



EVERYTHING I KNOW ABOUT THE WINE
BUSINESS I LEARNED IN A TECHNOLOGY
START UP....

(THAT HAD NOTHING TO DO WITH WINE)



A CONFESSION





Sokol 
Blosser

1989 - 1999

Q *sent*



THE POWER OF AN IDEA



KNOCKING DOWN THE TALL GRASS



THE POWER OF DISRUPTION



TAXI

E-hailing a Cab 10 Years Before Uber





Taxi medallion values peaked in 2014, where the average price for one surpassed \$1 million, but after e-hail companies Uber and Lyft entered the city's transit scene, medallion prices began to nosedive. By 2017 the value had been quartered, and in November 2021 the cost of some medallions was **as low as \$25,000**

LESSONS LEARNED -

WE FAILED BECAUSE -

- WE WERE TOO FAR AHEAD OF THE TECHNOLOGY
- WE CHOOSE THE WRONG PARTNER
- WE DIDN'T HAVE THE TIME TO DEVELOP A NEW MODEL

TAXI INDUSTRY FAILED

- INCAPABLE OF EVOLVING



A photograph of a vineyard at sunset. The vineyard is in the foreground and middle ground, with rows of grapevines stretching across a hillside. The leaves are green, and some clusters of grapes are visible, some appearing yellow. In the background, there are dark silhouettes of mountains under a sky with a warm, orange glow from the setting sun. A small orange horizontal bar is in the top left corner.

WE ARE ALL IN A
LEGACY BUSINESS

THE POWER OF AGILITY





The background of the slide features a large, semi-transparent seal of the Central Intelligence Agency. The seal is circular, with an eagle perched on a shield in the center. The shield contains a compass rose. The words "CENTRAL INTELLIGENCE AGENCY" are written in a circle around the eagle, and "UNITED STATES OF AMERICA" is written in a circle around the shield. The seal is set against a dark, reflective background that looks like a polished floor with a grid pattern.

SHIFTING
THE MODEL TO
MEET THE NEED



NETFLIX

IMPLICATIONS OF CHANGING DEMOGRAPHICS



POWER OF STORYTELLING



THE
POWER
OF TIMING

Mobile Wallet





THE POWER OF VISION





LEED GOLD



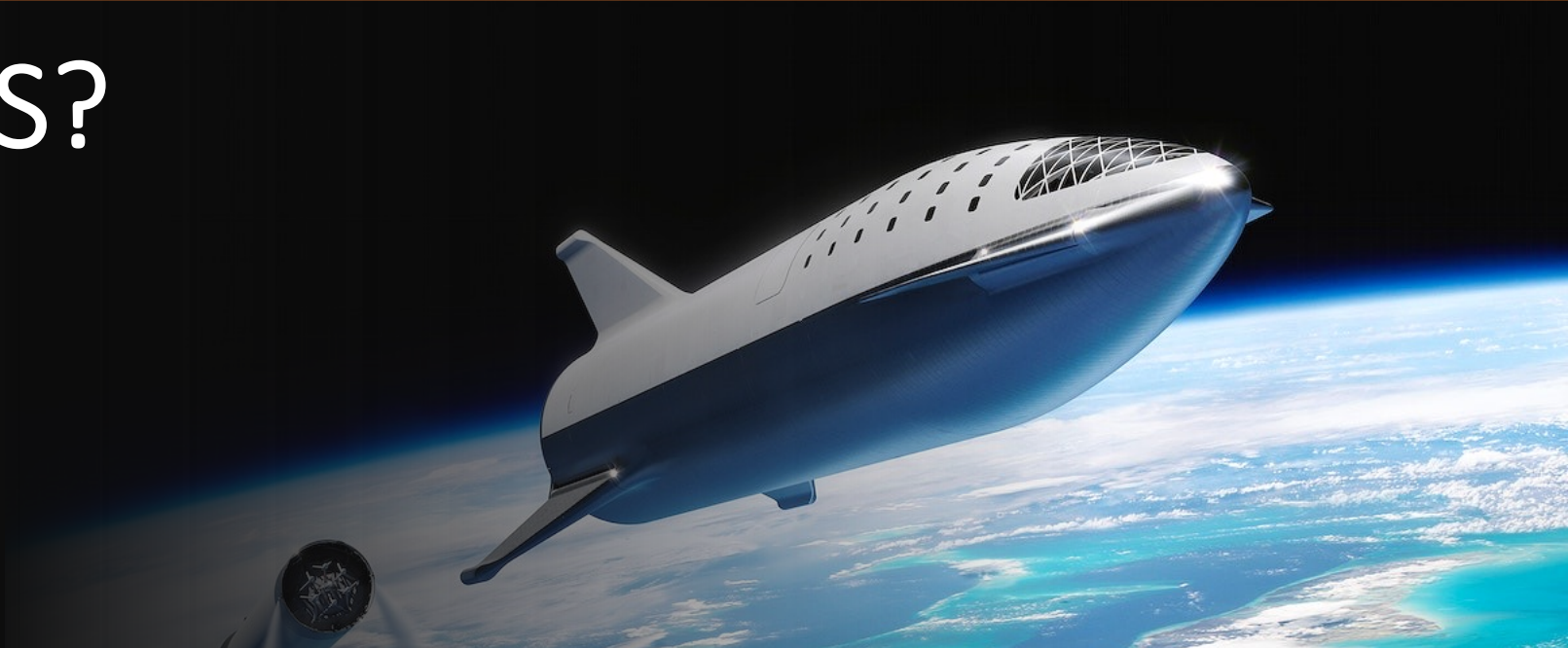
NET ZERO



SOLAR



WHAT 200 YEARS?



UNDERSTANDING THE DNA



THE POWER OF INCLUSIVITY





MOST
PEOPLE
HAVE ...



Certified



®



Corporation

THOUGHTS ON FUNDING





BUILDING THE INFRASTRUCTURE





Stoller
FAMILY ESTATE

Stoller
FAMILY ESTATE

IMPORTANCE OF THE TEAM

CHANGING THE CULTURE TO ONE OF INNOVATION





STOLLER WINE GROUP



CHEHALEM



CHEMISTRY



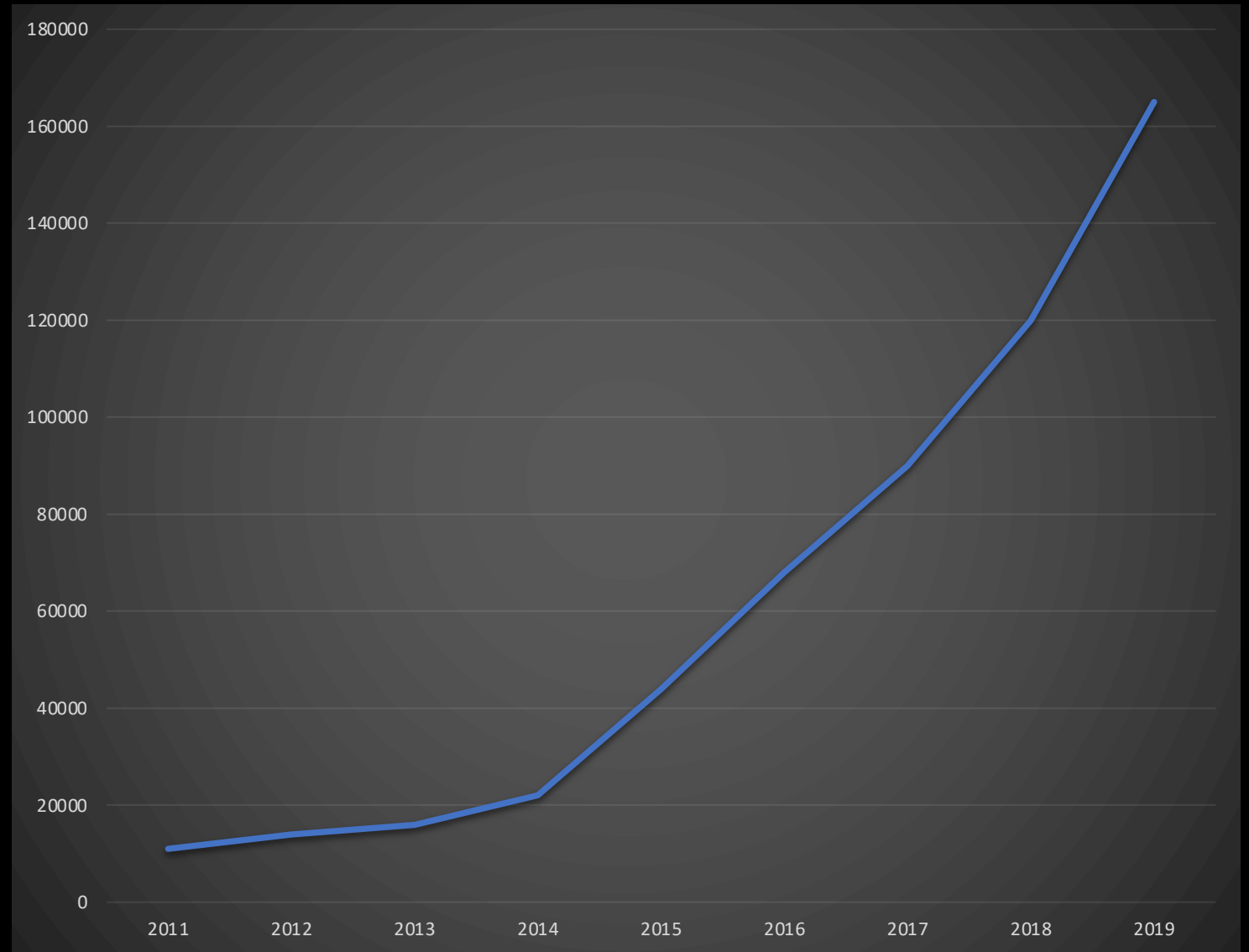
CANNED OREGON



HISTORY



GROWTH 2011 to 2019





WAIT....WHAT?



LOOKING TO THE FUTURE



RISK ANALYSIS

OVER THE
HORIZON THREATS

THEN THIS
HAPPENED...



WHERE AGILTY AND DISRUPTION PAID OFF





SHIFTING TO VISUAL STORY TELLING



PRIORITIZING RETENTION





USER EXPERIENCE



TESLA



MANAGING IN A TIME OF CHAOS

- Pandemic
- Climate Change
- Recession
- Supply Chain Issues
- Neo-Prohibition
- Changing Demographics
- Social Unrest
- Specter of War
- Great Resignation
- Quiet Quitting
- Consolidation





FOR OUR
CUSTOMERS

BE TRUSTED
BE AN ESCAPE

FOR
OURSELVES

TRANSFORMATIONAL
CHANGE






As business executives, we must
become generational thinkers

We are in a legacy business where
change is happening all around
us...and quickly so we must adapt

WHAT'S NEXT?

At the same time, what has worked
for a millennium will still work. It's
just how it will be delivered that will
be the challenge



As we look to other industries for inspiration, we should also be aware of where their failure points and threats are emerging from

FINAL THOUGHT