

Orangewood Wines

Small Wineries, Great Wines

Orangewood Wines' Newsletter

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Introduction

OND (October - November - December) is a TLA (three letter acronym) that is commonly used by folks in the consumer products supply chain. Historically we have done a third of our business in the last three months of each year. Consequently, we are quite busy and don't expect any respite for a while. This is a good thing!

Once again, by the time I had figured out web addresses for all the new customers, I had no inspiration for a "Topic of the Month".

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New Sales Person

Melissa Martin McBeath likes to be called Mel. She has been in the wine distribution business for 17 years, all of them in Tucson. She had been working for one of the "big boys", but had got lost in the corporate structure to the point where she had forgotten that the fun part is finding the right wines for the folks at restaurants and retail stores who like supplying fine wines to their customers. It didn't take long on the phone for her to realize that Orangewood does just that, and for me to realize she wanted to do that again.

New Customers

[Alta Mesa Golf Club](#)

1460 North Alta Mesa Drive
Mesa, AZ 85205
(480) 832-3257

[Black Hole Beer Company](#)

1590 Swenson Street
Prescott, Arizona 86305
(928) 237-9029

Carefree Bistro

37555 North Hum Road
Carefree, AZ 85377
(602) 795-1255

Italian Grotto

3915 North Scottsdale Road
Scottsdale, AZ 85251
(480) 994-1489

Lo-Lo's Chicken and Waffles

3133 North Scottsdale Road
Scottsdale, AZ 85257
(480) 945-1920

MWC Bistro

1422 West Warner Road Suite A100
Gilbert, AZ 85233
(480) 497-1422

North Italia - Arcadia

4925 North 40th Street
Phoenix, AZ 85018
(602) 324-5600

Patio

409 South San Francisco Street
Flagstaff, AZ 86001
(928) 607-2435

Pig's Meow

3730 East Indian School Road
Phoenix, AZ 85018

Prescott Crush

1751 East Highway 69, Suite 15
Prescott, Arizona 86301
(928) 237-5001

Raven Café

142 North Cortez Street
Prescott, AZ 86301
(928) 717-0009

Small Batch Wine and Spirits

1044 North Main Street
Cottonwood, AZ 86326
(928) 634-7678

Terravita Golf Club

34034 North 69th Way
Scottsdale, AZ 85266
(480) 488-3456

Rambling

Recently I was "tagged" in a Facebook photo with a soccer team called "Sun Kids". This picture was taken in 1980 when my daughter was 10 years old. There was a flurry of likes and comments from many of the team's original members. It brought back memories of starting that team. I had hopes that the girls participating in a sport like this would learn to be team players in their future careers. (I was an engineering manager at the time.) We taught them skills, positions and rules of the game. They grew fitter and learned to be team players, knowing when to provide help to one another. If someone misses a tackle, someone else was there to help; and when Willie was in goal the team was extra confident. They made friends who are still friends and have kids who they are signing up for soccer teams.

At Orangewood our goal is to be error free but there are plenty of opportunities to make mistakes. By watching out for each other we do pretty well. Cecilia knows to check on whether I have entered her complicated orders correctly and Leslie notices when I miss one of her orders altogether. We try not to make mistakes, we try to correct mistakes we do make before they get to the customer, and, if all else fails we fix the problem as soon as we can. It's a team effort, and we are ready to cover for each other; and with John at the warehouse we all feel more confident.

The Rambler dribbles on...

Cheers,

Richard (newsletter writer), Laurie (editor) and Jim Wallace (another writer and editor).
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