



### **Rhonda Carano Bio**

Name: Rhonda Bevilacqua Carano  
Place of Birth: Reno, Nevada  
Occupation: Business Management/Marketing Executive  
Nevada Hotel-Casino Industry  
California Wine and Hospitality Industry

Rhonda is the co-owner and vice president of Ferrari-Carano Vineyards and Winery in Healdsburg, California. Rhonda and her husband, Don Carano, visited Sonoma County, California, over 19 years ago on a wine-buying trip for their hotel/casino, the Eldorado, in Reno, Nevada. They fell in love with the area because it reminded them of Italy, and the rest, as they say, is history, as the Ferrari-Carano brand is a highly regarded and acclaimed wine available nationwide. Rhonda's responsibilities at the winery include the management and implementation of marketing and advertising strategies, brand identity, packaging and collateral concepts, as well as the coordination of hospitality and special events.

With a Bachelor of Science degree in Food and Nutrition from the University of Nevada at Reno, Rhonda started her career working in the Nevada hotel casino industry. Now, with over 30 years of experience in business management, marketing and advertising, Rhonda oversees the Advertising Public Relations functions at the Eldorado Hotel Casino in Reno, Nevada, as well as the Eldorado Resort Casino in Shreveport, Louisiana, and the Silver Legacy Resort Casino in Reno, Nevada, which they are partners with Mandalay Resort Group.

In recent years, Rhonda's expertise in the hospitality industry has expanded to include Vintners Inn, a quaint 44-room hotel in Santa Rosa, California, and the highly regarded Sonoma County restaurant, John Ash & Co., as well as The Front Room bar and lounge. Rhonda is also well versed in the trials and tribulations of owning a retail and wine tasting business for over nine years, Seasons of the Vineyard, located in Healdsburg, California. Rhonda's creative nature lends itself to the interior design of numerous expansion and renovation projects for these businesses.

Rhonda, a second generation Italian-American and a native of Reno, Nevada, grew up tending gardens and cooking with her grandmother, which was the beginning of her love for gardening and all things food and wine. Rhonda's green thumb is evidenced by the beautiful gardens at Ferrari-Carano Vineyards and Winery which she designed.