

Subject: *Orangewood Wines Newsletter - Volume 3, Issue 24 – January 16th, 2009*
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Introduction

Is it 2009 already? Where did 2008 go? How long will it take me to write the correct year on checks? Will the recession end soon? How many rhetorical questions can I write in the introduction?

Last month I got a comment from Mark Rodman, former winery owner and once and present corporate executive, who asked me whether, in true corporate style, we always have additions to customers in the box score, but never subtractions. As a matter of editorial policy I do not list those places that have gone out of business. For this month, however, I will give totals.

Box Score

Restaurants:	4 new	128 total
Retail/Wine Bar Outlets:	0 new	68 total
Sales People:	1 new	12 total

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New Restaurants

[Sierra Bonita](#)

6933 North 7th Street
Phoenix, AZ 85014
(602) 264-0700

[Country Club at DC Ranch](#)

9290 East Thompson Peak Parkway
Scottsdale, AZ 85255
(480) 342-7210

[Dove Mountain Grill](#)

12130 North Dove Mountain Boulevard,
Marana, AZ 85658
(520) 579-8999

[J & G Steakhouse at the Phoenician](#)

6000 East Camelback Road,
Scottsdale, AZ 85251
(480) 214-8000

[Wally's Pub N Grill](#)

7704 East Doubletree Ranch Road,
Scottsdale, AZ 85258
(602) 432-1779

New Sales People

Andrew Record chose to go to Napa rather than Las Vegas for his 21st Birthday celebration. It's an indicator of his passion for wine. Since then he has been working at 58 Degree's and Holding, a Wine Store/Wine Bar/Bistro/Wine Locker facility in Tucson and studying wine.

Rambling

I am looking at the departure display seeing that my flight has been cancelled. At 6:50 a.m. this was not what I needed. Logistics is something that I generally don't discuss. I try my best to hide this aspect of the business – even though it is the primary explicit thing that distributors do. We try to have the swan image – it looks as if it is gliding effortlessly across the water, but below the waterline there is some serious paddling going on. We have a relatively smoothly running operation. We deal with small volumes and relaxed timeframes. However from time to time we stress the system in one way or another. Two weeks ago we found we needed to supply a pallet of wine to be poured at an event. Bad news was we had just missed the window on our regular trucking system so an alternative had to be found. No problem, our winery volunteered to find an alternate trucker. Good deal. I got paperwork issued and sat back to wait for the scheduled arrival the day before planned delivery. No seeing it arrive as expected, I called the California warehouse...it had not left yet. "Oh crikey! That's torn it" I thought. By the end of the day the alternate was to get shuttle the wine to Los Angeles while I flew there, rented a truck and drove back to Phoenix. Hence the reason I was at an airport. Fortunately, after a quarter mile jog across the terminal I was able to board an alternate flight. The remainder of the trip was mostly smooth. (I'll spare you the story of the taxi driver who wanted to show me the 12 mile quick route rather than the 3 mile direct one.) The wine was delivered in time for the event. Barely a ripple on the water surface. Just another day in the pursuit of happy customers!

The Rambler rambles on...

From all of us at Orangewood Wines,

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