

**For Immediate Release**



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## **North Coast Wine Industry Expo Education Sessions and Speakers Announced**

*Industry Experts to Provide Insights in Viticulture, Production, Finance & Sales*

Healdsburg, Calif., October 3, 2013 – The Wine Industry Network today announced the session topics and line-up of industry experts speaking at this year’s North Coast Wine Industry Expo on December 5<sup>th</sup> at the Sonoma County Fairgrounds in Santa Rosa, CA. The Expo, established in 2012, will feature 300 of the industry’s best suppliers and is now the second largest trade show in North America. It will also include an educational component with four sessions that will cover Viticulture, Finance, Production, and Sales & Marketing.

The first session of the day, **Branding Your Vineyard**, will focus specifically on vineyard marketing. Vineyard owners and grape brokers will discuss the benefits that accompany a well-known property and will explore a variety of tactics designed to build a quality reputation and vineyard identity. This panel’s extensive experience will provide insight into what really drives demand for a particular vineyard and its impact on price.

The **North Coast 2014 Financial Forecast** brings together industry experts and financial thought leaders to weigh in on economic trends and how to prepare for and/or capitalize on the opportunities that lie ahead. This interactive session will provide attendees with an assessment of recent happenings as well as short and long-term predictions for the year ahead.

The production session, **Trending Technology in the Cellar**, features a distinguished panel of winemakers who will explore the latest developments in the production process and discuss the challenges and solutions found in utilizing these advancements. Representing wineries of varying production sizes and techniques, these experts are sure to offer unique perspectives for every attendee.

An information-packed Sales & Marketing session, **Driving Tasting Room Traffic**, is guaranteed to bring valuable information to any winery that wishes to increase the number of visitors to their retail experience. This session brings together experts in tourism and tasting rooms to discuss how to build a winery experience that stands out in the crowd and attracts loyal brand fans.

“We have the industry’s best suppliers exhibiting and for the educational sessions, we’ve assembled some of the most experienced and successful people in the region willing share what they’ve learned,” said George Christie, President of Wine Industry Network. “It’s the sharing of best practices that makes our industry unique and what continues to propel the north coast wine industry forward.”



**Session Director: Elizabeth Slater**

## **2013 NCWIE Speakers**

### Vineyard

Nick Frey: (Moderator) Past President of the Sonoma County Winegrape Commission,  
Brian Clements: Vice President and Partner at Turrentine Brokerage,  
Steve Sangiacomo: Partner at Sangiacomo Family Vineyards  
Michael Brughelli: Sales Director at Bien Nacido Vineyards.

### Finance

Rob McMillan: (Moderator) Executive Vice President and Founder of the Wine Division at Silicon Valley Bank  
Rick Boland: Senior Business Consultant at Moss Adams, LLP  
Joe Ciatti: Principal at Zepponi & Company  
Steve Jannicelli: Senior Manager at Burr Pilger Mayer

### Production

Clark Smith: (Moderator) Owner and Founder of WineSmith Consulting  
Charles Tsegeletos: Director of Winemaking at Cline Cellars  
Penny Gadd-Coster: Executive Winemaker at Rach and Riddle Winery  
Matt Hughes: Winemaker at Six Sigma Ranch

### Sales & Marketing

Colby Smith: Founder and Executive Director of Concierge Alliance of Napa Valley and Sonoma (CANVAS)  
Beth Costa: Executive Director of the Wine Road of Northern Sonoma County  
Amber Moshin: Co-Proprietor of Moshin Vineyards and Winery  
Chris Parker: Hospitality Manager at St. Supéry Vineyards & Winery

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## **About the Wine Industry Network**

Based in Healdsburg, California, [WineIndustryNetwork.com](http://WineIndustryNetwork.com) is the wine industry's most comprehensive business resource website operating as an on-line trade show and created specifically to help industry professionals locate and connect more easily with the industry's best suppliers and service professionals. WIN also produces The North Coast Wine Industry Expo ([WineIndustryExpo.com](http://WineIndustryExpo.com)), based in Santa Rosa, California, and its online industry publication, the *Wine Industry Advisor* ([WineIndustryAdvisor.com](http://WineIndustryAdvisor.com)).