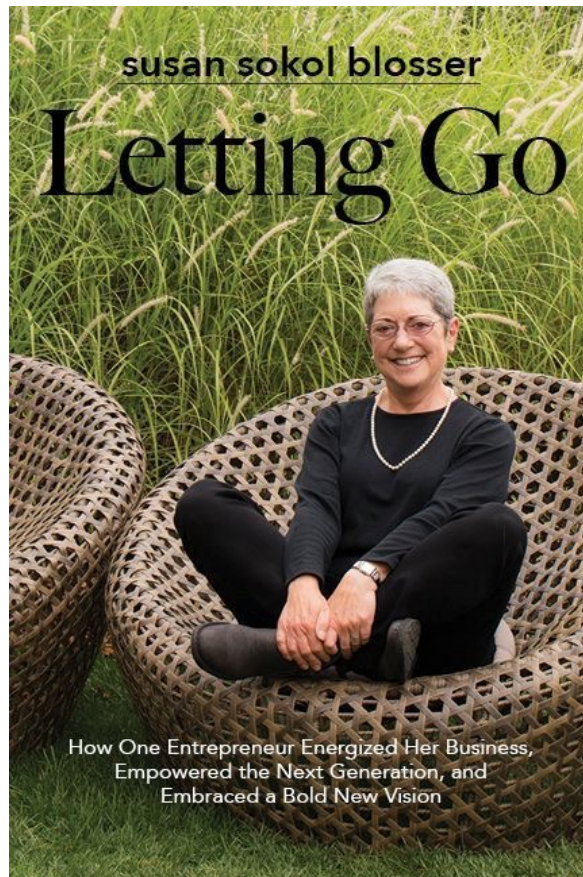


Publicity Etc.



Once you get to the top, how do you know when it's time to let go?

At the height of her career, after building and leading one of the most innovative wineries in America, Susan Sokol Blosser made an extraordinary decision -- to step away from the work she loved and transition control of the winery to her children. *Letting Go: How One Entrepreneur Energized Her Business, Empowered the Next Generation, and Embraced a Bold New Vision* is the engaging account of how she made that decision, the surprising challenges she faced, the unanticipated journey that ensued and the good life that followed.

Contact: Lucinda Dyer
615-794-0310
dyerpr@gmail.com

www.susansokolblosser.com

Letting Go speaks to universal themes: transforming family dynamics as the older generation cedes power to the younger; thriving as a woman in an era of changing gender roles; facing aging and staying vital while no longer climbing the career ladder. Contrary to the “having it all” mind set, Sokol Blosser’s story proves that *Letting Go* can be the most fulfilling life choice.

Topics of Discussion:

32% of family firms are looking to pass on ownership, but not management, to the next generation -- up from 25% in 2012. Only 16% of family firms have a discussed and documented succession plan in place. (PwC Family Business Survey 2014)

By 2017, it is estimated that 40.3 percent of family business owners expect to retire. Less than half of those expecting to retire in five years have selected a successor. (Conway Center for Family Business)

1. Your father, brothers and children are all entrepreneurs. Do you think entrepreneurship is a nature or nurture phenomenon?
2. Why did you believe the vision needed to drive your business forward would come from the next generation?
3. Do you think being a woman made your path as an entrepreneur different from the way men have gone about it? How did that effect the way you approached this business transition?
5. How did being both gracious and ruthless in business become the key to the survival and success of the winery?
6. Transitioning the business to your children took three years -- why so long?
7. Why do you describe the final year of the transition as a complex, puzzling, awkward, and emotional roller coaster ride?
8. Would it be impossible to start a business like the winery today if all you had was enthusiasm and a Puritan ethic?
9. How did you personally “recalibrate” after stepping down as president of the winery?

Contact: Lucinda Dyer
615-794-0310
dyerpr@gmail.com

About Susan Sokol Blosser:

When women were rarely decision makers in business or agriculture, Susan Sokol Blosser, a pioneer in the Oregon wine industry, distinguished herself in both. For over three decades, Susan managed every aspect of Sokol Blosser's winery operation. As president, she saw Sokol Blosser grow to become one of the largest and most innovative Oregon wineries, with national and international distribution.

Susan was a forerunner in instituting environmentally friendly business practices at the Sokol Blosser Winery and practicing the triple bottom line concept of people, planet, profit. With its certified organic vineyard, the first LEED certified winery building in the US, and business practices based on the Natural Step model of sustainability, the winery made social responsibility and its environmental ethic priorities, while still pursuing its vision of producing remarkable wines.

Susan holds a B.A. from Stanford University and an Honorary Doctorate of Public Service from the University of Portland, citing her entrepreneurship within the context of environmental and social responsibility. She's received Lifetime Achievement Awards from Women for WineSense and the Oregon Wine Board and is a Lifetime Trustee of the Oregon Museum of Science and Industry and Marylhurst University.

She and her husband, Russ Rosner, Sokol Blosser's Winemaker Emeritus, live in a home at the



vineyard with three cats, eight chickens and a Tibetan Terrier.

For more about Susan, visit her website www.susankolblosser.com