



NEWSLETTER August, 2009

Sure, you're going to be harvesting those perfectly ripened grapes from the vineyard.

But what *e*lse will you be harvesting this season?

1. **Mature Employees or Employees who are Rotting on the Vine?** If you have spent the past year providing your employees opportunities to participate in management, to stretch and grow, then this year has probably been a productive one for you. Your best employees have been able to stretch their muscles and try new ideas, they've attended training classes and they're feeling empowered. But if you have kept your team in the dark while you have tried one idea after another, then you might be dealing with a tired, stressed, or even moldy team with little energy or enthusiasm for another year. *
2. **A Sustainable Plan or Short Term Fix?** If you had a long term plan in place, you probably had to make a few modifications this year. When the economy rebounds, you will be able to get back on track and continue your plan. If you instead operate only day to day, month to month, or year by year, you run the risk of not achieving your long term goals. Now is the time to take another look at your harvests of the future - and decide where you are headed.
3. **Followers?** If you aren't using Twitter to spread the word, you are missing out on access to a large community of potential buyers. In a recent [Twellow](#) ** search, only 59 wineries appeared in response to my search for "winery napa". Twitter gives you free word of mouth. Don't be a twit and miss out on this opportunity.
4. **IOUs from the state of California?** Okay, this is in a slightly different

vein from the first three items, but every crop has its pests. So let's talk about state income taxes for a minute. We want to remind you to take another look at your state income tax estimates. As you may have heard, California is in a bit of a budget crisis this year which means that taxpayers with overpaid state taxes received IOUs (or "warrants"). To reduce your chances of being left holding "warrants", you should verify that your tax estimates are as close as possible to your actual balance due. Be sure to schedule an appointment with your tax preparer so we have time to take another look at those estimated payments.

** did we mention that in addition to our own Education Center, we also have instructors at the [WISE Academy](#) and the Wine Marketing Short Course offered at UC Davis as part of the MBA curriculum at the Organization Intenationale de la Vigne et du Vin.*

***www.twellow.com is a Twitter search tool that lets you search for users based on their profiles.*

