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Member Spotlight: Six Sigma Winery



(Courtesy photo) Six Sigma Farm to Table
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Each month, the Lake County Chamber of Commerce selects a business that exemplifies the spirit and community involvement that makes Lake County Strong. This month's Member Spotlight is on Six Sigma Ranch & Winery in Lower Lake. We spoke with Christian Ahlmann, whose family owns and operates Six Sigma. Christian will also be the guest speaker at the April 17 Chamber Dinner discussing his insights on owning and operating a business in Lake County. His passion for our community is always an uplifting experience.

WHY ARE YOU A CHAMBER MEMBER?

It's all a part of the bigger picture regarding community participation. The Chamber provides a general vision of the counties business community and a direction as to where it's headed. Also, I believe there is an aura of professionalism when your business is a member and active in a Chamber of Commerce.

WHAT'S AN INTERESTING FACT ABOUT YOUR BUSINESS MOST PEOPLE DON'T KNOW?

That's an interesting question because I believe Six Sigma tries to be as transparent as possible, so there isn't much that people don't know about us. We do have quite a bit of history regarding the ranch and the people who previously owned or were a part of the property. In 1924 Harold Halvorson, a retired Norwegian sea captain, won the property in a game of poker. Also, the two guys who built, and eventually escaped, from the Lower Lake jail were raised here on the property.

DO YOU HAVE ANY ADVICE FOR NEW BUSINESS OWNERS?

Oh sure, make sure you have twice as much time and twice as much money as you think you will need. (We both shared a knowing laugh at this one) One challenge I see with new businesses, is not staying the course. Expect the unexpected and you'll never be surprised at what is about to happen. Starting your own business will take patience and focus. There are no shortcuts and there will be mistakes. Those mistakes will help you gain your focus. Building your brand is also very important and will take time and patience but your reward will be great.

WHEN YOU'RE NOT WORKING, WHERE IN THE AREA DO YOU LIKE TO SPEND YOUR TIME?

We spend a lot of time outdoors hiking or biking and enjoying everything this county has to offer. There is a lot of outdoor activities available in Lake County and we try to take advantage of what we have here.

WHAT ARE YOUR PLANS FOR YOUR BUSINESS' FUTURE?

We're excited about the Huttopia project we have coming soon. Huttopia will provide luxury camping or Glamping, where you can enjoy luxurious accommodations in a rustic setting. This project will be an exciting addition to Lake County. Huttopia at Six Sigma will have a range of offerings. There will be 150 cabins with a main common area with a restaurant, swimming pool, and lots of family friendly activities. We're crossing our fingers that the first shovel will go in the ground later this spring.

DO YOU HAVE ANY UPCOMING EVENTS OR OTHER INFORMATION TO SHARE WITH THE COMMUNITY?

We will be hosting the Norcal High School Cycling League races on April 27 & 28 and then again on May 11th & 12. This is where high schools from around Northern California send teams to compete and we're excited to be hosting this event on our ranch. This will not only be a great opportunity for us to introduce the ranch and the winery to folks from around the state but, as a two day event, Lake County will see a very large group of visitors spending the night and looking for things to do in our county. We expect upwards of 2,500 people attending each event.

ANY PARTING WORDS YOU'D LIKE TO SHARE WITH THE COMMUNITY?

Lake County is just getting started, in relation to where it will be. With a focused and consistent message, the Lake County brand can be built into a strong positive message to all our visitors. I look at branding as a huge fly wheel that takes a strong unified force to get it moving. But once it gets in motion, there is no stopping it and the momentum will carry this county to better days ahead.

Six Sigma Ranch is located at 13372 Spruce Grove Road, Lower Lake, Ca. They can be reached at 707-994-4068 or their website www.sixsigmaranch.com.