

THE STATE OF COLORADO

20 18

LIQUID ARTS

FIELD TO FOAM FORUM



BUILDING A RESEARCH NETWORK FOR COLORADO BREWERS AND DISTILLERS

HOSTED BY

COLORADO STATE UNIVERSITY

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COLLEGE OF AGRICULTURAL SCIENCES | DEPARTMENT OF FOOD SCIENCE AND HUMAN NUTRITION
DEPARTMENT OF AGRICULTURAL RESOURCE ECONOMICS | VICE PRESIDENT FOR RESEARCH

INDUSTRY SPECIFIC
CONTINUING EDUCATION

Breakout Session Summary

Highlights

- Industry wants access to research, certificate programs, and online courses on specific topics.
- Academics want data, letters of support, and insight from industry experts.
- With effort from both the Liquid Arts industry and CSU, a unique program can be co-developed tailored specifically to industry needs.

Priorities and research questions for the foundation of a public/private partnership

- Forging a partnership between industry and CSU for developing means for research information access and exchange as well as continuing education opportunities.
- How to best facilitate research collaborations between industry and CSU laboratories?
- Creation of a newsletter and website for disseminating information on brewing and distilling gained through academic research.
- Development of workshops, courses, certificates and a graduate degree program accredited by NPSMA, MBAA and IBD.

Discussion transcript

The session began with an inventory of continuing education opportunities currently available at CSU to identify the gaps between what the industry wants and what is currently being offered. Some existing online, face-to-face, and hybrid courses were highlighted. Industry participants expressed interest in the creation of short courses or certificate programs available face-to-face and online. Industry participants also brought up the following questions:

- How do we get involved with training?
- How do we approach the university with a research idea?
- How do we gain access to results from relevant previous and ongoing research being conducted at CSU?

Regarding the question of how can industry get involved with training, participants suggested providing internship opportunities and doing guest lectures. Barriers to approaching the university with research ideas were identified, such as not knowing who to contact within the university. Similarly, industry participants were unsure if they were even able to utilize CSU resources such as publications and labs. Information desired by the industry include synopses of relevant research as well as access to undergraduate research in the fermentation science program, such as senior seminar posters. Overall, participants identified a disconnect between CSU and industry with regard to what resources exist and which are accessible to industry personnel.

Academic participants also expressed what they hoped to gain from a partnership with the industry. These participants were interested in breweries collecting and sharing data with researchers, as well as helping CSU researchers identify cross-cutting research questions. Industry participants indicated they would be willing to collect and share data with their academic counterparts. Both academic and industry participants were interested in exploring further connections through

extension work.

Communication between CSU and industry was identified as needing improvement to make future collaboration feasible. For example, many industry participants were unaware of a course on fermentation science being offered at CSU the week following LARF. To improve communication, the Colorado Distillers Guild and Colorado Brewers Guild were identified as potential intermediaries able to disseminate information about research, talks, courses, workshops, and internships. Industry participants expressed interest in a monthly CSU Brewing, Distilling and Fermentation newsletter and website that could be distributed through the guilds. This would also provide the guild with the opportunity to review the information being passed along from CSU to the industry.

A key challenge concerning industry and academic participants was how to co-develop a program that covers multiple topics geared towards those just starting in the industry. A consensus was reached that substantial collaborative effort from both sides was needed. For example, CSU has been attempting to develop online and extension courses that would benefit the industry with limited progress. Industry involvement and interest would help push it along faster and tailor it more specifically to industry needs. Contributions of time and expertise from industry experts, which has been a challenge to obtain so far, would also assist the development of such a program. Additionally, the creation of an accredited program through CSU was discussed. Academic participants thought the industry should work with their trade organizations to come up with the accreditation so they can define the objective and value of the program. Other challenges facing the development of a course on brewing or distilling include a lack of expertise on campus, the expense (roughly 10k to develop and put on a standard 3 credit class each semester), and lack of space. However, expertise could come from the industry and a course could be offered through the

fermentation science club, so long as there is sufficient student interest.

The development of a graduate degree option was also discussed. CSU is currently in the planning process for developing an applied master's program in brewing and distilling. The degree is part of a national program and aims to produce graduates capable of running a distillery or brewery. A central part of the proposed degree is a project the student undertakes with an industry partner to gain real-world experience. Input from industry participants was sought on whether giving students a breadth of knowledge, such as courses in marketing, finance, and HR, would be more or less valuable than depth, such as going deep into fermentation science.

In summary, industry and academic participants identified what they can "trade" with each other to make a public-private partnership mutually beneficial. Academic participants wish for data, insight, and letters of support from the industry, while industry participants want access to research results and continuing education opportunities. Both industry and academics find value in student involvement with the private industry, such as senior project and internships.



Dotocracy results: 14 session participants, 89 total votes

Overview of topic priority

Topic	Rank	
	Academic	Industry
Courses and certifications vs degree programs	2 (tie)	5
Access to CSU research and resources	1	2
Workshop, certifications, and short courses to choose from	2 (tie)	1
How to find who to talk to at CSU	3	6
Online programs, clearinghouse courses	2 (tie)	4
Style vs Creativity	4	3

Detailed topic breakdown

Courses and certifications vs degree programs

- Online courses for credit
- Expand beyond brewing to other topics
- Hire faculty in brewing and distilling
- Professional and technical programs (business management, other specializations)
- Cross training certification
- Count me in: Ann Geinman, Kelley Freeman, Alan Windhauser, Meagan Miller

	Academic	Industry	Total
Breakout session votes	5	6	11
Percent	6%	7%	12%
Plenary session votes	1	7	19

Access to CSU research and resources

- Summaries of research
- Ted Talks: decide topics between CSU and Guilds
- How to reach out and advertise to industry?
- Fermentation society
- Count me in: Kelley Freeman, Cy Bevenger, Angie Grentz, Lisa Boldt, Brandon Boldt

	Academic	Industry	Total
Breakout session votes	6	13	19
Percent	7%	15%	21%
Plenary session votes	1	10	30

Workshop, certifications, and short courses to choose from

- Work with CSU to help determine which courses are offered, the content of the courses, and be involved in teaching the courses
- “Field to Foam presents...” talk series with industry presenters
- Would like to see courses in business, management, and quality control
- Extension courses?
- Count me in: Jason Ford, Piper Hall, Alan Windhauser, Josh Grentz, Angie Grentz, Kate Douglas, Meagan Miller, Jauton Burke-Gupta

	Academic	Industry	Total
Breakout session votes	5	16	21
Percent	6%	18%	24%
Plenary session votes	1	10	32

How to find who to talk to at CSU

- How to approach CSU? (interest in a workshop on how to do this)
- How to find similar interest?
- Provide data and be involved in research
- How to communicate with industry?
- Count me in: Angie Grentz, Kate Douglas, Colorado Distillers Guild

	Academic	Industry	Total
Breakout session votes	3	3	6
Percent	3%	3%	7%
Plenary session votes	2	1	9

Online programs, clearinghouse courses

- Online Ted Talks and webinars
- Online posting of reviews
- Online form to connect industry with CSU experts and researchers
- BBI
- Count me in: Lisa Boldt, Piper Hall, Ann Geiman, David Bark, Meagan Miller, Jauton Burke-Gupta

	Academic	Industry	Total
Breakout session votes	5	11	16
Percent	6%	12%	18%
Plenary session votes	1	3	20

Style vs Creativity

- Does consumer care? What do they want?
- Mentorship program for new Liquid Art producers moderated by CSU
- Creation of a system to connect with CSU researchers and research
- Creativity vs poor quality?
- Count me in: Alan Windhauser, Kelley Freeman

	Academic	Industry	Total
Breakout session votes	1	15	16
Percent	1%	17%	18%
Plenary session votes	1	1	18



Breakout session participants and contact information

Name	Affiliation	Email
<i>Moderators</i>		
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