

From new media to old vintages

180°

The art of changing paths

By **Karen Tina Harrison**
 Special to amNewYork

The Big Career Switch:
 From Internet entrepreneur to wine store owner

Who Pulled It Off:
 Tom Geniesse, 43

What He Does:
 Geniesse owns Bottlerocket Wine & Spirit at 5 W. 19th Street.

What He Used To Do:
 Geniesse was a TV executive who helped develop "Homicide" and then started an Internet education company.

Why He Switched:
 "My Internet business was bought out, and I left," he says. "I love building businesses. I saw an opportunity to create a better wine store and jumped on it."

How He Did It:
 "I felt that buying wine should be as much fun as drinking it," says Geniesse. "I stayed focused on what would make customers happy. Then I hired people who are smarter and more talented than me."

What a Wine Store Owner Does:
 "There's nothing I don't do," he admits. "I hire and fire, pay the bills, buy the wine with my team and pitch in wherever I'm needed."

Who Does This Job Best:
 "A wine retailer has to love people and love wine," he says. "You must have a clear vision and keep moving toward it. You should be ready to roll up your sleeves, work long hours and taste a lot of bottles."

How's The Dough?
 "In a startup, you need to invest everything in the venture," says Geniesse.

"My salary is zero now. But I'm in this to build a big business

and have everyone who works at Bottlerocket profit from our success."

What About Perks?
 "The wine world attracts people who love life and are fun to be around," he says. "It's cool to see your vision in action and help customers see wine as a pleasure, not a challenge. And I have my pick of interesting Bottlerocket wines to drink."

What Else You Should Know:
 "As a storeowner, you can wear what you want, play your own music and bring your dog to work. I've seen famous models and actors get down on Bottlerocket's floor with Otis. We're like a huge family."

For More Information:
www.bottlerocketwine.com,
 212-929-2323



(Joe Arcidiacono)

Did you know

More than half of executives and 63 percent of employees report that their job performance improves when their co-workers are also their friends outside the office?

(Source: AP)

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Karen Salmansohn
ONE-MINUTE CAREER THERAPIST

Making money from men's vanity

The other day, my female friend Khatun had a male friend mock her when she lent him one of her generic moisturizers.

"I can't put this on my face," he declared. "It has mineral oil in it!"

Not only was I amused by this story, but I was fascinated by the growing business trend it pointed toward.

For a long time, women have requested equality with men. It seems we've finally accomplished this in one area: We're now equals in vanity.

For example, Tiffany & Co. recently announced they're creating a new line of men's rings, watches and cuff links designed by the likes of Frank Gehry and Paloma Picasso.

According to the American Society of Plastic Surgeons, from 2000 to 2005 there was a 44 percent increase in minimally inva-

sive cosmetic procedures among men.

Even in macho Latin America, high-end cosmetics are a \$3 billion dollar industry. And no, women aren't buying the products for their men; men are buying them for themselves.

a Hot Rod, and their ads spotlight engineering and wheel design.

In Manhattan, clothing designer Duncan Quinn has tapped into men's desires to look good. He creates specially tailored one-of-a-kind suits — many of

which are priced in the \$15,000 range.

"All my clothes are handmade for days of glory and nights of excess," he says.

The business lesson to be learned from all this: Regardless of what market you're in,

consider how you might cash in on helping men feel more glam.

Karen Salmansohn is the best-selling business author of "Bally: 99 Ways to Score Extreme Business Success." You can hear her daily on Sirius radio or visit her at www.notsalmon.com.

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