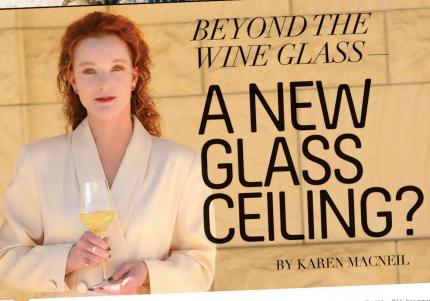
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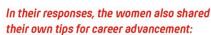
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controlled by five men, and because they wrote for most of the top magazines and newspapers, they effectively controlled wine journalism in the entire United States. One of those men was a friend of mine, ers might need, too. The Wine Bible has now sold I million copies.

Before I address some of the broa issues regarding women and wine, I'd like to share two experiences of my own. The first happened in a famous New Yor

"...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?"



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

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

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