

**From:** Fermenters Guild of British Columbia <info@bcfermentersguild.com>  
**Date:** May 7, 2009 8:30:05 PM PDT (CA)  
**To:** [broadwaybrewing@dccnet.com](mailto:broadwaybrewing@dccnet.com)  
**Subject:** News from Fermenters Guild of British Columbia  
**Reply-To:** [info@bcfermentersguild.com](mailto:info@bcfermentersguild.com)

May 2009

## Economic Down Turn? Says who!

Dear Haely,

We're seeing significant positive growth numbers from our member stores.

We'd like to hear from *you*.

Share what's happening at your store. Contact us at...  
[info@bcfermentersguild.com](mailto:info@bcfermentersguild.com)

## Members Declare 2009 Conference a SUCCESS!

In pursuit of growing their market and enhancing their knowledge base, members of the FGBC met for 2 days at the River Rock Resort in Richmond and declared the conference a huge success. Despite a fragile economy, most members in attendance were positive about future business.

**THAT'S GREAT NEWS FOR OUR INDUSTRY.**

During difficult times people will continue to enjoy wine and beer, however, if they are accustomed to buying at retail, they will start seeking alternative sources. U-Vins and U-Brews **ARE** that alternative!

Today that \$15 bottle or \$14 six-pack is beginning to look more expensive.

Since the early 90s we have seen a quantum leap in the quality of juices procured by suppliers. The result...our members are producing wine and beer that exceeds the quality of the majority bought at retail.

Some of the comments gleaned out of our survey of those in attendance were... 'Awesome', 'fun', 'loved the venue', 'great ideas from all of the seminars', 'willingness to share knowledge amongst members', 'learn new ways to grow our business', and 'I'll be back next year'.

The seminars covered a myriad of topics from Personal Health Plans for our businesses, (allowing us to pay for health care with before tax dollars), making effective use of electronic newsletters (enabling you to track customers interests), applying computer technology to improve customer service, helpful hints on running a more efficient shop, to enhancing wines through the introduction of oak.

Our annual gala dinner, at the elegant Tramonto Restaurant, was the hi-light of the weekend as Dave Larocque, from Wine Culture, presented a 5-course meal complete with matching wines.

Last but not least, we need to acknowledge the efforts of all board members and especially the vision and energy of Juhan Lindau (Broadway Brewing) who worked tirelessly to

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## 2010 FGBC Conference News

We're quickly moving ahead with plans for the 2010 FGBC Conference.

We're proud to announce that the **Ocean Pointe Resort and Spa** in Victoria will be the venue for our next event.

Mark these dates on your calendar:

**Saturday April 10th thru  
Monday April 12th.**

Although we have yet to set the actual format we will be seeing at least one familiar face.

**Dave Larocque will be in  
the house!**

If you weren't lucky enough to see Dave in action this year, you should make a point of doing so next year.

Dave is *amazing* when it comes to educating people on the subject of pairing food with wine

Guru Dave is often heard saying "it's not necessarily the wine that's the

make our 2009 conference a success.

Thanks to all of those that attended and a special thanks to all of our suppliers. See you next year in Victoria.

Cheers,

Roger Doull  
President, FGBC

## Do We Know It All?

So a young agriculture student drives down the road stopping and telling farmers who are in their field that there is a free seminar on how to farm better being given at the community hall the coming Saturday. He stops by one particular field and manages to catch the farmer's attention, waving him over off his tractor for a chat. After a detailed explanation, the old farmer thanks the young man and says that he will not be attending. When asked why, the farmer says "I don't even farm as well as I already know how".

I often feel like the old farmer - I know so many things that can improve my business - I have a list of things to do that could cover the backs of my invoices for 3 years. I see interesting articles and books and know I will never find time to read them - I am becoming like the rest of society - looking for my information in 30 second, sound bytes or succinct summaries that cut away the fat and get to the point. Luckily, I have found a few places this happens. I have been enjoying the work of Terri Lonier and her team at Working Solo ( see <http://www.workingsolo.com/> ). They have good information and a nice BRIEF newsletter that comes often enough not too often. There are lots more on her webpage. The one that caught my attention after I started writing this piece was called "Navigating the Floodgates of Advice" (see <http://www.workingsolo.com/biztools/articles/advice.html> ).

This kind of advice is quick to read and easy to digest.

With sites like this, I can take 3 minutes, read a piece and then go back to work with the ideas simmering, waiting until they gel (or not) for my business.

Dan Dyble  
Westview U-Brew.

## Gas Survey

One of the suggestions at the AGM this year was to try to get better pricing for Guild members by approaching suppliers and asking for pricing based on the potential sales across the Guild. The first area members suggested was CO2 supply. We have approached the largest suppliers and asked them if they would be interested. They have all said yes and then asked how many members use gas and how much they use. To answer this, we have built an on-line survey that we are asking all members to fill out - none of the store specific information will be passed on to the suppliers, merely the totals for the Guild. Please go to [http://www.surveymonkey.com/s.aspx?sm=9lOXd2ZrQG2nNoGx\\_2bKoicg\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=9lOXd2ZrQG2nNoGx_2bKoicg_3d_3d) and fill in the Survey - it takes 3-5 minutes to fill in. If you have any questions or concerns about the survey please contact

Who made the issue...more likely it's the food you are serving with it".

Find out for yourself at next year's conference.

## From the FGBC Board of Directors.

We'd like to say farewell and thanks to Dave Gartley who has stepped down from his position on the board of directors. We will miss you Dave!

We would also like to welcome Ed Hepting who has kindly volunteered to take Dave's place. We look forward to working with Ed. He brings years of experience in the industry to our group.

## Would you like a voice in the FGBC Newsletter?

We'd love to hear from you!

We want your articles, recipes, tips or even a great story about your operation.

Submit them to Haely at the FGBC office at [info@fermentersguild.com](mailto:info@fermentersguild.com)

Dan Dyble  
604-628-2464 or by email at [westviewubrew@yahoo.ca](mailto:westviewubrew@yahoo.ca)

Fermenters Guild of British Columbia

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