



the BAREFOOT Spirit

Michael Houlihan & Bonnie Harvey
New York Times Bestselling Authors
America's #1 Wine Brand Founders

Learn the Secrets of Success from the New York Times Bestselling Authors and Founders of a Top Global Brand

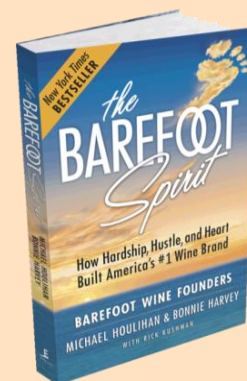
[Michael Houlihan and Bonnie Harvey](#) are the founders of Barefoot Wine, a top global brand, and the authors of the [critically acclaimed](#) New York Times bestselling business book [The Barefoot Spirit](#), recommended reading for the CEO Library in *CEO Forum* is now in classrooms of schools of entrepreneurship across the country.

The Barefoot Spirit is a business adventure story about how Barefoot Cellars started in the laundry room of a rented Sonoma County farmhouse by a couple who had no money and no knowledge of the wine industry. They built a bestseller by forging strategic alliances, provided comprehensive customer service and didn't pay a penny in commercial advertising – instead pioneering Worthy Cause Marketing to get the word out. Barefoot Cellars changed the industry from staid and exclusive, to fun, inclusive and socially aware.

They successfully monetized their brand equity when Barefoot was acquired by the largest wine company in the world, E&J Gallo, who then hired them back for a year as brand consultants to keep “the Barefoot Spirit” alive. Since then, they have been entrepreneurship thought leaders, [bloggers](#), [media guest experts](#), [contributors to numerous trade journals and national publications](#), and [keynote speakers](#). They have [spoken](#) to at over 100 venues. Michael & Bonnie speak throughout the country and internationally to corporations, conferences, universities and symposiums to [rave reviews](#).

The “Barefoot Spirit,” of which they speak, is the set of guiding principles they used to achieve their success. These are tools and standards any aspiring entrepreneur can use now to build their own successful business. They are woven into surprising and humorous real-world stories about the lessons they learned building the Barefoot brand.

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In between consulting with Fortune 500 companies, Michael and Bonnie are [keynoting](#) at schools of entrepreneurship, host universities for the Entrepreneurial Bootcamp for Veterans with Disabilities (EBV), Entrepreneurs' Organizations (EO), Collegiate Entrepreneurs' Organization (CEO), United States Association of Small Business and Entrepreneurship (USABE), MIT Enterprise Forums, Society of Consumer Affairs Professionals in Business (SOCAP), [World Entrepreneurship Conference \(ICSB\)](#) in Dublin, Ireland, Customer Experience Conference (hosted by The Conference Board), The National C-Suite Conference and AuTT in Melbourne, Australia. They are the recipients of the 2014 Distinguished Entrepreneur Speaker Award from the Turner School of Entrepreneurship and Innovation at Bradley University.

In addition to speaking professionally to conventions and conferences throughout the world, Michael and Bonnie perform innovative on-site corporate trainings. The sessions are based on their new book, [The Entrepreneurial Culture, 23 Ways to Engage and Empower Your People](#) and featured in Jeff Hayzlett's C-Suite TV Network launch and [C-Suite Book Club](#). They've also recently released their much-anticipated video series [Spend Less- Monetize Faster with the Entrepreneur's GPS](#).

[Speaking Reel 1](#)
[Speaking Reel 2](#)

Helpful links to [blogs](#), [speaking events](#), and [media resources](#). Check out www.barefootwinefounders.com and www.thebrandauthority.net for weekly no-nonsense, 600-word business insights.

