
Jim and Betty Held

Stone Hill Winery

By M. Karen Hubbard

LESSON DESCRIPTION

In this lesson, students will explore the concept of resources (natural, human, capital) as they explore the contributions of entrepreneurs Jim and Betty Held. Students will read the story of Stone Hill Winery and fill-in the resources needed to produce wine

ECONOMIC CONCEPTS

- entrepreneur
- natural resources
- human resources
- capital resources

RELATED CONCEPTS

- reading comprehension
- mathematics

MATERIALS

- One copy of “Jim and Betty Held” reading for each student
- One copy of Activity 1 - “Economics Through the Grapevine” for each student
- Optional: An empty gallon milk container
- Optional: Missouri map

TIME

- 45 minutes

PROCEDURE

1. Explain that an “entrepreneur” is someone who thinks of a good or service that someone would like to buy and produces it. An entrepreneur takes a risk that people will not like the good or service, and that all of the time, effort, and money he or she has spent to make the product will have been for nothing.
2. Explain that we also think of entrepreneurs as people who start a business. However, the person who starts the business eventually ages, or in this case was forced to close, and someone else takes over later on. If the person who takes over develops new

products and improves the old products, that person is entrepreneurial, and can also be thought of as an entrepreneur.

3. Distribute the story of Jim and Betty Held, and explain that the students are going to read about entrepreneurs who, with hard work, opened an old winery which had been closed for many years. Instruct students to read the story and underline the new products or improvements the entrepreneurs, Jim and Betty Held, created while leading the company, Stone Hill Winery, and the resources used to produce them.
4. After reading the story, ask the following questions:
 - Who was the first entrepreneur who started Stone Hill Winery and when? (Michael Poeschel, 1847)
 - What is a German immigrant? (A person who was born in Germany and came to the United States.)
 - Where did Poeschel get his grape vines? (He brought them with him from Germany.)
 - Where did Poeschel decide to settle and begin his winery? (Herman, Missouri) (Teacher could ask students to look up Herman on a Missouri map.)
 - Where did Poeschel make the wine? (He carved large cellars underneath the limestone hills.)
 - Where did Stone Hill get its name? (Got the name from the limestone hills.)
 - What happened in fifty years? (Stone Hill Winery became the second largest winery in the United States.)
 - When and what caused Stone Hill Winery business to fail? (Prohibition, January 29, 1919-December 5, 1933)
 - What happened during Prohibition? (Alcohol consumption, including wine, was illegal everywhere in the United States.)
 - How long did Prohibition last? ($1933 - 1919 = 14$ years)
 - What were the wine cellars used for during Prohibition? (growing mushrooms)
 - Who bought Stone Hill Winery? (Jim and Betty Held)
 - How could you figure out what year they bought it? ($1919 + 46 = 1965$)
 - Why was it hard to start the wine business again? (No one had kept the buildings or land in good repair. They had to start growing grapes again and repair the buildings.)
 - How long did it take for grapes to be produced? (3 – 4 years for the grape vines to produce grapes.)
 - Why did it take years for the Held's to open their winery? (They had to prepare the land to plant the grapes. They had to plant the grapes which take 3-4 years to grow. They had to repair the buildings. They had to make the wine and let it age or sit for a while. They had to advertise to let consumers know about their winery.)
 - How many gallons of wine do the Held's produce today? (245,000 gallons – Teacher shows the students the one gallon container and tells them to picture

245,000 of the bottles.) (Ask students to guess how many rooms it would take to hold 245,000 bottles.)

- When did the Held's restaurant open? (1979) How many years after they bought the winery did the Held's open the restaurant? (1979 – 1965 = 14 years)
- Where else do the Helds own wineries? (New Florence and Branson, Missouri) (Teacher could ask the students to locate New Florence and Branson on a Missouri map.)

5. Explain that Jim and Betty Held would need resources to produce wine. Besides the entrepreneur, there are three types of resources: natural – anything that comes from the earth and used to produce a good; human – people who do work; capital – anything that is made by people and used to make other goods or provide services and can be **used over and over again**, i.e. tools, machines, buildings. Continue with the following questions:

- What natural resources do you think they would need to produce wine? (natural: land, grape vines)
- What capital resources do you think they would need to produce wine? (capital: buildings, machines, farming tools, grape presses, large barrels to hold wine)
- What human resources do you think they would need to produce wine? (human: people who took care of the vines, picked grapes, and made the wine)
- Who were the entrepreneurs who started the business? (Jim and Betty Held)
- How do you know the Held's produced good wine? (from all the awards and national recognitions they receive)
- How would the awards and recognition help their business? (More people would know about their wine and the winery. They would want to come and see the winery and taste the wine.)

6. Remind the students that it took a few years of hard work for the Held's to rebuild the winery because they had to get the resources and plant the grapes. While the grapes grew, they rebuilt the winery buildings.

7. Distribute the "Economics Through the Grapevine" Activity Sheet. Read over the words in the word box. Tell the students that they will fill-in the words on the spaces as they answer your questions. Have them begin with the dirt. Ask:

- Who started Stone Hill Winery first and when? (Fill-in Michael Poesch on the line below the stem and 1847 on the short line on the dirt.)
- Where? (Herman, Missouri)
- Where did he come from? (He was a German immigrant)

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8. Next, ask the students to fill-in the grape vine stem. Ask:
 - When did the present owners buy Stone Hill and in what year? (Jim and Betty Held, 1965)
 9. Guide the students to the 'natural' resource vine and ask them to look at the answer box and write the natural resources that belong on the vine. Then, guide the students to the 'capital' resource vine and ask them to look at the answer box and write the capital resources that belong on the vine. Finally, guide the students to the 'human' resource vine and ask them to look at the answer box and write the human resources that belong on the vine.
 10. Tell them when they are finished that these are examples of the resources that were used to grow the grapes to make the wine.

CLOSURE

Remind students that every entrepreneur has to get the natural, human, and capital resources in order to produce their good/service and make their dream a reality. It takes much time to do this. The entrepreneur takes a risk because by the time they are ready to produce the good/service, consumers may not want their product and the entrepreneur loses their money.

EXTENSION

Teacher could invite an entrepreneur from the community to discuss their risk and benefits of starting a business.

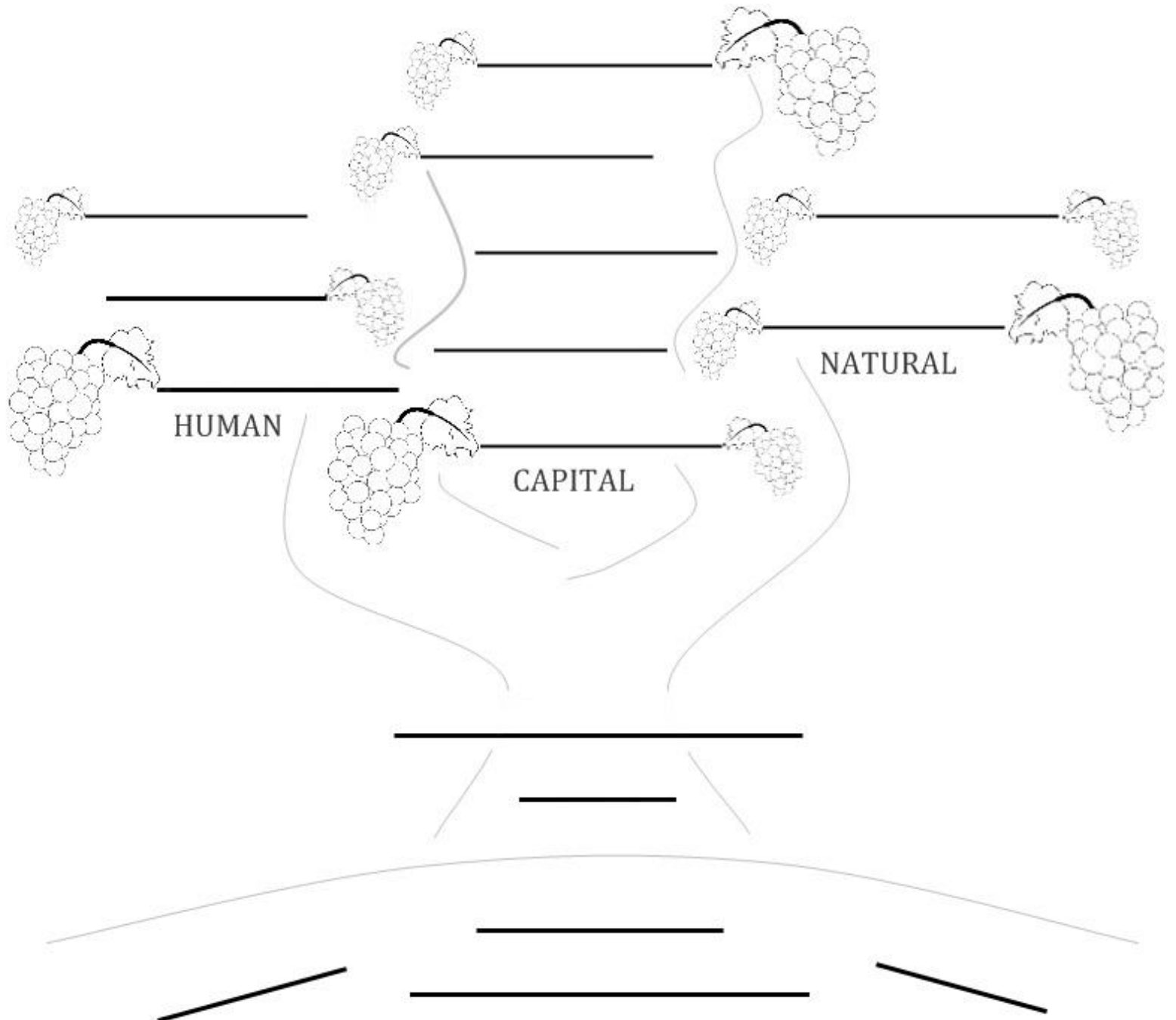
NAME: _____

GRAPEVINE RESOURCES

Write the words on the grapevine to represent the resources need to begin a winery.

Word Bank

- | | | | |
|------------------|----------|------------|------------------|
| German immigrant | barrels | 1965 | plant gardeners |
| Jim & Betty Held | land | 1847 | Michael Poeschel |
| grape pickers | tools | buildings | wine makers |
| Herman, Missouri | machines | grapevines | grape presses |



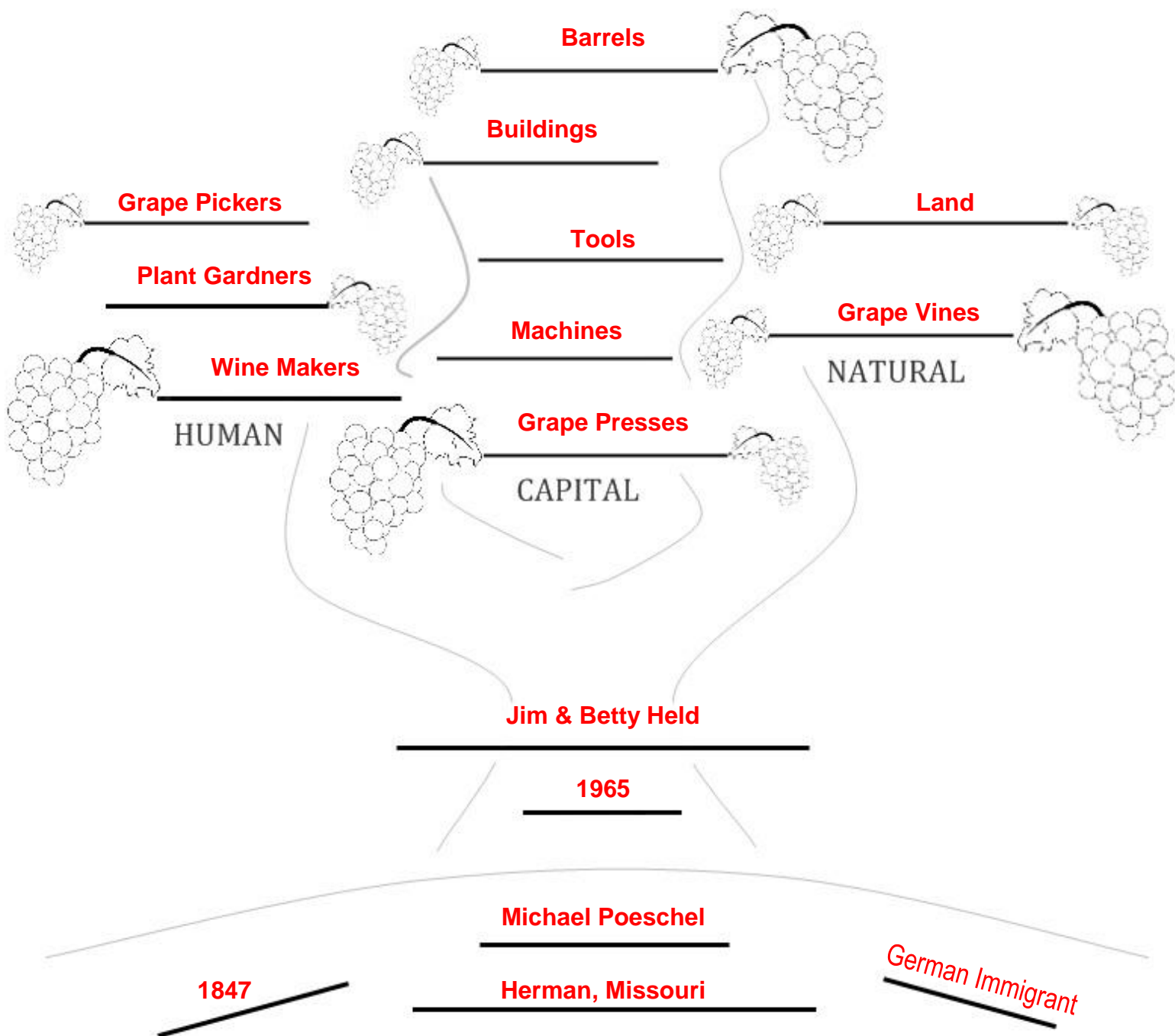
ANSWER KEY:

GRAPEVINE RESOURCES

Write the words on the grapevine to represent the resources need to begin a winery.

Word Bank

German immigrant	barrels	1965	plant gardeners
Jim & Betty Held	land	1847	Michael Poeschel
grape pickers	tools	buildings	wine makers
Herman, Missouri	machines	grapevines	grape presses



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The Stone Hill Winery was first started by Michael Poeschel, a German immigrant, in 1847. He started it on a hill overlooking the town of Herman, Missouri. He planted grape vines that he had brought with him from Germany, and carved huge cellars underneath the limestone hills. It is within those cellars that Michael made his wine. The name Stone Hill comes from these limestone hills. Within fifty years, the Stone Hill Winery became the second largest winery in all of the United States producing 1,250,000 gallons of wine each year.

On January 29, 1919, Prohibition started in the United States and lasted until December 5, 1933. During this time, alcohol consumption, including wine, was illegal anywhere in the country. It was because of Prohibition that the Stone Hill Winery failed. The grand cellars of the winery were used to grow mushrooms for many years.

Forty-six years after Prohibition was started, Jim and Betty Held bought Stone Hill. They moved into an apartment above the neglected winery with their four children. They had to plant new grape plants because none had been planted in forty-six years. It takes three to four years for the plants to produce fruit. While taking care of the plants, they had to fix up the buildings and buy the wine making equipment such as barrels, grape presses, tools, machines. They hired people to help with taking care of the grape vines, pick grapes, make and sell wine, keep buildings in repair, etc. With hard work they started the winery back up again and helped bring the wine making business back to Missouri. Stone Hill is the oldest winery in the state of Missouri and is still making wines to this day. It produces 245,000 gallons of wines annually with modern equipment and 157 acres of vineyards. They also buy grapes from other selected Missouri vineyards. In 1979, the Held's restored the former carriage house and horse barn into the Vintage Restaurant serving German food.

The Stone Hill Winery has won over 3,400 awards since 1993 including 194 in 2006, 155 in 2007, and 218 in 2008. Under the leadership of the Jim and Betty Held, Stone Hill Winery has gained national recognition:

- 1982 - Missouri's Small Business of the Year
- 1994 – Featured on the *Today's Show*
- 1995 – Featured in *Nation's Business Weekly* (after receiving an award honoring companies who “represent the true spirit of entrepreneurship in America”).
- 1996 – Held family named 1995 Wine Growing Family of the Year at the Wineries Unlimited 20th anniversary banquet in Lancaster, Pennsylvania
- 1997 – Received the Pioneer Award from the Department of Agriculture's Missouri Grape and Wine Program, recognizing the Held's for almost single-handed restoration of the Missouri wine industry after Prohibition almost destroyed it. Today, there are about sixty wineries in the state besides Stone Hill.
- 2001 – Featured on *The Early Show* on CBS

The Helds own two other wineries in different areas in Missouri besides the one in Herman. They own one in New Florence and another in Branson.