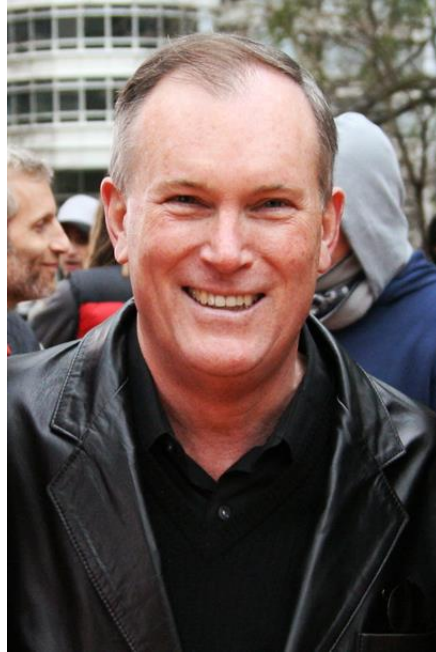


Rick Wilbins
Forte' Group, Inc.



Rick Wilbins is President & CEO of Forté Group, Inc., a national marketing agency specializing in the senior living industry. Rick is also a brand and marketing consultant for Fortune 500 clients, including Carnival Corporation.

A lifelong wine aficionado, Rick especially enjoys unique regional wines from around the world in which modern winemaking influences have yet to penetrate local styles. As a first-time judge in 2013, Rick was impressed with both the quality and variety of the entries, notably those from Texas, where winemakers continue to make significant improvements each year in both varietal selection and complexity. Wine appreciation runs in the family; his wife, Beth, founded the original Texas chapter of Women for WineSense in the late 90's.

Previously, Rick was the head of marketing for Pacific Gas & Electric, as well as American Airlines brand and advertising programs worldwide (he was the architect of American's re-branding), and was also a public relations and marketing executive with AT&T. He's proud of the fact that he always found opportunities to connect his Fortune 100 companies with winemakers and winemaking events.