A tall, slender glass filled with a golden beer, topped with a thick, white head of foam. The glass is positioned on the left side of the frame, resting on a dark wooden surface. The background is a dark, textured wooden wall. The text "My Beer Career" and "Est. 1988" is overlaid in white, bold, sans-serif font on the right side of the image.

# My Beer Career

Est. 1988



# The Formative Years

- German American Family
- Wisconsin Beer Culture
- Drinking Age was 18
- Unofficial Bar Age was 16
- Family of Scratch Cooks
- Family of DIY: Pickles & Soda



6 Yrs  
Pickles



W  
I  
S  
C  
O  
N  
S  
I  
N

10 Yrs  
Bread



19 Yrs  
Wine



14 Yrs  
Rootbeer



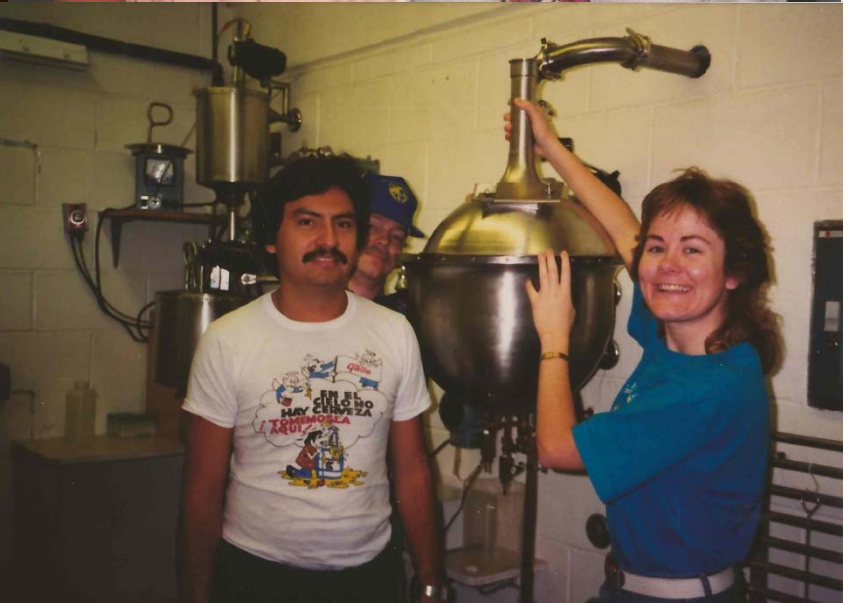
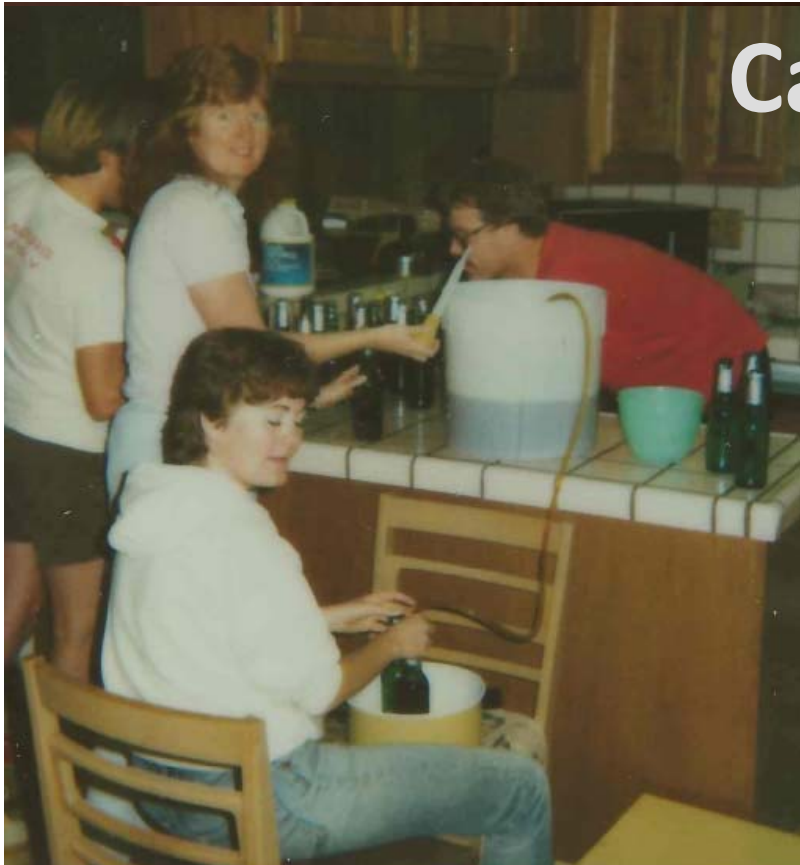


# More Background

- Age 19 - Home Winemaker
- Age 25 – Homebrewer
- Age 28 – Attended AHA Conference
  - And Great American Beer Festival
- Age 28 – Siebel Institute
  - And Professional Internship



# California





# Brewing Jobs

- Sieben's River North, Intern
- Golden Gate Brewery, Brewmaster
- Triple Rock Brewery, Head Brewer
- Steelhead Brewing Co, Brewmaster
  - Eugene & 4 California locations
- GWM Malt Innovation Center, Mgr

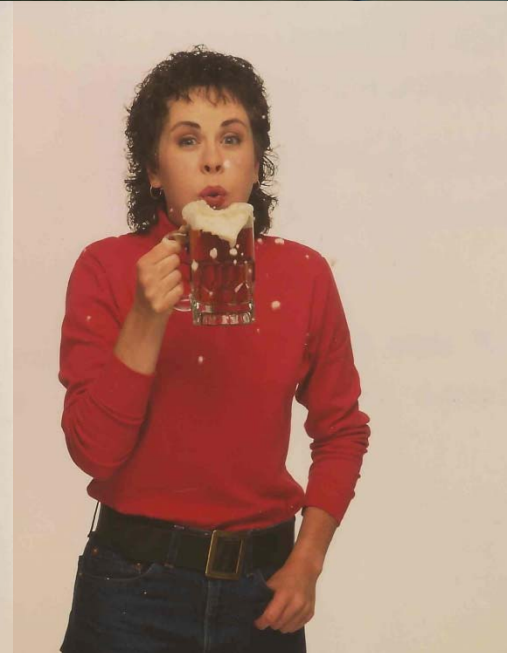


# Golden Gate



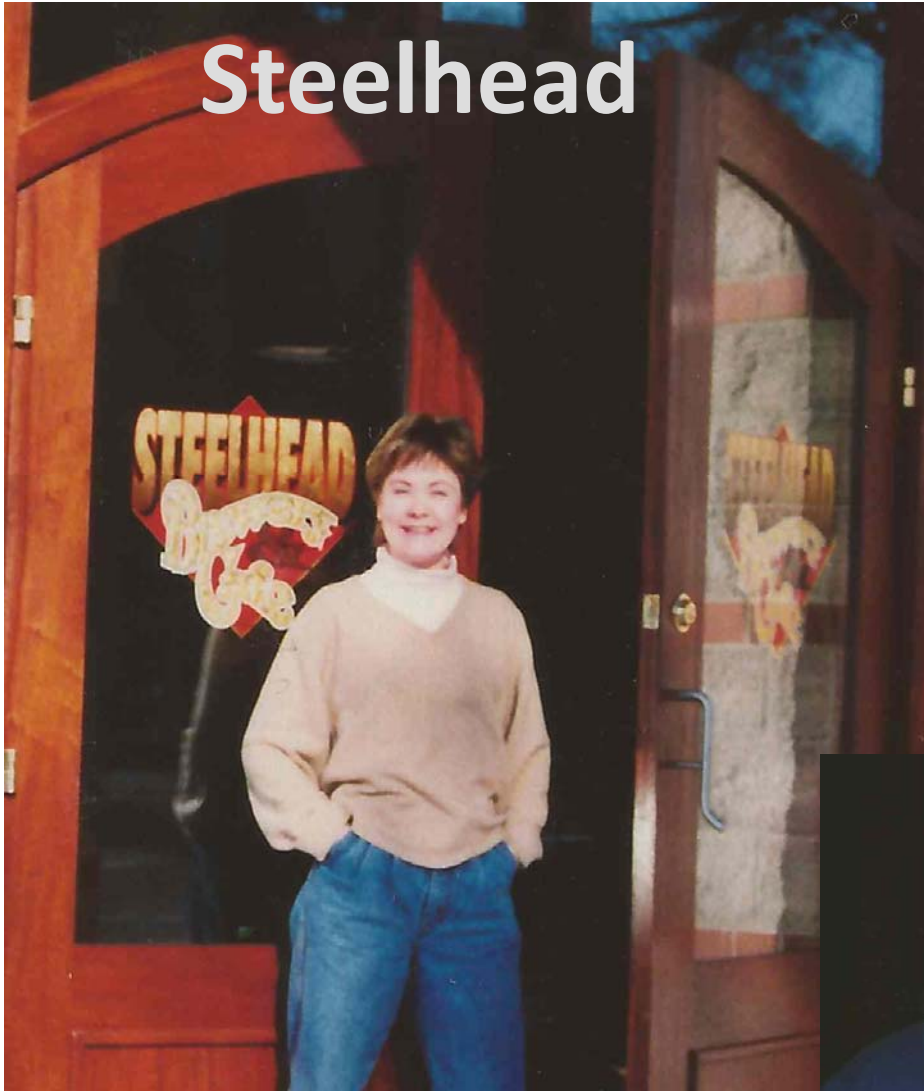


# Triple Rock





# Steelhead





# Great Western Malting



## Malt Innovation Center





# Non-Brewing Jobs & “Jobs”

- 1989-Current: Speaker, Educator, Author
- 1991: Professional Beer Judge – GABF & WBC &...
- 2007: Gypsy Brewer – [www.roadbrewer.com](http://www.roadbrewer.com)
- 2008-2009: Beer Store Clerk – Belmont Station
- 2009-2015: Sales – Great Western Malting Company & Country Malt Group
- 2007-Current: Founder & President – Pink Boots Society









# Highlights

- Attending the 1991 GABF as a first time judge, and first time with beers entered, and bringing home 2 gold medals out of the 50 gold medals awarded that year.
- Managing 11 brewers at 5 brewpub breweries in 2 states after spending 4 solid years building and staffing 4 California Steelhead Locations (in addition to Eugene)



# Lowlights


- Having to let a brewer go and decommission a brewery in 2002, and then having to do it again in 2003.
- Knowing that the brewery I helped design, the highpoint of my design skills, was going up for auction. And then hearing that the \$250,000 brewery sold at auction for \$38,000, and I didn't have the money to buy, move or store it.





# Career Things I Didn't Like

- Getting burned over 11% of my body at my first paid brewing job. Then having to wear compression garments for 2 years and not go barefoot for those 2 years.
- When I was the only female brewer around, and all my male brewer friends were going to Europe and sharing hotel rooms and visiting breweries together. They didn't invite me, and I didn't feel it was appropriate to invite myself.



# Jobs for Fermentation Grads

- Cellar Staff or Brewer (cold vs. hot side)
- Laboratory, Sensory, or QA/QC Manager
- Distiller or Winemaker
- Brewery Owner
- Think up and down the supply chain:
  - Ingredient or Equipment Sales
  - Brewery Beer Sales Rep
  - Beer Distributor Sales Rep
  - Bar Manager, Specialty Store Buyer, or other Retail Sales





# Advice for Future Brewers

- You'll need more than a fermentation degree:
- If you haven't homebrewed—Do it.
- Create a “Beer Resume” with paid and unpaid info: Have you entered & won homebrew competitions? Have you judged homebrew? Traveled for beer? Designed your system? Recipes? Etc.



# Advice for Managing Others

- I went from a corporate programmer to not only a brewer, but a manager of others:
- It is more important to be respected than liked.
- Your assistant brewer is not a good choice for best friend or lover.





# Why Sales is a Great Job

- Retail Sales
  - Belmont Station Clerk
    - Beer Detective & Beer Matchmaker
      - Fun but IMHO pays worse than brewing.
- Supply-side Sales
  - GWM Account/CMG Territory Mngr
    - Free Consultant & Advisor Street Cred
      - Fun and IMHO pays better than brewing.



# More about Sales Jobs

- You are a Resource to your Customers.
- Teaches you to be more gracious.
- Retail Sales
  - No travel. Only pays well if tipped.
- Supply-side Sales
  - 50% Travel expected. Annual bonus.
- Brewery Beer Sales &
- Distributor Beer Sales
  - Smaller travel territory than Supply.





# Why Malting is a Great Job

- Blends science & art
- Uses your technical skills
- Calls on creative thinking
- Never boring
- Always a good challenge
- Pays better than brewing
- Just as hard as brewing, but less glory



# Why the Beer Industry is Great

- There's no other industry like it:
- Camaraderie is the culture.
- Being “competitive allies” ups everybody's game. Everybody wins, including consumers.
- Your peers are your friends.





# Why Brewing Can Be Overrated

- If you're a loner type, you probably won't survive: Go into high tech.
- You may compromise your personal life. (Postpone or never: Marriage & children.)
- You may compromise your health. (Brewing is dangerous. People die.)
- It can be a beer factory job with low pay and no or minimal benefits.



# Other Beer Industry Careers

- Look at Pink Boots Society as an Example.
- Jobs not yet mentioned include:
  - Accountant
  - Lawyer
  - Marketing
  - Human Resources
  - Beer Jewelry Artist, Beer Writer, Etc.





# Surviving in the Beer Industry

- Sometimes life kicks you in the gut.
- It's about what you do after that.
- Find a way to stay involved while learning new skills.
- Earn enough to get by, or better.
- Improve your flexibility. Can you do anything other than be a brewer?



# Why I like Great Western Malting

- I get to work in the Beer Industry.
- I have a great job that keeps me:
- Challenged, engaged, relevant & helping others, including Start-ups.
- After 28 years as a beer pro, I don't need to prove myself with a massively physical brewing job.
- Earning more → increased flexibility.





# Why Flexibility is Important

- Two types of Flexibility were mentioned.
- Can you name them?



# Why Flexibility is Important

- Two types of Flexibility were mentioned:
- Skill flexibility
- Financial flexibility





# Why Flexibility is Important

- Flexibility allows you to:
  - Stay in the Beer Industry you love.
  - Geographically mobile: You can afford to move for opportunities.
  - Provides you more career options as you get older.
  - Including owning a brewery if that is your end goal. (Or retirement.)

Thank you to my awesome Employer!



**Great Western Malting Co.**



**BREWCRAFTUSA**



Questions?

