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Taking risks toward progress

By

Tad Thompson

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Doc Hendley claims to be the most underachieving member of his own family. Yet he has created Wine to Water, which has brought safe drinking water to people around the globe.

Keller Rinaudo is ensuring that blood packets reach their destinations in Africa in a timely manner.

Rinaudo's firm, Zipline International LLC, created a system using drones in Rwanda to deliver blood to remote hospitals and health centers to save the lives of people in an emergency situation. He noted that initial drone testing led to many crashes before achieving success.

Hendley and Rinaudo spoke virtually with global produce industry audience attending the Oct. 14 technology portion of the PMA Fresh Summit.

The discussion was moderated by the South African television host Michael Jackson. Rinaudo attributes his success to two factors:

- Having a willingness to take risks and to think about the long term. "All ideas look crazy at first," he said. But Zipline's success arrived because he looked ahead and took risks while focused on projects and missions.
- While Coronavirus has had many devastating impacts on society, Rinaudo said it can still have a positive affect by being a global threat that united humanity as never before.

Hendley, who was a bartender before creating Water to Wine, said the education system in this country teaches us to have the right answers and be correct, instead of considering approaches that may fail but ultimately be innovative.

"I embrace the risks," Hendley said. He encouraged the PMA audience to take personal or professional ideas "and go for it. If it fails, it will lead to the next opportunity."

Photo: Keller Rinaudo of Zipline and Doc Hendley of Wine to Water.

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