

EPISODE #15 LESSONS LEARNED DURING MY 46-YEAR WINE CAREER

Fred Reno

Hi folks, welcome back to the Fine Wine Confidential Book podcast with me, Fred Reno, your host. In this latest Episode #15, I want to share with you some lessons I learned that led to success during my 46-year wine business career, lessons that were not necessarily obvious to me at the time.

First and foremost, when I was told I couldn't do something, it strengthened my resolve to accomplish what I saw as an obvious need. The lesson is simple: don't give up on your dreams or your ability to follow through on anything you believe is both positive and of value. It is imperative that you, as an individual, persevere.

Secondly, but no less important, the fact that most of the obstacles you will encounter in the world of business are there because that's the way it has always been done, not necessarily the way it should be done.

Thirdly, the importance of not letting your Earning Curve get ahead of your Learning Curve. This is something I didn't fully appreciate until I reached that moment when the two came together. It was very rewarding.

One of the lessons that my father taught me many years ago that I employed was simple: he would always say, "Son, there are many opportunities in this world, and very few people who see them, when you see your opportunity, don't run from it, run to it. This was a guiding principle that led to many successes.

Additionally, one of the most important lessons I learned was to make sure that the folks I managed knew they were recognized for their contributions to the company. I always strived to make the workplace both friendly and inviting for them.

Lastly, do not let anything that happens to you personally or professionally negatively affect others or intrude on their ability to do their job. That is how a true professional conducts themselves.

This list is just a very small sample of the many lessons I learned in my journey to blend my passion for wine with my passion for business. My book is full of many more examples like these. I hope that as you read the book, you will discover and learn from these experiences that can apply to your business and life. This is the hard launch of the Fine Wine Confidential book. The book is now published and available on Amazon and other online bookstores. I look forward to hearing your comments, or if you have any questions, send them to me at fred@finewineconfidential.com

Enjoy the read. See you on the other side.