



TEACHING ENTREPRENEURSHIP: Launching a successful beer business

Sometimes a great idea begins as an interesting problem. Oregon State University's Professional and Continuing Education recognized a disconnect in the growing craft beer industry: while the demand for craft beer has been steadily growing, only 45 percent of those who wanted to open a craft brewery actually realized their dream. In 2012, PACE initiated a partnership with industry leader Ninkasi Brewing and Oregon State University - Cascades to create a five-day Craft Brewery Startup Workshop and help more brewers to become entrepreneurs.

PACE's Process

During the 10 months from concept to course launch, PACE identified partners and handled all aspects of course development, marketing, enrollment and management.

PARTNERSHIPS

PACE partnered with OSU Cascades to host the workshop in the beer mecca of Bend, Ore., home to 15 craft breweries and some of the west coast's best recreation. Ninkasi Brewing Company's motto of "Perpetuate Better Living" made the company owners, Nikos Ridge and Jamie Floyd, a natural addition to the workshop. PACE also partnered to create a scholarship with Teri Farendorf, founder of the Pink Boots Society (PBS), an international network of women brewers. A PBS member attended the workshop with a full scholarship and Teri herself shared her expertise on the malt and hops markets during the workshop.



COURSE DEVELOPMENT

PACE reached out to breweries around the country to understand the need for continuing education related to beer and fermentation science. PACE defined learning objectives and invited 11 subject matter experts from around the country to share their knowledge.

ENROLLMENT MANAGEMENT

PACE reached out to potential participants and advised them on all aspects of the workshop, from travel logistics to course curriculum. PACE's knowledgeable staff guided students through the enrollment process allowing efficient and secure registration and payment.

MARKETING

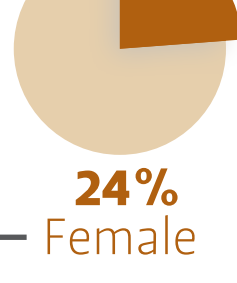
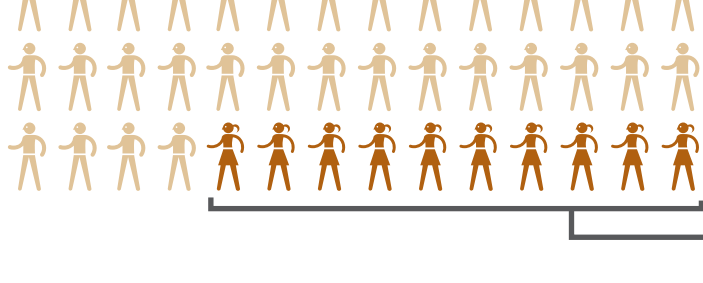
Armed with research, PACE created promotional materials including a video, print and digital media assets, a webinar and website. This was used in media releases, blog and news stories, as well as digital advertising campaigns to raise awareness of the workshop.

EVENT MANAGEMENT

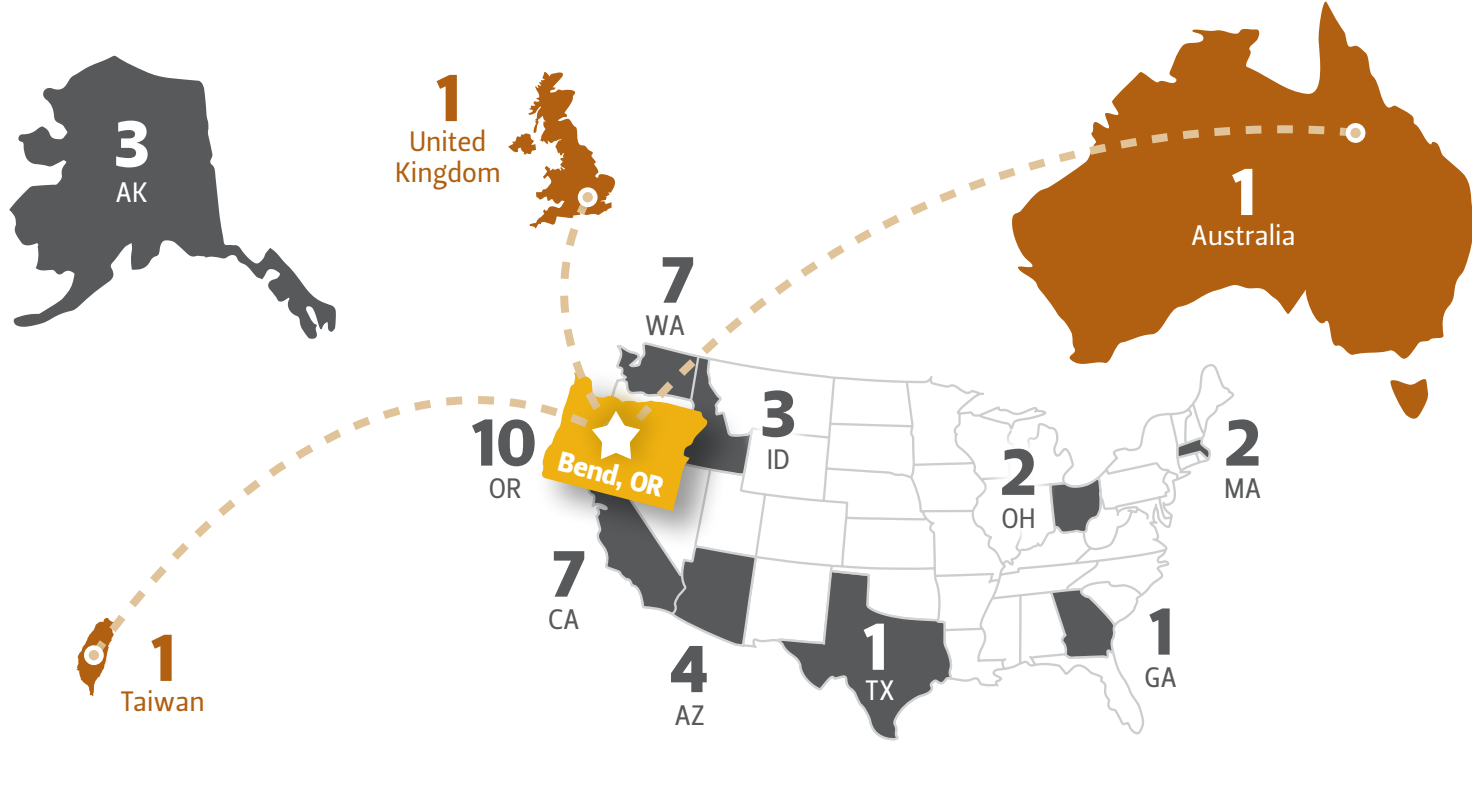
Onsite brewery visits, catered meals and secured discounted lodging made course attendance an experience that exceeded participants' expectations. PACE created and distributed course evaluations to guide future workshop topics, locations and offerings.

The Results

42 Students



The workshop brought together 42 students from across the US and around the world, including attendees from Australia, the U.K. and Taiwan. Media coverage of the workshop included a story from the Bend Bulletin as well as a TV segment from KTVZ, Bend's news source. The course brought in \$50,862.50 of gross revenue and a few anxious enthusiasts requested the dates for the next year. In response to the feedback, PACE has expanded the craft brewing offerings by creating a separate beginner and advanced course for 2014.



"Up-and-coming brewers need to understand who's going to buy it and how they are going to make money."

- The Bend Bulletin

"A complete immersion into one of the fastest growing industries."

- KTVZ Channel 21

"Participants learn[ed] how to recognize business opportunities... and explore elements of a successful craft brewery company culture."

- Brewbound.com

From The Students:



"Any home brewer that has ever considered a brewery needs to take this class first. It's a small investment to get the information you need and even if you decide not to open a brewery afterwards you've saved yourself a lot of time and money."

"The staff were professional and excellent. There was a high level of student support available and staff was willing to go the extra mile for students."

"As a brewer without much business experience, this course filled the gaps quickly and concisely. I now have the confidence and knowledge to make some major steps forward."

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