

**TRAINED FOR
"SAVING LIVES"**



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TRAINED FOR "SAVING LIVES"



THE PRESS DEMOCRAT

By Chris Smith, PHOTO: Press Democrat, February 18, 2018

Sonoma Stories: The lifesaver that Ron Rubin wants to see at every Sonoma County winery

A shocking little machine saved the life of vintner, purveyor of premium tea and ex-marathon runner Ron Rubin. He now wants to boost the likelihood that one of the devices is nearby should your survival depend on it.

Rubin yearns to see automated external defibrillators, or AEDs, placed at each of Sonoma County's 450 wineries. The objective is so critical to him that he offers to have Ron Rubin Winery in west county's Green Valley pay for the \$1,700 instruments, which send an electrical shock to a heart in crisis. "They can save somebody's life," said Rubin, who's 68 and a survivor of a potentially fatal cardiac incident. "Is there a higher calling?"

Rubin chose to make his free defibrillator offer to the county's wine industry in part because of the vast numbers of people it employs and attracts as visitors, and because it's the local business he knows best. He started his winery near Forestville in 2011 amid his success with The Republic of Tea, which he purchased in 1994.

Rubin has learned much about sudden coronary malfunctions since he collapsed in 2009 while training in Marin County for what would have been his eighth marathon. He survived the sudden onset of ventricular

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tachycardia, in which aberrant electrical signals cause the heart to beat faster than normal, because his son, Todd, was at his side.

Todd, now president of the Novato-based The Republic of Tea, at once dialed 911.

An emergency room crew at Marin General Hospital administered electric shocks to restore Ron Rubin's normal heartbeat.

A implantable defibrillator was subsequently placed in his chest and connected to his heart. The device, which will be with Rubin forever, automatically emits an electrical impulse when he begins to go into ventricular tachycardia, which can lead to cardiac arrest.

"It saved my life four times," Rubin said. "I have a sentimental attachment to my defibrillator."

The mission to get portable defibrillators into all Sonoma County wineries came to him as he pondered the commitment by Sonoma County to become, by 2019, the nation's first 100 percent sustainable wine region.

Typically, discussions about sustainability in the industry focus on principled land stewardship and farming practices, and on preserving local agriculture and family farms.

Rubin took note that the declaration on sustainability by Sonoma County Winegrowers includes the necessity "people are trained, safe and treated with respect."

To his ear, that aspect of sustainability requires necessary training and equipment be in place in wineries and vineyards should an employee, visitor or someone else be felled by cardiac arrest or the onset of serious irregular heartbeat.

A 2007 study by Johns Hopkins University found that a good Samaritan's use of an AED doubles survival from sudden heart attacks and each year could save at least 552 lives in the U.S. and Canada.

Rubin's offer is this: His winery and foundation will purchase an AED for every Sonoma County winery that agrees to have its staff trained by the American Red Cross in CPR and the use of an AED. He calls his initiative Trained for Saving Lives.

Rubin has teamed with the maker of the Zoll AED and with the regional Red Cross organization in Santa Rosa, which will provide the training for \$60 per person, and for classes of six or more will send a trainer to the winery.

The training takes six hours. Current generation automated defibrillators use voice commands and graphics to instruct the operator, and the machines determine automatically if an electrical shock is necessary.

TRAINED FOR "SAVING LIVES"



So far, 66 wineries have taken Rubin up on his offer. The first was Hamel Family Wines of Sonoma Valley.

George Hamel III, the winery's managing director, said he heard Rubin speak on the necessity to access an AED within minutes when someone suffers cardiac arrest or another potentially fatal coronary episode. Hamel said it got him thinking, "Why the heck don't I have one?"

There are now four AEDs at the winery and vineyards, he said, and all employees have been or will soon be trained by the Red Cross. He said the October fires served as a reminder of the importance of being prepared for an emergency.

"If you don't act," Hamel said, "you are doing your employees, your guests and your colleagues a disservice."

<http://www.pressdemocrat.com/news/8006625-181/sonoma-stories-the-lifesaver-that>

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**TRAINED FOR
"SAVING LIVES"**



NORTHBAY BUSINESS JOURNAL

North Bay business briefs: Ron Rubin Winery, Yountville Chamber, Sonoma Raceway and more

April 3, 2018

Ron Rubin Winery has teamed up with the maker of the Zoll AED Plus (automated external defibrillator) and the American Red Cross to cover the cost of one AED to North Coast wineries (Lake, Marin, Mendocino, Napa, Sonoma and Solano counties).

In the announcement, founder Ron Rubin calls the initiative Trained for "Saving Lives," after he himself experienced a sudden coronary malfunction while marathon training — something he has done his entire life.

A company spokesman said the effort has included about 90 wineries so far. Wineries must agree to have staffs trained by the **American Red Cross** in CPR and AED technique.

To receive a Zoll AED Plus:

1. Contact Ron Rubin by email at ron@ronrubinwinery.com.
2. After a winery's qualifications are approved, an American Red Cross representative will reach out to schedule CPR, AED and first-aid training for the winery's team. (Wineries will cover the \$60 per person cost of staff training.)

<http://www.northbaybusinessjournal.com/northbay/sonomacounty/8144246-181/north-bay-business-briefs>

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TRAINED FOR "SAVING LIVES"



WINE BUSINESS.COM

Trained for Saving Lives in Sonoma County

December 12, 2017

In collaboration with the American Red Cross and ZOLL Medical Corporation, Ron Rubin Winery is covering the cost of one ZOLL AED PLUS (Automated External Defibrillator) unit, to each qualifying Sonoma County winery.

This sustainability and safety program is designed to keep everyone at a Sonoma County winery safe and saved, if necessary.

In order for a winery in Sonoma County to qualify to receive a ZOLL AED PLUS, Sonoma County winery owners or representatives must contact Ron Rubin, either by Email at ron@ronrubinwinery.com, or call 314.726.9630

After a winery's qualifications are approved to receive a ZOLL AED PLUS, it will be promptly contacted, by a representative from the American Red Cross, to schedule CPR/AED/First Aid training for the winery's team. Winery participants will cover the cost of their staff training.

To date, nine wineries have taken advantage of this important life-saving program.

All of these Sonoma County wineries have already committed to the *Trained for Saving Live program*.

[https://www.winebusiness.com/content/file/RRW - Trained for Saving Lives 12-09-17.pdf](https://www.winebusiness.com/content/file/RRW_-_Trained_for_Saving_Lives_12-09-17.pdf)

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WINE BUSINESS.COM



Tuesday, March 27

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winebusiness.com

Ron Rubin Winery Trained for "Saving Lives" Program expands to include all of the North Coast

Ron Rubin of Ron Rubin Winery in Green Valley began distributing free automated external defibrillators to wineries in Sonoma County last fall. Rubin has expanded the program to include wineries in Napa, Solano, Lake, Marin and Mendocino counties

Ron Rubin Winery Trained for "Saving Lives" Program expands to include all of the North Coast

by Kerana Todorov, March 27



RON RUBIN
WINERY
A BEAUTIFUL EXPERIENCE™

Ron Rubin is a vintner on a mission – supplying wineries with life-saving portable devices that send electrical shocks through the chest cavity to hearts in distress.

Rubin, of Ron Rubin Winery in Green Valley whose family also owns The Republic of Tea, began distributing free automated external defibrillators to wineries in Sonoma County last fall. Last week Rubin expanded the program to include wineries in Napa, Solano, Lake, Marin and Mendocino counties.

Participating wineries agree to pay the costs of training their employees on how to use the AEDs and how to administer CPR and first-aid. The American Red Cross charges \$60 per employee for the training – a discounted rate.

Rubin's "Trained for 'Saving Lines'" program initially set out to distribute the \$1,700 AEDs at no charge to Sonoma County's 450 wineries.

So far, 89 wineries have received the AEDs. All but two are in Sonoma County.

"I think 89 is a pretty good number," Rubin said.

Rubin knows first-hand what it is like to have a cardiac emergency. In 2009, Rubin was rushed to Marin General Hospital after Rubin suffered an onset of ventricular tachycardia – a condition that causes the heart beat faster than normal. Rubin's son, Todd, called 911.

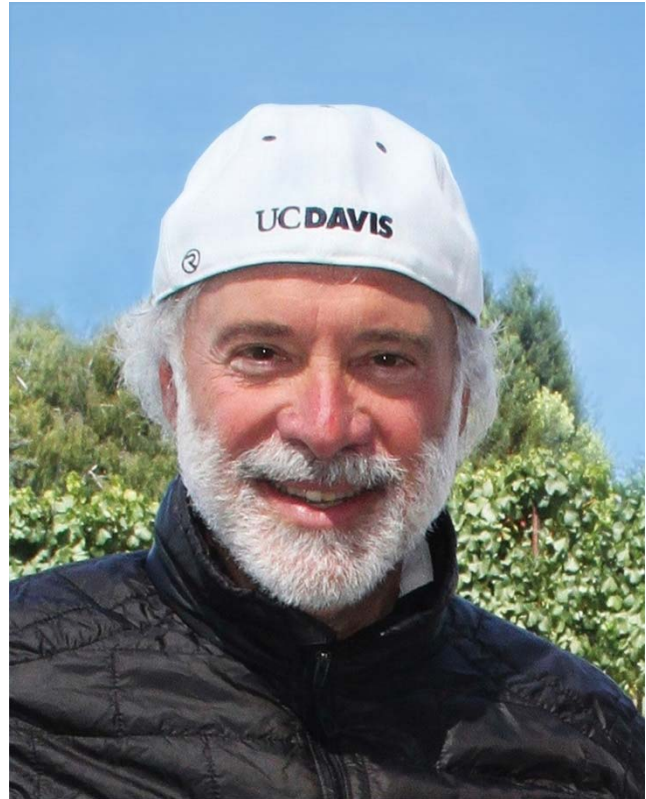
Ron Rubin recalled he had run 20 miles the day before to prepare for the Twin Cities Marathon in St. Paul, Minn.

Rubin was administered shocks in the emergency room. Todd, who is now president of The Republic of Tea, saved his life, Rubin said.

An implantable defibrillator was later implanted in his chest. Rubin, who no longer runs marathons, created "Trained for 'Saving Lines'" to make sure all wineries in Sonoma County have access to an AED.

"I wanted to give back to Sonoma County," said Rubin, 68.

He decided to expand the program to other counties after receiving requests from wineries outside





Sonoma County.

Rubin has been able to spread the word in part thanks to wine trade associations.

The Napa Valley Vintners, for instance, in April plan to inform its members about Rubin's AED program.

Mark Miranda, strategic account executive at the American Red Cross – Northern California/Bay Area, said the program was all Rubin's idea. "This is completely unique," Miranda said.

He estimated about 300 people have received AED/CPR/first-aid training through the program.

"He spared no expense," said Miranda, referring to the \$1,700 AEDs.

Wineries interested in participating in the AED program should contact Ron Rubin at ron@ronrubinwinery.com

<https://www.winebusiness.com/blog/?go=getBlogEntry&dataId=197169>

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Updated growth reporting from

WINE BUSINESS.COM



(Apr 13, 2018) Ron Rubin Winery Trained for "Saving Lives" Program expands to include all of NORTH COAST

Ron Rubin, of Ron Rubin Winery, had exclusively funded a program for saving lives in only Sonoma County. In collaboration with the American Red Cross and ZOLL Medical Corporation, this program has now received numerous requests from other American Viticultural Areas. Ron Rubin Winery, American Red Cross, and ZOLL are pleased to announce their expanded coverage to now include all North Coast regions.

- Lake County
- Marin County
- Mendocino County
- Napa County
- Sonoma County (continuing)
- Solano County

In order for a winery in the North Coast to qualify to receive a ZOLL AED PLUS, North Coast winery owners, or representatives, must begin the process by directly contacting Ron Rubin via email: ron@ronrubinwinery.com.

After a winery's qualifications are approved to receive the AED PLUS (valued at \$1,700), it will be promptly contacted by a representative from the American Red Cross, to schedule CPR/AED/First Aid training for the winery's team. Winery participants will cover a very minimal cost of \$60.00 per person, for their staff's training.

Along with Ron Rubin Winery, the American Red Cross, and ZOLL, all of these North Coast wineries are committed to being *Trained For Saving Lives*.

<https://www.winebusiness.com/blog/?go=getBlogEntry&dataId=197169>

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NAPA VALLEY REGISTER

Biz Buzz: Free defibrillator Offered to wineries

Apr 19, 2018

Ron Rubin Winery has teamed up with the maker of the ZOLL AED Plus and the Santa Rosa Red Cross to cover the cost of one AED (Automated External Defibrillator) for all wineries in Lake, Marin, Mendocino, Napa, Sonoma and Solano counties.

Founder Ron Rubin named the initiative Trained for Saving Lives.

Rubin created the program after he experienced a sudden coronary malfunction while marathon training – something he has done his entire life.

Rubin's mission is to purchase the \$1,700 defibrillators for any winery that agrees to have its staff trained by the American Red Cross in CPR and AED technique.

As of March 20, a total of 86 wineries have participated in the program.

Info: ron@ronrubinwinery.com

https://napavalleyregister.com/business/biz-buzz-free-defibrillator-offered-to-wineries/article_2350cbe5-382b-5691-8d4b-e16b60de6073.html

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WINE INDUSTRY INSIGHTS

Trained for Saving Lives in Sonoma County

December 12, 2017

In collaboration with the American Red Cross and ZOLL Medical Corporation, Ron Rubin Winery is covering the cost of one ZOLL AED PLUS (Automated External Defibrillator) unit, to each qualifying Sonoma County winery.

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To date, nine wineries have taken advantage of this important life-saving program.

All of these Sonoma County wineries have already committed to the *Trained for Saving Live program*.

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WINE INDUSTRY INSIGHTS

Lewis Perdue **DAILY NEWS FETCH - HEALTH** April 13, 2018

- [Ron Rubin Winery Trained for "Saving Lives" Program expands to include all of North Coast](#)

Ron Rubin, of Ron Rubin Winery, had exclusively funded a program for saving lives in only Sonoma County. In collaboration with the American Red Cross and ZOLL Medical Corporation, this program has now received numerous requests from other American Viticultural Areas. Ron Rubin Winery, American Red Cross, and ZOLL are pleased to announce their expanded coverage to now include all North Coast regions.

- Lake County
- Marin County
- Mendocino County
- Napa County
- Sonoma County (continuing)
- Solano County

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Along with Ron Rubin Winery, the American Red Cross, and ZOLL, all of these North Coast wineries are committed to being *Trained For Saving Lives*.

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WINE INDUSTRY INSIGHTS

April 13, 2018

Ron Rubin Winery Trained for “Saving Lives” Program Expands from Sonoma County to Include All of the North Coast with a Free ZOLL AED (Automated External Defibrillator)

Sebastopol, CA: Ron Rubin, of Ron Rubin Winery, had exclusively funded a program for saving lives in only Sonoma County. In collaboration with the American Red Cross and ZOLL Medical Corporation, this program has now received numerous requests from other American Viticultural Areas. Ron Rubin Winery, American Red Cross, and ZOLL are pleased to announce their expanded coverage to now include all North Coast regions.

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STEP 1

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To date, 88 wineries have been certified for this program. Along with Ron Rubin Winery, the American Red Cross, and ZOLL, all of these North Coast wineries are committed to being *Trained For Saving Lives*.

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ADVISOR WINE INDUSTRY NETWORK

December 11, 2017

Trained for Saving Lives in Sonoma County

December 12, 2017

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ADVISOR WINE INDUSTRY NETWORK

March 12, 2018

If You Were Offered a \$1,700 AED for Free, Would You Take It?

It must be noted that in order to receive this \$1,700 [ZOLL Automatic External Defibrillator](#) (AED)

- You must be a Sonoma County winery
- Someone within your company is required to have an American Red Cross training for – only – \$60.00
 - Because, once the AED shock *IS* delivered, the next step is Cardiopulmonary resuscitation (CPR)

This is a program started by **Ron Rubin** of [Ron Rubin Winery](#), and is progressively growing in Sonoma County. ALL 450 Sonoma County wineries are eligible to receive this free ZOLL AED. Email Ron Rubin at ron@ronrubinwinery.com, with any questions or to simply enroll in *Trained For “Saving Lives”* program.

WHY HAVE SOMEONE TRAINED FOR “SAVING LIVES?”

When a crisis arises, most people freeze, due to feelings of completely helpless. And, without an AED, unless someone is also trained in CPR, people pretty much *are* helpless. Once a heart stops beating, time is of the essence. When you call for an ambulance, you have to wait for the EMT crew to arrive... Time and life are slipping away, exponentially by the seconds. You only have minutes to revive someone, who will then have the best recovery chances possible. So, having one of these AED life saving devices is a godsend, in so many ways.

And this AED is free... Just invest a minimum of \$60 and it's yours, Sonoma County wine companies.

Having an AED on the wall means success

Contact Ron Rubin: ron@ronrubinwinery.com to become enrolled.

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ADVISOR WINE INDUSTRY NETWORK

March 23, 2018

Ron Rubin Winery Trained for “Saving Lives” Program Expands from Sonoma County to Include All of the North Coast with a Free ZOLL AED (Automated External Defibrillator)

Sebastopol, CA: Ron Rubin, of Ron Rubin Winery, had exclusively funded a program for saving lives in only Sonoma County. In collaboration with the American Red Cross and ZOLL Medical Corporation, this program has now received numerous requests from other American Viticultural Areas. Ron Rubin Winery, American Red Cross, and ZOLL are pleased to announce their expanded coverage to now include all North Coast regions.

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