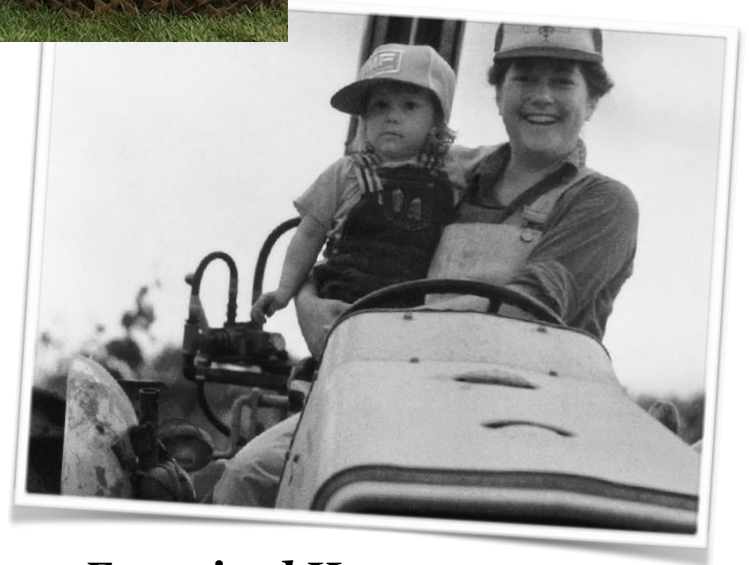
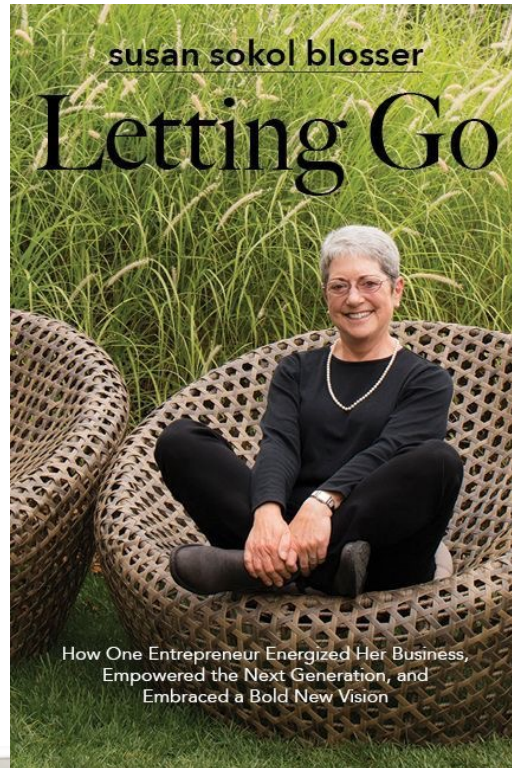


Publicity Etc.



***Letting Go:
How One Woman Entrepreneur Energized Her***

Business, Empowered the Next Generation, and Embraced a Bold New Future

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

At a time 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 the vineyard manager, she drove the tractor, did hand work (pruning, suckering, pulling leaves, and thinning the crop), and used a forklift to load grapes onto flatbed trucks. As president, she saw Sokol Blosser grow to become one of the largest and most innovative Oregon wineries, with national and international distribution.

Then, at the height of her career, Susan made an extraordinary decision -- to step away from the work she loved and transition control of the winery to her children. *Letting Go* 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.

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.

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Topics of Discussion:

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 should 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. How did you personally “recalibrate” after stepping down as president of the winery?

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About Susan Sokol Blosser:

At a time 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 the Sokol Blosser Winery operation. As vineyard manager from 1980-1990, she drove the tractor, did hand work (pruning, suckering, pulling leaves, and thinning the crop), and used a forklift to load grapes onto flatbed trucks. As president from 1991-2007, 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 Sokol Blosser and practicing the triple bottom line concept of people, planet, profit. With its certified organic vineyard, the first LEED (US Green Building Council's certification) 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.

Then, at the height of her career, she did something rare in family businesses -- she chose to transition control of the winery to her children. Not one to go quietly into retirement, Susan then focused her energies on the local community, founding the Yamhill Enrichment Society (YES) in 2011. YES was created to enrich Yamhill County with projects in education and the arts, food, agriculture, and history.

Susan holds a B.A. from Stanford University, an M.A.T from Reed College 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.susansokolblosser.com