

# Minutes

## Brewing Advisory Board

| April 26, 4:00 PM – 5:30 PM |

---

### In Attendance

---

Kim Collins, Tracey Quada, Brian Hay, Jeff Sobolewski, Aaron Ross, Brian Lindberg, Maarten vonHof, Heather, Petcovic, Amy Gill, Steve Bertman, John Spitsbergen, Mike Babb, Dan King, Jake Kirkendall, Scott Vant Hul, Chris Stroven, Andre Venter, Rachel Bair, Patti Henning, Jared Vosler, Faith Bentley

---

### Welcome and Announcements

---

---

### Enrollment and Graduation Stats:

---

- Brian Hay reported

---

### WMU Scholarships:

---

- To incentivize students to go on to receive a bachelor's from WMU, they have created a recruitment scholarship.

---

### Internships:

---

- Bell's
  - One year, paid internship. Offered to Bell's employee and KVCC Brewing students.

---

### Curriculum – Present and Future

---

- HSAP –
- Inclusion of Sales and Marketing and professionalism
- Adding a professional development component to get students into the industry. Will be a requirement for each course.

---

### Discussion Groups: Saturation and Sustainability

---

- Saturation
  - Things to consider
    - Opening and closings of Breweries (consider the size)
    - Distribution potential (what's on the shelves and for how long?)
    - Barrel production
    - Creation of interesting and unique beers
    - Look at the market as a whole-alcohol market. Beer consumption is shrinking and spirits consumption is increasing. Dialing in other flavored alcoholic drinks into the curriculum.
    - Look at ethnicity and saturation. Consider a more inclusive market.

- Understand distribution from a tactical perspective.
  - Faux microbrews – gateway or competitor?
  - Breweries should look at what sets them apart – provides staying power.
  - Introducing more quality, educated brewers through classic training may improve the industry as a whole.
  - Drinking habits – beer-health connection.
- Look at ways to bring saturation understanding into the curriculum
  - Ordinary beers as market share
  - Quality and consistency – staying power
  - Other beverages that start with brewing (?) hard seltzer
  - Understanding distribution (relative to brewery size)
  - Training: higher quality product – way into industry/alt to apprenticeship
- Sustainability
  - Things to consider
    - Water
      - Relocating mass energy
      - Round-up in beer! Quality and scarcity
    - 3-tier restrictions (laws are undefined)
    - Local sourcing (cost vs. environment) – how much are people willing to pay
    - Keeping track as part of process
      - Water
      - Energy use
    - Obtaining ingredients, Brewing and Distribution – all through the lens of conservation and sustainability.
    - Awareness by brewers
    - Sustainability “audit” – Dashboard in practicum course
    - Money vs. doing the right thing
      - Include ethics filter as part of coursework
    - Facility designed to recapture and reuse
    - Culture:
      - Providing a living wage
      - Union labor (anchor)
      - Keeping good people
      - Marketing sustainability as a practice

---

## Announcements

---

Poster presentations after advisory board meeting beginning at 6 PM. Taste, critique and discuss student-made beers; each paired with food from the culinary program.

---

## Next Meeting

---

Date | time, Location