PAGE SPRINGS CELLARS
WINE CLUB

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heard it on the

GLOMSKI GRAPEVINE

Vulnerability Builds Trust - Open Production

by Eric Glomski, Founder & Director of Winegrowing

Many of you probably don't know this, but it is I who usually comes up with the newsletter themes. Surprise, surprise...!

The theme I picked this round put me slightly at odds with the other "editors" of our humble rag. It left me in a situation where what I wanted to do—and the reason for doing it—was directly contradicted by the decision that was ultimately made to keep things somewhat safe, respectful, and possibly... non-confrontational (maybe damaging to our business...?!).

You see, we send out an email to all the managers at PSC who regularly write articles about their areas of responsibility. We present a theme so they have an idea of what compositional road they should head down. Additionally, I have been trying to push toward creating newsletters that have more meat, content, and quality (haha...!).

Thematically, we went from me suggesting we bare our souls and tell stories about the things we would never tell our members and customers—kind of an exposé, dirty-little-secret, let-the-skeletons-out-of-the-closet deal-e-o'—to "Keeping it Real."

Now...the editors I have not mentioned here are probably smarter than me and probably more respectful. My wife regularly tells me I say inappropriate things to people. See... I'm the type that, if someone walks in the room with a horrible scar on their face, I'm going to ask them about it immediately. "Hey man, what happened there? Must be a crazzeee story!" I do this naturally, without a lot of thought, but when I think about it, here is why I don't stop myself (because it is certainly within my power to do so): I believe in keeping your bags empty. I don't like to carry stuff around. It's heavy. I am convinced everybody in the room would still be thinking to themselves, "Shit... what happened to that guy?!" They'd be trying to avoid looking at this huge scar, and he might even catch them staring periodically, only to quickly turn away in embarrassment. They know it. He knows it. It's tense and weird. To me, all this cloak-and-dagger, indirect, passive behavior is worse than my transparent approach. Get it over with. Talk about the elephant so everyone can move on. I personally think the world would be a better place.

So, back to the article. I suggested the theme for this newsletter focus on sharing secrets—maybe ones that might even be uncomfortable or risky—because, in the end, I believe being transparent is always better. In doing so, we build trust, because most people hide this stuff, and it leads you to wonder what else they are hiding. (The really funny thing is that talking about our process and sharing this behind-the-scenes conversation is just that: trying to be transparent.)

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The Scales of Truth.

LIONS, TIGERS, BEARS and MOTHER NATURE

by Gayle Glomski, Vineyard Coordinator

While mountain lions don't eat grapes and our striped feral cats help control pests, bears and Mother Nature are not so nice.

To me, there's a special feeling when I work with grapevines. Some of you have had the pleasure of helping in the vineyard—specifically you Vin de Filles ladies who have expressed the same feelings. Some of you have decided to have a grapevine or two at your house. Some of you who are caretaking one or two vines at home have named your vines and built a relationship with them. I haven't named any of our vines, but I can say that I care about all of them—which is probably my drama from within.

Each vineyard, each block, each variety, and each vine has its own personality. It's hard not to care for these living beings, to get excited when a vine is healthy and happy, and to feel sad when a vine is sick and unhappy. This is my joy and my pain, just like watching my kids. I feel happy when they are happy, and I feel sad and helpless when they are dealing with the tough stuff.

Turkey Vultures making their presence known on our vineyard posts.

I think of gardening and farming as an everlasting gobstopper—the lessons go on and on, and the only end to learning will be my own death, as the vines will live and die well beyond me.

Attempting to figure out the correct grape varieties for different soils and vineyard blocks for the wines we want to make; trying to propagate, develop strong roots, replant, train bilaterally, protect from frost, protect from heat, maintain irrigation at the right pace, keep the correct amount of spur spacing to prevent disease, maintain correct ground cover, keep weeds at bay, keep specific bugs away, provide the correct nutrients, protect from heavy winds, rain, hail, raccoons, pocket gophers, skunks, foxes, birds, coatimundi, javelina, squirrels, and keeping a strong, physically and mentally healthy, happy crew—these are just a few of the challenges we face in the vineyards.

It sounds like a long, dirty laundry list and a lot of complaints, but in my opinion, our team doesn't look at the big list as a mountain we can't summit. Instead, I believe we look at all these things listed above as our jobs, and because we care, it creates opportunities for us to learn and grow together. I'm grateful to work with Eric and Tony—all of us focused on growing the best grapes so Cory and Bree are able to easily showcase the characteristics of each grape variety and their terroir. Wish us luck!

A tiny grape in a tiny bird's nest.

Inside the Tasting Room: Always Learning from our Guests!

A Q&A with Amy Rankin, Tasting Room Manager

"What can we do better? What are our guests most interested in? What if we just tried this? Trial and error, building systems, and refining policies."

Q1. What's something most people don't realize about how much work goes into creating a seamless Tasting Room experience?

There are so *many* moving parts to this business! Like most great things, it takes a lot of work—and a village, right? When you step into our Tasting Room, that experience comes from the hands of many. Not only our amazing service and support teams, or our wonderful kitchen crew, but every single person in this company plays a role in creating that moment for you.

Eric sets the vision. Our winemaking team crafts wines for release and provides ongoing education, made possible only through our vineyard team growing grapes - what they do best. Brandi and Shelly create the marketing that draws you in. Behind the scenes, Penny, Connie, and Margie keep every "t" crossed and every "i" dotted in the office. Cherene manages all our membership perks and connections. Mike in shipping makes sure you can get that one bottle you loved—or have it sent right to your door.

Cadyn brings the story to life through our tour offerings (a lovely way to experience PSC up close). And, of course, none of it would look this beautiful without Cory, our grounds manager, who ensures everything is just right.

Q2. How do you and your team keep things running smoothly when the weather, reservations, and walk-ins all collide at once?

Patience, perseverance, and positivity.

We're here in the Tasting Room for a reason—we love people, we love sharing wine, and we like to be busy! When everything collides at once, that's go time. Take a deep breath, think clearly, and ask for help when needed. You can only pour one glass at a time... well, okay, maybe two.

Q3. Inventory probably isn't the first thing people think about when they sip a flight — how do you balance what's available with what's exciting and new?

A pour and a pizza in the Member's Lounge with the wonderful Katie Hicks.

"Our flights change often. Come taste what's new—there's always something different waiting."

1. Our winemaking team creates around 70 different wines a year—anywhere from 25 cases (one barrel's worth) to 100+ cases. We offer seven different wine flights, often featuring 30+ wines on any given day (plus spirits!).

2. Our winemaker, Corey Turnbull, sends a release list—his preferred order for aging. Some wines are ready to pour now; others need more time in the bottle before we feature them.

3. From there, we curate flights that balance what's next to be released with what fits the desired flavor profiles and price points.

4. Then come the creative ideas: "What about featuring our amazing Rosés?" "Let's bring on a Mead!" "How about a Brandy flight?"

5. Next, we make sure we have the proper storage and access for all these selections.

6. Finally, we educate our stellar Wine Ambassadors—you know them as your servers! Sometimes we'll have four or more wine changes in a single week, which means there's always something new to discover when you visit.

7. If you've ever fallen in love with a wine and found it sold out, ask about our Last Chance Wine List. We'll help you find that wine—or one that's beautifully comparable.

Q4. What's one of the most rewarding parts of managing the Tasting Room that guests might never see?

They can see it—and hopefully, they can feel it! The most rewarding thing is connection.

When you see smiles on our faces and how we help each other out—that's teamwork. That's a team that respects and supports one another, and it's deeply rewarding. Connection is everything.

We often find ourselves saying, "I just made a new friend!" That's how it feels when we connect with our guests, and we hope you can feel it, too.

Q5. If you could tell members one thing that would make their visit even better—a small insider tip—what would it be?

Ask your server, "What do you like best right now?" or "What's pouring well today?"

We all have our favorites, and if you've ever seen your server's face light up while sharing a special wine with you, you know you're in for a treat.

Q6. Finally, when you think about "Keepin' It Real" at Page Springs, what does that mean to you in the Tasting Room world?

Keepin' it real means genuine hospitality.

When you visit our Tasting Room, we hope you feel that authenticity—warm, sincere, and real. That's what "Keepin' It Real" means to us.

Same Vineyard, Different Year

by Anthony Averbeck, Vineyard Foreman

I work as a grape farmer for Page Springs Vineyards. As a farmer, I get to be outside every day and breathe in the fresh air. I get to witness incredible sunrises followed by the beautiful symphony that the birds in our area perform. I closely follow the seasons—from the blooming of native flowers in spring to the leaves on the trees turning shades of yellow and orange in the fall. This is what surrounds me as I care for the vines that bear our precious fruit. Working in tandem with nature to cultivate the best possible grapes for incredible and delicious wine is a romantic endeavor.

Bullshit.

Don't misunderstand me—there are certainly rich, beautiful, and rewarding elements to working outside. I'm just here to tell you that I'm not frolicking down the rows of vines holding hands with Mother Nature. No, this is not me caressing the canopy in the beautiful golden glow of an Arizona sunset, wearing a plaid collared shirt, followed by my loyal and loving golden retriever named "Merlot."

No, this is more like the scene in The Fellowship of the Ring where Boromir fights off Uruk-hai to protect the hobbits—while being bombarded by arrows. Each time an arrow hits him, he falls for a beat, then gets up with a strained yell and keeps fighting. Like that. But let's imagine way more arrows to keep the metaphor accurate. The difference is that Boromir eventually succumbs to the arrows. We grape farmers, however, stumble to the finish, adorned with arrows piercing our flesh. Bloodied and filthy, we present our crop for the year—the new vintage.

Let's say our story starts there: a glimpse of the final act. The dystopian vineyard stripped barren of all its grapes. Picking tubs stacked and covered in pressed leaves and grape skins. The ATV and picking trailer exhausted and caked in mud. Us vineyard workers standing in a daze, with calloused hands and a bloodstream running on caffeine. We watch as the bins filled with grapes arrive at the winery. We watch as the winemaker appears on the forklift and brings down that first bin. We close our eyes as he's about to take off the lid and—

Okay, that's a great teaser and a good dark beginning.

A completely realistic image of Tony at one with nature.

Now we move on to peaceful times—pruning. In the winter, we prune. It is quiet during this time; the vines are dormant, and there is stillness. There's immense joy in coming across pruning puzzles to solve and excitement in laying the foundation for the forthcoming vintage. While there is no immediate urgency, there is a ticking clock. Pruning must be done before budbreak. For that reason, we must endure cold, rainy days. This is no small task either—it takes 3-5 minutes to prune a vine, and there are 10,752 vines to prune.

Okay, sometimes we'll have 4-6 people pruning, and sometimes we'll leave if the weather is too extreme. I'm presenting this with some dramatic flair to capture your imagination and illustrate the feeling of the work throughout the year.

We now move on to spring. Pruning is complete, and now the vines are awake—buds are breaking, and shoots are emerging. Birds are chirping. The air is cool. Small, bright, fluorescent green leaves adorn the tops of trees. It's a beautiful time with a dark, lingering shadow that haunts all of us in the winemaking world: the chance for frost.

Such an event could lead to massive crop loss and ruin the canopy. All those carefully laid-out plans from pruning are now at risk. The worst part? There's nothing we can do—it's completely out of our control. We can combat frost with large fans, but that doesn't guarantee protection. Frost events vary in degree and timing; some years see no frost at all. Let's say there was no frost this year—phew!

Now it's late spring, and the shoots on the vines are 6-8 inches tall, with 20 mph

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winds whipping around. This can knock the fragile shoots right off the vine. The metaphor here: the wind is a man trying to harm your children, and you're in front of them, aiming a shotgun and shouting, "Get away from my babies!" Worse yet, you can't stop the wind—you can only watch. I know, pretty dark stuff. Okay, the wind wasn't too bad in this hypothetical year—only a few shoots knocked off here and there.

Unfortunately, our sustained abuse by the wind isn't over, as the clusters on the shoots are now flowering and vulnerable to shatter—when not all grapes develop on the cluster, reducing yields. Let's say this year shatter wasn't that bad—just a few clusters here and there on a couple of blocks.

It's summer, and we're doing good so far. Frost and fierce winds are no longer a threat. We've thinned out all the extra and unnecessary shoots. We've removed the leaves underneath and behind the grape clusters for airflow. The canopies look good and clean, and I'm happy.

Are you familiar with the musical piece Summer by Antonio Vivaldi? I think he nailed the essence of summer. It starts immediately with this intense, frantic pace—it pauses for a quick moment... ah, the cold beer in my hand... then it picks up again! I drop my beer and run. Like the song, I'm now in the midst of a whirlwind, twirling all around. Are the vines getting water? That block looks stressed. Is there a leak? Are the vines' nutrient levels where they're supposed to be? Insects? Powdery mildew? Get the sprayer! Weeds getting tall? Get the mower! Tractor broken? Fix it!

Now there's a distant rumble on the horizon, coming closer and growing louder. A thunderstorm? No—it's the stampede of squirrels and javelina and a furious flock of hungry birds! We put nets up on the vines—you can think of the nets as a fortress, but even the strongest fortress can be penetrated.

All year round, if it's not gophers and skunks digging holes everywhere, it's deer breaking in to eat young shoots. If it's not insects munching on leaves, it's birds pecking our grapes. You've got squirrels—but then you also have raccoons, which destroy the canopy as well. Javelina wreck the nets and irrigation lines. Not to mention the coatimundi and bears causing chaos in Colibri Vineyard. It's one battle after another with these hungry animals.

Then come the actual thunderstorms, and now we have ideal conditions for rot in the vineyards—and nobody wants sour grapes. However, we're far enough along that it's time to start testing the fruit for ripeness. Time to scramble to get picking crews together for harvest. Still fighting off animals and combating rot, hoping that the fruit can hang in there. "You're almost ripe, don't fall apart on us!" Or they are falling apart, and the sugar levels aren't there—but we have to pick anyway. You're ready to pick, and it rains—more rot, more sprays—pick, pick, pick!

Now we're back to the beginning of the story: the dystopian vineyards and dirty equipment. Eyes twitching from 500 mg of caffeine coursing through my veins. The grapes arrive at the winery. The forklift lowers the bin. Off goes the lid—and the grapes look beautiful.

Phew. Deep inhale. Long exhale.

Will Rogers once said, "The farmer has to be an optimist, or he wouldn't still be a farmer." Optimism is what keeps me going. Hope is what carries a farmer—man or woman—through each year. Think about it: one entire year is one individual attempt to get it right. We strive for that prized vintage each year, and each year is different, influenced by elements outside our control. It's also humbling to know that we can't take complete credit for a good vintage, as weather plays a significant role in this—as it can also be the cause of a bad year.

Overall, I'll come right out and say this: Page Springs is an incredibly beautiful and amazing location for a tasting room, and a challenging site for vineyards. This riparian area is full of hungry animals. Agriculture is not a big facet of our community, and it's hard to find help. There aren't a lot of young vineyard workers out there. It's challenging work.

Once our grapes get to the cellar, it sets off their maddening journey of long days and sleepless nights—problem-solving and careful concentration to make the best wine they can. Again, I've weaved this article in a dramatic tone. I smile most days. Even though it can be difficult some years, it's not all doom and gloom.

And if people ask why I do it—after around 14 years of trying our wine, I'd say the juice is worth the squeeze. I promise you this is absolutely true:

I start off every single year feeling optimistic and excited.

I can't wait for next year!

Glomski Grapevine

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I just read an article titled *The Intoxication Thesis: The Evolutionary Benefits of Getting Drunk*. The author, who apparently published a whole book on the subject, had a lot of interesting points (I would suggest checking the online summary out), but the one that stood out to me the most was his claim that getting "drunk" reduces inhibitions (which we all know about!) and inherently involves a measure of risk. By taking this risk, it helps foster human bonding because people are opening up to one another by letting their guards down, thus growing closer and building more trust.

This is exactly what I wanted this newsletter to do. I wanted it to be a verbal bottle of wine!

Anyway, I could have easily talked about tubs of sulfites (yes, we use sulfites, and for darn good reason), and anytime you want me to throw open the doors of any cabinet at PSC, open the blending records (have you ever noticed that we put *every* varietal in a blend on the label, right down to 1%?), or if you want to know any and every last thing we put out in our vineyards—I'll tell you.

Years ago, I read a different article that looked at organic certification. The author spent a year tracing back a couple dozen or so certified products down to the basic ingredients and production processes. Guess what? Only two actually practiced what they preached...

This led me to start coining the phrase "Open Production." (I actually entertained the idea of creating a real certification process here.) What does this mean? It means that every door is open to the customer. Get to know your producers. Get to know your suppliers. Buy from folks who are actually open, honest, and transparent. You have the right to know.

I will leave the rest to the stories inside the newsletter.

On The Line with Chef Thomas Bryant, Kitchen Manager

Interviewed by Cherene LeAnn Nester, Wine Club Manager

You can smell the truth in a working kitchen: equal parts onion, garlic, grit, and pure hard work. While guests sip wine and groove to the music on the Vineyard Deck, Chef Thomas and his crew are in the heat—literally—making the magic happen. We caught up with our Kitchen Manager to talk chaos, creativity, and what it really takes to keep flavor (and sanity) alive in the PSC kitchen.

If the PSC Kitchen had a theme song...

CHEF THOMAS: It'd have to be something solid—something that doesn't break under pressure. Let's just call it *"The Rock."* You can smell what we're cooking, and we try to stay as steady as one too.

How much caffeine does it take to survive a big weekend?

CHEF THOMAS: Two Monster Energy Coffees. Per day. Minimum.

Go-to phrase when everything's on fire?

CHEF THOMAS: It's fine. It's fine. (Pause included.) That one's from my old Italian chef—he'd say it no matter what was happening. I just kept it.

What's the toughest food challenge you've pulled off?

CHEF THOMAS: Gruel and Grog. Four different soups for 300 people. I don't make all the soups, but it feels like a logistical nightmare. I suppose that's what I love about being a chef. I need the challenge. If I'm not challenged, I get complacent.

When curveballs hit—missing ingredients, last-minute allergies—what's the secret sauce?

CHEF THOMAS: I remind myself: I'm not a surgeon. Nobody's dying. I do well under pressure, but that phrase keeps me grounded. Pay attention, stay calm, do what you can. That's it.

How do you balance kitchen chaos and admin life?

CHEF THOMAS: Food first—always. Once I know service is handled, then I can hit the spreadsheets. Take care of the customer before the paperwork.

What do you wish everyone could see about your team?

CHEF THOMAS: That when we're slammed, we don't eat, we don't pee, we barely drink water. We sacrifice comfort for focus. Hours go by in a blink because every second counts. It's intense—but it's what we do.

Best team morale booster during 12-hour shifts?

CHEF THOMAS: I'm a hands-on chef. When it's busy, I'm not hiding in the office—I'm on deck. My crew knows I've got their back because I'm right there in the weeds with them. I lead by example.

A view of delicious creations from the kitchen moments before it arrives on your table

Biggest learning curve since joining PSC?

CHEF THOMAS: Building my own annual budget. Usually admin does that, but now I understand every financial detail—costs, margins, everything. It's made me a stronger chef and leader. *Shoutout to our Controller, Penny Frank! We all appreciate her guidance and patience when building our budgets each year.*

How do you define success at the end of the day?

CHEF THOMAS: If guests come back for the food, that's success. Consistency, flavor, and reputation are everything.

For fun, what's your dream dinner, and who is cooking it?

CHEF THOMAS: I'm cooking. It's got to be a Ribeye steak on the grill, risotto, asparagus... and my hot tub. The hot tub is non-negotiable.

What wine matches your current mood?

CHEF THOMAS: *Vino del Barrio Blanca.* It's light, dry, and refreshing—like my attitude most days.

What do you make when you want to celebrate a team member?

CHEF THOMAS: My Philly cheesesteak. The crew begs for it. I've been making them since I was fifteen—trained by Chicago pros. I'll put it as a special every now and then, but I don't plan for it to become a regular menu item. Too close to pub food.

What's the future look like in the PSC kitchen?

CHEF THOMAS: I'm excited for the future of PSC's kitchen. We've made big strides in a year—better systems, stronger teamwork, real collaboration with the Tasting Room. Our new menu launches November 1, and I can't wait for everyone to taste what's coming.

Author's Note: *Chef Thomas Keepin' It Real attitude sums up PSC perfectly—adaptable, passionate, and a humble leader. Next time you enjoy small bites or a full meal at PSC, raise your glass to the kitchen team behind the scenes making it happen. Cheers!*

Outdoor Spaces Hold The Beauty - and the Weather!

by Cadyn Ray, Tours Manager

We have a variety of tour experiences that we offer at Page Springs Cellars. All of them involve different lengths of time strolling our stunning grounds. We never know what to expect from the weather during certain times of the year. During the summer months, I find it most challenging to guide tours in the heat while keeping people safe and comfortable. During the monsoon season, you never know when it might suddenly start to downpour. In the winter, it can get quite cold—not the most comfortable when your hands are getting chilly while holding a wine glass.

During these times, in the most extreme circumstances that we see from the weather, we adjust our time spent outside and focus mostly on the cellar and barrel room. We have a tour experience to offer, rain or shine!

One of the most uniquely challenging tour experiences I've had was during a very random and heavy monsoon rain that seemingly came from nowhere. No one in the group grabbed an umbrella because it didn't look like it would rain at the start of the tour. We ended up all huddled under some picnic table umbrellas on the lower grounds while I continued to share stories and information. When it wasn't settling down, we ran quickly onto the crush pad, and all we could do was laugh. It ended up being a sort of bonding experience, but as a guide, I am always concerned about everyone's comfort level.

Sometimes, as a tour guide, not everything can go as planned—and not every aspect of a tour is controllable, such as the weather!

A little rain didn't stop this group from enjoying the outdoor portion of their tour.

"Weakness of attitude becomes weakness of character." – Albert Einstein

The Harvest Attitude Adjustment

by Corey Turnbull, Winemaker

Every year, we ramp up our minds and bodies to handle the pressures of the long hours and tedious, endless tasks presented by our harvest season. The fruit waits for no one, and it comes off the vine when it is ready—whether you are or not. To say that we were not ready this year would be an understatement, but it was not because we did not plan accordingly.

In early July, our label company informed us that the machine that prints our labels was down and would be so for three to four weeks (at the worst possible time). Ordering labels usually takes two to three weeks to print and deliver. With this delay, we wouldn't receive our labels for at least five weeks. While this pushed us up against the fruit arriving, I figured we could get the 6,000 cases we needed to bottle done just before we had to reset for processing—that is, if harvest was on the same schedule as previous vintages.

As "lack of" luck would have it, it was not. Grapes started arriving two weeks (or even a month in some blocks) earlier than last year, and we were forced to bottle and process at the same time. This perfect storm was a challenge that, I believe, our team met head-on and prevailed.

While we had to get into the "grind" early (100+ hour weeks) due to this situation, we did not falter; attitudes stayed positive, and I can proudly say that this was one of the most organized and easiest harvests I have been a part of. In contrast, last harvest was one of the worst. The biggest difference was my attitude. Last year, just as we were ramping up to the normal long days, our team was infected by a bout of COVID, and we lost our core people for 4–5 days at a time. With skeleton crews and fruit constantly arriving (as I said above, fruit waits for no one), tasks backed up.

Grapes as they fall into a bin after a run through the de-stemmer. A near constant sight during Harvest.

When I came back from my personal bout, I was overwhelmed by the amount of work in front of us, and it seemed we couldn't catch up for 4–5 weeks. In addition to not feeling well and working 18-hour days, I also beat myself up when things did not get done in a timely manner, because I want to make the best wine that we can with every batch. Because of this, I wore my frustrations on my sleeve. My attitude during this period became infectious, and there were some gloomy days in the cellar. We ended up making great wines in spite of my concerns and behavior, but I did not make it easy.

After things slowed down and I had time to reflect, I realized that as a leader, it is paramount to foster an atmosphere of fun, learning, and cooperation. By doing so, one can ease the pain of harvest. By getting upset, sullen, and angry, I also saw how easy it is to make it unbearable. So, this year, I vowed to not let things get to me—to keep a positive attitude and to trust more in the process and my team around me.

And then the label delay... Perhaps the universe just wanted to challenge my resolve! But we got organized, worked long days, and made sacrifices to get everything bottled while processing fruit. Due to this rushed, chaotic start, we were forced into a focused and organized approach early, and by the time we finished bottling, it seemed that the transition to harvest mode was more seamless than ever—a silver lining, if you will.

As I write this article, we only have one "live" fermentation, and are, for the most part, done. Earlier than ever, and we made some awesome wines. There is more diversity and quality this year than ever before. I cannot say how proud I am of my team (and myself, who I beat up the most) for getting through this challenging time with hard work, trust, and cooperation.

Winemaking is a difficult job that can seem frustrating or even hopeless at times, but I know that if I keep my head up and a smile on my face... I think there is nothing we can't do.

So Much to Say, So Little Time & Space

by Brandi Corley, Marketing Director

When talking about this place, I often find myself saying things like, "Oh, and check this out…," "Oh, I forgot to mention…," "Oh, did you also know we do this…?" The challenge and blessing of working here is that we do all the things. We aren't afraid to make 60+ wines a year. We aren't afraid to search out the perfect Arizona oak tree to develop Arizona oak staves to age wine on Arizona oak. We aren't afraid to plan an event at our Colibri Vineyard (six hours away) when we know it would be the coolest thing ever — but also extra challenging to execute. When you're not afraid to work hard, try new things, fail, try more new things, succeed, work hard, smile, laugh, build relationships, fail again, work hard, and repeat — there will always be something on the horizon to share.

A 'Keepin' It Real' photo with (left to right) Bree Nation, Brandi Corley, Eric Glomski & Cherene Nester at Tilted Underground 2024.

This is part of the reason I've always gravitated toward working here. It's also part of the challenge of being the one responsible for getting the "message out" about all the things. There are emails and (most recently) texts to consider. Social media posting cadence and platform-specific content to think about (we can't anger the algorithm). Online event calendars to update. Would this be appropriate for the local Chamber newsletter? What about a phone-a-thon, or, ooh, how about an ad in a Phoenix-area magazine with a deadline of yesterday?

It can be overwhelming. But if I let it, it can also be invigorating. Maybe that's not the right word. Exciting? Eh, overused. Refreshing, stimulating… I think those are closer. It keeps me from being stagnant — or bored. I don't think I've ever had a time since working here that I was bored. It just doesn't happen.

And while I sometimes envy big marketing teams with departments for this and specialists for that, I also know I'd probably miss the chaos. There's something satisfying about wearing all the hats — even if they don't all fit perfectly. One day I'm a designer, the next I'm a copywriter, photographer, web developer, event planner, or customer service rep (usually all before lunch). It's a lot. But it's also what keeps things interesting.

When it starts to feel like too much, I try to remember why it matters. Every post, event, or email is a chance to help people connect with what we do here — to see the care, creativity, and risk-taking behind every decision. The goal isn't to make it look effortless; it's to make it feel real.

The truth is, we'll never fit neatly into a single tagline or ad space. We're too dynamic, too curious, too unwilling to stop experimenting. And maybe that's the best story we can tell—one that keeps evolving, one project, one rushed deadline, one wild idea at a time.

The Hitchhikers Guide to the WINE CLUB INBOX

by Cherene LeAnn Nester, Wine Club Manager

An Introduction, of Sorts
The Wine Club Inbox, much like the universe, is vast, unpredictable, and occasionally defies logic. The most important thing to remember when approaching it is this:
Don't Panic.

To the untrained eye, it's merely a place where Members send requests and questions. But to the one who ventures into it daily, it's a parallel dimension—equal parts comedy, action-adventure, and, occasionally, highly specific invoicing instructions.

A Galaxy of Requests
In the Inbox galaxy, messages range from dazzling supernovas to mildly concerning space debris. Some are brilliant:

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Cherene Nester, Wine Club Manager/Galactic Hitchhiker

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"I'm hosting a PSC dinner party, could you tell me more about this vintage?"

Glorious! These are the missions worth dashing to the Cellar for—clipboard in hand, heart full of purpose.

Others are perfectly reasonable requests that, when filtered through the mysterious algorithms of Wine Club infrastructure, become something far less dramatic than originally perceived.

Guide Sidebar: Inbox — A place where ordinary requests are transformed into extraordinary challenges by the curious laws of logistics, point-of-sale software, and state tax codes.

The Refund Nebula (a.k.a. Simple* Invoice Adjustments)

At first glance, asking to switch from shipping to pickup seems harmless. In the refund matrix, however, it's like wandering into a nebula—pretty from a distance, but up close, it fries the navigation system.

Why? State taxes.
Once an order is processed, Arizona has collected its due, and liquor tax has been sent into the bureaucratic void. Changing that order means not only reversing charges but also unraveling the tax ledger with the precision of a Sommelier determining which wine to pair with a Greek-stuffed, herb-crusted pork loin.

Thus, the Out-of-State (OOS) Clubs were born—processed separately and built to handle these exact conditions. A neat, tidy solution to what was once a swirling vortex of paperwork.

Guide Sidebar: *Refund-and-Recharge Vortex — A rare and mysterious formation in the Wine Club ecosystem, known to swallow entire invoices, temporarily trap credit card balances, and cause mild existential dread.

An image of the Wine Club Galaxy, Guidebook included.

The Holdover Gravitational Shift (a.k.a. Recycled Art Installations)

The Wine Room contains exactly three shelves for "holdover" wines. This is precisely three fewer shelves than presumed to exist—and roughly 1,000 fewer spaces than the Wine Club Manager requires to maintain balance.

The truth is: one quarter is manageable, two is possible—but beyond three or four, the space collapses under its own gravity. Bottles vanish into the backlog, and the only way forward after a year of waiting to be retrieved is transformation.

Guide Sidebar: Gravitational Shift — The point at which wine stops behaving like wine and starts behaving like an art installation. The only escape: careful reorganization or creative repurposing.

The Cancellation Signal (a.k.a. The Jump Scare)

The Inbox often receives faint transmissions:

"I'd like to cancel my membership."

Dutifully, I respond with the *Before You Go* email, offering alternatives. Then—silence.

Weeks pass. Quarterly announcements are sent. Invoices process. And just when the system hums along smoothly—BLINK!—a cancellation request reappears, louder, sometimes in ALL CAPS:

"REFUND! I'VE CANCELLED!"

Guide Sidebar: Jump Scare — The sudden reappearance of an unresolved request after one has confidently assumed it was resolved.

The Answer Is 42

Here's the real twist: these inbox oddities didn't just expose nuances—they drove evolution.

Once upon a time, there were five club levels. Elegant. Manageable.

But then came *Never Ship, Out-of-State*, and *Prima Add-Ons* (white wines level). Each reasonable request revealed the gaps in our once-simple system—and each gap demanded its own solution.

By Q2 2025, we arrived at 42 distinct clubs.

Why 42? As every Hitchhiker knows, the answer is obvious: because 42 is the answer to everything—life, the universe... and Wine Clubs.

Guide Sidebar: 42 Clubs – A surprisingly elegant solution to a galaxy of logistical complexity. Maintains Member satisfaction, reduces invoice anomalies, and contains exactly zero black holes (so far).

Epilogue: Don't Panic

So, there you have it: a field guide to the strange, occasionally puzzling, but always meaningful ecosystem known as the Wine Club Inbox.

We face many complications—our systems, taxes, and shelf space among them. Yet each Member request shines light on where we need to adapt. And adapt we have. What once looked like chaos now organizes itself into clarity and structure.

So remember, Hitchhikers: keep your towel handy, pour yourself a glass, and above all... Don't Panic.

Guide Sidebar: Should the universe end next Tuesday at lunchtime—as these things occasionally do—the Wine Club Manager's Guide humbly suggests skipping the pint of beer and going straight for a generous pour of Syrah. Because if the apocalypse must come, it may as well pair beautifully.

BREAKING BREAD NIGHT

Every Thursday
5 pm - 7 pm
$5 Draft Wine
Complimentary Food

THE WINE CLUB CORNER

by Cherene LeAnn Nester, Wine Club Manager

Crisp fall weather is upon us, harvest has come to an end, and we are looking to the future when we can share these wines! Looking for your next immersive Wine Club Event? Join us at the Wine and Cheese Soiree on December 6th, 2025. Your next charcuterie board is calling...

2025 EVENTS

Dec 6	**WINE & CHEESE SOIREE**
3rd Thurs. of Month	**SIP & CRAVE**

2026 - *Tickets on sale now!*

Jan 31	**GRUEL & GROG (SAT)**
Feb 1	**GRUEL & GROG (SUN)**
Mar 28	**BARRELS & BURGERS (SAT)**
Mar 29	**BARRELS & BURGERS (SUN)**

Pre-Release Tickets AVAILABLE NOW to PSC Members for events above.

SAVE THE DATE

June 20	**TILTED EARTH FESTIVAL**

RELEASE SCHEDULE

Quarter 1	January
Quarter 2	March
Quarter 3	September
Quarter 4	November

QUARTERLY PICKUPS & POURS

Pickup your quarterly release & taste wines available as add-on options. Only available during Quarterly Pickups & Pours events.

November 8, 2025
January 10, 2026
March 14, 2026

COMING SOON

Wine & Cheese Soiree
December 6

Curious about the relationship between wine and cheese? Join us for a crash course. Your next charcuterie board is begging you to see the possiblities. Wear your favorite ugly Christmas sweater for a chance to win a Magnum!

Gruel & Grog
January 31 & February 1

Nothing better than enjoying a hot bowl of soup on a cold day. But imagine, we're dining in the Cellar and sharing our favorite house blends. This event is sure to leave you feeling warm inside. Don't miss out, tickets are going fast!

Barrels & Burgers
March 28 & 29

Have you ever opened a bottle of wine to enjoy with a freshly grilled burger? Don't worry if you haven't, we've done the research and can tell you – it's a match made in heaven. Join us and judge for yourself at this club favorite event!

BOOK NOW!
April 19-26, 2027

Gems of Southeast Europe - Lower Danube River

This 7-night river cruise hosted by Eric and Gayle Glomski is a wine enthusiasts bucket list adventure! Travel from Romania to Budapest and taste wines along the way. Eric and Gayle always find a way to make these trips unforgettable. From the PSC wines they share, to the memories they create, this is an opportunity unlike any other.

Contact:
Avenues of the World, Inc.
928.556.0853
Monika@avenuesoftheworld.com

CLUB RESOURCES

Whether you like more hands-off experience or prefer extra guidance, there are easy ways to manage your membership. Use your online account anytime, and know we're always available by phone, email, or text when you need us.

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