

THE SOMMELIER JOURNAL



BEYOND THE WINE GLASS—

A NEW GLASS CEILING?

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THE INSPIRING KEYNOTE SPEECH GIVEN AT THIS YEAR'S NATIONAL

WOMEN CONFERENCE

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. One of those men was a friend of mine.

ers might need, too. *The Wine Bible* has now sold 1 million copies. Before I address some of the broader issues regarding women and wine, I'd like to share two experiences of my own. The first happened in a famous New York

"...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

- Seek great mentors
- Embrace criticism
- Treat co-workers fairly
- Advocate for yourself
- Take on tasks or people well beyond your comfort zone
- 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

Crocker & Starr



Pam Starr