

Speaker 1:

There is so much that goes into one bottle of wine. So much time, so many resources, so much careful thought.

Speaker 2:

This big body of water Lake Michigan, it has so much love to give us.

Speaker 3:

I was the young generation. Now I'm the old one. That's funny how that happens.

Speaker 4:

I'm adverse to publications of wine to some degree because the people that are writing these articles are living in a vacuum.

Speaker 5:

Americans have embraced wine more. We've become more of a wine culture.

Speaker 6:

We say so drink the wine. That's kind of our motto here at Life Between the Vines. One of the cool things about wine besides drinking it, is the people you drink it with. And the stories you hear and tell with wine all come together to make every bottle unique. Discovering and tasting wine shouldn't be a homework assignment and we believe that the people who are closest to wine have the best stories. So open a bottle.

Ray Fister:

And welcome to podcast number 330. This week we feature David Specter, the Bells Up Winery in the Willamette Valley, Oregon.

Speaker 6:

This podcast is sponsored by Release Winery. Every wine tells a story. Each growing season, it's our goal to create an artisan Napa Valley wine of exceptional quality. Join us as the story of this ultra limited wine continues. Learn more at releasewinery.com

Ray Fister:

Wine and music make a perfect pairing. Nothing new there, but how often do you get to meet a wine-loving French horn player living in Oregon. Or for that matter, a winemaker that was a lawyer in another life who also happens to play the French horn. David Specter is all of those. Although David no longer practices law, he does occasionally pick up the horn, but the simple fact is these days he's now busy making wine in the Willamette Valley. We met with David on a rainy spring day to chat about his wine and the meaning behind the name Bells Up. You can also hear David in our Vino Lingo segment defining the wine term "Battonage".

Ray Fister:

We're here with Dave Specter. He is the owner, I should say co-owner because your wife Sara is also an owner.

Dave Specter:

Yes.

Ray Fister:

And I won't say she's the brains of the outfit. I'll just walk away.

Dave Specter:

Oh, I would say that. She may even tell you that too

Ray Fister:

Make her happy. But seriously, so you're a winemaker, owner of Bells Up winery and is there a town we're in specifically?

Dave Specter:

We're not in the Newberg City limits. We have a Newberg address, but we're an unincorporated Yamhill County.

Ray Fister:

Okay. So how are you doing?

Dave Specter:

I'm doing great.

Ray Fister:

Good.

Dave Specter:

Wish it were a little sunnier, but beggars can't be choosers.

Ray Fister:

I think little sunny versus any sunny are two completely different conversations today.

Dave Specter:

This is true.

Ray Fister:

Yeah. So, let's kind of go back to the beginning of this particular winery. How long have you been here?

Dave Specter:

Sure. So the winery opened ... We opened our doors here in 2015 Memorial Day for our very first open house. When we did that, we opened with red wines that were produced in the 2013 Vintage Pinot Noir and Syrah. And with the 2014 Pinot Blanc and Rosé of Pinot Noir, the plan was always when we opened up to make sure that we had a full diverse lineup. We want to make sure that we have a wide range of wines for folks that want to experience things may be other than just Pinot Noir here. And so we wanted to make sure that everybody's first introduction to us was as a full service winery.

Ray Fister:

And you said Syrah which is something not real commonly at least up until now, grown around this area.

Dave Specter:

Correct. And my Syrah is actually not grown from here either. It's grown in the town of Milton-Freewater. So right across the state line from Walla Walla, Washington. I, however, make Syrah a little bit differently than a lot of people do and I always talk about it when people come in because here we are in the Willamette Valley, it's obviously Pinot country and so many wonderful Pinots here. And I think what is so special about the Pinot that we do here in the Valley is the delicacy, the layers, the texture. And I don't want to lose that just because I'm making Syrah. So I always say I make Syrah for Pinot drinkers, not for Syrah drinkers. So my Syrah is very different. It ends up being much lighter, much more approachable. I wouldn't say it's completely old world Rhone, but it's certainly a lot closer to that than what you would normally find in a Walla Walla wine or in a California Syrah.

Ray Fister:

And you've probably come relatively close in climate, I guess don't you, relatively?

Dave Specter:

Relatively, relatively.

Ray Fister:

In the far reaching world of my mind. Well, first of all, you had mentioned, I believe you said you're an attorney, right?

Dave Specter:

I was an attorney. I was a tax lawyer for 10 years. I did corporate transactional work, so mergers, acquisitions, other sorts of restructurings. I was based out of Cincinnati, Ohio. But just because you're based somewhere doesn't mean that you're going to spend most of your time there. It's wherever that particular deal goes. So I would get pulled to kind of wherever the transaction was happening, so I would go all over. I've been to New York and Chicago, Houston, Detroit, it's sort of ... and then a bunch of smaller towns as well. All shapes and sizes. It just really depends on where the needs were. I did that for 10 years and that was sort of my previous career where I figured out I did not want to spend the rest of my life doing that. And then going onto a career where these are the surfaces I was trying to sell.

Ray Fister:

Tax attorney. Got some time afterwards? No, I'm just kidding. It's kind of like, Doc, I got a pain in here.

Dave Specter:

And then everybody expects you to specialize in everything, which is always the funny part. I say the tax code is, if the tax code is six, seven inches thick, then the part I specialized in was maybe one of those six, seven inches.

Ray Fister:

Now I think about it. Let's walk away from that subject. So was there a moment, I mean I'm assuming you were a wine drinker before that. Did you get this bug one day going, this is crazy, I need to be making wine?

Dave Specter:

Kind of, sort of. Yeah. It was back in 2006, it was my wife Sara and my 5th year wedding anniversary. And we were looking for something to do as a couple's hobby and we really enjoyed consuming wine. We knew a little bit about wine, but you know, you would never confuse us with sommeliers or people doing the masters and wine exams or anything like that. But we thought it might be a fun idea to try to make wine ourselves. And we were told that, Hey, there are these kits in a boxes you can buy.

Dave Specter:

So we went over to the west side of town to this supply store and we talked to the folks behind the counter and they stocked us up on everything we needed. And then at the end they say, Oh by the way, there's this class, that there's a retired gentleman that runs this class on how to make the kit wines and well we don't want to do it the wrong way. So we signed up for the class and they take you through an entire session of making a batch of this kit wine.

Dave Specter:

The wine was drinkable. But what was really important was I really fell in love with the process and really trying to understand what I was seeing, smelling, tasting. It started to teach me so much behind what it was in the end product that I was drinking, Oh, this is why it does and this is what goes into it. I think so many times that humans have been fermenting grape juice for 6,000 years. It's not rocket science, but so many of us, we've never been that close to what's going on during that process, when the magic is happening. And so it was just something that hit me on a very soulful level and I started to want to learn more and more about it. My wife will say that I started to become obsessed with it. Won't necessarily disagree with her on that because what I started to see was, we started making more and more wine and it started to take up more and more of the house. And I say that I'm probably the only male whose space for their hobby started to increase over time as opposed to decreasing.

Dave Specter:

And so we started to incorporate as a result of that, we started to incorporate wine trips into our vacations, but we have never been the type to go to the big ... we're not Napa, Sonoma people. We wanted to go to the places that were a little bit more under the radar. And what's great about those places is you get so many opportunities to interact and learn and talk to people that are involved in all the day to day operations. You're not getting a lot of hired hands. You're getting a lot of owners and winemakers and folks that are directly involved in the process.

Dave Specter:

So we went to a couple of different places, but then in 2008 was our first visit here to the Willamette Valley. We spent four days in early August roaming around at a time when there were probably half the

number of wineries that there are now. But so many of them were like what we have built here. They were very small. And when you went in you were talking to the people that were doing the work. And here I was a sort of a newbie winemaker and asking probably a lot of questions that sure in retrospect I probably would roll my eyes if I was asking these really accomplished folks, these very basic newbie questions.

Dave Specter:

But what was great about being here was the folks that I talked to never made me feel like I was some sort of second class citizen. They really treated me like, Hey, here's somebody who's interested in wanting to learn. And they really gave so much of their time and patience quite frankly, to just walking me through it and showing me the insides and when Sara and I came back from that trip, we were just so overwhelmed and we felt, wow, wouldn't this be something fun to do in 20, 25 years when we retired. We were still in our careers and still thought that was going to go.

Dave Specter:

But when we got back from that trip, within about a month, we had two things happen. One was my firm started to really push me to go on partner track, which by then I had really decided is not what I wanted to do. And then the typical firm has the up or out mentality. So I kind of suspected that over time, my days would probably be numbered given that I wasn't wanting to go up.

Dave Specter:

The other thing that happened, sadly was that Sara's professional mentor at age 40 was diagnosed with stage 4 pancreatic cancer and she had three young children and a husband. This was somebody obviously that Sara looked up to immensely, was so critical in forming her career. And somebody who I got to know a little bit but I could really tell was a powerful person and just somebody who you would absolutely want to emulate. And seeing her slowly fade away over the course of about the next eight, nine months was that real kick in the butt for us that the future is not guaranteed and if you have an opportunity to do something that might really make a big change in your and everybody else's life, try it before you lose that opportunity.

Dave Specter:

And so we made that decision that we were going to start laying the foundation to see if we could do the winery thing. We figured at best case scenario was that we would create something that was going to be a joy for us and hopefully for others for years to come. The worst case scenario was we'd have something really interesting to talk about in future job interviews. So what I did was it started with a leave of absence from my firm that turned into a permanent one. But I went to work for a small urban winery in Cincinnati where we were living a Henke Winery. The owner, winemaker Joe Henke is absolutely one of the finest people I've ever known and a phenomenal winemaker. He makes about 2,000 cases a year. It's all purchased fruit, but he does it in the basement of a hundred year old building in just a residential neighborhood in the west side of town.

Dave Specter:

He gets his grapes from all over. A lot of his reds from California, a lot of his whites from Northeastern Ohio up around Lake Erie and then Finger Lakes, New York, and just with the bare bones of equipment. So I was the guy that came in and was the cellar rat that we call. I mean I'm the guy that's doing all the dirty stuff and crawling in and shoveling out, and it's the greatest way to learn. When you are right

involved in it, you are doing smelling, taste, tasting, touching, you are getting firsthand into what it is that goes on. In bigger wineries, it's not that the science is any different. They have some bigger, more fancy tools, but all the same things are going on in that environment.

Dave Specter:

And so I worked with him for three years, working of course through all aspects of the production process, fermentation up through bottling. And then of course was applying the lessons learned through his place at what I was doing at my home wine. And then in 2011, I ended up entering and winning two different national amateur wine making competitions.

Ray Fister:

Wow.

Dave Specter:

And I think that was the sign for Sara at least, was convinced that I wasn't going to hurt anybody doing this now. At least somebody else thought I was at least okay at it. It's one of those things, it's nice to hear, you never expect you're going to win anything. But it's nice to know other people like your wines, I mean-

Ray Fister:

And better to know that people don't die.

Dave Specter:

Precisely. Precisely. If you walk out and nobody's dead, you've had a good day. So yeah, and it was with two very different wines. One was a white, one was a red. And so I think she at that point felt more comfortable that, okay, we may be able to make a go of this after all. And 2011 was not the best moment in real estate anywhere, but especially the Midwest. So it took us about a year to sell the house. But when we did, this was the area that we had targeted and we moved and rented a condo, used that as a base of operations sort of until we could find the right piece of property for us. And fortunately about six months later, we did, and been getting to work ever since.

Ray Fister:

About what is our altitude here?

Dave Specter:

So where we're sitting up at the top of the tasting room, we're roughly about 640 feet.

Ray Fister:

Funny because it feels really higher.

Dave Specter:

It does feel higher and it doesn't take much some of these side roads before you get up to about a thousand feet up at the top of our hill. But then down at the street level, it's about 420 feet.

Ray Fister:

So that's a big difference.

Dave Specter:

There's a big difference. The driveway is roughly a thousand feet long. And it's funny too, because I will hear folks that want to come visit us that are in close by bed and breakfast or Airbnbs and say, Oh I can just walk to you. And I always say, well you can, but do you really want to walk up a thousand foot driveway, that kind of elevation? I said, I'd rather drive down and pick you up and bring you up here and then have you do that. But some folks want to pull it. So good for them.

Ray Fister:

Not a great way to do it. So this whole idea of doing this, I mean, you had to had a certain degree of intimidation though, starting out. I mean even though you'd won some awards, which is really pretty amazing and obviously the wine was good, but jumping into it, it's a little bit kind of like walking down the street naked at first.

Dave Specter:

Absolutely. And we understood very early on that we were not going to be able to do what we wanted to do without making a lot of friends and getting some really good advice. We have asked a lot of people here in the area a lot of questions, particularly folks that have wineries that do similar things to what we wanted to do. We've always said we were never going to be this big opulent place. That is not what we do. We are substance over style people. We try to establish relationships to make people very comfortable when they come in. Obviously you have to make great wine but that can only be a portion of what you're doing overall.

Dave Specter:

So we spent a lot of time and asking a lot of very detail-oriented questions and thankfully we had a lot of wonderful folks here in the industry that were so generous with their time and their information and their knowledge. I think it's one of the things that makes this area very special. People, when they come in, if you come in and you show your dedication and your commitment to doing things the right way, people will bend over backwards to help you. And that's what we've seen. And for us, we've said we were going to be doing this, the bulk of this, we're going to be doing ourselves, we're going to have some help here and there, but most of it is going to be on us. And we can't afford to make big time mistakes doing this. We don't have trust funds. We had enough money to get started, but once it did, the business really had to start supporting itself pretty quickly.

Ray Fister:

So you don't practice law at all now?

Dave Specter:

No. I am done, out, and I don't miss it one bit.

Ray Fister:

No, I'm sure you don't. But I mean that's quite a thing to be able to go ahead and walk away from something because law can be lucrative and obviously it helped you achieve this particular goal, but to jump into this, because wine can be a, what's the word? Oh, not lucrative.

Dave Specter:

Correct. There's the old joke about how do you make a small fortune in the wine business, right? You start with a large one, and that's absolutely true. It's very, very easy to get caught up in buying things and buying things and trying to get bigger and bigger and bigger. We came in with a very specific plan and we said we had a target for about how much would be the maximum we would ever produce and then we've scaled the entire operation to hit that number.

Ray Fister:

And what does that number?

Dave Specter:

About a thousand cases. We make about 500 now. When we started out, we made about 250, so very, very slowly we've crept up to about 500 over the years, but at 1,000, that's where we stop because at that point you have to run your business very differently and you have to think about hiring people for staff and help whether it's in the tasting room or in the cellar. And for us we want to keep that operation very, very simple.

Dave Specter:

I have a wonderful consultant that helps me on the winemaking side. We have a crew that helps us down in the vineyard, but honestly other than those folks and then the volunteers that we have help us at crush and harvest. That's really all we want to do. We don't want to have other employees.

Ray Fister:

You kind of touched on something we've talked with other winemakers and that is labor, and obviously you haven't been into it for a long, long time, but are you having any issues? I know a lot of wineries have issues with labor and being able to pick, and this is not the kind of vineyard from what I could see where you're going to mechanically harvest cause we're on a slant here.

Dave Specter:

You're right. And we have not had the problem yet, but I think primarily our size benefits us in that regard. We work with what is essentially an extended Hispanic family. And so when the folks, when the crew comes, we see the same people all the time. My understanding is that the folks that are having the harder time having labor issues are the folks that are using the large, more corporate-oriented vineyard management companies. For us, the folks that we work with tend to work with smaller vineyards. So where that really benefits is that, for example, on a project, if something has to be done on our property, that's something that can be done usually in somewhere between a half day to a day. So it's very easy for them to schedule moving on from one thing to another. I think the problems can come in where you have much larger vineyards where you might need multiple days. And trying to schedule that and balance that with a lot of other projects that company may be trying to do can create all sorts of scheduling problems.

Dave Specter:

I know that the people that we work with specifically did not want to work with larger vineyards for that exact reason. So, certainly, nothing ever happens on the spur of the moment. But I'm very comfortable and confident with, that when I talk to my crew leaders that we get things done when we want to get

them done. I've never had an issue as far as harvest goes. I've always been able to harvest on the exact dates that I've wanted.

Ray Fister:

Nice. That's good for you.

Dave Specter:

And of course, that means for me, that also means that I need to be a good client. I need to make sure to be able to give them as much advance notice as I can. And I think that's just good working relationships with your partners, whether it be the harvest crew, whether it be your growers. I know that for some folks they want to be able to make decisions and have things happen on a snap, spur of the moment. Life doesn't work that way. And if you want to build good relationships and have your partners want to stay with you for a long time, then you've got to do everything within your power to make their lives as easy as it can.

Ray Fister:

Absolutely. Well let's talk about the name. I was talking with Carl here and evidently you play the French horn.

Dave Specter:

I played for over 20 years.

Ray Fister:

And that's pretty impressive on its own because the French horn is incredibly difficult and very, I don't want to say limiting in terms of how it can be used as an instrument, as many people discover the hard way in music. But-

Dave Specter:

You're right, it does limit you. My brother ... I have a younger brother who played the trumpet, and my father was a trombone player. So for them, if they weren't able to do symphony performances, they could get jazz work or things like that. And as a French horn player, unfortunately, I think what you were getting at, we kind of are limited in that way. And the good news is there aren't that many of us. There's some competition, but not as much as there would be with other instruments certainly.

Dave Specter:

But I played for 20 years. I started when I was in junior high. I played all the way through college, grad school. I even gigged a little bit after that. I was what I would call at that point, a semi-professional player. And then it's not my day job, but I could get some paid gigs here and there. And so I did that for a little while and then it kind of fell off the longer I practiced law. It's one of those ironies, the longer you practice law, the less time you have to practice anything else.

Dave Specter:

And with the French horn, you're right, it's a very difficult instrument to play. Your muscle control in your lips where the mouth piece sits called the Embouchure. It's got to be there and it's got to be strong. And when you start to lose it, it is really hard to get it back.

Ray Fister:

I can't even imagine.

Dave Specter:

So I still have the horn and if I had a month and a half-hour a day to practice, I might be able to be passable with it anymore. But occasionally, it's funny, I will get the requests from folks like, Oh, you should play for us. I'm like, no, no, no, you don't want to hear me now. I actually want you to like me still. And yet at this point I would probably sound like a tortured animal. And it is not good for anybody.

Dave Specter:

But I loved so much playing it. It was such an important part of my life and my personal development too. I mean, you learn how to perform, you learn how to be on stage in front of other people and then you learn how to be part of a large group. That's the beautiful thing about a symphony. I mean, you'll get your occasional moments to shine, but you will always be part of a much larger team trying to accomplish a much larger goals. So early on when we talked about how we were going to brand the winery, we decided we were going to brand around French horn and the music and not our own names. It was very important for us that this was not seen as an ego project. It's just not who we are, not what we wanted to be seen as.

Dave Specter:

And music is the kind of thing I think where even for people that aren't necessarily into classical music, I think people can grasp onto music themes very, very quickly. And so we had the theme, we just didn't have the name of the winery picked out and I was waiting to find the piece of property because I somehow wanted to be able to tie something about the location of the property in with the theme. Well fortunately for us, we landed a piece of property on Bell Road and-

Ray Fister:

Which is really weird.

Dave Specter:

Which is really weird, but boy, so, so perfect. And so Bells Up is a kind of a little inside reference for French horn players. Normally when you're playing the horn, the bell of the instrument sits on your right leg and with your left hand is where you play with the valves. And it's interesting, the French horn is the only instrument that's meant to be played backwards. So the bell of the instrument does not face toward the audience. It faces the other direction.

Ray Fister:

It's almost like a muting.

Dave Specter:

Exactly. But every so often you get a moment when the composer wants to create this little dramatic flourish. And so when this happens, there will be a notation in the horn part and it will say bells up and it comes at a time when the music is crescendoing and when you hit this point, the horn players lift their bells in the air and it's their moment to be the center of attention.

Ray Fister:

Wow.

Dave Specter:

And so it just really felt like this was sort of a perfect tie in on so many levels. I mean not just the road, but let's face it, you open up a winery, you are going to be the center of attention for a good while and you're always on display. And then you, I think, saw earlier, every one of our wines is named for a piece of music that has a significant amount of French horn featured in it. Fortunately I don't make 20, 25 different wines. We make six or seven. And so it is funny, you start to run out of names pretty quick, more than I thought. You have to pick select pieces that feature the French horn, which isn't that easy to begin with. And then you got to have pieces that have nicknames. Not every composer has a nickname for their pieces. Symphony number four doesn't really work so well. And then, most of these composers were 19th and 20th century Europeans. So you have to find a name that translates well into English and then is pronounceable.

Dave Specter:

So, you start to whittle that down and it starts to become a little more challenging than I think we initially anticipated.

Ray Fister:

Yeah, I would think so. Interesting. Well you're right, most people don't realize what a French horn even looks like. And what's nice about it is on the labels, very classy and kind of does allude to the idea of classic and wine with Pinot Noir, that kind of thing. So you did well with that.

Dave Specter:

Oh, thank you. Thank you. Our goal was really never to be the splashiest. We just sort of wanted it to be a very simple elegance, and that kind of more less reflects who we are. We always say when folks come in here, there's a touch of class in here, but only a touch because we don't want to go overboard with that.

Ray Fister:

I agree with that. I want to go back to the property here. And how many acres are you farming here?

Dave Specter:

So the entire property is 10 acres, which includes our house and then the tasting room and the new production facility we're building. So if we're just talking about the vineyard area, we're looking at around nine, somewhere between eight-and-a-half to nine acres.

Ray Fister:

And you're going to be doing all your own production here once the facility next door is finished, right?

Dave Specter:

That's correct. All of it will be on site. We will never be a hundred percent estate grown eventually as our vineyard gets a little bit older. And I suppose that's something to kind of mention too; our vines. When we bought the property in 2012, there were no vines here. The property consisted of about nine

acres of dead Christmas trees. So it took about a year of clearing and prep work just to be able to get rolling.

Dave Specter:

And so our vines are still pretty young. As they get a little bit older, we will be able to use them. Right now we're just using them to make our Rosé of Pinot Noir, but over time they will take up more and more of our Pinot production. The goal eventually is that we will be somewhere between two thirds and three quarters estate.

Ray Fister:

Sure. This whole idea of making an investment in to the land, I mean the bad business plan of plant, wait. Harvest eventually after a few years, wait, wait, wait. That's enough to make you go gray. I'll give you credit that you're not.

Dave Specter:

Well, one of the things that we always say is that you have to get into this business for the right reasons. I think for us, fortunately we have always looked at this as a lifestyle. We understand the business has to pay its own way, but you're not going to get rich or be a millionaire doing especially the way we do it. I mean, there're really only two ways to get rich in the wine business. I mean, one is to make millions and millions of gallons of very cheap wine. The other one is to have one of those brands where you can sell your bottles for thousands of dollars per ... and let's face it, most of us are not in either of those positions. So for us, this is about being able to share stories, share our passions. We make enough to get by, but we never had the expectations that it was going to be anything other than what it has been, and I think that's helped us quite a bit, and then just having very more realistic goals.

Dave Specter:

But absolutely when you start out you're putting a lot of money into the ground and you understand that it's going to take a good long time. And we decided also to exhibit even a little bit more patience. We probably last year could have done our first estate Pinot Noir in the 2018 vintage. We chose to wait another year just to make sure that the maturity and the quality and the complexity of the fruit from our vineyard was where we wanted to see it and rather than play the guessing game on it, we decided, you know what, it's worth it to wait an extra year, make darn sure. And because you never get that second chance to do your first estate release.

Ray Fister:

Sure. Well that's integrity of wine making. And we're here at the tasting room, which is part of your existing facility right now. Is this by appointment or can people just come up here and visit?

Dave Specter:

So we are by appointment. The reason that we do it that way, it's not to be snobby or anything, in fact, it's just the opposite. What we want to be able to do is to give every customer, group of customers that comes in a very personalized experience. We want to give people the sort of experiences that we had ourselves when we first visited this area 11 years ago. So whether your group is 2 or 12, we want to be able to make sure that you're the only ones in the tasting room at that time. So for that reason, you do need to make appointments, but an appointment is pretty darn simple. It's either calling or emailing me

and saying, Hey Dave, I'd like to come in X date. We figure out a time. There you go, and you'll be the only ones there.

Ray Fister:

Excellent, and specifically for people contact you if they want to learn about you from your website, what is your website?

Dave Specter:

Absolutely. Our website is [www.bellsupwinery](http://www.bellsupwinery.com) (all one word) .com. You can also email me at info (I-N-F-O) @bellsupwinery.com. And our phone number 503-537-1328. And you always know that it will either be me or Sara answering the phone because our ten-year old daughter's not allowed to answer it and we don't have anybody else here.

Ray Fister:

That's very good and very deftly how you pick up on my cue there.

Ray Fister:

Dave, this has been a lot of fun. You just have such an incredible piece of property. Sometimes it's hard to sit here and look at you, not that it's anything rude, but even in this foggy day, it's just so beautiful. You're very lucky to have such an incredible property.

Dave Specter:

I'm glad you said that word because we are lucky and we are incredibly blessed. The piece of property is as hard work as it has been to turn it into what it is today. The potential was really easy to see. We admit, we have always been amazed that somehow somebody did not come in before us and take it. But we are so incredibly fortunate and I think it's one of the things that drives us because we understand we've worked incredibly hard, but we know a lot of people that have worked very hard for their dreams and for whatever reason they don't get a break here or there and they don't accomplish it despite how hard they've worked and how earnest they've been about it. Well, we're on our way to doing that so we know we're incredibly blessed and we feel that responsibility to make sure that we do this the right way.

Ray Fister:

Well, I think you're off to a good start.

Dave Specter:

Well, thank you, I appreciate it.

Ray Fister:

Well, thanks for taking the time and I wish you continued success.

Dave Specter:

My pleasure. Thank you so much.

Ray Fister:

Learn more by visiting bellsupwinery.com.

Speaker 6:

Thanks for listening and remember to like us on Facebook. Also, check out our YouTube channel.

Ray Fister:

Life Between the Vines is produced at 5th floor Recording Company in Milwaukee, Wisconsin. Produced and edited by Ray Fister. Theme song and original music written and recorded by Tim Dunder Reva. Additional original music by Ray Fister. Our host is Kaye Pascoff. Our graphics and websites specialist is Lawton Hall. Our web geek is Dan Vichey. Photos by Jeanette Herniak and Katherine Shear. Copyright 2019.