

PROPRIETOR

## James “Bear” Dyke Jr.



Over his 30-year career, Jim “Bear” Dyke, Jr. has consulted with Fortune 100 and 500 companies, trade associations, public policy makers and helped manage numerous national and state political campaigns. Jim has worked on five presidential campaigns, managed a congressional campaign and served as Communications Director for the Republican National Committee, Press Secretary for U.S. Commerce Secretary Donald Evans, a Communications Advisor to President George W. Bush and Senate Majority Leader Bill Frist.

Jim began his career in Washington, D.C., as a Senate parking lot attendant. In short order, he parlayed a stint as Assistant Brewmeister at Capital City Brewing Company into a

lobbying position at the Beer Institute, which served as a springboard to the upper echelons of the Washington D.C. public policy world and an introduction to the alcohol beverage industry.

In 2005 while establishing Jim Dyke and Associates, which went on to become the successful public affairs firm JDA Frontline, Jim met by chance winemaker Gustavo Gonzalez at the Off The Record bar in Washington, D.C., and the dream of creating a world class winery began to take shape. In 2009 the duo sourced their first grapes and in 2012 Mira went to market.

Over a very short period of time, Mira has established itself as a leading producer of

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limited production single vineyard wines exclusively from the Napa Valley. The commitment to purity, quality and wines “of place” has created a loyal following. Jim purchased 16 acres in the heart of the Napa Valley in 2016 and is currently constructing a winery and hospitality house on the property at 6170 Washington Street just south of the town of Yountville, which will open in August 2019.

Once described by The Washington Post as a “creative campaigner,” Jim is proving an ability to lead outside of politics combining a passion for wine and agriculture with his business experience building and managing a successful public affairs firm. His family moved from Charleston, SC to the Napa Valley in the summer of 2017 where he resides with his wife Dawn, daughter Emily and son Trester.