

For Immediate Release



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Featured Artist Announced for 2013 North Coast Wine Industry Expo

Program Guide to Showcase Healdsburg Artist, Richard Sheppard

Healdsburg, Calif., July 31, 2013 - The Wine Industry Network (WIN) today announced that a new creative element will be added to this year's North Coast Wine Industry Expo (NCWIE). The artwork of Sonoma County artist, Richard Sheppard, has been chosen for the cover of this year's program guide. Sheppard will also be present, exhibiting more of his artwork at the event.

Sheppard is an artist, illustrator and writer. For over twenty years he has illustrated books, posters, and package designs and his watercolors can be viewed at art galleries, wineries, and art festivals around the San Francisco Bay Area.

"We wanted to find a way to incorporate the beauty of the North Coast region at our event," said George Christie, President of Wine Industry Network. "When we saw Richard's work, we knew that a collaboration of this type would be the perfect way to do it. He's incredibly talented and we couldn't be happier to have one of his watercolors as the cover for our program guide."

"I'm very excited to be a part of the Expo this year. It will provide some great exposure for my work, and as an artist, it's always great to meet other art lovers," said featured artist, Richard Sheppard.

This year's Expo will once again be held at the Sonoma County Fairgrounds on December 5th with attendee registration for the event opening August 7. Topics for this year's four educational conference sessions will also be announced on that day. Conference and trade show registration will open online at www.wineindustryexpo.com and discounts will be offered when purchasing multiple conference sessions.

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About the Wine Industry Network

Based in Healdsburg, California, 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, based in Santa Rosa, California, and its online industry publication, the *Wine Industry Advisor* (www.wineindustrynetwork.com/blog/).