

**AUDIO: Kat & Honi, Hosts of Honey How Was Your Day? Podcast
Dave Specter of Bells Up Winery [TRANSCRIPT]
First Broadcast April 7, 2021**

Kat ([00:00](#)):

This week on honey, how was your day?

Dave Specter ([00:02](#)):

Don't ever be afraid to, to step, you know, to look at yourself and just say, you know what? I've been doing something for five years or something like that. And either I've changed or my perceptions have changed or whatever, but at this point it's just not connecting with who I am and it's not going to make me happy.

Kat ([00:22](#)):

[Music] Hi, Honi.

Kat ([00:36](#)):

Hey Katerina.

Kat ([00:40](#)):

How was your day?

Kat ([00:42](#)):

Thank you for asking.

Kat ([00:44](#)):

That's how your voice sounded. Wow. It's like, it's the worst. Yeah, you're welcome. You're welcome.

Kat ([00:51](#)):

My day's been good, actually. It's really nice. Cause the weather's starting to turn ever so slightly in Seattle. It's still touch and go. But we have some cherry blossom trees blooming outside of our house right now, which is always an indicator to me that it is like spring is around the corner. I think today is actually the first day of spring as we sit here, recording this. So good things ahead.

Kat ([01:17](#)):

I love the spring time. I am actually really want to go see the cherry blossoms this year. I haven't been in a few years at UW, but on the topic of the weather warming up and it starting to feel like spring and then soon to be summer. I was just thinking about all the trips that I want to take the summer. And one of them, coincidentally is going back to the Willamette Valley where Max and I went last summer. And today we're actually talking to the owner of one of the wineries that we went to. They're called Bells Up Winery. It is this beautiful, beautiful property that kind of overlooks the Willamette Valley. And it's like a private tasting experience with this man named Dave. So we're going to talk to him today and.

Kat ([02:02](#)):

A little bit about Dave after several years of making wine in his Cincinnati basement and upon the insistence of his wife, Sara Bells Up winemaker and owner, Dave left a successful and lucrative career as

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a corporate tax attorney that made him stressed, sick and miserable to learn how to make wine as a pro also on his resume 20 plus years as a French horn player and MBA, a certificate and enology from Washington state university and a masochistic passion for the Tampa Bay Buccaneers go Tom-pa Bay, fire those cannons.

Kat ([02:36](#)):

This was in the bio. I'm sorry that I did not say it with zest.

Kat ([02:40](#)):

We need some more pizzazz,

Kat ([02:43](#)):

Go Tompa Bay! Fire those cannons! Woo! At Bells Up, Dave manages all wine making activities. Vineyard maintenance and development and tractor driving. He loves nothing more than to share his wines and private tasting experiences with Bell's Up guests. Welcome to the podcast, David.

Kat ([03:01](#)):

Well, I will kick us off on our first question and we always like to ask, how has your day been?

Dave Specter ([03:08](#)):

Today? Oh gosh. Today has been very nice though. It's sunny. We're, we're kind of... I got word that our whites have been bottled at the bottling facility. So we are now fully stocked back up. We'd been without our two whites and our rosé for like three months. And you know, it's, it's funny. It's one of those things where when you sell out of certain wines, you, you always think, Oh, well this is great. But when you have people that really want them and can't have them and you have to say, no, I'm sorry, I don't have them. It's always like gosh, every day that goes by the weather starts to get a little better, things continue to open up a little bit more. And so we're really, really happy. I mean, we've been through a rough three months as, as we all have as a nation, but we're, we're getting there slowly but surely. So I am optimistic.

Kat ([03:59](#)):

Yeah. And it's perfect rosé season, I feel like today is a day I could drink some rosé.

Honi ([04:04](#)):

From, you know, inception to bottling a new wine. What does that look like for you? What is that process? How long does it take? And how do you go through that?

Dave Specter ([04:14](#)):

We do our harvesting of grapes. You know, you harvest one time a year and that is for us usually at the end of September into early October. And that process is almost exactly what you would expect it to be. You know, we, we have a crew that we contract with and the various other growers that we use have their crews that they contract with. All the grapes are handpicked. And they are one way or another brought up to our little production facility, which is a no more than a barn about 900 square feet, which

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is literally right next to where I'm sitting right now. Those grapes are, are sorted which basically just means we take the, we pick the ones that are healthy and ripe and we throw away anything that shouldn't be there.

Dave Specter ([05:06](#)):

At that point, it depends on whether we're talking about making a white wine or a red wine. So let's take the easy one first. So if we're talking about a white wine, all of the great clusters that we approve of will end up going right into a machine called a press which does exactly what it says. It does. It squishes the bits, we call it the big squeeze it, squishes the grapes, you get juice. And we put that juice into a stainless steel tank and ferment it. And then usually the whites get bottled in, well, actually ours just got bottled yesterday. So it's early March roughly. Now, if we're talking about a red wine, now it's going to get a little more complicated. So what we're going to do is, once the grapes get approved, they're going to pass through a machine called the destemmer, which knocks the berries off of the stems and kicks the berry berries down in, into, a big, usually plastic tank.

Dave Specter ([06:04](#)):

Those berries are then because what we find is, you know, once those, the berries start to drop on themselves and, you know, you'll end up with a good ton, let's say of a fruit in there. So you don't need to do anything other than just knock the berries off and they'll just crush themselves, you'll get juice. And the juice will stay in contact with the skins of the grapes for the entire period of fermentation, which can be anywhere from three to six weeks, just depending on a lot of different things. So once that process is done, what we're going to do is take whatever was juice and is now wine, or we're going to siphon that out of the fermenter, and we're going to put that into certain barrels. And then we're going to take the skins and put them in the press.

Dave Specter ([06:49](#)):

Same press we used on the whites, we're going to squeeze. So we're going to get the last bits that are going to come out of the skins. We're going to take whatever juice comes out of that and put that into different barrels. And then the aging process starts. And at this point, my job becomes pretty much caretaker. What goes on in the barrels, the aging process is really something that just kind of happens on its own. But in order to make it happen successfully you have to make sure that your barrels are consistently fully topped. No airspace in the barrel. Oxygen is the big thing that causes problems in wine, regardless of whether it's regardless of whether it's in barrel, in bottle, what have you. And so every couple of weeks I go through the barrels because you will, in these wood barrels, you will get some evaporation that goes on. Wood is porous and that's how it goes.

Dave Specter ([07:46](#)):

So we, every couple of weeks go in and fill up that space with wine from other barrels and make sure that's all healthy so that process kind of continues through the year. And then when we get it to about August of the following year, now this is what I'm going to start to make my blending decisions and for the red lines now that, process is kind of no more in a lot of ways than that trial and error. I make several different red wines. I have theories of what I want the wines to be. But it's, it's not something that you can, you're never going to get it laser correct, but if you can get close enough, that's kind of where you want to be. And, and that process is really no more than picking and choosing, and trial and

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error and a little bit of barrel A and a little bit of barrel B and so on and so forth until you end up with four or five or so red wines that have the right balance that are very distinctive from each other, and that are yummy more than anything else.

Dave Specter ([08:49](#)):

So, and that's a process, you know, that, that takes a little while. And so at that point, you know, okay. So when, when I finally make those decisions okay, you know, and then I'll come back to them about a week later, make sure that, you know, I wasn't ridiculous when I did it the first time. Cause it happens sometimes. So at that point, you know, once we get another, you know, once we get into like October we've got, we gotta get the barrels ready to accept wine from the current vintage. So that's when we'll do our blending, you know, we'll do, I've done my little spreadsheets and I know how much from barrel a goes into wine one and so on and so forth. And at that point it's really just a holding it in those tanks until beginning of December, roughly is when we get those bottled.

Dave Specter ([09:38](#)):

So we've, we're, we've now gone a year and a couple months from the harvest to the bottling of the red wines. And then we will release those wines for sale either the spring or the fall of the following year. Just kind of depending on where we are with inventory and what the wine is. But yeah, and, and so, so that every year is a process that will just sort of continue to, you know, and it kind of layers on itself because, you know, you bring in the grapes from year one and it goes through its process. Well, you're not quite done with that. And now you've got year two, the grapes are in. And so, you know, th this, this constant management and there's this management of space and time and all that stuff, but if there is a flow and a rhythm to it every year that once you're in it for a few years, you know, you kind of get mentally prepared with it. But yeah, that's, that's what it looks like.

Kat ([10:33](#)):

Wow. That is a labor of love, but well, worth it, the wines are great. I'm rewinding a little bit, I would love to know a little bit more about your life before Bells Up and how you started getting into wine making ?

Dave Specter ([10:48](#)):

Prior to this. So just to kind of give everybody an idea, we, we started really doing this professionally. You know, well, it depends, I guess when you want to start the timeline, but we, we started our business in 2013, but we had been prepping for that several years before that I for 10 years was a corporate tax attorney and I specialized in mergers and acquisitions and corporate transactions. And for the most part, it was structuring the transactions or analyzing them to either bless them or to blow them up. A lot of travel, a lot of high stress. And I just really, I burned out, you know, and I was really done with it. We, Sara and I, my wife and I started making wine just as a hobby. And it was kind of dovetailed with the end of my career there, but we we've always been wine lovers.

Dave Specter ([11:45](#)):

But we're the type of people that really enjoy the experiences of going to the wineries and learning from the people that own the place, and do all the work and make the wine, you know, more so than just the, you know, I would say the lifestyle part of it, you know, the, how, how wine consumption gets portrayed

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a lot of times is it's this, you know, hoity toity thing. That's, you know, very snobby. And, and we're just not that way. We, we had much more of a, of a European thought on it where, you know, you go to France or Italy or Spain and the best wines that you have, or the ones that just get dropped in a carafe with no label on the table. And, you know, couple of Euro's down at the local co-op and you just got some amazing, amazing wines, no, you know, no pomp and circumstance, none of that stuff that, you know, here in the States, we, we get so associated with it.

Dave Specter ([12:41](#)):

So we've really sought out the sort of experiences when we traveled that were sorta more aligned with that. And so kind of our winemaking began born out of that, the experiential part of it, we started to realize, Oh, you know, this might be fun to try to do it ourselves. We, the first wines we ever made were with these kits in boxes. So you'd go and get a, basically a bag of, of premeasured premixed juice. And then they gave you all the parts that, you know, the, the yeast and the, you know, the bucket and everything else that you needed to kind of get that done. And you can make, you know, I mean, the stuff that you make is drinkable. It won't kill you, but it's, it's certainly not the highest quality, but it's a, it's a place to learn. And starting there, I kind of started getting obsessed and it didn't take too long before, you know, started moving into other you know, it started taking over more of the house.

Dave Specter ([13:39](#)):

We started to get actual grapes to make the wines with, and it became a part of the vintners club back when we used to live in Cincinnati. And so that, you know, that helped us to get access to some, at least decent grapes. But at the time, you know, as this is all building up, and this is the mid two thousands, you know, we, we still, you know, we thought this was a hobby. That's all we thought it was. Well, 2008, we came to Oregon for the first time to visit the Willamette Valley to taste Pinot. But more than anything, what we'd been told was that this area was full of these small little, you know, family owned wineries, where you would really have this great opportunity to have these great experiences. And we absolutely fell in love with this area at that point. And you know, now back then now there were, I mean, nowadays I think the statistics are, there are about 600 wineries in the Willamette Valley and there were less than half that number back in those days.

Kat ([14:37](#)):

Wow. So it's really grown.

Dave Specter ([14:40](#)):

It's really grown which, you know, like anything has its positives and negatives, but the nice thing about having gone back then was that, you know, you really did get to have these wonderful one-on-one experiences a lot of times. And for a lot of folks, we discovered that it was kind of their second career. So, you know, we, we got saw a lot of people that had been doctors and lawyers and accountants, and in some folks in some fairly technical fields, but they just found that, Hey, this was just a great kind of next step for them. And given that we were already making wine anyway, you know, we kind of started thinking about it and, you know, we talked as on the trip back and we said, well, you know, that's something that we can kind of start looking at, but we still thought this was something that was years and years away.

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Dave Specter ([15:25](#)):

Well, about a month after we get back from that trip. My wife's professional mentor, we were in our mid thirties and her mentor was 40 was diagnosed with stage four, pancreatic cancer. And she had three young children and a husband. And that was kind of our moment to say, you know, that the future that we all have is not guaranteed. And we really need to take advantage of the opportunities and the time that we have on this planet, because you're not going to get a second shot at it. And so we started talking about, you know, what it would take to, to make something like this work. Cause we, we realized that, you know, we, we wanted to be an Oregon just because we just loved it here. And we thought, you know, Hey, this would be a great environment and opportunity to just fit in with what we wanted to do anyway.

Dave Specter ([16:17](#)):

But we realized we needed to do some work first. So what I did was early the following year I walked away from my job and I spent the next three years as the cellar assistant for a small urban winery in Cincinnati where we used to live. The gentleman that I worked for, he also as an urban winery, you don't have any vineyards there onsite, you're buying all your fruit and, and either having a truck did or you're going to pick it up. But he made a good amount of wine and it was, he's a phenomenal wine maker. He's, he's not making any what you would think of like a Midwest. There's a lot of like the sweet wines. He really only made one or two of those. The rest of them were classic. You know, he got a lot of fruit from California, but he also got a lot of fruit locally in Ohio and then from Western New York and really taught me so much.

Dave Specter ([17:09](#)):

I mean, obviously about, you know, the day-to-day of doing a professional winemaking operation, but then also there's this mental aspect to it, which, you know, I, I always like to talk about when, when I, you know, when you're, when you're an attorney you're used to having control over just about everything and now you are in the wine business and wine being a biochemical process is you have control over almost nothing. So you're, you're really having to kind of, to mentally adjust as much as anything else. And so, yeah, Joe Henke is his name and he was a godsend in helping me to make that bridge kind of to where we are now. So I worked with him for three years and we kind of finally started feeling more comfortable that we could make this work. And what really capped it for us was 2011 where I entered and won two national amateur wine making competitions.

Dave Specter ([18:04](#)):

And that was kind of the point, I think, where Sara decided, you know, well, all right, I guess he isn't going to kill anybody doing this. I think she felt comfortable at that point, but alright, I guess we can go. So yeah, so, so that was kind of a trigger point for us. I'd say the only downside on timing was the 2011 was not the best time to try to sell real estate in the Midwest. So it took about a year, but once we did, we moved right out out here and we rented a condo and that was kind of our way to begin seriously, looking for property.

Kat ([18:40](#)):

Were you scared at all when you, you know, quit your job and, and made the move? Like, was that like, were you just ready or was it really scary?

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Dave Specter ([18:49](#)):

I mean, I think both are true. I, you know, we were ready, but I don't know that that makes it any less scary. You know, I, I think we had confidence in that we had seen successful models of what it would look like. And, and, you know, while we didn't have know, we didn't have access to anybody's books or anything like that you know, we, we were in this to make money, but we, you know, make, I should say we wanted a lifestyle. We wanted to make sure we had a living, but we weren't looking to get rich off of it. But understanding that it could be done with seeing what other folks had done gave us some confidence. And then also, you know, just, just the fact that we did a lot of due diligence on it. You know, I think people will, like a lot of times look at our story and what we've done and I hope they take the right lessons from it, which is you can absolutely do you know, something like we're doing or, or whatever it is that your personal dream is, but make sure you do the legwork and the homework to understand what the costs are going to be, you know, both in terms of there's the obvious financial cost, but then there's the effort, the energy you know, there are going to be the frustrations.

Dave Specter ([20:03](#)):

You know, you, you guys are starting a podcast, so you kind of have a version of this, you're building a brand, and it's the same issue that we have in, in the wine industry. We're a small place, we're in a wonderful spot here in the Valley. We have, you know, a lot of people around us are very, very supportive, but the reality is there are 600 other wineries just in the Willamette Valley alone. And how do you stand apart? You know, what can you do to make yourself more valuable to your potential customers? And, you know, that's the thing every day that we have to look at ourselves and be able to answer, ask and answer that question. And, and so just, just having done that kind of homework and really understanding this is what we are, this is what we are not and just being laser-focused on, do what we do really well and not try to do too much.

Honi ([21:03](#)):

How did you, or how long did it take you to hone in on what you were seeing as your brand and how has that changed over the years?

Dave Specter ([21:14](#)):

I would say that early on, we had a very, very good general concept of what we wanted to do. And I don't think that that has changed at all. I think the parts that have changed have been sort of how we execute that and what we've said was we more than being in the wine business, you know, because frankly in our area, there are a lot of people that make really great wine, you, that is just your minimum point of entry. So that kind of was step one. But beyond that, we looked and said, our advantage is going to be in how we build relationships with our customers, our business model and how we operate was totally aligned to achieve it. So let me give you a couple of examples. We only are a by appointment place. We're not the kind of place where you can just kind of walk in the door.

Dave Specter ([22:08](#)):

And the reason for that is we want to make sure that everybody that comes in has the opportunity to sit down and talk with us and really get to know us. You know, it's, I always say when somebody comes in for the first time, it's kind of like going on a first date, you know, you really have to, you know, you're, you're getting to know each other and, and, and not all first dates are going to result in second dates.

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That happens. But when you start to really get to know people and they start talking to you and it becomes more than just about the wine, it's let me tell you what goes on in our crazy lives. And we start talking about our kids and our animals and, and those sorts of things. It's things that everybody can relate to, even if they're not hardcore wine drinkers, that really resonates.

Dave Specter ([22:51](#)):

And I think the thing is, it resonates with the right people. We're so small in our production, you know, we, we only make annually about 500 cases. And so if you do the math, it's about 6,000 bottles, right. So I don't have to, I don't have to make everybody happy. I just have to make enough connections with the right people. And then, you know, once you've kind of gotten past that first point, the relationship really starts to build on itself. So that's something that we do really well. Now, the trade-off for that is that it takes longer. It takes that investment in time and, and the development of the relationship. And, and we love to do that. And if we didn't love to do it, we wouldn't do it, but it, it does mean that yes, it's going to take longer to build that strong customer base.

Dave Specter ([23:44](#)):

And you, when you start out, you know, your, your first thing is, how do you, like I said, how do you get people to know you exist? And, and that was something that we really struggled with. Fortunately I am married to a wonderful marketing professional who knows for one, actually knows how to use social media effectively, despite the 75 billion spam emails I get every day who think they can change my search engine optimization, but that's a whole nother story. And, and then, you know, we just started to see, as we started to get people in the door, the momentum would build on itself. You know, we, we rely a lot of times on word of mouth because, you know, we can't advertise, we don't have a budget for that silly thing. So, you know, it's a combination of having, you know, the word of mouth doing the social media and, and once word gets out in, you know, again, this gets back to the being laser focused, you know, we, there's a certain type of customer that's right in our wheel house. There's a certain type of customer that is, you know, kind of there, but we can make it work. And then there's a certain type of customer that's looking for something totally different and we get it, you know, we're not going to try to play everywhere. But just, just being very focused on what we can do and what we can.

Kat ([25:04](#)):

Yeah. That's, that's amazing. Actually, one of my, my next question for you, which you answered was about, you know, how you guys only offer kind of like one-on-one tastings, but that's something that I found was, was so great when my partner and I visited, and then we recommend that Honi visit because we had just never had that experience before. And like, the wine was amazing, but like, we just, we loved getting to like, sit down and talk to you. And like, it just felt like we were forming a connection instead of just like tasting wine amongst ourselves. I'd love to know a little bit more from your end about kinda like, you're obviously like very friendly. You're very sociable. When you were an attorney. Did you, like, what, what parts of that career didn't fulfill you and what do you see now, you know, in this new career that you couldn't find as an attorney, which I'm sure there's a ton, but I'd love to learn about the contrast and how that played into your personality?

Dave Specter ([26:01](#)):

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For one, both businesses are heavily involved in alcohol but, but one has more of a positive social interaction with alcohol versus the other, you know, the thing about the thing about an attorney life. And first of all, I don't regret a bit of the 10 years that I spent, I learned a ton obviously technically, but then also personally. And one of the biggest things that I learned is, you know, I am just personally not wired in such a way that I can spend 30 years of my life continuing to do that. And I met a lot of people who are wired that way and, and God blessed them. But you know, when you're, when you're interacting people, it's on a very, very different level. I mean, it's, it's of course we're professional here, but we can be more laid back just kind of in our general interactions.

Dave Specter ([26:54](#)):

Well, when you're an attorney, you know, you're spending a lot of time going through, especially with what I did, you're going through financial statements, tax returns. When you're talking to people you're talking to about highly technical subjects, there just, isn't a lot of room really to just kind of laugh a little bit. And, and then, you know, you get to the end of a long day and, you know, it could be seven, eight o'clock well, I mean, yeah, if you could theoretically just say, yeah, you know, we could all go get a drink after dinner, after work, but, you know, honestly, you, you're kind of tired of looking at those people all day and, you know, you love them and you get them, but it just, gosh, and you know, they need, you're married and you got a kid and it's no, I gotta have family time.

Dave Specter ([27:41](#)):

And I haven't even started talking about, you know, when you're actually in an office. And of course a lot of us haven't been in an office lately, but, you know, the, the time that you spend, you know, in transit to, and from work, which is time that takes away from the family and, you know, those are the parts that just, you know, I just never felt fulfilled with that. And when, when I got into this side of, of my life, you know, really found that I could on the lock a lot more of what made me happy. And it, honestly, I'm not even sure. I realized that at the time, how much I needed, it, it wasn't until we started doing it and started to realize like a talk about things that I was very passionate about. And, you know, also kind of take people on a journey.

Dave Specter ([28:27](#)):

You know, we, we don't get a lot of hardcore, like high high-end wine drinkers here, which is good because wine snobs are awful and you don't really want them. I want people that I enjoy hanging out with for the time that we're going to spend together. And so, you know, a lot of times that, you know, a lot of times that doesn't end up with somebody walking out of here with five cases of wine, but that's okay. Because if I, you know, if it, you know, they bought enough and I could feel like, Hey, you know, I kind of helped somebody along and we built a good relationship. Those things will start to develop a life of their own over time. You've just got to have the patience and the faith it does happen. But wine is really neat. Uin a sense to just the medium is, is very unique.

Dave Specter ([29:16](#)):

I always say that there's something about it that kind of lends itself to just sort of taking a deep breath in and just kind of taken a step back. And so, you know, I think it kind of lends itself to something that all of us in our modern society are just desperate for, which is that we understand there are going to be parts of our lives that yes are going to be higher stress. We know we have to deal with that, but we have to

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have that balance with the other part of it too, which is that time to be able to just, okay, I can kind of just have a release and just exhale a little bit before I have to go back into the fire. So anything that I can do that kind of helps that process along for folks is, is time well spent.

Kat ([30:00](#)):

I remember when we went it was definitely the best experience we had while we were in Willamette Valley and candidly, no trash talking to anyone else. Cause I, I love the entire experience, but I don't remember any other like wineries that I went to. Because the experience like the extra time you took to sit with us and talk to us about who you are and about your wine, like that really made all the difference.

Dave Specter ([30:23](#)):

It's so important because, you know, we're, where we are, you know, like I said, really, there's a lot of great wine and, and, you know, with what we do, it's a little bit different sort of with how I think about the wines and, and how we engage with them. So I think it's important to kind of share that with everybody that's there. And, and that, that takes time. It is weird though, because, you know, back when we first came to the Valley, you know, gosh, 13 years ago, places like this were far more common and as time has gone on, we never had imagined that as we got to this point that it would make us different. But it, but it really has, there are, there are not many that do what we do.

Kat ([31:04](#)):

Yeah. That's, I think that's great to like, not sacrifice your values and your principles for the sake of like growth or like being in magazines or getting into every restaurant in Oregon. I think that, that, that's a beautiful thing,

Dave Specter ([31:18](#)):

Honestly, the best, the best thing that you ever hear, you know, when you're sitting in my chair, the best things I ever hear are when I hear from people like you that have been here and that appreciated that what we did, and that's the thing that matters more than anything. That's, that's what, you know, that's what keeps us going. It's, it's those sorts of things. And, and like I said, you know, we just, we just have come to the trust and faith that when you do those enough times, it will take care of itself.

Honi ([31:52](#)):

You were talking about balance earlier and really helping people find balance, which I think is amazing, but how do you yourself find balance between running your business and then the rest of your life?

Dave Specter ([32:05](#)):

It's, there's no doubt that it's difficult. And I think, you know, one of the things that I've learned when I was working in my previous job, you know, that was kind of the beginning of all these discussions about work-life balance. And the reality is I think, especially with certain careers, that there's a lot of lip service paid to work life balance, but the reality is that given the technology that we have available, what we actually have is work-life integration. So, you know, what, what we do with our lives then becomes really, really important. I think they're just the reality is that's not going away. You know, no matter what your job is, you are always going to be tethered to it because of the technology in some way,

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shape or form. So I think that's why, you know, part of where that balance has to come from is, is first kind of recognizing that this is the way unfortunately, our society is going.

Dave Specter ([33:05](#)):

And there's unfortunately no turning that back, which means that we've got to find each of us have to find something that we do with our lives, that we don't feel that, you know, for example, when we get an email at, let's say, you know, seven o'clock in the evening is going to cause us some sort of massive panic attack, just because they're trying to bring our worlds back together. With what I used to do, especially if you were on a deal that was, that had international components to it, you were going to get these off hours emails. There's, there's no way around it. So, you know, I, I think that's kind of important to, like I say, realize that, you know, unfortunately there's very little chance that that is going away. But I think it also gives us an opportunity to say, let's take that extra time.

Dave Specter ([33:56](#)):

Let's not be hard on ourselves. And let's really spend some time internally going through what we think we really want to be with our lives. You know? And, and I think that the younger generation coming up now is really the first ones that are going to start taking that to heart. I mean, you know, it's never too late, never too late. I mean, I think we proved that, but certainly the best time to kind of walk through that is when you're just kind of getting started and not tying yourself down to something until you really feel like it's made a connection with the way you personally are wired. And you know, don't ever be afraid to step, you know, to, to look at yourself and just say, you know what, I've been doing something for five years or something like that. And either I've changed or my perceptions have changed or whatever, but at this point it's just not connecting with who I am and it's not going to make me happy. Life is too short to, to not realize that and to say, okay, we need to now move on and to try something else.

Kat ([35:05](#)):

Do you think it's so true that like people in our generation are like, you know, the first ones who are getting ready to do it, whereas like my parents they've been in the same job for 30 years and they're like, well, that's what you do. Like, you don't need to really like your job. Like you need to support yourself. You need to support your family, which is all true. But I think that it's such a stark difference to like what I'm seeing with some of my peers nowadays, too.

Dave Specter ([35:31](#)):

Exactly. And, and, you know, because for example, my I'm making this change. Like my father and God love him. I love him dearly, but you know, his generation and it's a, it's a generational thing. So I was, I'm never too hard on folks that have that thought because the other thing that it's so easy to forget is that in their world, they didn't have, you know, they have the ability to shut their office door at the end of the day, go home and disconnect from it. And if we all had that, we'd be having a very different conversation. But it's no longer like it used to be. And they have no perception of what, you know, your generation and mine, which is kind of more of a transitional generation has had to deal with and vice versa. So it's just one of those things that nobody I think can really understand what it, you know, what that change has meant until you're knee deep in it.

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Kat ([36:21](#)):

Yes. I think that is so true. Especially working from home during COVID it's like I'm at my computer all day in my house. And so the expectation is that, well, you're always by your computer, you're always logged in.

Dave Specter ([36:34](#)):

Exactly. Yeah, exactly. And we all just need to have that time to be able to disconnect and focus on the other things in life that are important to us. You know,

Honi ([36:45](#)):

That leads us to, I think a good final question. I'd love to know. How do you know that you've had a good day at work?

Dave Specter ([36:53](#)):

Oh gosh. How do I, you know, it's funny, there are so many ways that you can have that and you don't want, on one hand, you can say, Oh, I had a great sales day, obviously that's great. But I would say when, when you walk out and, you know, and, and you've, you've had customers that have been warm and receptive, smiling, and really appreciate, you can really tell that they appreciate what you're trying to do. You know, it's one of those things that you feel more than, than anything else, but once you've done it for a while, you can kind of tell, you know, where you're making those connections. But the connections part is such a, such a big part of what I do. And it's, you know, obviously we've talked about that a little bit as we've gone on, but being able to make those connections and really knowing that you've kind of made a difference and, you know, made new friends and, you know, kind of whatever happens, you know, that hey, in that moment, you're going to have given somebody an experience they're going to carry with them. And, and, you know, hopefully affects them and make the other people in positive ways. So it kind of feels like I make my little societal contributions that way.

Kat ([38:01](#)):

That's beautiful. And like we said, you're doing a great job at it. So thank you so much.

Honi ([38:08](#)):

So that was our interview with Dave, from Bells Up Winery, Dave, he and his wife, like clearly they had a reason for doing this. Like they had a point where they can like, look back and say, this big event happened, you are living life. And like, how do you want to live your life? And what's important to you. And I think they've gone on to very thoughtfully create a business for themselves, but the experiences that they want to cultivate for their customers, like even like the taste of their wine, if it is very on-brand and what's cool about it is it's not like they're creating the brand and then all these things are following. They are being them. And because of that, that's why their brand is true and authentic to who they are.

Kat ([38:54](#)):

Yeah. You know, what I think is, is amazing and interesting is that like Dave, yeah. As, as in his bio, like he was an attorney and he was in a very lucrative business. But what I loved is that like, you know, he was, he was in a successful career. Like he had his law degree, he was doing all these things and he was

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just like, this is not it like, this is making me unhappy. Like, I, I don't want this. I think it's so brave and incredible that he and Sara did this. It was, you know, the result of a realization after a sad event. But I think it's amazing that they, that they realize that. And I think that Sara's mentor would be proud of them.

Honi ([39:33](#)):

Thank you, Dave so much for being on. And we both look forward to coming down and visiting Bells Up Winery this summer.

Kat ([39:41](#)):

If anyone finds themselves in the Willamette Valley, please visit Bells Up Winery. We will link their website in the podcast description, as well as the Instagram tune in next week.