

**Subject:** *Orangewood Wines Newsletter - Volume 3, Issue 9 – June 3rd, 2007*

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## **Introduction**

Every month I expect everything just to run without much attention on my part. Many things do that, but every month something changes. This month we have a new sales person for Northern Arizona and our original delivery driver hangs up his driving gloves.

Included in the new accounts are three that have just opened: Cuvée 928 in Flagstaff, Madelyn's in Anthem and the second D'Vine in Chandler.

## **Box Score**

|                     |   |
|---------------------|---|
| New Restaurants:    | 4 |
| New Retail Outlets: | 0 |
| New Sales People:   | 1 |

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## **New Restaurants**

### **Cuvée 928**

6 E Aspen Ave, Suite 110  
Flagstaff, AZ 86001  
(928) 214-9463

### **D'Vine Wine Bar and Bistro**

3990 S Alma School Rd  
Chandler, AZ 85248  
(480) 782-5550

### **Madelyn's Restaurant & Wine Bar**

39504 N Daisy Mountain Dr  
Anthem, AZ 85086  
(623) 551-6800

### **Pischke's Paradise Restaurant & Bar**

7217 E First St  
Scottsdale, AZ 85281  
(480) 481-0067

## **New Sales People**

### **Erica Woolsey**

In the last newsletter I said I was looking for someone to sell our wine in all of Northern Arizona. This month I am delighted to say that Erica Woolsey has accepted the challenge. Erica has worked in the food and beverage industry for a while (including several accounts of interest to us), is studying Hotel and Restaurant management at Northern Arizona University and lives in Flagstaff. Erica's parents own and operate the Asylum Restaurant in Jerome as well as the recently opened Verde Valley Wines/Recovery Room Restaurant opposite the hospital in Cottonwood.

## **Delivery People**

### **Greg Herreros**

Our original business plan had all the deliveries done by Laurie and me. In 2002 it became clear that help was needed. Greg loves to drive, and having been in sales and sales management since the Second World War, he has a perfect understanding of customer service. Then 81 years old, Greg was available and anxious to use the half ton truck he had bought with the specific notion of getting delivery jobs. Initially we loaded a big white cooler in the back and Greg was able to deliver 3 or 4 cases of wine at a time. Later we added a second cooler and then finally purchased the wine-red colored Scion xB. Now 86 years old, Greg called me last week to say that his back and neck were hurting and it was time for me to find a "new boy". After further discussion he said he is also planning to paint his house, visit his daughter in California, start playing golf again and deal with all the other items on his "to do" list. He will continue to make deliveries on an emergency basis, perhaps with a white cooler in the back of his truck. Thank you, Greg, for your sterling service and being part of the team that has grown the business twenty-fold since you started.

Meanwhile there is a Scion xB in need of a driver. If anyone knows someone who loves driving, understands customer service and is looking for a part time job, please have them give me a call. They must be over 21 years old.

## **Rambling**

I rambled to England last week. Laurie and I had been planning to visit in the summer, but my mother was finally scheduled to get a knee replacement. At 93 years old such an operation can be daunting, so my sister asked me to go over to boost mummy's spirits.

On the way there I flew through Dallas. I was amazed at the changes in this airport that I used to visit often (in my former life as a corporate whatever). I was wandering around looking for a place to grab a bite and a beer: should I go upstairs to the barbeque place or the upscale Mexican place, or just sit at the bar and see what food they had? "Richard," said the voice of Scott Lloyd, the National Sales Director for Frank Family Vineyards, who made my choice obvious. Scott was celebrating his birthday by himself, having missed the connection to the real party. I didn't sing Happy Birthday – to the relief of everyone in the airport – but I did get my beer and bite in great company.

In England I managed to keep to the correct side of the road, to confirm that the weather remains cold and wet most of the time and to establish that the Good Beer Guide continues to be my preferred guide book. Real Ale is alive and well, despite my attempts to drain the supply.

Following my visit, a new knee was installed in my mother and we hope to see her working hard on the rehabilitation.

From all of us at Orangewood Wines,

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