



Napa Green Ambassadors

Would you like to feel more comfortable and confident talking about Napa Green Winery and Land certification and sustainable winegrowing?

Want to have a quick answer ready when people ask, “What is the difference between sustainable and organic?”

Interested in new ideas to engage guests and members and share your sustainability story in the tasting room, on social media and other communications channels?

Join us for a **Napa Green Ambassadors** training webinar. Speakers include: Anna Brittain, Executive Director of Napa Green | John Comisky, President of Napa Wildlife Rescue | John Garn, President of ViewCraft.

WHEN: Tuesday, July 7

WHERE: Zoom Webinar

REGISTER: https://us02web.zoom.us/webinar/register/WN_-b_penvUScC8xd9xM_PaNw

The webinar will cover:

- What is sustainability, and how is it different from organic?
- What is Napa Green? What does it mean to be “soil to bottle” certified?
- Evidence customers want this information and will use it in their travel and purchase decisions.
- Examples of sustainability- and nature-based stories and customer engagement from Napa Green members and other certified sustainable wineries.
- Butterflies, bees, birds and other beneficial and charismatic creatures.
- Ideas and tips for effective social media and web content.
- Using existing and new data collection to show the value of sharing sustainability stories and inform communications strategies.