

Education

The rapidly developing craft industry has brought an acute awareness of the need for industry education. In some states, this has resulted in guild education opportunities, including technical conferences and seminars for craft beer business professionals. These opportunities support industry knowledge advancement.

What do you do to ensure your guild members comprehend the critical nature of speaking with one voice?

How do you ensure these brewers recognize they are part of something bigger than themselves, *and act accordingly*? Comprehensive and consistent education is crucial.

Actionable education and recruitment activities include:

- Hosting the state's pioneer brewers or key industry rock stars to speak at meetings or conferences about their experience opening breweries decades ago, and their motives for staying unified throughout history.
- Inviting state regulators/alcohol beverage control agency reps/etc. to address current state laws, the history of those laws, their purpose, and regulatory implementation. Q&A is important here.
- Inviting state legislators to guild meetings/conferences
- Regular conference calls with a guild attorney for live Q&A
- Offering regional guild meetings (guild road show!)
- Visiting new members in person
- Direct calls from guild board members to new members
- Newsletters (often with "Common Q&As")
- Leveraging allied trade members
- Disseminating a "new brewery member guidebook"

Technical Brewing and Production Conferences

- Provide a forum for marketing, sales and technical issues affecting the craft beer industry.
- Consider elements of good practice in the brewery and in the business.
- Highlight the importance of experience, mentorship, and further education.

Technical conferences offer an excellent opportunity for fundraising for the guild and are an excellent opportunity for community education and networking. Offering membership discounts provides a tangible benefit to the breweries in the state, which in turn helps boost membership to the guild.



Specialty seminars supported by innovative and pioneering industry leaders undoubtedly stimulate development and success. Interesting and informative perspectives pollinate across the state's craft community, bringing about positive evolution to our great industry.

Successful guild technical conferences consistently produce a beneficial contribution to the guild's membership and considerable value to the state's entire craft industry.

As the organizer of the [Craft Brewers Conference](#), the Brewers Association finds great value in offering opportunities for our industry to network, collaborate, learn and advance. These local offerings are affordable, immensely valuable events for our community.

Contacts

Your primary Brewers Association contacts for guild issues:

Pete Johnson, State & Regulatory Affairs Manager – general inquiries
P: 720-473-7661 E: pete@brewersassociation.org

Sam DeWitt, State Government Affairs Manager – legislative inquiries
P: 720-837-6935 E: sam@brewersassociation.org