**Enhanced Winery, Tasting Room & Vineyard Profiles**

When you login to your industry profile on the Washington State Wine website (www.washingtonwine.org), you will notice a new and enhanced look and a broader range of information fields for your use. These enhancements reflect several months of work by the Washington State Wine team with our web contractor – PLY Interactive. These enhancements can make the site easier and more intuitive to use, and much more powerful overall. All of the information on your existing accounts has been pulled over, and will reflect all information you currently have in the system. These enhancements will better market your brand to our core audience of trade and media. However, success requires your collective input. So please jump in!

**Log In Information**

- Login information is available on the newly enhanced website, www.washingtonwine.org, in the upper right hand corner. Enter your login information here to access your member profile. If you have forgotten your username or password, please click “forgot” and you will receive an email with instructions for resetting that information.
- If you need to create an account, please click “Register Now” on the left hand side of the area above, and follow the steps.
- Please do not create a new account if your business already has an existing account on the Washington State Wine website. All of your existing account information has been pulled over.
Welcome to the Industry Section

Upon logging in, you will be directed to this screen. This portion of the website is only accessible to Washington wineries, tasting rooms, and vineyards.

This portion of the site showcases everything you need to know about getting involved with Washington State Wine activities, including: upcoming participation opportunities, board meeting information, wine submission opportunities, benefits of engagement, and much more!

Editing Your Profile

To edit any of these new features, simply click to the red box associated with the section you would like to edit!
• On the industry homepage, you will find sections in the upper right hand corner including Profiles, Contacts, and Grape Reports. Click on any of these to easily edit your current profiles, contacts and grape reports. Click “profiles” to edit.

• This first screen is your account control panel. In the system, your “account” reflects your overall business. So this screen shows at a glance (1) your primary business address – just for WSW reference, (2) a list of your winery, tasting room or profiles on the WSW site, and (3) a list of people (“contacts”) officially associated with your business, whether employees, contractors, etc – again just for WSW reference.

• If you’d like to add a new profile, simply click “add new profile” on the bottom of this page, and follow the steps to create a new winery, tasting room, or vineyard profile.

• Each of the sections on this page will let you easily edit your public and private information. Simply click the red box to the side to edit any particular section, where you where you can edit/update specific information as necessary.

• Also, please note that the “account manager” referenced on the contacts screen is the person responsible for managing your account on the system. You can have as many account managers, as you would like. This screen holds information about any given person officially associated with our industry.

Your Public Profile: New Features

To edit any of these new features, simply click to the red box associated with the section you would like to edit!

PROFILE PHOTO, COVER PHOTO, HOURS & MORE

• Your new profiles will feature a profile photo (preferably your logo) along with a cover photo. To edit either can be easily updated by clicking the red box

• This section also allows for an introduction for your company

• Add any amenities you have in this area

• You can now associate any tasting rooms, wineries of vineyards, with their corresponding profiles under “our other tasting rooms”

• Hours: These are the hours that are pulled annually for our WSW Tour Guide, please make sure these are as accurate as possible.
WINES

- This area allows you to add any wines, tasting notes, and label shots
- Add as many wines as you’d like
- Below the wine section, you now have the ability to link site visitors directly to your online store.

OUR STORY & GALLERY

- This section allows for you to tell the story of your winery, as well as upload photos to display the beauty that makes Washington so unique.
- The gallery allows users to click through all photos
- Simply click the red box associated with either box to edit the content inside.

CONTACT INFO, ADDRESS AND MAP

- This area displays your public address, and contact information. The address used here is what we pull annually for the Washington State Wine Tour Guide, please make sure this is as up to date as possible
- The address also correlates to the map. A link to the new interactive AVA map is available to the left.

Please contact Stephanie Lyon, slyon@washingtonwine.org, for any assistance regarding this enhanced system and updating your account information. It is very important to promoting your business on our site - and to our work on your behalf with the trade, media and consumers – to have the most complete set of information available.