



A WINE & SPIRITS

# MO CELLAR SELECTIONS

NATIONAL SALES & MARKETING FIRM

An Introduction To Our Company

January 1, 2025

Welcome to Kevin D. Chaney Co. a MO Cellar Selections Wine & Spirits National Marketing Firm!

In the pages to follow, you will find our team of industry experts. Each having special skill sets and extraordinarily unique longstanding experiences at every level of the business. Our competitive advantage in today's industry is humbling for our team...Our forty-four years of relationships and earned rapport with our Supplier partnerships, Wholesaler alliances and working the many markets meeting the Buyers at all levels .

We have learned so much from so many others we have crossed paths with....

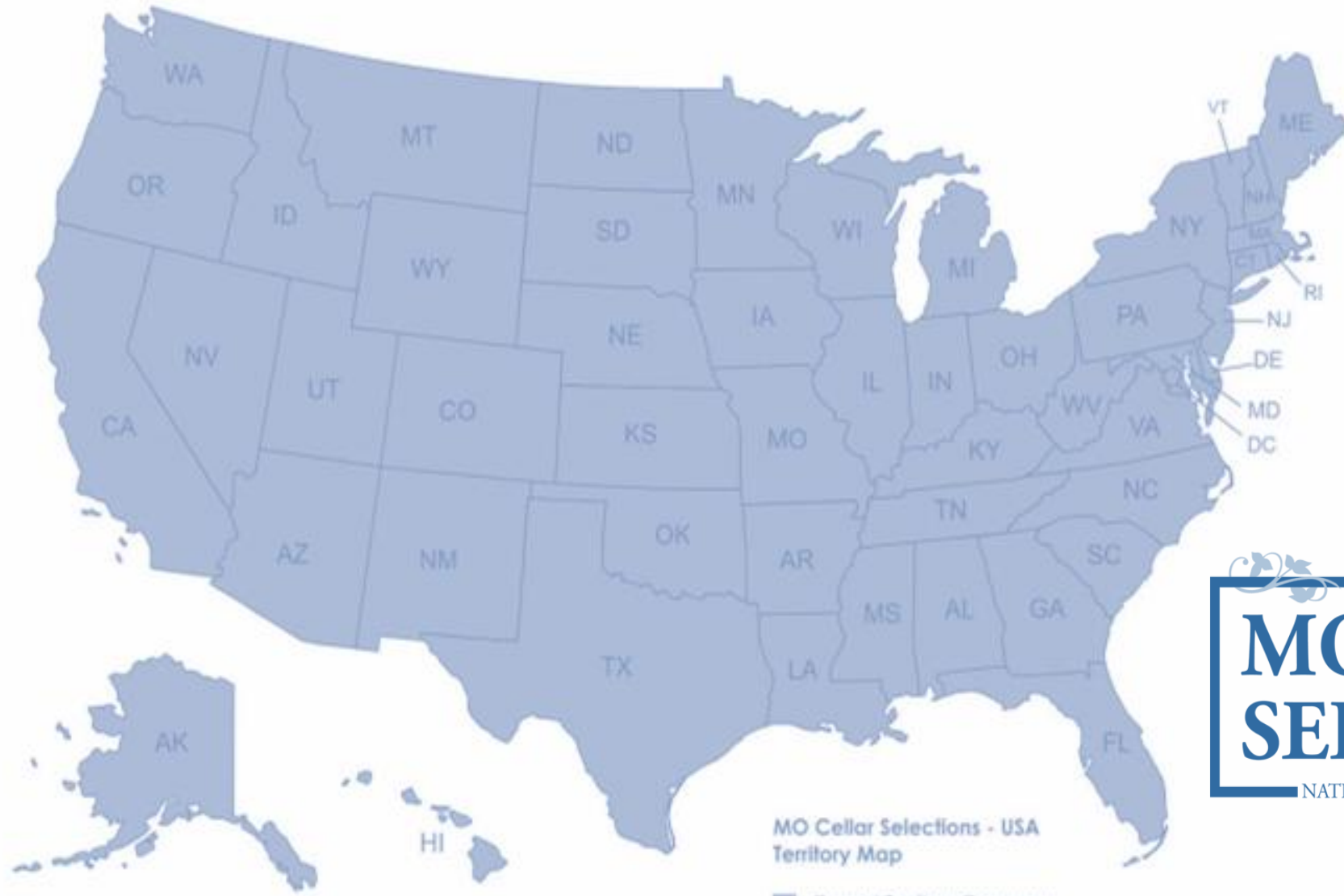
There is no doubt we are living during some very interesting & unprecedented times...It's for this reason, "Strategic Alliances" are formed and why they are so very important...I hope you will find some of what I have found to be some of the best in this business in this "Introduction to MO Cellars!"

Stay healthy & keep smiling!

Cheers!

Michael





MO Cellar Selections - USA Territory Map  
■ Current Territory Coverage

A WINE & SPIRITS

# MO CELLAR SELECTIONS

NATIONAL SALES & MARKETING FIRM



**Michael Ogurek**  
Owner/Chairman

**Walter Seligman**  
National Sales  
Director

**Kelsey Elliott**  
Sales Executive  
Portfolio Development

**David Bermosk**  
Sales Executive  
Michigan & Ohio

**Bassam Anton**  
Spirits Portfolio Development

**Susan Hayes**  
VP of Sales  
Pacific West Coast Division

**Rick Tarkin**  
Director of Sales Atlantic  
Division – CT, NY, NJ, MA

**Ken Terrio**  
Director of Sales  
Southeast Division - FL

**Glynn Gutzeit**  
Director of Spirits  
Portfolio  
Development

**Lee Hershey**  
Professor of Wine

**Ranay Ogurek**  
Director of  
Marketing

**Kelsey Elliott**  
Director of  
Administration

**Aimee Kronberger**  
Administrative Assistant

**Steven Schwartz**  
Finance

**Paul Martinez**  
Art & Graphic Design

**Joe Olson**  
Corporate Chef



# Our Portfolio

## WINES



**Terra Valentine Winery**  
Napa (California)  
Spring Mountain (California)



**DEROSE**  
DeRose Collection of Wines

*Chesebro*

**Cedar Lane Wines**  
Sauvignon Blanc  
Albariño  
Pinot Noir  
Las Arenas Red Blend  
Chardonnay

*Alchemy*   
*Parróne*   
**DEROSE** 



  
**CAVE CLEEBOURG**   
ALSACE 

DeRose Family Chianti of Italy 

**ALLSTAR**  
WINE

**All Star Wines**  
Chateau Candalay  
Chateau Lavergne Boyer  
Le Petit Chapelle  
Chateau Fargueirol  
La Maximus Burgundy (France)  
Conte Di Campiano Primitivo  
Cabernet  
Tenute Falezza (Italy)





# Our Portfolio

## SPIRITS



### **Southern Star Bourbons**

Double Shot Bourbon Cream

Paragon Bottle-In-Bond

Paragon Wheated

Paragon Single Barrel

Single Barrel High Rye

Standard High Rye

Cask Strength High Rye

Reserve High Rye

Double Rye

# AHA TORO<sup>®</sup>

### **Aha Toro Tequila**

Aha Yeto Blanco

Aha Yeto Reposado

Aha Yeto Diva Rose Reposado

Aha Yeto Anejo

### **Locauz Tequila**





# Our Amazing Team

# Mr. Michael S. Ogurek

## OWNER - PRESIDENT

In 1988, Michael graduated from the University of Detroit with degrees in Liberal Arts & Business. Prior....He was taught by the Catholic Nuns in Grade School, the Christian Brothers at his High School, Brother Rice High School in Birmingham, Michigan & finally the Jesuits Priests at the University of Detroit...to say the least he experienced a lot of different views and opinions...

In 1991, Michael was accepted into the Ernest & Julio Gallo Winery – “Sales & Marketing Development Program” which at the time was the largest winery in the world. In 1992, Michael was accepted into the J. Lewis Cooper Wine & Spirits Co. in Detroit, Michigan. During the following several years, he enjoyed many positions within the distributor. To name a few: Sales Manager, Brand Manager, District Manager, Market Manager, Key Account Manager, Sales Rep, E & J Gallo Merchandiser, Assistant Sales Manager & then again as Key Account Manager in 1999. In early 2000, Michael accepted a position within the Kevin D. Chaney, Co. “Wine Brokers” Marketing Firm in Cincinnati as a Regional Sales Manager & Key Chain Account Mgr. In 2002, Michael was promoted to Vice President of Sales. Michael worked with the firm until early April 2019 when, Michael achieved the opportunity to purchase the 2019, Wine Marketing Company in these Midwest United States.

Michael is proud of his 30 years in the wine industry developing his knowledge and is honored & humbled to have worked “for or with” the E & J Gallo Family, the Castello Banfi family, The Freixenet USA & Ferrer Family, The Schmitt Sohne Winery, The San Francisco Wine Exchange, Allied Domeq, Bacardi Imports, Brown Forman, to name a few international & National wine companies.

Michael’s true passion is visiting all areas of the world that love food & grow grapes, when not traveling for work, his passion is being at home, collecting Antiques, enjoying American & European History and most importantly spending time with his family, Ranay his best friend, Chloe his beautiful daughter & his infamous buddy “Bentley” the Silver lab!

As of April 8<sup>th</sup> 2019, Michael is the New Owner & President of MO Cellar Selections, LLC – Wine Brokers





# Mr. Walter Seligman

## NATIONAL SALES DIRECTOR

Walter Seligman is an Industry Expert and Direct “Consult” to the MO Cellar Selections Executive Team as it relates to our continued development with our key wholesalers and client portfolios.. Walter’s reach is the entire US marketplace, and he is a key strategic resource to our firm.

Walter enjoys more than 35 years experience in the adult beverage industry. Having worked extensively in the restaurant industry early in his career, then in retail wine sales in Washington, D.C. and distributor management with Forman Bros. His first supplier position was helping to build Louis Martini and Wente wines, from there he helped build brands across the country such as Beaulieu Vineyards, Clos du Bois, William Hill, G.H. Mumm, Perrier Jouet, Atlas Peak, Campo Viejo, Rosenblum Cellars and most recently Hammeken Cellars, Spain.

Walter lives in a rural part of Virginia with his wife Dawn. In his free time, he enjoys hiking, fishing, swimming, and most of all Walter enjoys spending time with his 2 grown kids and 4 grandchildren!!



# Mr. Bassam Anton

## STRATEGIC ADVISOR

Bassam has over 30 years of experience in the Wine & Spirits industry. Bassam originally grew up in Iraq and graduated from Basra University with an MBA. Bassam has an MBA from Oakland University in Rochester Hills Michigan after arriving to the United States at the age of 24. Bassam began his adult beverage career with J. Lewis Cooper Company. Bassam developed 280 key accounts in the liquor division, including major retailers and distributors. Bassam managed His trade craft by developing and maintaining relationships with suppliers such as Schieffelin & Somerset, Bacardi, Martini, USA, Brown Forman, Guinness UDV, Marie Brizard & Skyy Spirits.

Soon after, Bassam accepted a position with Republic National Distributing Company and worked as Sales District Manager for nearly 12 years. Bassam was honored with RNDC's Certificate of Excellence Award for Leadership, Sales Performance, and Teamwork six times during his tenure. Most recently Bassam was the Regional Sales Manager for Benchmark Beverage Company, where he successfully built and marketed brands such as Nue Vodka, Padre Tequila, Don Ramon Tequila, and Ballotin Whiskey.

There is no doubt, Bassam exudes deep passion for the Wine & Spirits Industry. However, most importantly.....Bassam's greatest achievement is his incredible family! Bassam has 2 beautiful children, and an amazing wife. The family enjoys traveling together, playing with "Leo" the silly Australian Shepard. And spending time with friends and family enjoying an evening together with a great meal with some fine wine or a terrific Bourbon.



# Ms. Kelsey Elliott

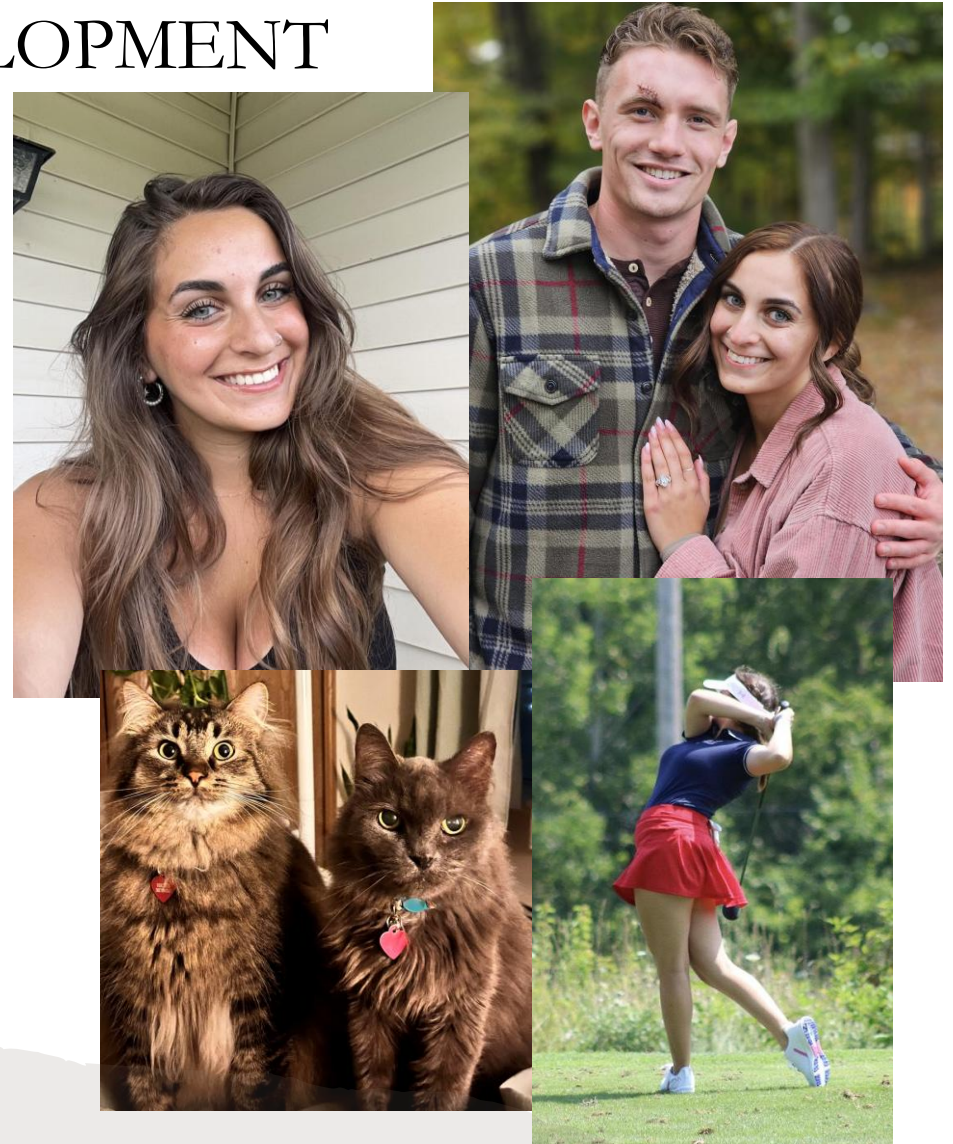
SALES EXECUTIVE – PORTFOLIO DEVELOPMENT  
DIRECTOR OF ADMINISTRATION

Kelsey was born and raised in Nampa, Idaho. Throughout her time in high school she excelled in her academic, athletic, and personal pursuits; accruing 4 state medals in swim and golf all while managing her own small business.

Kelsey followed her golf career to Washington State where she received her Associates in Business Management as well as participating in collegiate golf. Her golf career brought her to Howell, Michigan next where she received her Bachelors in Business Administration with a minor in Digital Marketing.

In Kelsey's professional career she has worked as a marketing manager for a hair salon. In addition to this, Kelsey had experience with business from the time she was a freshman in high school, getting a taste of what it takes to run a business and all the moving pieces that play a role. Not to mention, Kelsey is well experienced with the liquor industry having multiple years of experience as a bartender in the Howell-Brighton area.

In Kelsey's free time she enjoys spending time with her fiancé, Liam, and her cats, Biscuits and Gravy. She loves hosting her friends and meeting new people.



# Mr. Dave Bermosk

## SALES EXECUTIVE - MICHIGAN & OHIO

Dave stumbled into his passion for the food & beverage scene while playing music on the world stage. A touring bass guitarist/song writer for over 20 years he found a love for so, the new tastes the world had to offer via Japan, Australia, England, Scotland, and other parts of Europe. This left him craving the food he could not find around home, so, he set out on a new journey of a career in the culinary industry.

Not long into his journey cooking he quickly climbed the ranks and would become a Sous Chef in Detroit working under James Beard Nominated Chefs and restaurants in the city. During Covid he found it a challenge to navigate the constant struggles of restaurants shuttering and decided it was time for a change of location. He decided to go back to his roots in Ohio to be around friends and family, that decision led him into his affinity for the Beverage Industry.

After grounding himself back home he found himself behind a bar of a small whiskey & wine boutique. He quickly fell in love with American Whiskey and soaked up the knowledge of the in-house bourbon steward, Lee Schmidbusch. Together they built a great whiskey program based on whiskey knowledge and education, building relationships with some old and new names in American Whiskey (New Riff, Limestone Branch, Pursuit Spirits, Smoke Wagon, Old Forester). They also started the Allen County Whiskey Society which is a thriving group of whiskey enthusiasts that continues to grow today.

Dave couldn't deny his love for living in Michigan and his partner Keyla that brought him back to this state. They live in Walled Lake, and he spends his spare time Kayak Fishing, Cycling, and of course writing and playing music.



# Ms. Susan Hayes

## VICE PRESIDENT OF SALES – PACIFIC WEST COAST DIVISION

ALASKA, HAWAII, OREGON, WASHINGTON STATE, IDAHO

MO Cellars is pleased to have Susan Hayes on our Pacific Coast Team. You may remember her as Sue Schubert – long time Wine and Spirits Buyer for Costco. We are pleased that Sue has decided to come out of retirement to be our V.P. of Sales in the Pacific Northwest.

Sue's buying career expands decades and has allowed her to travel the world, meet notable personalities in the wine and spirits industry and study with experts; including earning her W.S.E.T. Certificate. Sue has worked with Distributors and buying offices throughout the United States - her industry experience is without reproach and truly invaluable.

Sue is passionate about friends, travel, art and especially food, wine and spirits. Upon leaving the corporate world, while vacationing in Hawaii, Sue met a local artist who was conducting painting classes on the Island of Kona. She joined the class and soon the painting hobby ignited a new passion within. Sue has started her own business painting pet portraits.. These commissioned portraits have been purchased all over the USA and as far as the UK.

Susan lives in Washington State with her companion Rick . They enjoy boating the beautiful Washington lakes, traveling to Mexico and Europe and most of all spending time with their seven grown children, and five grandkids.



# Mr. Rick Tarkin

## DIRECTOR OF SALES – ATLANTIC DIVISION

Rick has over 50 years of experience in the alcohol beverage business, in all three tiers. He graduated from C.W. post College with a major in English Literature. He ventured out and opened his own retail store. After the "Judgement of Paris" wine event in 1976, Rick contacted Warren Winarski and was able to secure 10 cases of the coveted winner, Stags Leap SLV Cabernet 1973 which changed the image of the store.

He then became a certified Sommelier and was offered the assistant sommelier position at the 21 Club in Manhattan, which in hindsight, regretfully turned down.

After Rick sold his store, he took his next steps in the wine industry. He worked with David Taub from Gallo/Premier Wine distributors where he ran their imported wine division. Next, he accepted a managerial role at Charmer Industries where he remained 10 years.

After Charmer, Rick began his journey on the supplier side when he was offered an East Coast role with Don Sebastiani. Rick was instrumental in achieving a landmark of 1 million cases shipped in the region. When the majority of Sebastiani brands were sold to Constellation, Rick was offered the Northeast Managers position with the Rutherford Wine Company, from Napa Valley. Rick was extremely successful garnering 25+% shipment increases year after year. Then, Rick had a short, but outstanding stint with Yabby Lake Vineyards, out of the Mornington Peninsula in Australia, opening distributors on the East coast, and increasing shipments by 239%.

Rick now has his own successful brokerage business, and is thrilled to be with Michael and his team at MO.

Rick is married to his wonderful wife Leslie of 26 years. Rick has 2 sons and 1 daughter. His son Aaron passed away this year, at 35 years old. His other son Joey is a decorated US Marine, and has 3 beautiful daughters, and they live in Michigan. Rick also has a daughter, Vanessa, and a granddaughter, Roxy. They live in Juneau Alaska. Rick and Leslie have 3 purebred cats: Montepulciano, Gavi and Kitten.

Rick loves to cook, and to share his creations with friends. Rick also loves to travel, read and write poetry, play and listen to music, and be creative in his thinking. Rick is a great listener and loves to help others.



# Mr. Ken Terrio

## DIRECTOR OF SALES SOUTHEAST DIVISION - FLORIDA

It goes without saying, how very important the “State of Florida” is to the Adult Beverage Industry. Ken Terrio is a longstanding Industry Executive that we are so very excited to have as part of the MO Cellars Family! 40 Years ago, Ken started his career in this Industry. In 1983, his career began with Ernest & Julio Winery. A number of years later, he took a position of Vice President of Sales for Duval Spirits Co in Jacksonville, FL. In 1998, he was asked to assist the famed “Benziger Family” Wine Estates. In 2005, Mr. Terrio introduced “Yellow Tail Vineyards”, a small brand from Australia, into the State of Florida and helped create its success!

Finally, in 2010, Ken started and created “T & T Beverages” in Tampa Bay, Florida and works alongside his dear son Richard. Ken is married to his best friend “Cindy” and has two sons; Richard & Kenneth Jr. Ken loves to cook, and his passion is all things culinary. He is a true “Foodie” in every sense of the word!

Our firm is very lucky to have him amongst our group....



# Mr. Glynn Gutzeit

## MASTER OF SPIRITS & PORTFOLIO DEVELOPMENT

Industry Expert, Mr. Glynn Gutzeit is our resident Spirits Guru. In addition to his four decades as a General Motors engineer – leading a team of engineers at the GM Proving Grounds in Milford – he has spent the past 40 years as a Bartender and leading expert of Liquor Management.

For the past 20 years, Glynn has conducted numerous spirits tasting programs at Michigan State University. Glynn has also provided his expertise to many high-end on-premise events at such distinguished locations as Five Lakes Grill and Portofino's.

Glynn has consulted for many Liquor distributors in the southeastern Michigan area on the adoption and sales of new liquor products. He has consulted with bar and restaurant owners on the opening and management of upscale properties. Finally, one of his larger accolades, Glynn created an industry manual on the mixing and presentation of cocktails.

Glynn has lived in the Highland area for more than 20 years. He has been happily married to his wife Leslie for 30 years; the couple has one son, Scott.





# Mr. Lee A. Hershey

## DIRECTOR OF WINE EDUCATION

In the 1960's, Lee Hershey belonged to 100-year-Old Food & Wine Clubs. He loved wine & it was his hobby...Lee graduated from Michigan State University with a Business Degree. Lee has managed 100-year-Old small business & owned a few during the years. Those years led Lee to managing a series of Wine & 100-year-Old Liquor establishments in Metro Detroit, Michigan. Throughout these many years Lee found employment within three very well-known wholesalers in Michigan. During the 70's & 80's Lee Hershey represented wineries from all over the world inside the Wholesaler Distribution system. In the early 90's Lee's reputation as premier wine educator locally led him to a "Wine Consulting business" he started where he assisted very high end On & Off Premise accounts.

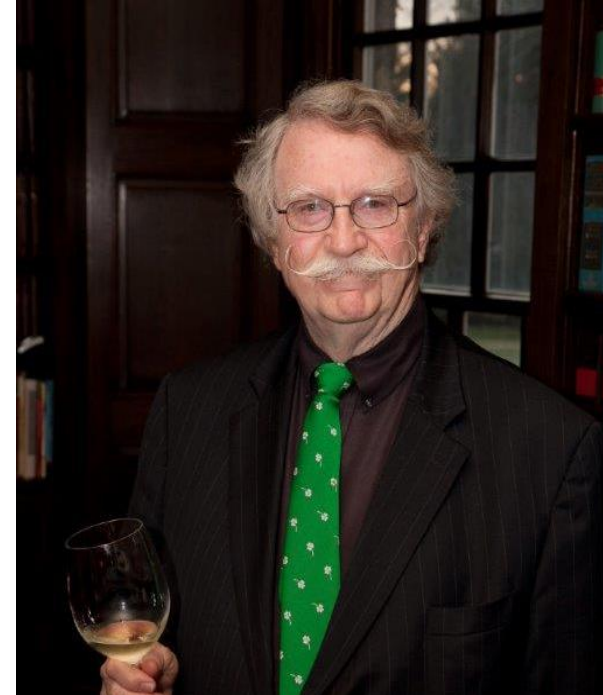
Lee Hershey had the honor of being an "Ambassador" for the famous Beaulieu Vineyard Winery (a 100-year-old Napa Valley property). During his role, he managed 8 wine events each week for 4 years. Lee has been honored over the years as the "Sommelier" at the Bay Harbor Yacht Club. Perhaps his most infamous and rewarding adventure has been the last 30 years as "Wine Education Director" at Schoolcraft Culinary College in Oakland County, Michigan.

Further, Lee enjoys his occasional glass of Scotch Whiskey. Lee is a "LIFELONG FELLOW" of the Academy of Malt Scotch Whiskey Society...

Finally, if you ever ask Lee how he is doing he will likely state "I am above average today and couldn't be doing better"...Lee is a walking "Wine Encyclopedia" and his knowledge of the 3 Tier System, and the Wine Industry is without reproach...

Wine Brokers is honored to say he is part of our team!

May God Bless Him!



# Ms. Aimee Kronberger

## ADMINISTRATIVE ASSISTANT

Aimee was born and raised in Michigan. Graduating from Jared Finney High School and attended Macomb Community College. She entered the workforce in the banking industry. After marrying and starting a family she put work on hold to raise her three children. After 17 years she re-entered the workforce as an Administrative Assistant for five high school Career Preparation Programs. Later finding her niche as a Legal Administrator / Office Manager in criminal defense law firms.

Living in Milford for 11 years, Aimee and her husband are renovating their current residence, a 1897 historical home.

As an avid golfer, Aimee enjoys any time spent on the links. She also enjoys traveling, gardening, decorating, music and reading. Above all she loves spending quality time with family and friends!



# Mr. Paul Martinez

## GRAPHIC ART DESIGNER

Paul Martinez is an expert Graphic Designer with over 20 years of expertise.

After graduating from Michigan State University, with a Bachelor of Arts Degree, he has worked in various capacities as a freelance graphic designer, and as an advertising/marketing designer for several well-known print advertising corporations.

His love of art and design does not stop at the workplace, as his hobbies include woodworking, an occasional scrimshaw project and getting lost in a meaningful book. An avid outdoorsman, he very much enjoys camping, kayaking and bike riding. Paul's true passion is his wife Johannah and their two boys, Liam and Matéo.

Wine Broker's enjoys working along side such a talented designer and creative mind.



# Mr. Steven Schwartz

## ACCOUNTING

Heading up our accounting department is Steven Schwartz. Steven graduated from Michigan State University in East Lansing, MI with a BA in Business and shortly thereafter returned to Walsh College In Troy, MI and obtained an MS in Finance. Steven has also completed an Associates Degree in Accounting at Oakland Community College.

Steven began his business career working in several banks and credit unions doing credit, billing and collection work In 2015 he became a Certified Pro Advisor with Intuit QuickBooks. His expertise includes:

- Bank Reconciliations
- Financial Statement Analysis
- Invoicing and Billing

Steven is known for being organized, extremely communicative and detail-oriented. He enjoys swimming daily and Classical music concerts. Steven became a Certified Pro Advisor through the QuickBooks Training process in both Desktop and Cloud Accounting Online.

Wine Brokers is fortunate to have such an organized and detail orientated individual to head up our accounting department!



# Chef Joe Olson

## DIRECTOR OF CULINARY EDUCATION

Joseph Madore-Olson has had a love of cooking for as long as he can remember. He started his passion at a local favorite steakhouse where he worked and developed his passion for food. He then attended culinary school at “The Culinary Institute of Arts, LeCordon Blue in Chicago”. Joe has worked at many different venues, from the Bears Stadium, Michelin star restaurants, and top local restaurants. He enjoys private catering events for a wide variety of clientele.

Chef Joseph’s passion and expertise is food and beverage pairings. Chef cooked for events pairing with fine wines, craft beer, and spirits. His love of cooking and unique talent caught attention from local food critics, and he was featured in Hour Detroit magazine.

When he isn’t cooking, he enjoys spending time with his wife of 12 years and their 2 children. They try to spend as much time as possible up north enjoying being outdoors and riding ATVs. Joseph and his wife love to travel and search for the best food and wine to enjoy.

Wine Brokers is pleased to have Chef Joe as a part of our growing team to offer excellent adult beverages and education to our customers.



*Cheers!*

*MO Cellar Selections, LLC*

WINE BROKERS

