

# WMU/KVCC Sustainable Brewing Advisory Board Agenda

Friday, December 14, 2018

4:30 – 6:00 pm

**Present:** Steve Bertman, Brian Hay, Jeff Sobolewski, Tyler Glaze, Jeff Steinman, Aaron Ross, Dan King, John Liberty, Mike Christensen, Scott Vant Hul, Steve Bertman, Ryan Hamilton, Tracey Quada, Brian Lindberg, Trevor Klimek, John Mallet, Dan Rogers, Jared Vosler, John Liberty, Andre Venter, Marcel Zondag, Dave Sippel, Maarten vonHoff

**Absent:** John Sptisbergen, Chris Stroven, Bob Miller, Ed Martini, Monica Koning, Rachel Bair, Patti Henning, Kris Spaulding, Tim Surprise, Jason Salas, Joe Rudnick, Aaron Morse, Walker Modic, Matt Greff, Mike Babb, Kim Collins, Matt Ginter.

## Welcome and Announcements 4:30-4:40

### 1. New Advisory Board members – Steve

Mike Christensen	Final Gravity
Kim Collins	Guardian Brewiing Company
Tim Ginter	Gonzo's Biggdogg Brewing
Dan King	Paw Paw Brewing Company
Trevor Klimek	One Well Brewing
John Liberty	West Michigan Beer Tours
John Mallet	Bells Brewery, Inc.
Jared Vosler	Founders

### 2. KVCC staffing updates – Brian H.

- a. Mike Babb has retired –fall of 2018.
- b. Brian Lindberg and Aaron Ross are the new full-time faculty. They work with Jeff Sobolewski, the Brewing Operations Manger
- c. Curriculum changes:
  - i. BREW 100 – Food Safety Introductory class
  - ii. BREW 150 has been split into BREW 151 and BREW 152.
  - iii. Internship credits - 3

### 3. KVCC enrollment/graduation stats –

- a. Stats will be distributed via email.
- b. 6 graduates Fall 2018
- c. Currently working on marketing plans to increase enrollment.

### 4. WMU enrollment/graduation stats – Steve

- a. KVCC certificate can transfer to WMU for a bachelor's degree. (4-5 graduates)
- b. 54 declared BREW majors
- c. Fall 2018 - 13 BREW majors were enrolled in classes. Given the age of the program, these numbers are not surprising.

## Business (4:40-5:00)

### 1. Collaborative meeting of educational programs - **update** – Jeff

- a. Competition of our schools – WMU and KVCC
  - i. Intended for the winter semester students to have an opportunity to showcase their beers.
  - ii. Targeted to be scheduled in conjunction with the Brewer's Guild. Due to staffing

changes, this didn't happen.

2. Software (untapped, Orchestrated BEER, EKOS, others?) should we be teaching more?
  - a. Brewery Management Software training as part of our curriculum would enhance our student's resume portfolio.
  - b. The point was made that there are software programs that are process management of systems (automation control) oriented and programs that focus on enterprise resource (brewery management.)
  - c. Students that are aware of the importance of accuracy input is as important as knowing the software.
  - d. Learning objectives should be the priority. What should they?
  - e. This would be a difficult thing to manage. Software is constantly changing. Teaching the importance of tracking is included in curriculum.
3. Alumni mixer – Jan. 8 – Brian L.
  - a. As more of our students are graduating, more are moving into other communities. It's important to bring these students together to gather information.
  - b. Bell's Eccentric – January 8, 2019. Planned for around the 4 PM hour. Just before the Guild.

## **Brainstorming - The current state of brewing (5:00-5:45)**

### ***Breakout groups (5:00-5:30)***

- Where is the brewing industry heading?
  - Small brew continuation
  - Local Malt Growers – Buy local
  - Other beverages – Kombucha...
- What are the latest trends?
  - Water use and disposal
  - Understanding ordinances and regulations of the city that you are brewing in. OSHA awareness.
  - Data collection is paramount –how to manipulate and understand the data is a necessary teaching.
  - Sustainability and Conservation.
- How do we make sure curriculum is relevant into the future?
  - Intentional teaching to prepare our students to enter various vocational needs within the brewing industry.
  - Look at enhancing the learning related to ordinances and regulations. OSHA.
  - Do we teach about standard operating procedures?

### ***Report out ideas (5:30-5:45)***

- Five top “new things” – What's coming?
  - Turpines flavorings
  - Champagne beer, Kombucha - alternatives
  - Low sugar, lower alcohol, IPAs
  - Multiple locations
  - Buy Local
  - Very Small Brewers and Brew pubs
  - Flavor share of
  - Local malt – realistically 5 + years away from useable product for most breweries.
  - Understanding demographics.

- Three things to watch for – Challenges
  - “Saturation”
  - Regulatory – OSHA and Water ordinances
  - Social Media – Crisis management
  - Growth flattening out.
  - Trend vs. Fad
  - Multi-use, multi barley – hulless barley with good malt quality and good human food source qualities – winter growth habit. Promoting energizing interest in barley for food as secondary market for rejected barley.
- Three priorities for educational programs – How can this program play the biggest role?
  - Understanding HACCP Plans, Food Safety
  - Waste Water Management - Regulatory
  - Identify Markets
  - Marketing and PR
  - Aseptic technologies
  - BA safety classes
  - Analytics
  - Realistic job expectations. All other jobs.
  - Mash filters – synergy with food industry
  - Cereal Chemistry deeper dive BREW 130?)
  - Warehousing

#### **News/announcements (5:45-6:00)**

4. Brewing Employer Career Fair offered to KVCC students. Is there interest for an event like this for our students? Brewing industry would come in to our Culinary Allied Health Building. Opportunity for students to learn how to network.
5. KVCC offers on-campus recruiting on Tuesday’s over the lunch hour. Contact Tracey Quada if you are interested.

Any news to share?

Please stay for the 6:00 poster presentations by students in the KVCC brewing practicum course and in the WMU capstone course. Taste, critique, and discuss student-made beers and provide feedback about projects.

Name	Position	Affiliate	Contact:
Mike Babb	Retired Kalsec/Adjunct Faculty	Kalsec, KVCC	
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