grew up on the Paraiso estate. He has stories about every hill and ditch; where to run and play, and where to hide...the beer. Jason exemplifies the “work hard, play hard” ethic that is the standard at Paraiso Vineyards. While overseeing all aspects of vineyard and winery operations alongside his father, he finds time to chase around his two kids and coach both track and football teams. Jason is a natural leader, which he no-doubt inherited from Rich; he is also highly active in the community.

### **Jennifer Murphy-Smith**

Jen, Jason’s wife, brings an immense talent for hospitality, merchandising, and interior design to the Paraiso tasting room/boutique. She previously spent time working for other area wineries, and has a brilliant eye for all that is beautiful. Her touch is evident in the tasting room as well as at all Paraiso events. When not hard at work, Jen can be found basking in the sun or sitting by a blazing fire enjoying her favorite meal; a bowl of popcorn, a chunk of sharp cheddar cheese, and a big glass of Paraiso Pinot Noir.





### **Dave Fleming**

As the Paraiso Vineyards winemaker for more than a decade, Dave manages all aspects of winemaking and production. He is crazy-passionate about vineyard expression in his wines, and is very careful not to “over-make” them. Never satisfied with his extensive winemaking knowledge, he is an eternal student always looking to learn more. Married to Rich and Claudia’s daughter Kacy, Dave is a part of the Smith family. He spends his off-time with their three kids at various sporting events and volunteering in the local community. Unless the Redskins are playing...then he’s in front of the television with a glass of Paraiso.

### **Kacy Fleming**

Kacy helped start the Paraiso brand by selling wine right out of college. She ultimately chose the academic world instead of the wine industry, however, and became an elementary teacher. She is currently head track coach at Soledad High School, but as the daughter of the owners and wife of the winemaker, it is virtually impossible for her not to be involved. Kacy is a constant Paraiso promoter and supporter.

### **Justin Murphy**

Working in the cellar under Dave, Justin is Jennifer’s son. Learning to make wine while in college, Justin represents the upcoming winemaking generation. Before coming to Paraiso, he made wine for a couple of wineries in San Luis Obispo County, and still consults on the side. As if that’s not enough to keep him busy, Justin has his own label, Irie, where he exercises his passion for Zinfandel. When not in the cellar or in the vineyard, he is on his riding lawn mower manicuring his giant lawn, and doing his best to shrink the world’s gopher population.

### **Megan Murphy**

Wife of Justin, Megan manages Paraiso’s wine club and website, and helps Jennifer with events and the tasting room operations. She worked previously at a winery in Paso Robles, and met Justin while attending college in San Luis Obispo. Megan’s hidden talent is dancing and choreography, and she is blessed with a brilliant hospitality smile.

