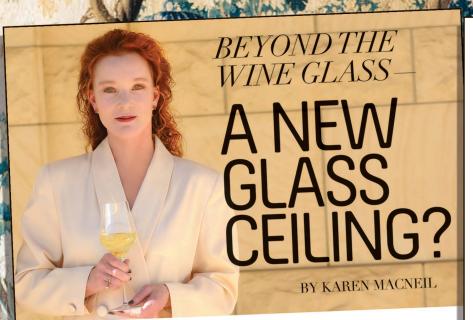
## THE SOMMELIER JOURNAL DECEMBER/JANUARY • 2017/2018 \$10.00 US/\$12.00 CANADA THE SOMMELIER JOURNAL JOURNAL THE SOMMELIER JOURNAL STORY OF THE SOMMELIER JOURNAL AND STORY OF THE SOMMELIER JOURNAL THE SOMMELIER JOURNAL STORY OF THE SOMMELIER JOURNAL THE SOMMELIER JOURNAL STORY OF THE SOMMELIER JOURNAL STORY OF THE SOMMELIER JOURNAL THE SOMMELIER JOURNAL THE SOMMELIER JOURNAL THE SOMMELIER JOURNAL STORY OF THE SOMMELIER JOURNAL THE SOMELIER JOURNAL THE S



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controlled by five men, and because they wrote for most of the top magazines and newspapers, they effectively controlled wine journalism in the entire United States.

ers might need, too. The Wine Bible has now sold 1 million copies.

Before I address some of the broade issues regarding women and wine, I'd lik to share two experiences of my own.

"...I conducted some research myself. I asked 50 very successful women in the wine industry this question: What traits do you believe you possess that have helped you become a leading woman in the wine industry?"

In their responses, the women also shared their own tips for career advancement:

Have good social graces

Give ten times more effort than your competition

Don't give up

Be humble

Ask for five times more than you think you are worth

Fearlessly (and at times persistently) ask questions

Tune out the endless nay-saying

Become a compassionate and astute listener

Be extremely competitive

Have nerves of steel

Have persistence and tenacity

Give up other aspects of life to focus on your job

Constantly strive to improve

Believe in yourself

Don't think about yourself as a "woman in the wine business"

Understand what drives your passion

**Build relationships** 

Develop a keen understanding of priorities

Be an intuitive, strategic thinker

Be a caring leader

Challenge the status quo

Do not settle for mediocrity

Seek great mentors



CHARLES COMMUNICATIONS



Seek great mentors

Embrace criticism

Treat co-workers fairly Advocate for yourself

Take on tasks or people well beyond your

Always be thinking about how to do it better

Solicit the advice of smarter and more successful people

Pivot around obstacles

Have a strong soul