

# Orangewood Wines

*Small Wineries, Great Wines*

Volume 6, Issue 4

May 27, 2018

## Introduction

Arizona is famous for the Saguaro cactus. Of course only Arizonans seem to know how to pronounce it "sa warro". This is the time of year when they decide to bloom - a mass of buds appear at the top forming a crown. Then at random times they develop into beautiful white flowers - the state flower.



The picture is of the Saguaro outside my office. Saguaros are also home to the Arizona State bird - the Cactus Wren. Woodpeckers peck holes near the top of Saguaros, apparently for the fun of it. When the cactus forms a shell to seal off the hole, it makes a perfect nesting place for the state bird - think of it as the high wren district.

Yes, the temperature did get into the hundreds and business continues to slow into the summer.

## New Sales Consultant: Barb Lathrup

I met Barb when I was visiting a medical specialist. She told me that she used to sell wine

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### New Customer

#### Westbound at MSA Annex

267 South Avenida Del  
Convento  
Tucson, AZ 85745  
(520) 555-5555  
(Opening May 30th)

in Michigan. She did well and really misses it. I gave her my card and said to call if the urge to sell wine again became unbearable. So she called six months later. She is not ready to quit her day job, but is exploring parts of Central Phoenix to polish her skills and learn our portfolio on her days off and on weekends.

One problem I have is that when I say "Barb", with the remnants of my English accent, everyone thinks I am saying "Bob". To solve this problem I call her "Barbara" and I have assigned both [Barb@orangewoodwines.com](mailto:Barb@orangewoodwines.com) and [Barbara@orangewoodwines.com](mailto:Barbara@orangewoodwines.com) as her email addresses.

## Operations Team

We have been calling our people who worry about the warehouse and deliveries the "Operations Team". This is a nice description that embraces the dividing line between them and the "Sales Team". As the old hunting joke goes, "you catch 'em, we skin 'em".

John stops by Cave Creek on his way back from delivering up North. On one of these stops recently he told me that he decided it's time for him to hang up his spurs. He will be leaving us at the end of June after 11 years and 600,000 miles. Wow! For those of you who know John, June is the time to say "Thank You" for all the great deliveries that he has made to you or for you.

He demonstrates the ideals of planning, precision, order and customer service that has made him such a pleasure for us all to work with. When John stops by he tells me how his day went - he has planned in advance and can tell me whether he is on plan, meaning that there were no delays waiting for check writers or accidents on Interstate 17. We will miss you John.

Carl, Dave and Mark, who have an average of 3 years with Orangewood, will be joined by Mike Heyde. Mike has the customer service gene and he is fitting right in. Welcome Mike.

## Rambling

One of my long standing editorial policies is to talk only about things that have happened. You know after that opening I am going to break that rule. Laurie and I have been planning a trip to

England for some time now. We don't leave until this Thursday, but we have already had to do so much planning that it feels as if it has already begun. The planning involves finding horse sitters (thank you Morgon and Chris), a dog sitter (thank you Steve) and Orangewood sitters (thank you Leslie and Graham). It also requires more mundane planning like making sure we have enough yoghurt for breakfast - but not so much that there is a lot left over; similarly for all the consumables and prescription medicines that we and our menagerie ingest.

Our trip includes visits with two of my cousins, some of my old colleagues, some friends and, surprise, a winery. Charles and Ruth Simpson own the Domaine Sainte Rose winery in the Languedoc region of France that we represent in Arizona. They realized that with the global temperatures warming up, the ideal place for making sparkling wine is moving north from the Champagne region of France. It just so happens that parts of Kent in Southern England have identical geology (clay, chalk) to that of the Épernay. They bought some land, planted their vines and built their winery . The first bottling is imminent. We intend to be there.

The Rambler rambles on...

Cheers,

Richard (newsletter writer) and Laurie (editor)  
Orangewood Wines

Orangewood Wines | 480-488-4794 | [richard@orangewoodwines.com](mailto:richard@orangewoodwines.com) |  
<http://www.orangewoodwines.com>  
5075 E New River Rd  
Cave Creek, AZ 85331