Commitment, Wisdom & Vitality

Other than Gayle and myself, there are only two people who have worked at Page Springs nearly as long as we have: Bill Fanning (former Assistant Winemaker “Mule” and inaugural Inner Circle Member) and Barbara Saltmarsh (long time Tasting Room associate). These days, this is pretty amazing. According to research quoted in Forbes, the average worker today stays at their job 4.4 years. The same research shows that currently this average is brought down significantly by millennials who expect to be in any one job for less than 3 years. Hunkering down and committing (versus taking advantage of more opportunities) is apparently equated with stagnancy and a lack of learning. Job “jumping” creates a broader skill set (and job cultural experiences) but possibly stifles a deeper understanding of job responsibilities and shows a lack of understanding/respect for the travails of business owners who have to constantly reinvest in training new hires. Speaking from the ownership side of things, I have always felt that creating opportunities for movement and growth within a company bridges the gap between these two worlds. But PSC’s track record, too, follows the Forbes trend. Every time we lose a key employee, my stomach churns. As an owner, you know that if you can’t find someone good, the responsibilities will inevitably fall back on your already overburdened shoulders. 

In the end, the likes of Barbara and Bill are heaven sent and can’t go unmentioned and unappreciated.

Barbara Saltmarsh is coming up on her 10th anniversary serving guests in our Page Springs Tasting Room. If I remember correctly, she has seen the baton handed off between six Tasting Room Managers, over one hundred different servers, bussers, hostesses and kitchen staff and at the same time has watched me go from doing all the day-to-day winemaking to becoming the General Manager and Director of Vineyard Operations throughout the state. She has also witnessed PSC grow from about a dozen employees selling 24,000 bottles a year to a staff of fifty-four and sales of over 100,000 bottles a year! There is not an instance that goes by when I talk with her that I am not amazed by her energy, youthfulness and pure love for getting to know and taking care of people.

To me, there are so many amazing things that Barbara brings to the table in the TR for the sake of our guests as well as for other staff members. She very literally is the cultural anchor that remembers what it used to be like “back in the day”. She is the service thread that connects us through time.

As we become more successful and constantly strive to maintain and create an intimate and meaningful experience for our guests, she is the one who gives us perspective. Barbara has confidence. She is not going to run around trying to do more than she can and she is not going to change how she goes about things just to get a bigger tip or upsell anyone. She simply shares her love for what she does, what we do, and who we are with people. She reminds us that this is not about making a buck — it is about art, people and place. She very literally embodies the PSC mission. I will never be able to thank her enough and I always tell her that when she goes...so will I! ;)

Now…Bill Fanning is another story altogether…

Continued on P4
About thirty years ago I first stepped onto this land that is now PSC with some friends looking for a piece of property on Oak Creek. It was winter and things were grey, trees were bare, fields were empty and dusty and except for Oak Creek there seemed to be little vitality to this old abandoned farm. None of us were inspired, too big and too barren, so we walked away.

Everything happens for a reason and so about fifteen years later Eric had a vision for the same land and went about transforming it into what is now this most beautiful and magical place! The fields have been revived, grapes grow abundantly, the land is fertile, food and flowers grow and there is a vitality that had been buried for a very long time.

With the blood, sweat and tears that it took to till the earth, build rock walls, restore the old and build new buildings, and then start planting vines new life has been infused into this land that had been waiting patiently. That infusion and transformation continues today.

I recognized that piece of property that I’d looked at years ago the first time I visited Page Springs Cellars (which happened to be at one of the first Harvest Festivals) and needless to say I was amazed and enchanted. It wasn’t long before I started working in the Tasting Room which at the time was very small with one long alligator juniper table serving as the bar. I immediately felt at home! I very much liked the people working here and Eric’s high standards and overall philosophy: growing organically, becoming self-sustainable, involving and giving back to the community, readily sharing his knowledge and expertise with fellow winemakers and all of us for that matter, and embracing those of us who were so inclined to be part of the PSC family.

That was ten years ago and I have lots of memories. I’ve seen an immense amount of growth and change, have met incredibly interesting and diverse people from here and all over the world, have enjoyed learning all that I have about wine, have a much more cultivated palate than I did when I started and I am very happy and grateful to be working at what many would consider to be one of the best Arizona wineries.

They say that it takes a village and I agree. Our village is diverse and passionate and over the years has built a strong and beautiful business. It takes dedicated and committed vineyard workers who love growing grapes to tend to the vines no matter what the conditions and demand are. It takes knowledge, experience and dedication to make superior wines. It takes those who genuinely enjoy and understand the diversity of people and know what customer service is truly about to create a Tasting Room where everyone feels welcome and well taken care of. It takes well trained and creative people with a passion for cuisine to make beautiful food. It takes people who love travel and human connections to bring our wines out into the world. It takes years of education to know how to direct and run a business. And of course, it takes the support of the public, and in our case specifically our Wine Club members. But this support is earned and our Wine Club director brings it all together: great wine, great food, great events and people!

We have an amazing group of people here, who do their own thing but work together, just like a village, which is what it takes. PSC is our village, which I am happy to have been a part of for as long as I have been! I look forward to watching and participating in its continued growth and evolution.

Those of you who have been members of our Wine Club since the beginning or for many years can vouch for the fact that change and growth at PSC is a constant and has made us what we are.

To all of you Wine Club members who I have had the pleasure to get to know and to those of you who I don’t yet know, I look forward to spending time with you in the Tasting Room enjoying the finest wines for a long time to come!
It was winter back in 2012 that the people of Page Springs Cellars and the work of farming cracked open my mind and heart and captured my attention. I drove all across the state to a little vineyard in the middle of nowhere to volunteer to prune at a place called Colibri. It was here I met Eric Glomski and my soon to be vineyard friends and coworkers Jeff Hendricks, Elliot Stevens and Anthony Averbeck. Colibri was wild, remote and breathtaking. The days at Colibri were spent cutting and shaping the vines. The nights were filled with laughter and conversation with other volunteers and staff who felt part of a great community of wine, friends and agrarian culture. Working hard in the great outdoors, with plants surrounded by wildlife and good people really called to me. I knew I needed to make the career change, so I did and became a farmer. Almost 6 years have gone by growing with this great company. I have heard many great friends in the wine community exclaim that Page Springs Cellars is where many of us are raised up. It’s the nest that allows the ambitious to become the next great winemakers and vineyard managers. This was true for me. I came into this company with just a desire to be a farmer and learn the vines and through the years have been trained and surrounded with great people who have helped shape me into someone who feels confident about running a vineyard.

2 years ago, January 23 I met my girlfriend Sarah. There was an instant connection. A return to medical school brought her back to her home of Charlotte NC. We have continued to grow together with the distance but like all things great in order for it to thrive you have to give it your best. So, this farmer has decided to flee his nest at Page Springs Vineyards and join a life in Charlotte.

I know I will miss all the great people I work with, the awesome club members, wine community I have met over the years and the vines I have touched. I know I will miss farming, watching the sun rise over the vineyards and the overflowing bins of fruit heading to the cellar. But a new life is calling and so I bid you all a farewell. Thank you for the memories and support. And who knows maybe the vineyards in AZ will call me back someday.
Norris Peterson

When we moved to Sedona in early 2004 we had already made trips to the AZ winery area and had come to the conclusion that we would have to go to CA or back to Washington State for wineries that we would enjoy.

But within a year or so, we discovered PSC and yes, there were some good wines that we could indeed buy and enjoy. So we joined the Wine Club. About a year later, there was an email to Wine Club members that they had an opening in the Tasting Room. Sometime later (March of 2007) I started in the Tasting Room on a part-time basis.

The Tasting Room was a table across the north end of the current bar area. The remainder of the room was filed with tables and benches. There was no lounge room, and no members’ outdoor covered area. Our food menu was bread sticks in cellophane to go with the wine tasting; there was no kitchen. The POS and inventory system were pretty manual. Credit cards where hand written and mechanically swiped. At the end of the day, we would sit down to add up the sales — i.e., what we sold - add up the credit card receipts and count the cash in the till, subtract the starting till cash and hoped they would match; if not, how could we explain the difference? We counted how many bottles of each wine we had at the start of the day, how many bottles of each we had at the end of the day, how many bottles we sold of each wine and how many empty bottles we had for each wine from pours and again, hoped they would net out.

The most common words spoken by someone from out-of-state was the oxymoron, “Arizona wine??” So much has changed in a decade — thanks in good part to Eric and PSC.

Overlapping this period, Dennis Aniol and I started doing off-site events, mainly down in Phoenix. It was a low-budget operation, driving his truck and usually staying with his in-laws — but it was a start.

After several years in the Tasting Room, I moved to on-site activities — groups coming in to hold a meeting or luncheon on the property and on-site weddings. Weddings were very interesting — there seemed to be no middle ground — either the bride was absolutely delightful and could not thank you enough for making it such a special day, or she tended to be a real bridezilla — where nothing was good enough. So the question of the day always was — which would show up today?

In 2011 PSC started to do tours of the winery (the grounds, vineyard, crush pad and the cellar) combined with a wine tasting. I joined this new effort and it initially was done on a limited basis when people signed up ahead of time. If no one had signed up, I did not come out to the winery. From these humble beginnings, the tour department has expanded into more days, more tours per day and we were always there for the scheduled tour if someone were to walk-in and request it.

So, all in all, I worked part-time at PSC for more than 10 years. I learned a tremendous amount about the whole growing, harvesting, wine making and business processes. It is complex; a lot can go wrong, one needs to find ways to work with Mother Nature, and good wine sells. It is both a lot of science and a lot of art and — my God—some of these people can taste and smell things way beyond us normal humans!

Glomski Grapevine Continued from P1

Bill and I met when I was making wine at Echo Canyon Winery, the first winery to establish in our area since prohibition. Bill wandered into our lab one day and was quick to let us know that he was indeed that kid who blew up the High School chem lab! Bill and I worked together for about a year and a half at Echo Canyon and when I founded Page Springs, he came over and became the first member of our winemaking team.

Over the twelve years that Bill was with us (he retired from winemaking at the end of 2016) he became infamous as the “Mule” with his eponymous wine the Mules Mistake and was even more renowned for his sense of humor and quick wit. In addition to having a shared love for wine and travel, Bill was, first and foremost, a friend and confidant. Bill had a previous career as an actuary and was a partner in an offshore re-insurance company in Bermuda prior to moving to the Sedona area. He had a lot of experience both in life and business and I regularly sought his advice. He had a way of helping you understand things that always left you thinking more deeply as you walked away laughing. Most importantly, his intelligence had rock solid ethical underpinnings. More than once, he helped me navigate confusing and complex moral issues associated with managing people and running our business.

As someone who believes in commitment, I can only hope that others will stay at Page Springs as long (or longer!) as Barbara and Bill. Norris Peterson (who I did not mention because he has written his own article), just retired from PSC after ten years of service. Corey Turnbull (Assistant Winemaker) and Etta Phillips (Office Manager) are next in line with respect to longevity. If I were to guess, Mike Wendler (Shipping and Receiving), Julia Velo (Wine Club Manager) and Penny Frank (Finance and Accounting) will be with us forever!
Longevity is intrinsically tied to engagement and sustainability. Put another way, how do we stay interested in our craft, while creating systems that foster long term potential? Personally, this all boils down to two things for me: passion and balance. How do I stay stimulated and keep the fires of passion alive in an industry I’ve been seriously immersed in for the majority of my adult life? How do I maintain a balanced life, with time and space for growth and creativity, in an industry that demands 80-100 hour work weeks during its peak season? These are the questions I ask myself often, as I believe strongly in tuning into my internal compass, ensuring I’m on the path that best nurtures my heart and evolution.

It’s this internal compass that led me to the wine world initially, and before I knew it I found myself managing a beverage program in North Scottsdale and creating my first wine list. I went after my first big wine job in 2007 when I convinced the owners of Quench Fine Wines to hire me as a sales rep. My time at Quench allowed me to taste from a book of over 500 of the best wines in the world on a daily basis and would exponentially change my palate and wine knowledge for the better. In 2009 that pesky internal compass began nagging me again however… could it really be telling me to move to California and learn more about winemaking?

The fall of 2009 I worked my first harvest in Sonoma, which was followed by four more harvests around the globe, before I landed at PSC during harvest of 2012. I had finally found the right winery, with the right mentor, to hone my winemaking skills. In a word, I was home. Five and a half years later, I still really love making wine. I love the smells of punch-downs during harvest, the nuance and artistry of blending, and the scientific aspects of this craft. The alchemy side of winemaking feeds my soul. I have spent the last five years becoming the winemaker I am at Page Springs, and for over half a decade, my internal compass told me I was exactly where I needed to be.

It has taken many months of reflection, agonizing, and careful consideration, to arrive at the bittersweet realization that it is time for me to turn the PSC winemaking reins over to Corey Turnbull’s very capable hands. My love for winemaking has not changed, but my willingness to prioritize it before every other aspect of my life (which is what the job requires of winemakers during harvest) has. I hope to make small batches of my own wine one day, but in the meantime, I feel called to share the knowledge my immersion in this industry has afforded me.

When I look around, I see wine lovers who feel a deep connection to wine, and a desire to deepen that connection, but don’t know where to start. In spring 2018, I will be launching an online wine education platform that does just that. A place for wine lovers to study at their own pace and deepen their connection and love for wine. If this sounds like you, visit www.vintentionwine.com, (website should be live February 1st) and join our community.

I am very proud of the wines we’ve made at PSC, and can only hope my small influence on wines like the Stillness, and certain vintages of the Mules, will speak of my love for both PSC and the art of winemaking. My time at PSC has given me so much, and I can only hope my love for Page Springs is tangible in the bottle. Eric is an incredible mentor, and I’m so grateful to call him my teacher and friend. I will carry his teachings in my heart… wherever my compass leads me in the future.

Some Facts - The Page Springs Estate Program

For a vineyard to be called an “Estate”, you must own or control the vineyard and it needs to be in an AVA (American Viticultural Area). Even though we qualify based on ownership and control, we are not in an AVA (there are only two in the state: Sonoma and Willcox). This is why you have seen us put vineyard names, such as “Page Springs Vineyard” and “Dos Padres” on our labels. In reality, though, our Estate Vineyard Portfolio is comprised of four distinct and classic vineyard holdings. Three are in the north and one is in the south. The first northern is our Home Vineyard, previously just called the “Estate Vineyard” or the “Page Springs Vineyard”. Here we grow Grenache, Syrah (clone 383), Petite Sirah, Seyval Blanc and Traminette. Also in the north is Dos Padres, named after my father and stepfather. Here we planted Barbara, Syrah (clones 470 & 471), Mourvedre, Viognier, Roussanne, Vermentino and Malvasia. Last but not least in the north is House Mountain Vineyard, named after the large volcano to our northeast. Here we have Pinot Noir, Petite Sirah, Syrah (Clones 470 & 525), Teroldago and Grenache. In the south we have the venerable Colibri Vineyard, which is planted to Roussanne, Cinsault, Counoise, Grenache, Syrah (clones 99, 174, 474 and 470), Mourvedre and Petite Sirah. These days, we are producing 75% or more of our wines from these vineyard and they are often the best of the best!
For centuries man has searched for longevity and been on a quest to avoid the enviable end. Folks have tried about everything from exercise to the fountain of youth. One very common theme in this discussion is food, soup specifically. Asian cultures have long thought soup promotes longevity, the Japanese believe a bowl of miso soup everyday will extend one’s time on the planet. One of best longevity soup stories comes from Sardinia. Here a bountiful dish is eaten for lunch every day by the world’s longest-lived family, the Melises. Traditionally, it is made with whatever is growing in the garden, but it always includes beans and fregula, a toasted pebble-size semolina pasta that is popular in Sardinia. This makes for a minestrone type fresh garden soup said to keep you living well past your prime. So get out your soup pot, start some stock, cut your mirepoix, start simmering away to a longer life.

### Zuppa Toscana

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Minced garlic</td>
<td>1 C.</td>
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<tr>
<td>Spicy Italian sausage, loose not linked</td>
<td>2-3 lbs.</td>
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<tr>
<td>Idaho potato, halved then sliced thin</td>
<td>10 C.</td>
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<tr>
<td>Water or pork stock</td>
<td>1 ½ gal.</td>
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<tr>
<td>Dried oregano (1 C. fresh oregano, chopped fine)</td>
<td>½ C.</td>
</tr>
<tr>
<td>Dried basil (1 C. fresh basil, chopped fine)</td>
<td>½ C.</td>
</tr>
<tr>
<td>Chopped kale</td>
<td>8 C.</td>
</tr>
<tr>
<td>Red Pepper Flakes</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Heavy Cream</td>
<td>4 C.</td>
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</tbody>
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Cook sausage, do not break up too fine as you want to have bite size chunks, in a large stock/soup pot. Remove from pot, leaving the fat behind. Set aside and cool. In the same soup pot combine onion and garlic (if you are using dried spices add them at this time, if not save them until close to the end) with the left-over sausage grease and sauté 'til onions begin to be translucent. Add water or stock and bring to a boil. Boil for about 15 minutes then add the potatoes. Bring back to a boil and reduce to a simmer. Cook 'til potatoes are 90% done then add cream and red pepper flake. Return to a simmer, add the cooked sausage. Bring back to a boil then add kale (and fresh herbs if using them) and season to taste.
Hello 2018!

A New Year. A time to pause, recalibrate, reset. It’s also a reflective time that allows us to savor the tiny moments and the memories that we’ve created that have longevity, a lastingness in our mind’s eye.

Meaningful experiences are the essence of longevity. I’m sure that you can think of at least one experience from 2017 that is now embedded in your mind. One of mine is the celebration of my pop’s 70th birthday. I racked my brain to come up with some “thing” to give him that would imbue how much he means to me, how proud I am of him and to celebrate his 70 years of life. What would have longevity? A greater meaning?

After much thought, my mom and I decided to have a surprise party here at Page Springs allowing my pop to enjoy time with family and close friends while sipping some beautiful vino. The surprise was actually a SURPRISE to my pop when all was said and done (even though I know he began to suspect something). What resonated with me about this experience, was that we created a memory that has longevity far beyond any “thing” we could have purchased. We gave the gift of time and lots of wine (of course), surrounded by people my father treasures.

Experiences over things. What could be better?

So, in this new year, when you are contemplating a gift for someone special in your life, consider creating an experience here at PSC. Imagine planning an entire day on our estate starting with a private yoga class or a Creekside massage session followed by beautiful wine and house-made, locally sourced gourmet foods. The backdrop of your day couldn’t be more connected with our landscape and vineyards making it a fully immersive experience - especially if you take one of our Winery or Vineyard Tours. A special day tailored just for you and your group.

COME FOR THE WINE. STAY FOR THE DAY.

Allow us to help you create a special gathering here at PSC that will be emblazoned into your memories in 2018. A true Vineyard to Table experience. Contact our Private Events Team at 928-639-3004 x 106 or email lisa@pagespringcellars.com
Dear Wine Club

Q: Does PSC offer specials for Members Birthday?
A: Yes! Starting in 2018 Members will receive an additional 10% birthday discount that will apply to bottle and bistro purchases in our Tasting Room plus bottle purchases on our website during your birthday month. The code will be emailed to your email address on file (one per membership per year).

Q: What is the best way to update my information?
A: You can make updates online at www.pagespringscellars.com, call Wine Club at 928-639-3004 x 116, in the Tasting Room (fill out the update form) or with the new Wine Club Concierge! Club Concierge will be available Saturdays & Sundays to answer all your questions and make sure you are taken care of.

Q: Can I get other wine if I don’t like what’s in my shipment?
A: Unfortunately, due to logistics, we’re not able to honor substitution requests; thanks for understanding.

Q: If I make reservations for a Club event and have to cancel will I get a refund?
A: PSC Wine Club Events sell out quickly and have waiting lists. Event reservations must be canceled five(5) days prior to an event to receive a full refund.

By Julia Velo, Wine Club Manager

WWW.PAGESPRINGSCELLARS.COM