

For Immediate Release



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Lineup of Speakers Announced for Wine & Weed Symposium

Leading Cannabis Industry Experts to Share Insights

Healdsburg, CA, May 23rd, 2017 – Wine Industry Network (WIN) today announced the lineup of topics and speakers featured at the first ever Wine & Weed Symposium, to be held on August 3rd from 9 a.m. – 4:45 p.m. at the Hyatt Vineyard Creek in Santa Rosa, CA. The conference will address key questions about the impact, opportunities and threats that the legalization of adult-use cannabis in California will have on the wine industry.

F. Aaron Smith, Co-Founder & Executive Director of the National Cannabis Industry Association (NCIA) and Hezekiah Allen, Executive Director of the California Growers Association will begin the day with “Cannabis 101”, an overview of the industry and the latest updates from Sacramento and Washington, D.C. They’ll address the basic questions around how legislation has evolved and provide insights on how things are expected to unfold over the next year.

Amber Morris, CalCannabis Cultivation Licensing Branch Chief for the California Department of Food & Agriculture, will break down what’s permitted in “Cannabis Cultivation in California: What You Can and Can’t Do”, along with licensing, reporting requirements and costs. “The Business of Cannabis: Farming for Profit & Beyond”, will be discussed by key players in the wine and cannabis industries who will explore the opportunities and challenges a vineyard owner might expect if considering adding commercial cannabis to their farming operations.

“From Wine to Weed”, will start the afternoon with a panel of wine industry professionals discussing their careers in the wine industry, how they evolved to include cannabis, and the similarities found in both industries. The final topic of the day, “Why Wine and Weed Make Great Business Partners”, will feature Tawnie Logan, Executive Director of the Sonoma County Growers and other cannabis industry leaders presenting their opinion on why the passing of Proposition 64 is beneficial to the wine industry and address fears around competition for labor and water. For a full list of topics, descriptions, and speakers go to www.wine-weed.com.

“No one really knows what the impact of legalization will be on wine, but like it or not, the wine and cannabis industries are already sharing the same neighborhood and to a degree, many of the same consumers. That doesn’t seem to be going away, it’s ramping up and it’s just smart business for wineries to better understand what’s happening and start a dialogue with this emerging industry. This event is where we’re going to kick off that conversation”.

Registration for the event is now open and seating is limited. For more information about the sessions, becoming a sponsor or exhibitor, and to register for the event, please visit wine-weed.com or email info@wine-weed.com.

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About Wine Industry Network (WIN):

Wine Industry Network (WIN) (wineindustrynetwork.com), is based in Healdsburg, CA and is THE business resource for the wine industry. WIN also produces two annual trade shows & conferences, the North Coast Wine Industry Expo (WIN Expo) (wineindustryexpo.com), and the U.S. Wine & Beverage Expo (USBevX) (usbevx.com); the online daily news publication, Wine Industry Advisor (wineindustryadvisor.com); an online employment resource, WIN Jobs (wineindustry.jobs); and the largest and most accurate set of winery data points and contacts for the North American wine industry, Wine Industry Database (WIN Data) (wineindustrydata.com).