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WINEGROWERS/VINTNERS HOLD CONVENTION – EMBRACE INDUSTRY OPPORTUNITIES

The annual convention of the Washington Winegrowers will be March 2-5 at the Three Rivers Convention Center in Kennewick, WA. Featured keynote speaker, Lulie Halstead, CEO of Wine Intelligence, will present on embracing changes in the wine industry and how to identify opportunities during uncertain times.

The convention includes a variety of educational sessions—identified and populated by industry experts—and a sold-out trade show. The convention is widely known as the premier event for education and networking targeting the northwest wine and grape industry.

The theme, *Embracing Opportunity*, is a focus on using the uncertainty of the current marketplace to carve a unique path forward both for growers and vintners.

The three-day event is the second largest of its kind in the nation and includes a poster session spotlighting industry research, a *State of the Industry* report, diverse sessions with distinguished speakers including Rob McMillan of Silicon Valley Bank, Wine Division, Chris Bitter of Vintage Economics, and WSU extension specialists. The Leadership and Legacy Luncheon keynote recognizes Washington state wine legends, and a Washington state student winemaker social.

The full program is online at <https://bit.ly/2RbbbGf>.

To register: www.wawinegrowers.org Online registration closes Thursday, February 10, at 11:59 p.m. After that time, registration is onsite only.

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For a press pass, credentialed media interested in covering the Convention should contact Nicki Everett at: nicki@wawinegrowers.org

The Washington Winegrowers Association serves as the synergistic leader and unifying voice – through advocacy and education – for growers, vintners, partners, and policymakers.