



(Clockwise from top left) John Jordan landing his Piper Cub, hosting Toys for Tots donation drive, fishing on Jordan Lake, and exercising the winery dogs.



A passion for wine and hospitality is a job requirement when working in this business, but making time for other interests in life helps balance a daily "diet" rich in food, wine and hospitality.

By John Jordan

THE PURSUIT OF PASSIONS

The wine industry is filled with passionate people. You have to have a passion for wine and hospitality to succeed as a winery—an unforgettable wine experience is the bond that ties us to our customers for decades. And when you dedicate your life to running a hospitality business that's pretty much open seven days a week, it's important to make room in your life for passions "outside the glass." That idea defines my lifestyle and our company culture.

As much as I am dedicated to the wines of Jordan, my life's passions and studies have led me in many very different directions, from practicing law and becoming a pilot to starting a foundation to assist those less fortunate. Pursuing different interests and being

able to focus on the bigger picture around you is essential to a fulfilling life. Having a wide range of hobbies and goals expands my mind, helps me take a needed break from managing the winery, and allows me to enjoy the Jordan Estate property as my home, not just my business. Since the winery and I both turned 40 in 2012, I've dedicated more and more time and thought to the goal of helping others and thinking outside of the box.

PHILANTHROPY

My career has taught me that businesses can't operate in a vacuum but need to exist within the communities where they are based. We have an obligation to try to make our world a better place to live, so I focus on supporting my community in the Sonoma County area.

It is incumbent upon business owners to make a difference in the lives of their fellow citizens. This past year, I started the John Jordan Foundation to help bridge the educational gap for those less fortunate.

Many of our projects are focused on helping local students access technology and assisting them in achieving their dreams. We provide students with the tools, both technological and educational, to help them improve their scholastic performance and pursue the right opportunities. The idea is to provide them with the skills to become entrepreneurs if they so desire. The foundation has donated iPads to a dozen schools and also helped to launch one-on-

one tutoring in four new schools in Sonoma County. We fulfilled a list of wishes from teachers that ranged from field trips for their students to enrichment activities they wanted to add to the classroom curriculum. These donations have been replicated in other parts of the state as well.

The bulk of our work is about remedying the inequality of educational opportunities and career choices that exists in our society. I am fortunate in that being part of a successful brand like Jordan gives me the opportunity to make a difference and try to make the world a better place.

FLYING & FISHING

Beyond my love of wine and giving back to the community, I believe that having a wide range of sporting interests keeps the mind agile. Each of my hobbies appeals to a different aspect of my personality. As an avid pilot, I feed my adventurous side and as a bass fisherman, I remain in touch with my competitive side.

As a child, I loved to build model airplanes, and at age 17, I earned my private pilot's certificate. It just seemed like a natural extension of the process: If you build enough planes, you will want to sit in a real one. To this day, my wonder for flying has never waned. Soaring over the vineyards lets me see the topography of the grounds differently. It is a completely unique perspective that I enjoy sharing with my family, friends and visitors. It gives me a totally new take on the land below, the change of seasons and the agricultural process. Each time I go up, it's a new adventure.

Bass fishing is another passion I've enjoyed since I was a boy. Jordan Lake has been an integral part of my life, from spending time as a young boy on the lake to being able to share its tranquility with friends and winery guests today; it provides a competitive outlet that's all about having fun. Challenging friends to a catch-and-release bass tournament is much more relaxing than sitting behind my desk.

ANIMALS

Growing up on the Jordan property, I was always surrounded by a variety of animals—cats, dogs, pigs and even a llama. My mom has a deep passion for all animals, especially dogs that need to be rescued, which quickly rubbed off on me. My first pet was a black Labrador Retriever named Cookie. As most dogs do, Cookie taught me about the true friendship that comes with unconditional love. I have three Labrador mixes now named Nimitz, Bismarck and Rosie that are always by my side, helping me greet winery guests on the weekends and playing throughout the vineyards. They've driven my passion to be a supporter of a number of dog rescue programs, including Mutville Senior Dog Rescue, Healdsburg Animal Shelter and the Humane Society. Much to my mom's pleasure, our family of animals on the property has continued to grow over the years. The Jordan herd of cattle is now up to 22 cows, which rotate their grazing between the pastures next to our gardens and on the back side of the estate. Our first chicken coop is filled with Black Australorp hens, and a flock of sheep will mostly like come next.

My most rewarding days are when I can shake hands with our guests in the lobby, approve a grant for an elementary school teacher in need of supplies, then take a flight over the estate in my Piper Cub, watching the cows graze on a hillside pasture and wild turkeys roam through the vineyards. And if there's time after a long afternoon of department meetings to catch a bass or two, I'm the happiest guy in wine country.