While a tad cliché, any organization is really all about its people. I remember reading Steinbeck back in my teens and I can’t forget his depression era classic “The Grapes of Wrath”. (I mention this not only because of the “grape” connection and the strong family ethics this story portrays, but also to avoid being told I have a typo in my title…) People stuck together through some really difficult times and ultimately found the strength to support and love one another despite estrangement from the land and their homes. Obviously, starting up a company isn’t anywhere near as difficult as surviving agricultural and economic disaster, but the need for personal and interpersonal strength is strikingly similar.

Somebody once told me that statistically a small business has a 50% turnover of staff in the first 5 years with much greater stability coming after this hump. Despite the fact that we haven’t hit this five year mark, I think we have found that stability with our current staff and we really have built a family here. (Interestingly, we are a couple years ahead on our financial plan as well.)

So, this newsletter is dedicated to everybody who helps Page Springs function on a day-to-day basis as well as the investors who made this all owned and operated business three years ago as a 2 salaried, 1 part-time and 1 volunteer employees it now has 6 salaried em- ployees, 3 part-timers, 1 regular mule-volunteer, one-3/4 time subcontractor, several frequent labor- ers, 1 intern and, of course, even include all of the and put events together!). We still, and probably always will, have the same core group of inventors: my father, mother, and step-father. Despite the fact that I live and breath the A+ life, I do find the time to be amazed and thankful for all the people I work with each day. While there are times that we are all running around crazy, I feel our workplace has something very special about it. (And this isn’t just due to the fact that we can all dress any way we want and can drink on the job…) A laid back work environment, working in a beautiful place, creating a product that people love, and being around passionate, intelligent people are just a few of the benefits we have created for one another here in Page Springs.

Just this past Labor Day weekend we had our first annual Harvest Festival replete with copious quantities of wine, great food, music and lots and lots of fun for the many kids that joined us. If you didn’t attend, I can only vaguely convey with words how much magic was in the air. I have never seen so many smiles, heard so much conversation and laughter, and been thanked so profusely for helping to create this event. All of our employees and volunteers did so much to make this happen and, from what I have heard, had a blast too. (It was like a tiny little Woodstock right here in Page Springs). It really showed what can be created when a family pulls together to organize something like this.

Within these pages you’ll find abbreviated stories of most of these people. And if you are reading this, you are likely connected to us in some way too. Thanks for being part of our family.

It all started about six years ago with some cheap Carlo Rossi, Jack Kerouac and a full-time restaurant job to help put myself through college. While spending the summer as “that guy on the couch” at some friends’ house, I realized during an odd Fourth of July experience on a high roof that wine has a more energizing effect on me than any other libation. I became convinced — an affliction I’m still trying to cure — that wine is the magic key to creative genius.

I began consuming it at rates not recommended for self-respecting human beings. As the post-shift “lush” at the restaurant, I slurped down the half-poured bottles from the bar as my soon-to-be girlfriend, Kris, closed high-backed bar chairs, another epiphany: good wine. I lost control of my journalism professors’ assignments so I could write about – and drink more – old kid at wine tastings sand new loves: Oregon wines, blah, blah, blah.

During this time Kris became the Hutch to my Starsky, the Sancho Panza to my Don expensive pursuit of more. After graduating from the University of Oregon in 2003, I was hired as a newspaper reporter in Sedona. While working on a story about five months into the job, I learned a new winery was opening in Page Springs. It was my ethical duty to make sure the story was covered, and eventually, I became a regular face (read: loiterer) around the winery.

The Page Springs Cellars bug got Kris, too, and she took the job as the first full-time tasting room attendant. As I continued working long hours with a perpetual headache and feeling detached from my former, more interesting self, her job made me jealous.

Last July, she left the winery for film school in Sedona, and around the same time, I left the paper, for work in the cellar. Although it’s not that pretty, there’s something romantic about having wine-stained hands, shorts, shoes, socks and shirts.

That must be why this January, Kris and I finally got married. In our trademark, non-traditional style, we bought two cheap sterling silver rings, rented a fancy Las Vegas hotel room, drank bucketsful of great wine and enjoyed each other without the stress, pomp and circumstance of a big wedding. We now live in a shanty-sized studio in Sedona that rents for two limbs per month with our two cats, Dinto and Peetner, who say the rocks in Arizona hurt their feet, but the lizards more than make up for it.

While we may have a somewhat abnormal “family life,” we always have the comforts of home, good friends and great wine no matter what our surroundings.

Editors Note: We never could figure out why Joe had to keep “reporting” on us, until we hired him...
I had never been to Arizona, yet as a kid had a strange interest in it. I was a single mom of two, separated for one year, and divorced for another, living in Alabama because my former husband was stationed in the Coast Guard on Dauphin Island. I awoke one morning realizing that beyond the yoga community I was involved in, I had no ties to the state and could live anywhere I wanted to. It was fate that brought me here, one of the biggest decisions in my life, a decision I didn’t have to think about, rather it was given to me. I was sent off with a small u-haul truck, car in tow, and a three and five year old. It was the best trip of my life.

I came to Arizona, broke and jobless, with the sole responsibility of creating amazing lives for my kids. It was hard finding work, I was a yoga instructor and it was summer, a time when most were vacationing. At the same time I was looking for work, I stumbled upon a Montessori pre-school in Sedona; it was time for my son to go to Kindergarten. I enjoyed the school so much I asked if they were hiring, and found myself, and both of my kids transitioning together through full days of school. I was continuing to teach yoga twice a week, sometimes having to bring the kids with.

One year later, feeling really good about my life and the choices I had made, I was confronted by another teacher about a man who was a single dad checking out the school. As he entered the playground, I literally walked away, I liked my simple life and after the unhealthy relationship I had left was not at all interested in another. The next thing I know, I was cornered by that teacher, closely followed by an introduction to this man who was moving to Arizona with his two young sons. At the time, I couldn’t understand why his teeth were a purple-grey. (years later understanding that he had just come from a wine tasting). He added that he was opening a winery (I had no idea what that meant, yet it sounded like a possible place to teach yoga). I laughed saying to her, I don’t think I could ever kiss the guy-his teeth are purpley-grey. The next time I met Eric, we talked briefly making plans to go to a movie that weekend. We had a great time at the movie, the kids had a great time playing together and we continued our friendship into our family.

Eric is such an amazing partner, father and overall human being, I feel so lucky to have partaken in his dream from the beginning stages. As the winery developed, Eric was really excited to share it with friends and family and start making new friends and family, building a community. I felt that the winery was (and is) an extension of our relationship, our family and our home. When Eric decided to start having parties, I jumped in being hostess/event coordinator because it was so natural to want to have people come to our place, tell our story and build a place where people could meet and connect. Events were going well, and the winery needed a person to support club members and process quarterly shipments efficiently. Eric asked me to take this responsibility and I was excited for the challenge. I was being a mom, a partner, club manager, event coordinator, yoga instructor, volunteering in the kids’ classrooms among other things. It was too much. I started to feel like a neglectful parent and partner, spending weekdays working late at home and weekends hosting events. With Eric’s support, I decided to leave the winery and reconnect to our family. It was a very hard decision because I didn’t want to leave Eric in the tight place of having to rehire and train someone new. I was also having the feeling of putting so much energy into creating something with Eric and having to pull away from it. Eric has been great through this transition and has repeatedly made me feel like I’m still a part of the winery. I have still been helping out with vine maintenance, bottling, and will hopefully get another opportunity to drive on a grape-pick this harvest. I feel that my life has come a long way, like the story of Cinderella, going through some tough times, and ending up in a place that I could have never imagined. Thanks Eric, I love you.
When I was asked to write a brief bio on myself and why I am involved in PSC, I decided to take the non-traditional approach. Instead of identifying myself in terms of my job, I’d like to be acknowledged for the position I am proudest of: {can you guess?} Yep, being the mother of two very accomplished and passionate young men. Watching them both have the opportunity to follow their dreams has been a delight for me.

Perhaps one of the bonuses of this endeavor is that viticulture is one of the few remaining occupations that embraces families and family values. Being able to work and learn from my son takes me full circle. Additionally, as the only woman on the Board of Directors, I’d like to think that I bring a different perspective.

As a parent, I saw Eric excel in the areas he was passionate about, almost to the point of obsession. I am not surprised that he has made use of this trait at PSC. Knowing his enthusiasm and seeing past successes, I know he has a great vision for Arizona and a respect for the land and people he came to love. How can I not get involved? At first it was a little support with financing, and then a bit more with manual labor and now I’m looking forward to learning a thing or two about the magic of winemaking. Each time I visit from Boston, I experience part of the complex process of producing fine wines and realize the resulting wine is an expression of the land and heart of the winemaker; not some formula that can be learned. I am humbled by the power of the spirit and the dedication this business requires. And finally, I really like good wine and good food.

I live in the Boston area with my partner, Donna, who is Eric’s mother. I’ve been in Boston for nearly 30 years, after growing up in the Midwest and Virginia. I have two adult children, Gillian and Spenser, who have both worked at the winery. I have been doing the same sort of work ever since I came to Boston; providing economic consulting for companies associated with the forest products industry. I’m currently the CEO of a company called RISI, Inc., which employs just over 100 people on a worldwide basis and provides information and analysis on the international forest products market. I’m a short timer at my current job, however, and plan to enter partial retirement next year.

My involvement with PSC originated through my relationship with Donna and, therefore, with Eric. I’ve watched Eric develop his knowledge of the winery business since he initially worked for David Bruce in California. This deep knowledge, combined with Eric’s drive and people-skills, encouraged me to invest in his dream, Page Springs Cellars and Vineyards. I continue to be amazed at what Eric has accomplished, along with all of the other dedicated people at PSC&V. It would be nice to make a small financial return on my investment, too! There are some other reasons for my involvement with PSC&V, in addition to supporting Eric and looking for a good place to invest. I love to fish and the Oak Creek frontage of PSV is enticing; I’m tired of New England winters and am looking forward to spending more time in Sedona; and I am very content sitting on the tasting room deck imbibing in delicious PSC wines.
I am Eric's father and am a board member and investor in Page Springs Cellars. I live in Chicago with my wife, Nancy and work at Lehman Brothers Asset Management. I am a portfolio manager and manage institutional funds and CDOs (Collateralized Debt Obligations). I thought that business was hard until I really got involved in the wine business!!!

Like Eric and his brother, Ian, my pastimes involve the outdoors, and the three of us have tried to continue our tradition of doing "epics" every couple of years. Currently, I kept fit by running marathons. I hope to run in the upcoming Sedona marathon in February.

Eric Notes: Like most Father and Son relationships, Terry (and I, primarily) have struggled with adjusting to me being a adult. My father and I have so much in common that we have had classic father-son struggles over the years. Amazingly, this whole venture has really transformed our relationship and has built a lot of trust between us and other members of our family. Most importantly, I have learned a lot about my father that I never realized before. He has helped me with many delicate, human issues at our business and I can easily say that it has helped me respect him as a business partner, a human being and as a father.

Now, if I could only get him to write enough to fill in this space...

Bored Member #3—Terry Glomski

Other Important Family Members

While we don’t have write-ups on every one of them, I have to mention a handful of other very special people who are certainly part of our family (like cousins, in laws etc.).

Karla Lewis—Yep, a full-timer—but she never got me a bio...we still love you!
Carol Whitney—You’ll Never Escape!
Cory—You’ll Never Sober up!
Veronica—You’ll never be as grumpy as your brother! (The Mule)
Jai —You’ll never be as grumpy as your wife’s brother…!
M James K—Will you ever come home?!
Joe Vincent—You’ll Never get your tools back from Craig!
Paul Cooley—You’ll never get out of the 70’s!
Leslie—We’ll never let you play with markers again!

We’ve all had so many good times and there are many more to come. The holidays are on the way. Don’t forget to drop in to say hi. Eric, Bill or Joe are always in the cellars somewhere and we love sharing what we do.

Thanks so much everyone! We know you don’t just do it for the wine….right?!?!
I was born in Chicago and spent my childhood in Northern Illinois. I joined the Air Force in 1969 and spent almost eight years on active duty. Four of my favorite years were spent working in the bomb dump at Aviano Air Base in Italy. In the late seventies I left the Air Force and moved to Phoenix, Arizona. For the next twenty-four years I worked for the City of Phoenix as a housing rehabilitation specialist while serving with the Arizona Nation Guard. While with the National Guard I met my wife Janet, a school teacher at Carl Hayden High School in Phoenix.

One of the best parts of being married to Janet is her parents. Her father introduced me to a wide variety of wines paired with many fine meals. I was soon experimenting with making my own homemade wines and vacation planning now involved which wineries we would pass along the way.

I soon retired from both my City job and the National Guard and Janet followed me into retirement about a year later. During that year I sold our house in Phoenix and moved to the Verde Valley. The first three years of retirement were great for finishing construction on the new house, reading books and traveling. One morning I was enjoying the newspaper with a leisurely breakfast and I noticed an add looking for help by Page Springs Cellars. I don’t know which day of my life made me happier; the day I retired or the day I went back to work. I was soon working part time in the Tasting Room as well as a few days a week down in the wine cellar. That was eight months ago and I still look forward to every workday here at Page Springs. There are always new tasks to learn, new tastes to taste and new customers to talk to in the Tasting Room.

**Carol Hofford (Our Resident Artist)—Tasting Room & More**

My life started on the east coast, Newton, MA to be exact. My dad was in the beer business and he moved our family from Massachusetts to Connecticut, Ohio and Florida before we settled in Phoenix in 1968. I remember looking at pictures of Sedona in Arizona Highways Magazine when I was 12 or so dreaming of living in such a fantastic place. Well it took some time but I finally made it. After living in Phoenix on and off for over 20 years with a 10 year hiatus divided between Tucson, Wyoming and Yuma. I moved to the Verde Valley in April 2005. I started working at the winery in October last year. Besides working in the Tasting Room part-time, I paint and explore other art mediums. (Because Carol is more than self effacing, I thought I’d add in a few words…)

Even though Carol only spends a small amount of time at the winery she plays an amazing role here. For me, she is the philosopher, the deep one. Whenever I drop in the Tasting Room and actually have time, she always blows me away with the depth of her thoughts, her originality and honesty. She also creates a number of original pieces for us that are used in our marketing (for instance our wine shelf talkers at “Top Shelf Liquors” and our 2006 Crush T-Shirt—wait till’ you see that!)
Lisa Rhodes—Director of Finance aka Eric’s Savior

I had just started working at one of Sedona’s top hotels when I realized the hotel life was not for me – the 40 hours a week I’d been told I’d be working somehow became 70 hours a week, including holidays and weekends. As much as I loved the place, I just didn’t want to spend that much time at work, especially with a teenager and a 3 year old at home. So after 2 weeks, I started looking for work again and, as fate would have it, I spotted an ad in the local paper for Director of Finance with Page Springs Cellars.

The last job I had that I really loved was as Operations Director with the Sedona Cultural Park – a job that included many of the same duties I now have at Page Springs. The things I loved about the Cultural Park were the family atmosphere and the true passion everyone involved had for the place. The atmosphere here at Page Springs is much the same and I knew after my first meeting with Eric that this was the place for me. I was thrilled when Eric offered me the job and, after two plus months here, I feel really fortunate to be a part of this vibrant, caring family organization. (My family is happy that I’m happy, too!)

My husband, Danny Rhodes, is an incredibly talented musician who was recently inducted into the Arizona Blues Hall of Fame. Our sons, Gabriel (18) and Aaron (almost 4) are following in their father’s footsteps and will no doubt be household names someday. Gabriel will be attending the Musician’s Institute in Hollywood next fall; he also has his own band and occasionally plays drums with his dad. Aaron is becoming quite a drummer himself and can already identify bands on the radio that I’ve never even heard of! As for me, I have a BS in Psychology from Vanderbilt and an MBA from the Massey School of Business. Aside from the Cultural Park, I spent 9 years working for the Grammy Awards organization in Nashville.

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Eric’s Savior, Lisa Rhodes

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Carol and Ken Lawlor—Tasting Room Manager and Shipping & Receiving Master

Seventeen years ago we met when I “accidentally” forced Ken off the path where he was running along the beach. He was a long distance runner training for one of the fifty+ marathons he has run. I was enjoying my nightly post-work walk and couldn’t figure out a better way to meet that guy with the great legs. Five years later we eloped to Hawaii where we hatched our retirement plan: to sell our home back at the beach in California and hit the road in a motor home. We spent six years traveling secondary roads all over the USA before we landed in Cornville. During our travels we visited most of the states’ capitols, stopped at every winery and brewery we encountered, checked out farmers’ markets wherever we could find them, and followed Lewis and Clark’s westward route from start to finish. Some of our favorite places around the country were Door County in Wisconsin, Bar Harbor in Maine, and the Grand Canyon where we lived for almost a year.

Since settling in Cornville Ken has explored hundreds of miles of trails during his runs, avoiding snakes, Brahman bulls, and other critters. He has also designed and built a huge water-feature in our backyard which includes two ponds and a connecting stream, all built of river rock. We’re now serenaded each night by dozens of frogs which have claimed the ponds as their own. Prior to joining the PSC staff I worked part-time at a wonderful gallery in Jerome. When not managing the Tasting Room I play bridge every chance I get. We’re both avid readers, and are also hooked on the television series, 24. Ken is a big NASCAR fan, and we both root for the Green Bay Packers. My son, in California, is a professional poker player, and my daughter, in New York, is an environmentalist.

I can’t think of a better job than one that demands tasting wine each day, welcoming visitors, and touting the virtues of our winery’s wares – all with a glorious view of the vineyards. Ken has also recently joined the Page Springs Cellars family as the new Shipping and Receiving Manager. Between the two of us we’ll be easy to find; one of us will always be at the winery!

Editors Note: Ken does have really nice legs and Carol is pretty good score too! No picture, you’ll have to imagine this handsome couple.
Our Newest Family Member—Diane Hoffman

When my husband, Eric Brandt, and I decided to move to Sedona nine years ago from Telluride, Colorado, we were in search of a place with an actual growing season, warm temperatures most of the year, and great hiking. We found all those things here and more. Three years ago, Eric came home from a party at a new winery in Page Springs, raving about the wine. I was skeptical…Arizona wine? I had visions of cute desert icons on the label. But this was serious wine, and seriously delicious. We became PSC inner circle members, which eventually lead to the opportunity for me to work in the Tasting Room on Thursdays. The rest of the week, I sell instructional ski videos, take care of Eric and his architectural business, and go on daily walks with our three cats.

I greatly enjoy working at Page Springs Cellars, pouring wine and getting to know all the new friends that walk through the Tasting Room door. One of my mottos has been “Life’s too short for cheap tequila.” Here’s another one: “Life’s too short for ordinary wine.” Carpe vino!

Another Editors Note: Diane is one of the newest members of our family, and due to my hectic schedule, I feel like I am just getting to know her. It’s been such a pleasure to have her in our tasting room and at our in-house tastings. We’ve even been blessed with her husband, Eric, helping us out at events.

It also turns out we have a mutual friend whom I went to school with and Diane and Eric know from Telluride.

Small world!

My guess is that they’re in Maui…?!?

In Memory of Rio San Lucas Vineyard by Eric Glomski

Just a few months ago, one of the most amazing, organic vineyards in California was plowed under. I have been making wines from RSL for the past decade, and can easily say that it was one of my favorite vineyards on this planet. The old vine Zinfandel, Petite Sirah, Syrah, Pinot Noir and Cabernet Franc were consistently the most spicy and complex wines we ever had in our cellar. Unfortunately, economics once again rule. 1110 acres of this vineyard were plowed under (some vines with trunk diameters of twelve inches) to make way for organic row crops (primarily lettuce). It’s funny to think how our buying choices often have unimaginable affects. (Could you see trying to explain to someone buying organic produce that their salad was indirectly responsible for the demise of nearly one-hundred thousand grapevines?!) At this time, there still remain’s small number of Pinot and Syrah vines, but it is unclear whether any grapes will be sold this year. Unsurprisingly, and before hearing about this sad event, five of our best batches in the cellar in 2005 came from RSL. To commemorate these vines and this place, we vineyard designated a Pinot Noir, a Cabernet Franc, a Zinfandel, a Syrah and a Petite Sirah. Furthermore, we’ll be offering these wines as a boxed set with a written eulogy put together by yours truly. We haven’t designed the box yet (at the time of this newsletter’s publication), but it might have the shape of a coffin.

So, if you are sitting on any of our past RSL bottlings, (for instance Pinot Noir or Syrah), enjoy them—because there won’t be many more.

Rest in Peace Rio San Lucas. I hope that is damn good lettuce.
Chris Turner & Family—Some Real History in our Midst

Chris, Wende, Zane and Quinn have recently extended the family by one, but before I get to her name let me talk a bit about the first four. I met Wende in San Francisco at college. We dated for many years (more than her mom thought was comfortable without a ring) and then tied the knot in ’92. Wende had a job at ABC-TV in San Francisco as a meteorologist. Gee, really hard to forecast fog everyday…but back to me, I worked at American Airlines (Wende chimes in, “Gee really hard dancing around with your lighted batons everyday”). We lived in a charming, one bedroom and way overpriced apartment in the city with a great view of the neighbors pea green curtains. Tired of city life, and the pea green curtains, we were ready for a change. We embarked on our own new journey together. My father already lived in Sedona so we came out to visit him, well as almost every Sedona story goes, we fell in love the beauty and decided to put down some roots (pun absolutely intended!). To my surprise my in-laws retired out here shortly after we moved here.

Zane is our firstborn and loves roller coasters, Caterpillar, John Deere, dinosaurs, school and most of all his little brother. And frankly is way too smart for his own good. Quinn is our second son and loves pirates, legos, and absolutely adores his big brother. And somehow has developed a Bostonian accent?? Wende and I are blessed and proud to be their parents.

As for the new addition to our family her name is Lucy, she is six months old and about to start training to sniff out bugs in vines…I should mention she is 100% Golden Retriever and 110% energy. Once trained (fingers, toes and eyes crossed) this will allow us to spot treat individual vines as opposed to treating a whole vineyard.

My interest in grapes and wine has deep family roots. In 1915 my great grandfather JB Cella founded The Roma Wine Company and later Cella Vineyards. My uncle John Cella was president of Guild Wines, my grandfather was head of Cella Wines and my father was a grape grower. So I started growing grapes in Sedona. I started with a few table grapes in my backyard on a four armed kniffen trellis system. So the mini home vineyard was born.

My interest turned into a passion, flying out on weekends to UC Davis to take courses on viticulture. Installing one home vineyard led to another and then a friend of mine told me that Eric had purchased seven acres in Page Springs and was about to plant a vineyard. I called Eric then met up with Craig, our vineyard manager, and volunteered to help install my first commercial vineyard. As the vineyard at Page Springs neared completion the winery had a client who wanted several vineyards installed on several of his properties in the area. This has since grown into several more clients in and around Northern Arizona. This is how my family became part of the Page Springs Cellars family.

Most recently my family along with our partners have reopened Maxfield’s Produce stand in downtown Cornville, a real throwback to a time gone by. Every weekend we harvest from our farms and stock our stand with the freshest organic produce. We carry local crafts, artisan breads and grapevines ready to plant. We also carry organic farming and gardening supplies. Next time you are in town please stop by and meet Thunderfoot, our organic farmer, and checkout his incredible produce and the rare breeds of flowers. Open every weekend 10-6.

Thanks for taking the time to get to know me and my family.

Cheers!
Allisone and I moved to Cornville, AZ about three years ago from Prescott, AZ. We both really enjoy the Central Arizona landscape and were excited to be on the land in another part of Central Arizona. Our first task was to convert the old ranch hand/chicken coop at the winery to a livable space. We tore everything out to expose the walls constructed of old wooden signs cut in strips which were nailed together to form studs. We cleaned, tiled and remodeled with such love and determination that we actually created a beautiful space to live. We lived comfortably in the 420 square foot “coop” as husband and wife but when we became “mom” and “dad” our home shrank in size.

Our little boy Troen Lars Martinsen was born on June 9, 2005 at 6:36am in Cottonwood. The diversions and temptations for a young child on the vineyard are abundant. These include picking green tomatoes, escaping out of the yard to catch a ride on the tractor, crawling up the rock walls, walking into the field to pick grapes, and following dad up to the office. Our favorite summer activities have been floating down the irrigation ditch in search of ripe blackberries, bike rides, and walks to the Page Springs Fish Hatchery.

Watching Troen grow up surrounded by agriculture reminds me of my own childhood. I grew up in central Massachusetts in orchard country. Every year the scent of sweet apple cider would draw me to the local orchard. There was always work to be done in the orchards and much of it was fun for kids like me. I’m excited for Troen to have the opportunity to see what working with the land is like. He will know all the ins and outs of growing grapes and making wine. What a place to grow up!

Aside from working as the Page Springs’ Vineyard Manager, and being a new dad, my wife and I are building a house in Cornville. We decided to use bales of Straw covered with an Earthen Plaster to construct the house. Straw is an agricultural waste product and a great building material. Our home will have an insulation value of r19, where the average home has an insulation value of r19. The house is designed using passive solar techniques to take advantage of the heat from the winter sun and will be shaded during the warm summer months. We have done most of the work ourselves and with the help of friends. Troen’s greatest contribution has been moving tools around and adding humorous antics to all situations. All of our water is supplied with a solar powered well pump and our roof is metal to allow for the collection of rain water for use for irrigation and drinking if we were desperate!

My wife Allisone is a star plumber and plumbed our in-slab drains so the toilets are separate from the other fixture drains. This allows us to use our grey water for the irrigation of our plants after it has gone through our small “living machine” (a constructed wetlands of sorts). The hot water is supplied by a solar hot water heating system with an electric heating element as a backup. We can’t wait to finish our new house and have a little more room for our family to spread out.

We are very lucky to have family as close as Prescott, Mesa and Southern California. Large family events are frequent and fun and as many of you know, raising a child takes more than just mother and father. While we have loved living at the vineyard, soon we’ll move into our new home and the “coop” will become a guest house.
HAVE YOU VISITED THE TASTING ROOM LATELY? by Carol Lawlor—TR Manager

Many of you have already used the cards you’ve received for complimentary tastings of our new wines. There are now three different flights: one all white flight; one light-bodied red flight; and one full-bodied red flight; OR you have the option of creating your own flight from any of the 12 available wines. Club members can also sample wines not available to the general public – so come on in and take advantage of your members’ only benefits! To enhance your wine tasting experience there are cheese-and-fruit plates available, so plan some time to sit out on the deck and enjoy some sunshine along with some wine and cheese.

The Tasting Room also offers a number of unique gifts, some of which are excellent stocking-stuffers. There are Chapter Charms bookmarks, an extensive array of gift bags and boxes for bottles of wine, Katie’s handmade soap, one-of-a-kind note cards and gourmet olive oil from one of our grape growers (who grows olives too). There are also a variety of stuffed olives and other unusual treats as well as wine-related items -- not to mention almost 20 different wines from which to choose!

Another gift idea is a one-year Club Membership (limited only by the states to which we can ship). Friends memberships cost $240 and Family memberships cost $360 (shipping costs will be added if the gift is for someone out of the area, with costs determined by the state to which the wine is shipped).

The Tasting Room will be open EVERY DAY (including holidays – yes, Xmas and New Year’s Day) from 11 to 6, so come visit – and shop! We look forward to seeing you!

Just a few of the Holiday Gifts Available in our Tasting Room

Shipping Update (We’re Getting There!!!!) by Carol Lawlor—Tasting Room Manager

Page Springs Cellars has a new shipping and receiving department manned by Ken Lawlor, the newest member of the PSC family. The newly expanded department allows us to ship wine to AZ, CA, CO, FL, GA, IL, MA, MN, NH, NV, TX, and WA with NY pending. New states are being added as permits are obtained, so if the state your family or friends are from isn’t yet on the list, keep an eye on the PSC Web site, as several more will be added soon. You should know that times are changing. The days of not paying tax because you are ordering from another state are coming to an end. Many states are now requiring that we inform them of all wine sales to their residents. As a result, they are calling for tax payments to be made on these sales. In short, you may be taxed for your purchase.

Our ability to ship wines expands our retail business and your gift-giving possibilities! Keep Page Springs Cellars in mind as you make out your holiday shopping lists. To order wine for shipping, either call or visit the Tasting Room to place your order.

The other BIG challenge this year is that I became very ill at the end of the first week of October. For the duration of harvest I was unable to oversee the picks and drive grapes home. Because I have yet to recover, the winemaking and vineyard team had to get by with me only being present 25% of the time (and then they had to deal with me getting in the way quite a bit).

Not being directly involved in the winemaking was incredibly hard for me. Fortunately, Bill Fanning (I think this is our 4th crush together) took the helm for the past several weeks with Joe Bechard co-piloting. We were also extremely fortunate to have enologist Linda Baehr on this season holding down the lab-front and lending a great deal of knowledge to our winemaking efforts.

While it is hard letting go, it is also amazing to see people step up like this. It makes you feel like you might have even done a decent job training them!

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In short, I can not thank Bill (especially), Joe and Linda enough. Bill and I have been working together for a while now. He has the right instincts and is an excellent winemaker. And who can say enough about Joe Bechard? It’s hard to believe that he’s been with us for just over a year?! The guy has come so far, so fast. (Joe, thanks for that phone call.)

The other thing I must mention is that this year’s primary winemaking is not over…we have several sluggish and stuck fermentations. (Yes, a tough year for Bill to take the helm, indeed.) These are most likely lagging due to a combination of factors ranging from: 1) the late harvest has generally meant higher sugar levels in the grapes and thus higher alcohol levels which create a toxic environment for the yeast, 2) cold fruit (sometimes as low as 40 degrees F) poses problems because waiting for the grapes to warm up allows other flora to multiply and compete, while inoculating with cultured yeast when the grapes are cold kills a large percentage of the desired culture, 3) temperatures in the winery also begin to drop, leading to cooler late-fermentations and thus (like most metabolic processes) slower fermentation rates, 4) as mentioned earlier, competition from wild flora is also a likely, negative factor, and 5) when you’re afraid that wines may go south on you, you are forced to add higher levels of sulftie to help ward off bacteria etc., and unfortunately, higher doses of So2 can make certain nutrients (that are essential to yeast metabolism) less available. And these are just the factors we understand…!!@#$%

Like all years, we will prevail. Overall, the 2006 vintage appears to be a very ageable one. We have seen much more tannin than the previous three vintages and acids have generally been higher as well. There are also some real powerhouse wines in the cellar—one of which, I am proud to say, is our Estate wine! Thanks all.

My Favorite New Toy from the 2006 Crush by the Male (Bill Fanning) - Assistant Winemaker

In a 180-degree turnaround from last year’s “Share the Pain” theme, I thought I’d let you know about something neat about this year’s crush: our new five-ton fermentor. It has the equivalent capacity of 7 to 8 of our regular white-box, macro-bin fermentors, but takes up much less floor space than all those bins. The best part of the new fermentor is that someone has to shovel out the remaining ton or so of grape skins when we are ready to press the finished wine. It’s almost like the old days of winemaking when you’re tromping around the bin shovel in hand and barefooted, squeezing the last bit of juice out of the grapes (or caterpillars…). Breathing the lingering CO2 in the bottom of the fermentor is a lot of fun, too! Eric thinks the large container’s mass to surface ratio helps ensure a smooth fermentation cycle that doesn’t stress the yeast (that means fewer sulfide smells in the wine), but I still think shoveling is the neatest result of a big bin.

The size of the container causes us to do a few things differently than with the smaller bins. We use multiple yeasts to inoculate the grapes since Eric wants several different aroma/flavor profiles extracted from them – this yields a wine that more closely resembles the results if we fermented in separate small bins with different yeasts. We have to be careful to select non-competing yeast strains because some of them are very aggressive and will attempt to destroy competing organisms in the must (technical term for grape juice as it’s fermenting). Our normal manual punch downs are supplemented with pumping of the juice over top of the cap that forms in the fermentor – much easier than punch downs, but not nearly as good for your upper abdominals or shoulders.

There’s only one downside to the five-ton fermentor – no lid. The fruit flies loved that, so we’ll have to create some kind of screen for the top next year. I’d hate to see Joe trying to vacuum fruit flies using the shopvac again next year.

Love Hurts by Joe Bechard—Production Manager

I can’t believe it’s already December and the work from crush is just finishing up. Since late July, we have been working virtually everyday, at the mercy of the weather and the fickleness of wine grapes. A very rainy summer delayed harvest and had people worried, but most of the Arizona fruit still came in by mid-July. Late rains and cool weather seemed to drag out the last picks in California with the last load of fruit coming in early November. What matters is not when the humans are ready, but when the grapes are.

After a long season full of challenges, excitement and an odd realm of other ups and downs, it’s difficult to know just how to feel. I often hear jokes about how crazy you truly have to be to make wine. Am I just wishful? Exhausted? Or am I truly insane?

I’m just a goofball who gets caught up in the romance of it all. Despite having to return to the winery nights on end to punch down the cap of berries that forms over the fermentation (this allows gas to escape, gives yeast oxygen, helps extract additional tannin and color and helps yeasts metabolize all the sugars), I’d still spend that time hovering my nose over the fermentations mentally drooling over the transformation in the grapes while I waft floral, spicy and fruity characters to my nose. In the midst of it all, it’s those brief, but meaningful moments that keep it exciting.

Despite working almost everyday of the week, my hands being stained red, every knuckle skinned and my body being bruised and weak, I still get embarrassingly giddy about these wines. I’d probably let someone knock me around with a club just so I could continue doing this, but you don’t have to be bongers to be in this line of work. This year I watched as visitors, repairmen, delivery people, everyone who caught a glimpse of what we were doing stop to ask questions. Seeing grapes transform into wine seems to suck people in no matter who they are.

Crush is always exciting, but my favorite part of the process is yet to come. It isn’t until these wines have spent some time in barrel and when we can start tasting and sharing these wines that we see the true payoff from all this work.

News from the Lab by Linda Baehr—Enologist

Hi! My name is Linda Baehr, and I’m the new kid on the block. I got my Master’s Degree in Enology from Fresno State in May, and this has been my first full-time crush. I really didn’t want to live and work in some expensive, snooty wine area in California, so when I got the opportunity to come here to work, I jumped at the chance. The work this fall has been hard, but I have learned a lot and had the opportunity to experience all aspects of the winemaking process. The winemaking here is truly hands-on, and I certainly would have missed out on that if I had gone to work at some large impersonal winery.

We have acquired quite a bit of new lab equipment this year and hope to be doing all of our own lab analysis eventually. I guess that will be largely my domain, and with that we will have both the science and the art of winemaking covered. I have really enjoyed my experience here so far, I love the people I work with, and I hope to be able to contribute to the production of fine wines here for a long time to come.