



Sokol Blosser

DUNDEE HILLS, OREGON

Est. 1971

Sokol Blosser Management

Alex Sokol Blosser, Co-President and Winemaker

Alex Sokol Blosser is winemaker and co-president of Sokol Blosser. Son of founders Susan Sokol Blosser and Bill Blosser, he grew up in the family business and developed a love for the land and its fruits. As the fourth winemaker in Sokol Blosser's history, Alex embarked on this role with management of the 2013 harvest and the blending of the highly anticipated 2012 vintage.



After attending college in Texas, Alex was drawn back to Oregon to complete his studies while acquiring valuable wine industry experience. He worked in neighboring vineyards and with a Portland wine wholesaler before joining the family business full time in 1998. Once he earned a master's degree in business from Portland State University, Alex became vice president of sales at Sokol Blosser. He took an active role in the winery's harvests and began serving as vineyard manager in 2006. In 2008, he and his sister, Alison Sokol Blosser, were named co-presidents and completed the transition of the family winery to the next generation. Most recently, Alex achieved a winemaking certificate from the University of California, Davis.

Alex continues his parents' legacy by being instrumental in shaping Oregon's wine industry. He spearheaded a project to develop six new American Viticultural Areas in the northern Willamette Valley in 2002. Today, he serves on the board of the Willamette Valley Wineries Association.

Alison Sokol Blosser, Co-President and CEO

Alison Sokol Blosser is co-president of Sokol Blosser. The daughter of founders Susan Sokol Blosser and Bill Blosser, Alison feels a deep connection to the family vineyard and winery. Leading the business with her brother, Alex, she collaborates to guide the strategic future of the business while overseeing marketing, sales and administrative functions, including accounting, finance and human resources.



After earning an MBA at the University of Washington, Alison spent three years working in public relations and marketing communications. Her experience spanned startups to consumer branding giants, such as Nike and Nordstrom. In 2004, she returned to Sokol Blosser and assumed the role of director of marketing.

Alison is involved in the Oregon wine industry as a board member of Oregon Pinot Camp as well as a member of Women for Winesense. She is a member of the marketing committee for the Oregon Wine Board, as well as a member of the Young President's Organization's Oregon Chapter. In addition, she is a founding board member of the Dundee Hills Winegrowers Association.

Nik Blosser, Chairman

Nik Blosser is chairman of Sokol Blosser. Son of founders Susan Sokol Blosser and Bill Blosser, Nik provides a unique perspective on vineyard and winery operations. In particular, he lends considerable expertise in incorporating sustainable practices across all facets of the family business. For the past decade, he has been a leading voice in the region's sustainable business arena, shaping political and business views of the economic opportunities surrounding sustainability. He is an expert on green marketing, integrating sustainable business sectors, and using policy to address environmental and sustainability issues.



Nik is co-founder and president of Celilo Group Media, Inc. a Portland, Oregon-based media company with the mission of expanding markets for sustainable products. Celilo's primary media property are the Chinook Book consumer guides, which include print and mobile green coupon guides in Portland, Seattle, Denver, California's Bay Area and Minneapolis. Celilo Group Media's publications have received multiple awards, including the 2007 Cecil D. Andrus Leadership Award for Sustainability and Conservation, the first-ever Aveda Environmental Award for the magazine industry, a Best Award from the City of Portland, A Founder of the Northwest Award and several Utne Independent Press Award nominations.

Co-founder of the Oregon Business Association, Nik serves on its board of directors. He was appointed by two Oregon governors to serve on the Oregon State Parks and Recreation Commission, where he most recently served as vice chair. He received his Bachelor of Arts and Sciences degree in aeronautical engineering and English from Stanford University.

Susan Sokol Blosser, Founder

Susan Sokol Blosser, wine industry pioneer, community activist, environmental advocate and author, is a contemporary Oregon icon. Known for her leadership of Sokol Blosser, she was a forerunner in instituting environmentally friendly business practices. She religiously followed the triple bottom-line concept of people, planet and profit, all while pursuing a vision of making fabulous wines.



Under Susan's leadership, Sokol Blosser has become the model of sustainability in Oregon's wine industry. With its certified organic vineyard, the first LEED (U.S. Green Building Council's certification) certified winery building in the U.S., and business practices based on the Natural Step model of sustainability, Sokol Blosser has made social responsibility and its environmental ethic priorities.

Susan holds a Bachelor of Arts from Stanford University. Citing her entrepreneurship within the context of environmental and social responsibility, the University of Portland awarded Susan an honorary Doctorate of Public Service. Other awards include Lifetime Achievement Awards from Women for WineSense and the Oregon Wine Board. Her memoir, *At Home in the Vineyard: Cultivating a Winery, an Industry, and a Life*, was published by the University of California Press in 2006; her business philosophy, *Gracious & Ruthless: Surprising Strategies for Business Success*, appeared in 2008.

In 2008, Susan turned the presidency of Sokol Blosser over to her children, Alex and Alison. In 2011, she started a public benefit nonprofit, the Yamhill Enrichment Society (YES), to work on issues in the arenas of arts and education, food and agriculture, history and community.