



New Year, New Look!
New Website, New Newsletter

FROM THE VINEYARD

By Jeff Hendricks

Sustainability is something we're always striving for in the vineyard but that's not our overt priority; it's a happy side-effect of our farming strategy. In the farming world, especially organics, you can save gours of time and money by being proactive and not reactive, looking for subtle warnings before they become problems. Be it nutrient deficiencies, pest infestations, or water stress... if caught early these can be quickly and easily solved but if they go unnoticed they can be extremely expensive and time consuming to remedy, and in some cases the damage cannot be undone. There are dozens of ways we try and be proactive in the vineyard but today I'll concentrate on one in particular: reducing our fungicide spray applications. This is potentially our largest time drain in the growing season. Spray applications in our vineyards take one person about a day and a half, and this process is usually repeated every 3-10 days for about 4 months. Fungal infestations can quickly do irreversible damage to the ripening clusters and can be hard to spot in their early stages. Given this, the tendency is to over-spray to make sure the likes of powdery

mildew and bunch rot don't take hold. To reduce our sprays and still protect our crop we employ a couple of strategies. The first is Integrated Pest Management (IPM). In simple terms, IPM is a method to control pests from the perspective of the life cycle of the pest and it's interaction with it's environment. For instance powdery mildew, a fungal disease that shows itself as little white spots, is usually noticed first on the leaves and stems. In studying the life cycle of powdery mildew, we know that the pathogen that causes it reproduces in a warm and humid environment and that it can endure a cold winter, so we treat for it in the winter to reduce levels in the spring. When spring arrives we aggressively open up the canopy to create airflow in the vines so that the "warm and humid" environment is less likely to occur within the vine itself. We also use a product that bolsters the vines' internal ability to prevent the disease from ever taking hold. When powdery mildew shows up

continued on page 2

IN THIS ISSUE:

Community Spotlight **P2**

Notes From The Cellar **P3**

Glomski Grapevine **P3**

Member Profile **P4**

Puzzle Page **P5**

Wine Club Update **P6**

Upcoming Events **P6**

In this Release **P8**



For those of you who attended the 2010 Harvest Festival, you might remember a spattering of *Sedona Recycles* Zero Waste Stations around the property. That's right: Zero Waste. If properly sorted, all refuse from our Events can be recycled and composted.

I'll admit, I noticed a few raised eyebrows from members holding Styrofoam bowls at Gruel and Grog. So, consider this my Mea Culpa: all on site Member Events will now host *Sedona Recycles* Zero Waste Stations.

Intro by Susana Meister

Going Green...

This phrase has been used to the point of irrelevance. Once the banner of a movement, now a cliché. It evokes images in the mind of electric cars, solar panels, recycling, and windmills, and I sometimes think that may be the reason it can be overlooked. We've reduced a movement down to a handful of stuff. Ironically so, for our belief in 'stuff' may very well be the reason that we find ourselves in the situation that we are in now.

I would submit that being green, sustainable, conservative, environmental, etc. is less about what you do, and more about who you are. Who you choose to be. It takes thoughtfulness and consideration to



Community Spotlight on a Sustainable Local Business: SEDONA RECYCLES

"Ah, going Green...What is 'Green'?"

by Alex Rovang, Director of Education and Community Outreach

reach the conclusion that you want to have less of a negative impact, and then it takes a shift in your normal paradigm, tempered with diligence, in order to sustain that new path. The change in your patterning isn't hard, and often it happens slowly over time, but it effectively is a new lens that you begin to see the world through. Not a painful, disconcerting new vision, just different. Not pessimistic, but hopeful. It's like the difference between

the feeling that you get when you give someone a present and see his or her expression and feel good from that, versus how you feel when you open someone else's gift to you. Both feel good, it's just different. When you clean up your house, removing clutter and old garbage, it's a good feeling! Now imagine that being a gift to someone else, which is basically what local recycling is. If this transition is already present in your life you know

exactly what I mean, and if you have not already considered this modality, please consider the words of Oren Lyons, chief of the Onondaga Nation who wrote, "We are looking ahead, as is one of the first mandates given us as chiefs, to make sure and to make every decision that we make relate to the welfare and well-being of the seventh generation to come..." "What about the seventh generation? Where are you taking them? What will they have?"

Sustainable Success continued from page 1

we use another method to reduce fungicide sprays, the Powdery Mildew Index (PMI). PMI is a set of rules and calculations based on weather data to determine the likelihood of powdery mildew explosions. It's a number system from 0 - 100 where zero is virtually no chance of infestation and a hundred means the conditions are perfect for it to run wild. You add points for days where temperatures are ideal for powdery mildew and subtract points when temperatures aren't ideal. Using the PMI requires diligence but if done right you'll only be spraying when you need to. During the growing season, despite all proactive efforts you're still reacting to

urgent issues left and right, and any extra time you can save dealing with one pest frees up more time to deal with another.

PSC is kicking off 2011 with a focus on sustainability. We are proud to announce that your newsletter is now printed on FSC Certified paper! FSC Certification ensures the wood pulp used for making this paper was harvested from sustainably managed forests. It also contains a high percentage of post consumer recycled content and is fully recyclable.



Mixed Sources

Product group from well-managed forests, controlled sources and recycled wood or fiber

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NOTES FROM THE CELLAR

By Dan Pierce

Oak Cooperage (barrels) are the largest sustainable renewable resource in wine production. As a group the barrels are also our largest storage vessel. Wooden barrels have been used for storage and transportation of wine since the Romans discovered they could transport wine in barrel for their troops. The clay amphora's did not travel well on Roman roads. Today barrels are used to age wine through the natural micro-oxygenation process of the wood. New barrels impart toasted oak flavors to wine while ageing. Neutral (5-6 years old) barrels are used when oak flavors are not desired in the wine. We must maintain the integrity of this wooden vessel through its lifespan within the cellar.

At Page Springs Cellars we are very careful to inspect each and every barrel before wine goes into, monitor while containing and after wine comes out. We steam the inside of our barrels to sanitize them, wash the outside of the barrel, then power wash to remove tannates. They are turned upside down to dry for a day, then we gas them with Sulfur Dioxide to avoid any spoilage organisms. When we return wine to this barrel it will need to be re-hydrated and may need to have the metal banding hammered to tighten the vessel to hold liquid again. We will also at that time smell and visually inspect the integrity of the barrel. Oak Cooperage is a vital sustainable renewable resource.



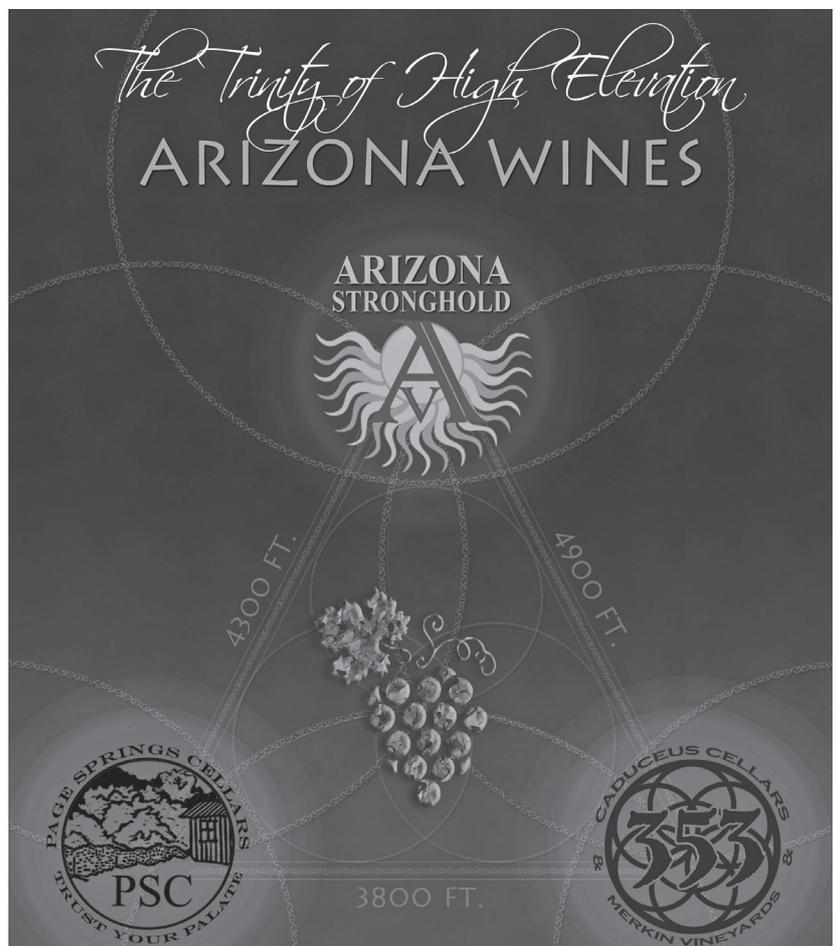
heard it
on the

GLOMSKI GRAPEVINE

The Historical Business of the Trinity

Page Springs Cellars has been crafting wines for eight vintages, Caduceus Cellars seven, and Arizona Stronghold four. If you have visited any one of these three tastings rooms you may have noticed our "Trinity of High Elevation Wines" passport program. Purchase a bottle of wine at all three tasting rooms and you can steal away with a soft and oh-so-comfortable Arizona Stronghold T-shirt. Importantly, this would have keyed you in on the relationship that is the Trinity – but possibly in a superficial way. Because I get asked so often (and almost as often see confusion in people's eyes) about the nature and origins of the Trinity I thought it might be fitting to put it down on paper once and for all.

As many of you know, in late 2002 and for most of 2003, I worked as the winemaker at Echo Canyon Winery in Cornville, Arizona. I took the job at ECW after leaving David Bruce Winery in California with the intention of heading out on my own soon thereafter. In 2003, while still at ECW, my family (my mother, father, step-father and a close friend of my step-father) and I purchased the seven acres where Page Springs Cellars & Vineyards lies today.



Glomski Grapevine continued on page 7



MEMBER PROFILE

Eric Brandt and Diane Hoffman

I was introduced to Page Spring Cellars back in 2004 by a mutual friend of Eric Glomski's, another Prescott College alum, Matt Turner. It was a beautiful Labor Day tasting party on the creek deck and I tagged along with Matt. The reception hosts may have said something about it being a private party? – well, always room for one more! Clearly, I was at the winery I had been hearing about because my neighbors, Bill Fanning and Joe Soderberg, were pouring. They were two of the very few employees then. I instantly loved the beauty of the landscape and mingled with the other guests. And then... I noticed the unbelievably delicious wine in my glass. Who knew...in Arizona? But since then, I have realized that the care of the grape and respect of the land directly translates to the wonderful vitality in the PSC bottles.

My wife, Diane Hoffman, and I became Inner Circle Members soon after discovering the energy of PSC. Since then, Diane has worked in the tasting room and was an assistant to Susana. I have worked a Harvest Fest or two and also helped secure the building permit for Arizona Stronghold Vineyard's production facility in Camp Verde. Now we just enjoy the winery as members with a swirling glass in hand.

I am an architect with most of my projects in the Sedona area. I recently constructed a new architecture studio for my practice. As a demonstration to my clients, it is built with green construction technology and renewable-energy utility systems. Reduce, Reuse and Recycle are the 3R's of waste hierarchy. I have incorporated this philosophy into the studio addition at our

West Sedona home. Here are some of the highlights of my "green" studio:

Recycle: Exterior walls are constructed of Navajo Flex-Crete, a lightweight, aerated, solid concrete block. It is a green material because of its recycled content, its superior insulation qualities and because it is a locally sourced material. It is composed mostly of inert flyash, the by-product from the coal-burning power plant at Page, Arizona. It provides both thermal mass, like adobe, and integral insulation to temper the extreme high and low temperatures of the high desert. The 8-inch thick walls provide an insulation rating of about R-19 without additional insulation. The blocks are simply stucco-finished outside and gypsum-plastered inside.

Reuse: Instead of clearing new land for my studio, we decided to add to our existing home. My commute is now 7 seconds out the front door and 3 seconds out the back! The most important applications for Reuse are the scrounged items for finishes including efficient wood doors and windows. The wood counter tops are a fallen-dead alder tree from Oak Creek Canyon. Lights and faucets are store remnants.

Reduce: Along with minimizing, combining or even eliminating the structural and finish materials used in the addition, the public-utility energy reductions are by far the biggest attraction and green components. With the addition, we have retrofitted the entire home to be close to "net-zero" for utilities through the creation of site-generated, renewable energy. This is accomplished

with geothermal heating and cooling, solar water heating and a grid-tied, 6.6 kW photovoltaic array.

The electric solar panel array is sized for the whole house and a future electric car. We have actually plugged into the sun! Being grid-tied, the utility company acts as the battery.

Our geothermal system is a completely renewable energy system because the electric to run our system comes from the sun. The ground temperature in Sedona is a constant 64 degrees. Our 3 geothermal wells, each a 350-foot deep loop, are pumped with a glycol mixture. In the summer, the heat removed from air-conditioning is placed in the ground. Then, in the winter, the system is reversed and the heat is pumped and condensed from the ground.

The simplest renewable-energy feature is the solar hot water system. The initial, late-summer operation shows the back-up water heater's natural gas bills cut in half.

All three of these systems are currently supported by fantastic rebates from Arizona Public Service plus President Obama's 30% tax credits. Imagine – putting our dollars towards sustainable, renewable, homegrown energy instead of more oil and bombs. With the current incentives, the payback for the combined systems is about 12 to 15 years. It is less than 10 years for those homes and business supplied with propane.

However, for me, the real benefit is our home's near elimination of greenhouse gas production from utilities. And imagine the benefits of powering your car from

continued on page 6

PUZZLE PAGE

WINE WORD SEARCH

From *thinks.com*

S	C	L	E	S	O	M	X	U	A	E	D	R	O	B
A	R	H	A	S	T	I	A	J	O	I	R	A	O	E
U	E	N	A	V	O	U	V	R	A	Y	D	R	R	C
O	R	N	S	B	R	E	T	H	O	C	K	I	V	H
H	R	I	U	C	L	S	U	A	C	J	M	E	Y	A
S	C	V	R	A	H	I	N	L	C	E	H	D	T	M
E	H	S	I	A	E	I	S	H	D	R	N	A	O	P
N	I	T	K	E	S	B	A	O	C	U	N	M	K	A
R	S	N	R	T	T	R	C	N	G	A	Y	A	Y	G
E	A	I	E	O	D	O	S	R	T	R	S	A	V	N
T	U	R	C	O	P	E	U	E	R	I	K	R	R	E
U	T	L	N	K	K	B	D	E	V	O	E	N	A	A
A	E	N	C	A	C	J	H	D	T	A	V	O	U	B
S	A	B	S	S	N	S	S	C	L	A	R	E	T	K
Y	B	E	A	U	J	O	L	A	I	S	R	G	B	E

Words may be horizontal or diagonal, upwards, forwards or backwards. Have fun and happy hunting!

- | | | |
|------------|-----------|------------|
| Asti | Sauternes | Champagne |
| Chianti | Bordeaux | Orvieto |
| Retsina | Madeira | Chardonnay |
| Barsac | Sherry | Port |
| Claret | Burgundy | Sake |
| Rioja | Medoc | Beaune |
| Graves | Tokay | Hock |
| Beaujolais | Chablis | |
| Vouvray | Mosel | |

DID YOU KNOW?

Each quarter we will feature a random, yet interesting wine related tidbit of information.

According to the *Journal of Archeological Science* the world's oldest winery, dating back over 6,100 years, was recently discovered in an Armenian cave.

Inside the cave, the international team of archaeologists found a shallow basin, measuring about 1m (3ft) across, that was positioned to drain into a deep vat. The basin appears to have served as a rudimentary wine press, where grapes were stomped by foot.

The team also found grape seeds, withered grape vines, remains of pressed grapes, as well as potsherds and even a cup and drinking bowl.

The seeds were from the same type of grapes - *Vitis vinifera* - still used to make wine today.

WINE CHALLENGE

From *winespectator.com*

1. "Disgorgement" is?

- A. The process of adding yeast to sparkling wine
- B. A step in sparkling wine production wherein frozen sediment is removed from the neck of the bottle
- C. Another term for decanting
- D. The process of removing the top of a Champagne bottle with a sword

2. Which Hungarian-American pioneer is said to have introduced more than 300 European grape varieties to the United States?

- A. Agoston Haraszthy
- B. André Tchelistcheff
- C. Meriwether Lewis
- D. William Clark

3. What is phylloxera?

- A. A type of French oak used to make wine barrels
- B. Tiny lice that attack the roots of grapevines
- C. The chemical that causes cork taint
- D. A type of yeast used to ferment wine

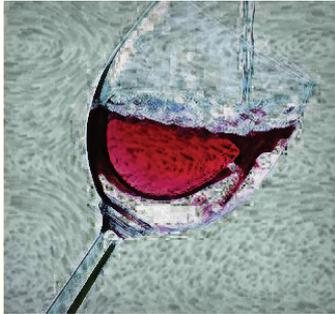
4. Which recent president of the United States is or was an amateur winemaker?

- A. Ronald Reagan
- B. Jimmy Carter
- C. Gerald Ford
- D. Bill Clinton

Member Profile continued from page 4

sun-generated electricity! This is now achievable and will soon be available to everyone. As we witness and participate at Page Springs providing special care for the land results in exquisite wine. Caring for the land, the earth, also results in return-on-investments and the satisfying knowledge that the future can be powered by the sun, the earth, and our passion.

Please visit my website at www.BrandtArchitect.com, or give me a call. I would love to discuss energy from the earth and from the bottle!



WINE CLUB UPDATE

I remember the first time I read the Page Springs Cellars Mission Statement on the wall in the tasting room. The words caught my attention and still resonate with me today - "We believe to make great wine we must take just as much responsibility for the lands we steward as the community we live in."

I have always found this vision to be evident in so many aspects of Page Springs Cellars and have always been proud of that fact. We are very intimately connected to the earth through wine. So many words are tossed out these days: conversation, sustainability, carbon footprint, organic. What we are really talking about here is respect for this earth that feeds us. I am immensely proud of the active approach that PSC takes towards improving our interaction with the land.

For some of you, this will be your first Release or your first Barrels and Burgers (this is my 4th!). Each year I try to look at our Wine Club with fresh eyes and ask myself: how can we make this better? Well, I've found the feedback from members to be one of the best catalysts for improvement.

New Tasting Room Program: Pickup Wine Totes!

I've enjoyed a number of chats in the Tasting Room with members who are bringing back their cardboard wine carriers for reuse. Several have commented that we should put in place some program to encourage more members to do this. Wouldn't it be nifty to reward customers for reusing their carriers? And this would, at the same time, reduce waste created from tossing out those cardboard carriers. Pretty good idea!

Beginning with our 2011 1st Quarter Release, members who bring in their own wine carriers will be entered in a quarterly drawing to win free PSC wine! So, now you can help save the planet with a tall glass of free PSC vino. In conjunction with this program, members will now find very cool new PSC emblazoned eco-friendly wine carriers in the tasting room for sale (member discounts apply!).

"We must take just as much responsibility for the land we steward as the community we live in"

UPCOMING CLUB EVENTS

Burgers and Barrels

February 26-27: Hosted by Eric Glomski

March 5-6: Hosted by Sam Pillsbury (Pillsbury Wine Company), Corey Turnbull and John Scarbrough

Events times are 11am-1pm & 3pm-5pm each day

Vernal IC Event

Spring Vineyard Tour and Picnic

April 16th: 11am to 2pm

Build-A-Blend

April 29: 6-8pm

April 30: 11-1pm and 3-5pm

May 1: 11-1pm and 3-5pm

Cork Boat Race

June 25: 10am-4pm

Please visit our website for more detailed information about these events and to reserve your space today!

UPCOMING OFF-SITE EVENTS

Visit us at:

Carefree Fine Art & Wine Festival

March 4-6, 2011

10am-5pm
Downtown Carefree

7th Annual Fountain Hills Fine Art & Wine Festival

March 18-20, 2011

10am-5pm
Fountain Hills, AZ

34th Annual Tempe Festival of the Arts

March 25-27, 2011

Tempe, AZ
10am-Dusk

4th Ave Tucson Street Fair

April 1st-3rd

10am-6pm
Tucson, AZ

We began planting the vineyards and jumped into construction of the winery in early 2004 with the intention of crushing at our own facility (with purchased grapes) for the 2004 vintage. Meanwhile, knowing that we were going to need revenue as soon as possible, I worked out a deal with my ex-boss and mentor, Ken Foster, and made wine at the facility he was running in Carneros (southern Napa) so that we would have 2003 vintage wine as soon as our doors were ready to open.

As it turned out, our facility was not completely ready by Fall 2004 – but we crushed here anyway with the help of a diesel generator, clip on lights (furnished by Maynard Keenan), a pitiful swamp cooler, and two walls on the winery. The lower level of the Administration Barn acted as our lab and fermentation room. Barrels were stored in the shade...

In 2007 we bought out the only non-family member in our Page Springs group and I was lucky enough to refinance my home during the peak of the bubble thus allowing me to become a majority shareholder in my long time dream.

Enter Caduceus. Having met Maynard Keenan at Echo Canyon in 2003, we conjured the idea of crushing Maynard's first vintage at Page Springs in 2004 as well. With grapes largely coming from Ranchita Canyon Vineyard in Paso Robles and Lakeview Vineyard in the San Antonio Valley, the first Sensei, Naga and Primer Paso were born. Since 2004, the main Caduceus wines have been made at Page Springs in 2005, 2006, 2007, and 2008. Additionally, Maynard's second brand, Merkin Vineyards, was hatched with the introduction of the Chupacabra in 2005 and (after I jokingly suggested the name) the Shinola in 2006. In 2009, Maynard's production was split between Page Springs and Arizona Stronghold and in 2010, it was split between Stronghold and the new Caduceus Winery in Jerome. An old friend of mine, Greg Stokes, past vineyard manager at David Bruce and owner of his own winery, Ursa, is now the consulting winemaker at the new

Caduceus facility. (Three wineries is just too much for me!) In 2011, all of Maynard's wines will be made at the Caduceus Winery. Then and now, Caduceus has always been Maynard's family wines.

Near the end of 2006, we heard that Al Buhl and Sam Pillsbury of Dos Cabezas were thinking of selling their 80 acres of land with 60 acres of vineyards on it. After some fairly quick negotiations, we closed on the property early in 2007 with our Page Springs Cellars family and Maynard investing 50/50. Initially we named our new venture Arizona Vineyards, but interestingly,

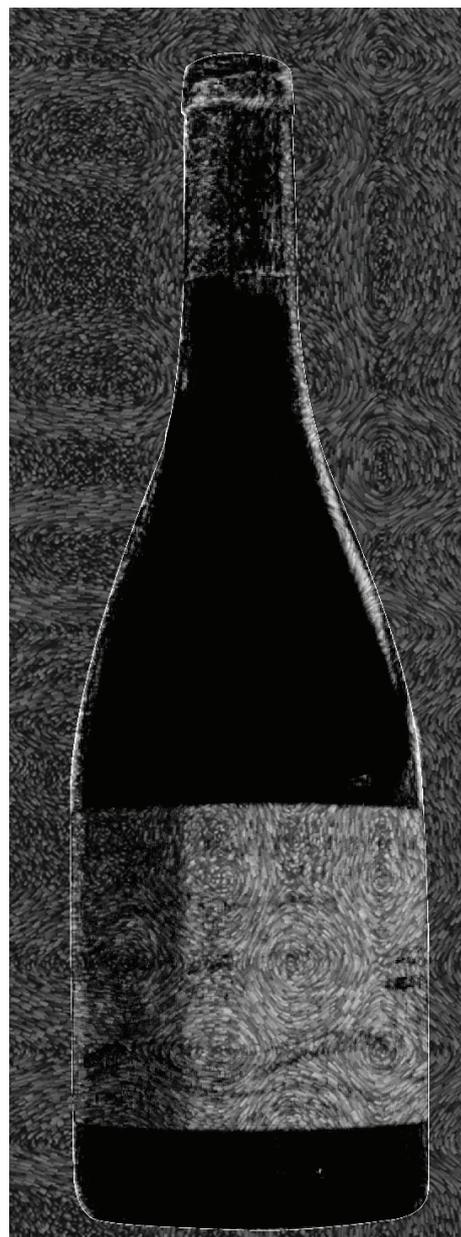
“ To quote a musical love of mine “What a long strange trip it’s been...”

our trademark search did not identify a small business with the same name near Nogales. If you were around in the early days, you may have seen our first T-shirts which just say “Arizona Vineyards”. We tossed around a bunch of names (including Dragoon Vineyards which is now being used by another grower) and settled on Arizona Stronghold Vineyards which I took from Cochise Stronghold and of course our state name. The vestiges of our false start can still be seen on our labels today – as the main lettering in the center of the label, originally designed by Maynard, still says just “A” and “V” for Arizona Vineyards. Another interesting fact is that Todd Bostock, the winemaker at Dos Cabezas at the time of our purchase, bought all the winemaking equipment and the brand name, and moved DC to Sonoita, AZ where he and his wife operate out of today.

So, in a nutshell, Page Springs Vineyards and Cellars is my family

winery, Caduceus is Maynard's and Arizona Stronghold Vineyards is our joint project. Both Maynard and I intend to keep Page Springs and Caduceus small and family owned. Stronghold is another story as we are now in 28 U.S. states and 3 Canadian provinces. Stronghold will crest 10k cases in 2011 and we intend to keep growing while improving quality and value. While the Trinity has changed and evolved over the years, these roots are forever intertwined in the same soil even as our branches seek out different light in the canopy. I am immensely proud of what Maynard and I have created and know that many new and exciting wine journeys lie ahead.

To quote a musical love of mine “What a long strange trip it’s been”...



IN THIS RELEASE

INNER CIRCLE

2009 Arizona Stronghold Vineyards

383 Clone

Rich and brawny, this wine contrasts starkly with the elegant Syrahs produced at the Estate. Definitely a wine for those who like them big.

2009 ECIPS

ECIPS is all about ARIZONA spice. We begin by setting aside the spiciest Arizona grown wines from each of the batches in the cellars. We then look to harmonize these components with the goal of creating a complex, somewhat austere, ageable wine, reminiscent of great Southern French blends.

2009 Arizona Stronghold Vineyards Petite Sirah RCV Selection - 2 bottles

The cuttings for the vines giving rise to this wine came from the mighty Ranchita Canyon Vineyard in Northern Paso Robles. For years, Ranchita Petite has graced the cellars of our Inner Circle membership, and now we are proud to release this from Ranchita progeny.

2009 El Serrano

Now in its seventh year, El Serrano is still our classic expression of southern French varietals. Good acidity, fresh fruit flavors and spiciness.

2009 Ranchita Petite Sirah

Rich, dark and almost dessert-like, the RCV Petite is not a wine to be trifled with. It should stand up well to rich, strong BBQ or even a quality cigar!

FAMILY

2009 MSGp, 2 bottles

Beautiful layers of spice, red fruit and earth come together on a silky palate with a lingering and complex finish. This wine has enough character to drink well by itself but will go even better with a range of foods.

2009 ECIPS, 2 bottles

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2009 Arizona Stronghold Vineyards Nursery Grenache

This delicate and feminine wine is a great example of a Grenache with finesse. Remarkable spicy, cherry/strawberry fruit and a deceptively creamy palate for a wine so light in color. Always a crowd favorite.

PLEASE VISIT OUR WEBSITE FOR MORE INFORMATION ON THE SPECIFIC WINES IN YOUR RELEASE.

FRIENDS

2009 Colibri Syrah

This blend of three Syrah clones expresses perfectly the complexity, intensity and structure so characteristic of this vineyard. This wine has the tannin and acidity to improve with a few years or more of cellaring.

2008 Lakeview Syrah

This is our last vintage working with Lakeview Vineyards. This Syrah has been a workhorse since Page Springs Cellars' beginning and has become special in its own strange way.

2009 Colibri Counoise

The second bottling of single-varietal Counoise in PSC's history. Intensely spicy, acidic and fruity, just a little can go a long way.

CELLAR DOOR

2009 ECIPS - 2 bottles

ECIPS is all about ARIZONA spice. We begin by setting aside the spiciest Arizona grown wines from each of the batches in the cellars. We then look to harmonize these components with the goal of creating a complex, somewhat austere, ageable wine, reminiscent of great Southern French blends.

2009 Bonita Vineyards Cabernet Sauvignon

Very classic old-world characters with great acidity and marked mineral qualities. This structure does not undermine the dark fruit characters and classic cab spice that permeates the nose and palate but rather lifts it in intensity.

2007 Sycamore Canyon Merlot

Big, rich merlot loaded with a liberal dose of classy French Oak. Soft and silky tannins and beautiful dark fruit characters.

2009 El Serrano, 2 bottles

Now in its seventh year, El Serrano is still our classic expression of southern French varietals. Good acidity, fresh fruit flavors and spiciness.

