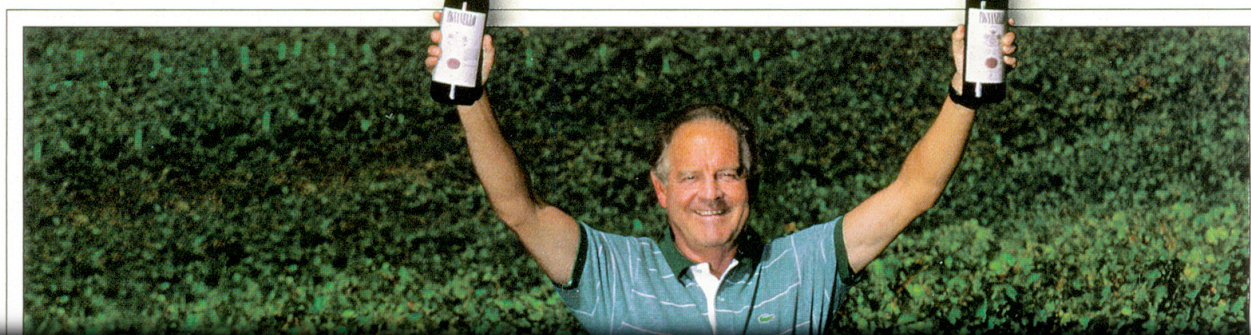


DECEMBER 1, 2006

WINE ENTHUSIAST

M G A Z I N E



Ashley Parker Snider and Fess Parker FESS PARKER WINERY & VINEYARD

"I'm a recovering Republican!" Parker Snider jokes. In the 1980s, she worked in the Reagan White House, then for former Housing and Urban Development director and vice presidential candidate Jack Kemp.

She might have stayed in Washington, but her father, Fess, the former TV and movie star, had bought his ranch in the Santa Ynez Valley in 1988, and planted grapes, with the intention of starting a winery. "I was getting a little pressure to come home and be in the family business," Parker Snider recalls, adding, "Dad is very family oriented."

So she came home. "I started answering phones, pouring in the tasting room, making lunch, picking up the mail," she recalls.

Today Parker Snider's job entails "a little bit of everything: writing the newsletter, working with distributors, consumer tastings. I'm probably a little ADD, so it keeps me entertained."

She doesn't work directly with her famous father, who's more involved with real estate development. "I love my dad. His persona is very genuine, but I'm probably more critical of him than anyone else, and he's more critical of me." And there's no other place she'd rather be than at her father's winery. "Tim [her husband, and the winery's general manager] and I are both of the mind that this is where we want to be for the long haul. I feel like I've lucked out in life." —S.H.



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