Family Practice

Working with family isn’t always easy, but the payoff can be financially and spiritually rewarding. These six family-run companies have risen to the challenge of blending blood and business. Here are their lessons for success.
“When my parents started the winery in 1972, the vision was that we would do three things: cabernet, chardonnay and hospitality. My goal was not to change my parents’ vision, but adapt it to the 21st century. Companies that are not agile do not survive. That’s the mortal flaw of family businesses.”

—JOHN JORDAN

Jordan Vineyard & Winery
TOM AND SALLY JORDAN
AND SON JOHN JORDAN

What They Do
The Healdsburg, Calif., winery produces cabernet sauvignon and chardonnay and hosts wine-centric dinners.

Division of Labor
“We did this together,” says Sally Jordan. “Tom was the numbers man and my job was the vision.” Now, Tom and Sally are semiretired and John is CEO.