

***RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)
invites you to attend its meeting, on Wednesday, Aug. 20, 2014.
First Presbyterian Church, Lafayette Pl., Greenwich, CT.
THERESA ROGERS, OWNER OF HORSENECK LIQUORS
A PASSION FOR WINE AND A HEAD FOR BUSINESS***



Benjamin Franklin said: “Wine is constant proof that God loves us and loves to see us happy.” Theresa Rogers is Horseneck Liquors, now celebrating 25 years in Greenwich. Her passion for wine, and serving her customers and the community is reflected in the success of her company. We will certainly learn a lot about how understanding wine improves our enjoyment. But, equally, we will learn about the business of wine retailing, particularly in an upscale market like Greenwich. How does she maintain her advantage against the newer wine superstores; how does she manage the several steps of the distribution process from the winery to the customer; how does she maintain and update her inventory so the best and affordable product is available to her customers? And, most importantly, what accounts for her customers’ loyalty to her and to Horseneck?

The secret to her success is building her business one customer at a time and always focusing on educating the consumer. She specializes in small producers with hand crafted wines from around the world. Putting the right customer with the right wine excites her. Ms. Rogers started her wine career in 1978 as a commissioned sales person for Heublein, calling on restaurants and retail in Westchester and Manhattan with a portfolio of wines from all different areas of the World. She continued as a sales manager, and then worked for Inglenook Winery and as a national representative for a wine subsidiary of Perrier, becoming the first representative in American for a top specialty wine importer, and set up her own wine brokerage company. Moving up to the big time, she purchased her first store in Greenwich (Connecticut Liquor), which she sold in 2005, and purchased Horseneck in 1989. Active in the community, Horseneck supports numerous local charities, such as the Greenwich Land Trust, Greenwich Historical Society, Bruce Museum, Kids in Crisis and Greenwich Hospital. Ms. Rogers received the YWCA Brava Award in 2011, and Horseneck Liquors received the Small Business Leadership Award for Greenwich. She is married to Philip Matthews, and has two wonderful children, Ben and Daisy.

Our business meetings begin at 10, and our speakers are scheduled for 10:30. No Charge and No Reservations are required. For additional information, call Bernard Schneider, 203-698-2558; bgsesq@gmail.com. Additional information about the RMA and its speakers can be found on our web site, greenwichrma.org.