

## 2011 FGBC Conference Recap ...Meet Your New Board Members

### Greetings!

### 2011 Conference Recap

As members of the FGBC Board of Directors it is our mandate to ensure that the best interests of our members are looked after. Part of our job is the planning of our annual conference. The conference is a fringe benefit of being one of our members and we strive to make it as educational, useful and entertaining as possible and every year that task gets harder and harder. Why? Because the conference keeps getting better and better. Not to toot our own horn but...we think this was the best one yet. I think those who attended will agree.

For those that didn't attend here is a brief overview.

Saturday evening we started with, what else, a wine tasting hosted by the vivacious and entertain Tim Ellison, chef and sommelier from Pacific Institute of Culinary Arts. Not only did he give us some amazing insight into food and wine pairing he had us rolling in the aisles. This event was open to the public and customers and the response was overwhelmingly positive. They loved Tim, had a great time, and learned some new things about the art of pairing.

Next came the Meet and Greet Social for members. As usual, this event is well attended and its always a treat to catch up with associate members that you see only once a year. As usual, the morning after this event tends to dawn with fuzz on your tongue and haze at the edges of your eyesight.

On Sunday morning and afternoon came our annual Conference Trade Show. This is a great event for members to re-connect with suppliers and view all the great new products that have come on the market. It is also a showcase for meeting new suppliers to the industry and seeing what they have to offer. As in the past few years, mini seminars were interspersed throughout the morning and afternoon for education. This year we had Sommelier Peter Smith of RJS speaking about improving the customer experience in you store, Michael Davis of Rhino Marketing, expounding on the virtues of social media and to wrap it up, Arnie Licas of Winexpert speaking about the CCWA. We were even able to squeeze a beer tasting at the Trade Show venue, compliments to R&B Brewing.

Next came the AGM. Enough said, although we did have to say goodbye to president Roger Doull. Thanks for all your hard work.

On Sunday night, after an eventful day, came our Gala Dinner. This year's was unquestionably the best to date. Tim Ellison, the chefs, kitchen and wait staff had us blown away with six amazing food courses and impeccable service and execution. Our hats off to the Tramonto staff.

Monday began with Elaine Ellison's seminar called 'Market Shifts-Reaching the Next Generation'. The main focus of this seminar was to once again reinforce the need to utilize social media to attract the thirty somethings to our stores. Elaine's seminar was interactive and fun and we all went away with new ideas to implement in our next push to drive in new business.

Our goal for Monday seminars is to try and provide useful tools to help build business and Elaine was inspirational in re-igniting that flame. She even sweetened the deal by giving all members a contest to participate in that will be judged by a panel of peers.

The winner of that contest will be announced at the 2012 Conference in Kelowna. Details will follow.

Finally, Monday wrapped up with a round table discussion moderated by director Jim Mullen. Our round table panel consisted of Curry Scott of RJS, Christina Olson of Cellar Craft, Lorraine Kotelniski of UCM, Tim Vandergrift of Winexpert and FGBC ex-president Roger Doull who fielded questions and gave there input and impressions on a range of topics relevant to our industry such as Liquor Enforcement and the CCWA proposed merger.

As that wrapped up, we once again said farewell to fellow members with a promise to do it again next year.

Please don't miss next year's event. It will be held in Kelowna, the heart of BC's

wine country and promises to be an amazing experience. We will send details as the date is set and the event comes together.

**See you there,**

**Juhan Lindau**  
[FGBC](#)

### **Market Shifts Contest**

To close 'Market Shifts-Reaching the Next Generation', Elaine and the Fermenters Guild Board of Directors came up with the idea to hold a contest.

The idea was that we store owners be given an incentive (other than improved sales) to actually implement the things we take away from the conference.

The contest will award three prizes. Here are the details:

1. First award will be for the most imaginative/crazy marketing campaign.
2. Second award will be for the best single advertising campaign of the year.
3. Third award will be for the largest increase in use of social media and related tools to attract the younger audience.

The stores that win each category in the contest will be announced at next year's FGBC Conference in Kelowna and presented with the awards.

***Good luck and good selling.***

### **Meet FGBC Board Members**

#### **President Dave Gartley**

Past FGBC executive member for 4 years; Owner of Gartley Station Fermentations in Saanichton BC for past 14 years; Accredited IM\IT Project Manager for the Department of National Defence; Accredited BCAWA certified wine judge and British trained brew master.

#### **Treasurer Kevin Rex**

In November, 1992, my brother Jeff and I uprooted our families to move from Thunder Bay, Ontario to seek our fortune in Kamloops. We are still looking but we did open BA Brewmaster in May, 1993 and while it has had its ups and downs it is better than a real job. We were at the inaugural meeting of the Brew on Premise Association of BC so you could say that we are old timers. I have had the pleasure of serving on your board previously and am looking forward to working with and learning from the other board members. I believe that a strong Fermenters' Guild of BC is critical to maintaining the long term viability of our industry. I encourage you to be an active member and support your association by attending the Annual General Meeting and adhering to the Federal and Provincial guidelines. I am more than happy to discuss anything about the industry with any member so feel free to contact me at BA Brewmaster (250-372-2739 or [info@babrewmaster.com](mailto:info@babrewmaster.com)) anytime.

#### **Executive Director Haely Lindau**

Haely and her partner Juhan opened Broadway Brewing Co in 1992. She has a degree in Commerce and is currently completing a Masters in Nutritional Science. When not occupied with running her business, working on her thesis or raising two daughters she keeps the FGBC afloat. Haely has been the Executive Director of the FGBC for the past 2 1/2 years. She strongly believes in the importance of the association, enjoys working with the members and working on projects such as our annual conference. The best way to reach Haely is through email at [info@bcfermentersguild.com](mailto:info@bcfermentersguild.com).

#### **Director Gurmit Sandhu**

Born in Punjab and raised in Delhi, India and moved to Canada in 1979. Proprietor of West Coast Brew Shop, Victoria BC. Hobbies: All Grain Home Brewer since 2000 and Cricket. Profession: Economist specializing in Applied Econometrics, Regional and Sectoral Economic Impact Analysis. Past Experience: Economist at BC Ministry of Finance and taught courses in Economics and Statistics at University of Victoria and the University of Alberta. Education: PhD. from Univ. of Alberta, M.Math from Univ. of Waterloo, Ontario

#### **Director Jim Mullen**

Originally hails from Alberta but moved to Prince George, with his wife Liz to start Caribou Brewmasters in 1993. Jim and Liz have worked side by side for 18 years with some time out along the way to welcome their two children into the world. Jim

was a founding member of the Hobby Brewers and Vintners Association in 1993, and in 1998 he upped his involvement with the board and joined it the following year. He worked as liaison with the provincial government and helped shape the current licensing model. He also worked with the Federal Excise Department to shape procedure for barrel aging within the Excise Act 2001. From 2002 to 2004, Jim was the President of the now called FGBC. After some time away from the guild, Jim is excited to once again represent the membership in his current position as Liaison to the CCWA and to the government.

**Director Angelo Tius**

Being Italian, Angelo grew up making wine. At an early age he remembers barrel preparation, the strong aroma of fermenting grapes, and loading the grape press. Angelo is the only 50 year old Uvin/Ubrew owner to have 45 years experience making wine. He purchased Glacier Beer & Wine Makers in September 2008 and joined the FGBC shortly after. During the day, Angelo can be found in his store enjoying the company of his customers. In the evening, he can be found enjoying the (fermented) fruits of his labour.

**Director Katherine Heisler**

Owner of Wine Central, located in Kelowna. She has been in the business for five years, and has been a home vintner for more than 30. Katherine has served on the Retail Advisory Committee for Winexpert, and is currently involved on the Leadership Team of BNI Business Builders. Her previous career was in advertising, marketing and sales. Katherine's hobbies include golf, kayaking, cooking and reading.

**Director Ed Hepting**

Ed retired after working 38 years for the City of Vancouver, Provincial Government and B.C. Systems Corporation. I started The Fermented Grape Winemaking Shop in Burnaby together with a partner, Larry Della Mattia in 1998 but he has since left. I have great staff who provide excellent customer service and advice. Like most shops, our customers enjoy the relationships we have built.

**Director Juhan Lindau**

Juhan made his first batches of wine and beer while studying Molecular Biology at the University of Toronto. These experiments were purely an academic exercise to understand the lifecycle and metabolic functioning of yeasts. To facilitate his experimentation he and his partner Haely opened Broadway Brewing Co in 1992 and began using willing 'guinea pigs' (known as customers) to test various styles of yeast metabolites (known as wine and beer) to support their hypothesis that these substances were good for the masses. Particularly since they were tax-free. Twenty five years later the experimentation is still ongoing and there seems to be no end in sight.

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