

# Universities tap into craft beer growth by offering classes

## An education in brewing

By LISA RATHKE  
Associated Press

MONTPELIER, Vt. — With an explosion in growth in the craft beer industry over the last decade, it's not enough to simply have a passion for brewing and beer when it comes to starting a brewery or working for one as the industry gets more competitive.

Recognizing that, some universities are now offering programs on the business of craft beer.

In the last decade, the number of craft breweries has grown to more than 4,000 in the U.S. today, from more than 1,400 in 2005, according to the Brewers Association.

A lot of breweries started out five or 10 years ago with a focus on beer, said Gregory Dunkling, director of the University of Vermont's new online business of craft beer certificate program, which starts in February. Back then, a home brewer may have been able to create some great recipes but didn't have the business acumen so along the way hired staff to cover marketing, sales, the business operation, he said. It's harder to pull that off today.

As the industry has grown



Robert F. Bukaty/AP Photo

Craft beers are served at the Maine Beer Co. in Freeport, Maine, last May. With an explosion in growth in the craft beer industry over the last decade, some universities are now offering classes on the business of craft beer.

and become more competitive, the bar has been raised for those starting a brewery or working for one, said Bart Watson, chief economist with the Brewers Association.

"Certainly the demand for people with a high level of brewing knowledge has gone up and on the business side as well. So I think we're seeing a variety of different programs look for ways that they can capitalize on that," he said.

Portland State University started an online business of craft brewing program in 2013, with the first cohort filling up in the first week with around 40 people. It's become one of the school's most successful professional certificate programs, drawing people from around the world, said Scott Gallagher, the university's director of communications.

"We discovered that there's a huge need for peo-

ple who wanted to get a certificate. They didn't necessarily want to go to college or already had a college degree and wanted to open up a brew pub," Gallagher said. They needed some basic and more advanced knowledge, such as in marketing, he said.

The demand is so high that PSU is looking at how to develop and expand the program, Gallagher said.

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**'The truth is ... it's not all about brewing and drinking beer. There's a lot of business behind it as well and that's usually what they're lacking.'**

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Portland State University's director of communications

beer. There's a lot of business behind it as well and that's usually what they're lacking," he said.

University of Portland and San Diego State University's College of Extended Studies also have business of craft beer certificate programs. Classes for San Diego State's program are held at local breweries and at the university, but not online.

So far, the University of Vermont program, in a state that has made a name for itself for its craft beers, has drawn applicants from around the country — Arizona, Florida, Georgia, Oregon and Texas, and about half are from the Northeast, Dunkling said.

The program costs about \$4,400 for the two courses: one on the fundamentals of craft beer and a second course of students' choosing focused on digital marketing, sales or business operations.

Apprenticeships with a network of breweries and distributors are also available.

Industry officials agree there's a need for education and knowledge in the industry and different ways to get it, whether through experience, hiring talent or training, which some breweries provide.

As outside investors and larger breweries become increasingly involved with craft brewing, Harpoon Brewery, which will be offering apprenticeships to the UVM students, feels a need to maintain its independence.

"Hiring talented people is a critical part of that effort," Rich Ackerman, Harpoon's director of human resources, said by email. But the company cautions anyone against thinking of craft brewing purely as a business.

"It's a passion project, first and foremost," he said.



Alex Pajunas/The Daily Astorian

The east side of the Skipanon Peninsula, right, is the proposed location for a liquefied natural gas export terminal to be built by Oregon LNG.

## LNG: After Brown signs the ruling, an appeal period will follow

Continued from Page 1A

"The direct implication is that there won't be an official court judgment saying that Oregon LNG 'loses,'" said Miles Johnson, a clean water attorney for Columbia Riverkeeper, a Hood River-based environmental group opposing the LNG project. "The court's opinion in this case makes it clear that Oregon LNG wasn't going to win the case, but there won't be a final judgment out there saying that."

Asked if Oregon LNG's move surprised the Army Corps, Michelle Helms, an Army Corps public affairs specialist, said, "Unexpected would be a good way to say it." "But, as we've said before, this site is a part of our plan to maintain the federal navigation channel there, so we're doing our part," she added.

Had Oregon LNG waited for the federal district court

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to finalize Acosta's judgment, the company's case would likely have been dismissed "with prejudice" — meaning the case would have been dismissed permanently.

And the Army Corps and Oregon LNG opponents would likely have less uncertainty about Oregon LNG's next step — namely, whether the company will choose to re-litigate the case.

If they go that route, however, it "seems highly unlikely that they would get a different result," said Brett Vanden-Heuvel, executive director of

Columbia Riverkeeper. "They withdrew because they lost."

After Brown signs the ruling, an appeal period will follow, so "it will take a little while before this is final and set in stone," Johnson said.

Acosta's ruling is the judge's second against Oregon LNG's efforts to seize the Army Corps' easement land.

Last summer, Acosta dismissed Oregon LNG's original claim that the Corps has no right to the land beneath the water where the company's proposed facility would be built.

Since the 12-year statute of

limitations to bring that claim under federal law had expired, the company tried to amend its claims by alleging that the Army Corps had abandoned its interest in the property.

"(T)he court finds the Corps did not abandon its easement on the subject property as a matter of law, and no justification exists for the court to revisit its decision that LNG's claims should be dismissed," Acosta wrote. "The court should not reconsider its previous ruling and should not grant LNG leave to amend their complaint."

Acosta's order to dismiss this second round of claims "without prejudice" does not change his statements about the facts, Johnson said.

"It's just one more legal defeat for Oregon LNG in kind of a long string of them," he said. "It makes it harder for them to see how they're going to get this project off the ground."

## Wyden: He answered questions on LNG, floods, pinnipeds

Continued from Page 1A

Wildlife Refuge, where armed protesters have taken up residence and demanded the land be handed over to local control.

Wyden said he understands rural frustration over a weak economy and a seeming lack of political clout compared to urban areas. "But I want to make one thing very clear on this point: the next step from this understandable frustration must not be to be misled off a cliff by a bunch of people outside Oregon," he said.

Wyden compared the occupation in Harney County to a near-confrontation over the potential endangered species listing of the greater sage grouse. He said a public-private cooperation including Oregon ranchers and conservationists helped preemptively conserve the sage grouse and stave off a federal listing many feared would adversely affect the rural economy.

There are many things that don't make sense about federal land management, Wyden said, such as mining laws that date to 1872 and the federal government's lack of preventative measures against forest fires. But he stressed cooperation to find solutions all sides can live with.

LNG

Asked about liquefied natural gas proposals on the Oregon Coast, Wyden said he has tried to ensure public participation at every step of the Jordan Cove LNG project near Coos Bay, which recently gained federal environmental approval. Wyden said he wants the Coos Bay project to succeed or fail on merit, while he is more skeptical about the Warren-ton proposal.

"The company up here really has not been interested in public opinion," Wyden said of Oregon LNG, which is trying to get approval for an LNG pipeline through Clatsop County and an export terminal on the Skipanon Peninsula.

Meanwhile, he said, the U.S. needs to focus on confronting climate change and switching to more renewable energy sources like wind and solar.

Wyden co-authored trade promotion authority legislation that passed Congress and gave President Barack Obama permission to "fast-

track" negotiations on the recently released Trans-Pacific Partnership, a trade agreement between a dozen Pacific Rim countries.

Taking flack over his support of the controversial legislation, Wyden said he successfully ensured the text of the proposed trade agreement be open to the public months before a vote, while including provisions to protect labor and environmental standards. The senator said he will have to see the finalized trade agreement before he deciding whether to support the pact.

Floods, pinnipeds

In attendance at the town hall, along with county commissioners and city councilors, were Port of Astoria commissioners Bill Hunsinger, Stephen Fulton and Robert Mushen, along with Executive Director Jim Knight.

Regular Port meeting attendee Lori Durham had her number called to ask a question but ceded her time to Hunsinger, who spent a few minutes telling Wyden about the influx of California sea lions he said are threatening local fisheries. Hunsinger has recently tried to create a Port sea lion committee composed of members from the fishing industry, while also floating the idea of suing the federal government. The National Oceanic and Atmospheric Administration, through the National Marine Fisheries Service, oversees sea lions under the Marine Mammal Protection Act of 1972.

Going to federal court won't produce anything, Wyden said, but if there is a committee in contact with the necessary players regarding sea lions, his office will collaborate on the issue.

Wyden said his office will also help expedite communication between the federal government and the coalition in Clatsop County contesting Federal Emergency Management Administration flood plain maps. Fulton, who is also a wetlands and diking consultant for the city of Warrenton, brought up his concerns that FEMA was not responding to the coalition's challenge. Fritz Graham, Wyden's field representative at the town hall Saturday, said Wyden's office sent a letter to FEMA that should bring the agency to the table.

## Keyser: She has degrees in environmental studies, geography

Continued from Page 1A

Keyser's largest long-term goal is an interpretive center where the program could host large school groups, put on education programs and offer touch tanks; ideal for rainy days and those who can't make it down the rock.

"There's so many possibilities for it," she said.

It will take some work. But Keyser said she has great co-workers who love what they do. She also enjoys working with the Friends of Haystack Rock and the volunteers who

help the program run smoothly. Keyser was the Haystack Rock Awareness Program's education coordinator before she became the program coordinator. She's also the part-time volunteer coordinator for CHIP-in with the Astoria Parks Department.

**Degrees in environmental studies and geography**

Born in California and raised in Beaverton, she is a 2010 graduate of Portland State University with degrees in environmental studies and geography.

She and her husband, Matt, moved to the area from Portland in March 2014. Her husband is from Astoria, so they had explored the area before moving.

"I fell in love with it the first time I visited," Keyser said.

They immediately decided it was the city where they someday wanted to retire.

But then Matt Keyser got a job transfer to the area, and Melissa Keyser began volunteering "everywhere I could," with groups like SOLVE and at elementary schools.

Keyser gained experience

and applied for her first Haystack Rock Awareness Program position when she saw it listed in a Cannon Beach Gazette article.

Now she and her family, including 2-year-old daughter Juno and 7-year-old son Olin enjoy the many activities the area has to offer.

Keyser said it's fun to interact with visitors. She enjoys taking the information she's learned and sharing it with them. And she looks forward to continuing work at her "dream job."

— Dani Palmer