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For Immediate Release

**GOLD IN YOUR BACKYARD: Lessons in
Life, Leadership And The Power Of A Dream**

By Ron Rubin

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"Ron takes readers on an inspiring journey through his 70+ years of life, sharing the invaluable leadership principles, life lessons, and business wisdom he's garnered along the way."

—Karissa Kruse, President & CEO, Sonoma County Winegrowers

"There are not many people who have built and grown a single start-up. Ron has done it three times. In his memoir, he's super generous in sharing what he's learned from both the triumphs and mistakes." —John Wood, Founder Emeritus of Room to Read

**GOLD IN YOUR BACKYARD:
Lessons In Life, Leadership And The Power Of A Dream**

**Ron Rubin – the Innovator Behind the Republic of Tea and
River Road Family Vineyards – Presents a Master Class in
Values-Based Leadership While Building Companies that People Love**

In **GOLD IN YOUR BACKYARD** (Val de Grace; \$36 hardcover) entrepreneur and business leader Ron Rubin – the innovator behind The Republic of Tea and River Road Family Vineyards – shares 50 lessons that shaped his extraordinary career. Along the way, he presents a master class in values-based leadership, showing readers how to build enduring brands, captivate customers, and engage employees, while doing good in business, life, and the community at large.

Across 50 sharply written chapters, Rubin shares the pivotal moments that defined his journey: working side-by-side with his father in a regional liquor distribution company; falling in love with winegrowing at age 22; wagering everything to buy The Republic of Tea; purchasing a vineyard; and surviving a near-fatal heart condition that changed the trajectory of his life. Each chapter contains a single, insightful lesson — personal, practical, and often surprising.

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Finding Gold

The phrase “Gold in Your Backyard” comes from an expression coined by Rubin’s father, meaning that there are opportunities close to home. Leaders don’t necessarily need to go far to find their “gold.” The values, lessons, skills, instincts, and opportunities that fuel lasting success often come from the places and people leaders know best.

Personal and Impactful

Throughout **GOLD IN YOUR BACKYARD**, Rubin shares his advice in an engaging, conversational style, connecting with readers on a personal level, while discussing the realities of business – the fear, intuition, resilience, and risk-taking needed to succeed.

He begins the book by urging people to seek mentors who will challenge their thinking and provide guidance. He then turns to the importance of reading in Chapter Two – of constantly learning and growing. Chapter Three is devoted to taking risks. Rubin advises readers to always evaluate opportunities through a values lens. If a decision aligns with your mission and long-term vision, move toward it even if the outcome isn’t guaranteed. Other key topics include:

- **Surround Yourself with Experts** — Recruit advisors and team members who know more than you do in key areas. Experts help accelerate growth and prevent costly mistakes.
- **Make Sustainability Count**— Caring for the earth is both a responsibility and a competitive advantage. Rubin recommends auditing operations for waste, energy use, water consumption, and packaging. Replace outdated practices with environmentally responsible ones.
- **Build a Dream Team** — Culture is created by how leaders show up every day. Hire people who share your values, not just skills. Model the attitudes and behaviors you want to see. A great team forms when people feel trusted, respected, and excited by a shared purpose.
- **Create Your Own Advisory Board** — If you can’t find the right peer group where you’re located, form one. Identify people whose judgment you respect and invite them to meet regularly. Share challenges, review goals, and ask for honest feedback. You don’t need a formal institution — you just need committed colleagues.

- Focus on Priorities – Customers, employees, and cash flow come first. Satisfy your customers. Support your employees. Monitor cash flow weekly. These three priorities keep a business healthy. Everything else is secondary.
- Live Your Dream — Purpose and joy are as essential to leadership as strategy. Name the dream you’ve postponed. Set a timeline. Build momentum through small actions. Don’t wait until the “perfect” moment.

GOLD IN YOUR BACKYARD is a reminder that meaningful success does not depend on chasing trends or looking far afield. It is created by leading with integrity, treating people well, staying curious, and having the courage to act on the opportunities that are already within reach. With warmth, candor, and decades of lived experience, Ron Rubin offers readers a rare combination of inspiration and instruction. His journey proves that great businesses are built not only with strategy, but with heart — and that the gold you seek is often much closer than you think.

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ABOUT THE AUTHOR

Ron Rubin, author of **GOLD IN YOUR BACKYARD**, has spent more than five decades building iconic beverage brands and giving back to the communities and industries he loves. He began his career in 1972 at his family’s business, Central Wholesale Liquor Co. In 1994, he purchased The Republic of Tea, which has become one of the most beloved tea brands in the United States. In 2011, he acquired River Road Family Vineyards and Winery in Sonoma County. Under his leadership, the winery is known for its quality and commitment to sustainability.

Rubin has also championed philanthropy and education. In 2017, he provided seed funding to digitize The Maynard Amerine Wine Label and Menu Collection at UC Davis. That same year, he founded the Trained for Saving Lives program in collaboration with the American Red Cross and ZOLL Medical Corporation, underwriting the cost of AED units for wineries and training winery staff in CPR, AED use, and first aid. More than 450 wineries have joined the program. Rubin currently serves as President of the Board of the Sonoma State University Wine Business Institute. He has received an Honorary Doctorate in Humane Letters from Sonoma State University and the American Red Cross Presidential Award for Excellence. You can learn more at www.goldinyourbackyard.com.