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On The Wire

www.goponderosa.com

Fall 2006

Westbrook Wine Farm

World-Class Craftsmanship in O'Neals

How do you get the most from wine tasting? Ray Krause, Winemaker, proselytizes, "Since organoleptic sensation is 90% (est.) smell, we thoroughly smell everything first. If your lip isn't hanging over the edge of the glass with your proboscis inside, you are not smelling thoroughly."

Ray Krause started hauling hoses in the cellars of Fresno's Roma Winery as "Fermentation Control Specialist" in 1964. It was the year after his enrollment in the Oenology degree

program at Fresno State College(now CSUF) which was facilitated by a scholarship from the original San Joaquin Valley Wine Growers Association. After completing his studies and a three year tour with the U.S. Army Air Defense Command, Ray relocated to the Santa Clara Valley where he performed the duties of Hospitality Director and, eventually, National Sales Manager for the Mirassou family winery. Striking out on his own in 1975, he formed several product specific



Ray and Tammy Krause have but two goals: to achieve a life in balance and to make wine which is at least as good as the best in the world. Visit them at www.westbrookwinefarm.com or call for purchases or a tasting appointment at 868-3499.

wine production and marketing entities which culminated in his ownership of the Farview Farm Vineyard Winery in Templeton, California and a wine specialty store, Grape and Grain, in Fresno.

Ray's passion for "growing" wine was realized with his 1994 purchase of the forty acre "Paint Horse Ranch" along Fine Gold Creek in the historic Sierra gold mining hamlet of O'Neals. The dream became a reality (Fait Accompli) in 1999 when the first grapes from the carefully orchestrated three year old red Bordeaux varietal vine-

yard were harvested. The following year Tammy became co-winemaker and the year after that, Mrs. Krause. Tammy shares in all vineyard and winery responsibilities except the operation of their recalcitrant fifty-five year old Ford 8N tractor. With her organoleptic prowess, she is particularly valuable in wine blending and bottling decisions at Westbrook Wine Farm. She frequently judges at the prestigious Orange County Fair Wine Competition. Ray is a former President of the Madera Vintners Association. ●

Would you like to write our front page article?

We want to showcase our local writers and unique rural lifestyle. How does Ponderosa enable your lifestyle in the country? If your article is selected for publication, you will be contacted for an interview. Please limit the article to 300 words and include your name, phone number and address. Mail or e-mail your entry to the Editor. Contact information is on the back page. We look forward to showcasing our local talent. ●

Your survey comments count!

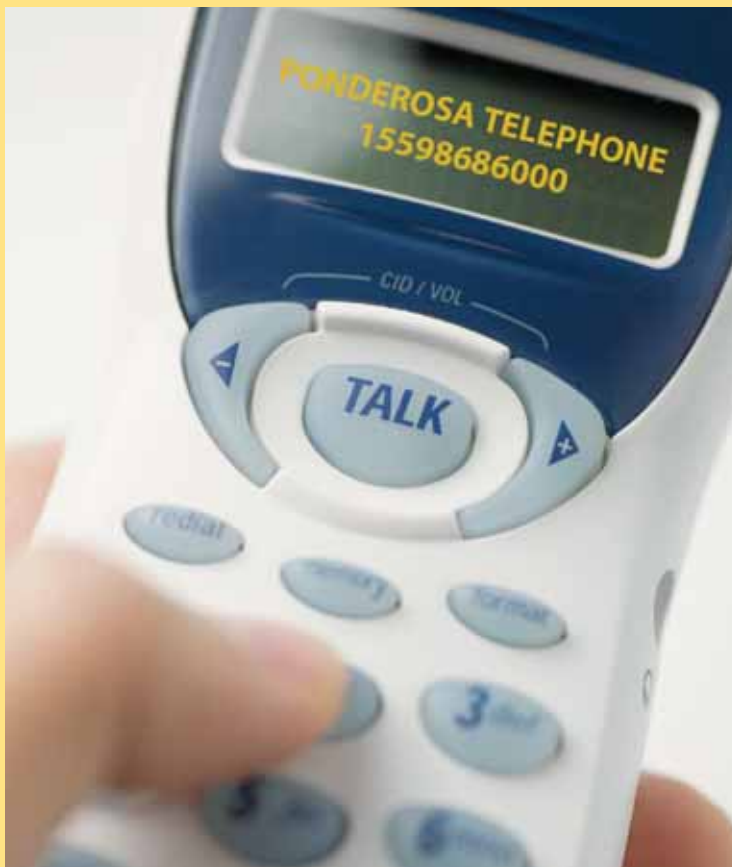
The customer survey results are in... new products for you!

We rely on your comments to help us to improve our customer service, our product portfolio and our pricing. Keep those suggestions coming! Your comments do count and here is proof: We've already delivered products that you have asked for, and more are on the way! See the summer/fall new releases below.

Calling Name ID is here!

Do you have Caller ID and often wonder whose number that is?

For just \$1.00 more per month you can see the name as well. This service requires a Calling Name ID compatible phone or device, and will not display names or numbers from parties who have subscribed to number-blocking options. Content display may vary with the device. Calling Name ID is \$6.00 per month.



www.goponderosa.com/secureit

Free Fresno!

It's not a political movement, it's a long distance calling plan.

You told us you wanted some relief on long distance calls to Fresno and PLD Zero Plus is the answer. \$4.20 per month, the first 60 minutes are free, then 7.9 cents per minute. And when you sign up for PLD Zero Plus and one other qualifying product from the Ponderosa portfolio of services you can receive an additional \$5.00 discount every month under the Loyalty Discount Promotion. View the qualifying products at: www.goponderosa.com/loyalty



SecureIT Plus keeps your computer protected like no other.

No computer should be unprotected. It is no longer an option.

"Within one 24 hour period in North America alone, as many as 59 million cyber-assaults are attempted, according to Consumer Reports. As a consumer, you need to know that your computer is protected. I believe Ponderosa Internet Secure IT Plus is the best service you could ask for", says Bob Gilman Ponderosa Internet Consultant. "Not only is this world class software, you pay only \$4.95 per month on your Ponderosa invoice, and once it is installed it's 'no touch' operation and updates for your computer. Where else can you get those conveniences? We install it. It does the rest. It's that simple!"

On-Demand Services Available to Every Phone Line

On-demand or "pay-per-use services" below are billed at \$.75 per activation up to a maximum monthly charge of \$6.00 OR \$3.00 per month for unlimited access. See the Ponderosa Telephone directory user guide for details and restrictions on using these services:

Auto Call Return *69

You don't have to dash to the phone. If you miss that phone call you can pick up the handset and dial *69 and it will ring back the party who called you.

Auto Redial *92

When you reach a busy signal, hang-up and dial *92 and your phone will ring you when the number rings through. ●

Free Fresno!



It's not a political movement. It's a long distance calling plan.

In your survey responses, you told us long distance calling to Fresno was too expensive; PLD Zero Plus now gives you the first 60 minutes FREE each month!*

PLD Zero Plus calling plan offers you 7.9 cents per minute plus \$4.20 per month with the first 60 minutes at no charge.*

That's not the only great news! You can save another \$5.00 each month when you order PLD Zero Plus and one other qualifying service from the Ponderosa family of services. When you call to sign up for PLD Zero Plus, ask about our Loyalty Discount Promotion.**

559.868.6000
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 **Ponderosa Long Distance**

*Ponderosa Long Distance terms and conditions will apply and can be viewed online at www.goponderosa.com/long_distance_terms. **Loyalty Discount Promotion qualifying products and terms can be viewed online at www.goponderosa.com/loyalty

Robert Benavides, Information Services Exceeding customer expectations

You may not see the man who gets your invoices to you each month, but we think you should get to know him. Robert Benavides has a passion for exceeding customer expectations. I personally suspect he's a distant cousin to the mild-mannered Clark Kent...Robert performs extraordinary feats of technical data manipulation, battles cyber-gremlins and temperamental room-sized machinery and wields an uncanny psychic ability to complete a project to help others, even before being asked! Although we have not seen him leap tall buildings with a single bound he can get rid of a menacing problem in pretty short order, and he does it with a smile.

Another well known fact at Ponderosa is that Robert is a chef "extraordinaire" and does some fantastic catering on the side. When Robert and Liz Benavides cater a Ponderosa event, everyone really looks forward to the delicious food. Cooking helps to fund activities for the family, and last year Robert his wife Liz, and three children went to Mexico to help build a home for a pastor. "Liz and I are working on achieving certification for Biblical counseling to help

others in life, and we are passionate about instilling the love of family traditions and culture in our children."

"Working at Ponderosa is a fantastic opportunity", Robert explains. "This is such a great family environment and I get to wear many hats in my role, so it is never boring. And where else can you step outside and see a children's book parade every year put on just for your company?" ●



Robert Benavides, Information Services

Gracious Hospitality in O'Neals

The community of O'Neals is primarily committed to ranching and farming, but you can discover hidden treasures of artisans and craftsmen tucked away in the hills if you look more closely. Westbrook Wine Farm, our feature story, practices a world-class craft in wine-making that has surprised and delighted many wine tasters. They offer personal and small group tastings by appointment only, which in my opinion is well worth the visit. The wine is remarkable and the Krauses offer gracious hospitality that you won't soon forget. —Cheryl Frank, Editor ●



On The Wire

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Photo of Ray and Tammy Krause by
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