

Beverage Management as Career Track

Mt. Hood partners with McMenamins on management class

Hoke Harden's first batch of home crafted wine showed potential—until it exploded. No worries, however, since the nine-year-old was more interested in the science of fermentation than actual imbibing.

Now, with three decades of experience and education, Harden is a world-renowned expert in all facets of the world of wine and spirits—from retailing, buying and marketing to critiquing, judging and edu-

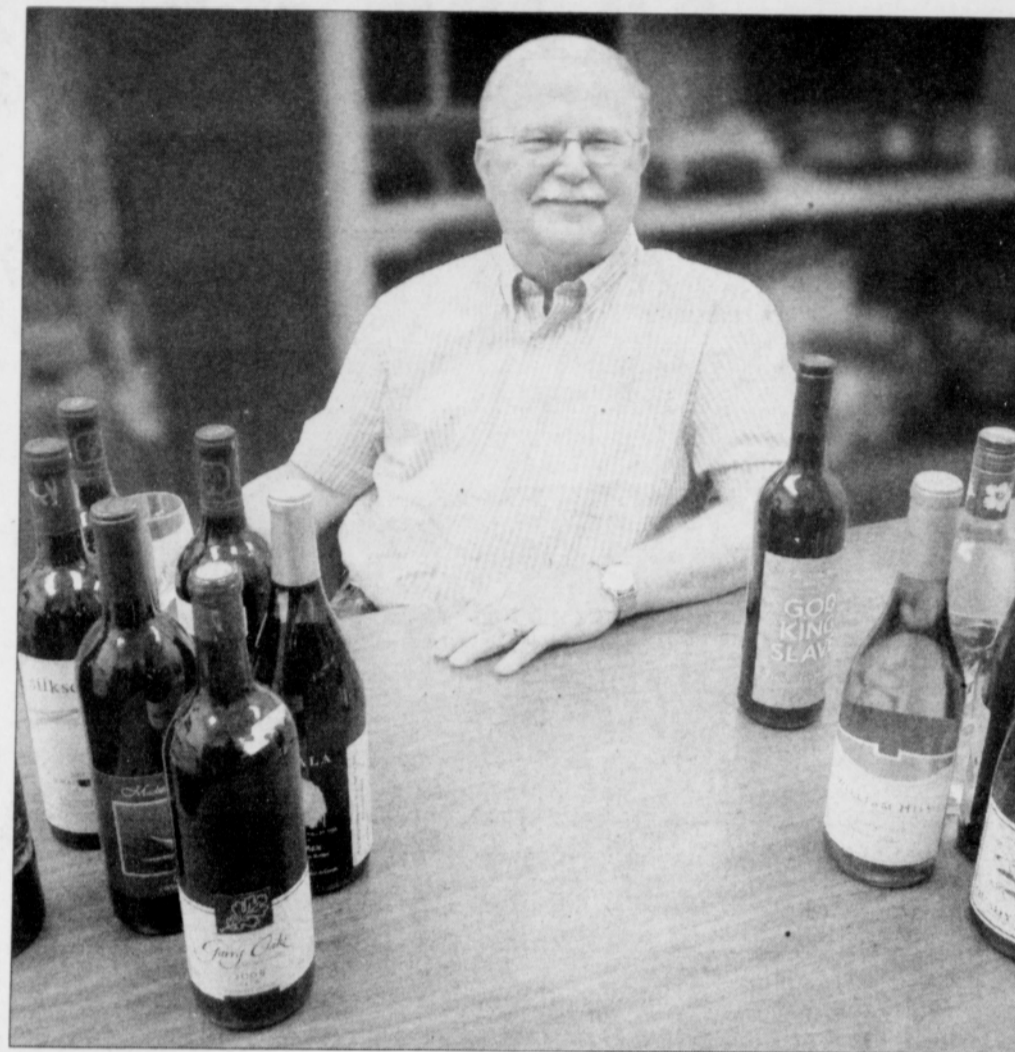
cating.

It's that latter area, education that brings Harden to Mt. Hood Community College. He will teach a two-part class this summer called Beverage Management: Beers, Sakes and Ciders.

MHCC is partnering with McMenamins Edgefield to provide the three-credit, 30-hour course. The class will meet in an area above the Power Station Pub at historic

Edgefield. McMenamins staff will demonstrate beverage production, illustrate the basics of fermentation and provide tours of the brewing and distilling operations.

The class is offered through MHCC's Hospitality and Tourism program and provides education into the entire scope of beverage operations. Resort managers, restaurant managers and hoteliers must be familiar with all aspects of beverage management, such as product, service, presentation, inventory, cost control, training new staff and other areas.



Hoke Harden teaches a two-part class this summer at Mt. Hood Community College called Beverage Management: Beers, Sakes and Ciders. Harden is a world-renowned expert in all facets of wine and spirits, from retailing, buying and marketing to critiquing, judging and educating.

Harden says the class "provides a passionate 'craft and knowledge' approach to students. It is a very Oregonian (or rather, more closely Portlandian) attitude at a fairly inexpensive and practical cost level."

He says that beverage management is a popular area of study because "service jobs are the new focus in the U.S. economy and the best qualified and educated people will get the best jobs."

5th Annual Soleful Strutters & Soleful Brothers Walking Relay

Fundraiser Dance Party • Save The Date: Saturday, July 13, 2013



Elks Lodge
N. Williams Ave & NE Tillamook

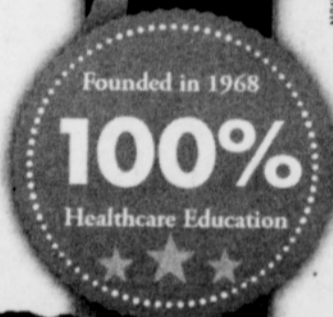
Sat., July 13th
9 PM - 2 AM

\$15 Advance - \$20 at the Door
\$25 for Couples

DJ DocRock 1
Hors D'oevres
No Host Bar
21+ Event

Door Prizes: 50/50 Raffle will go to Oklahoma Rescue Relief
for Ticket Information Contact Georgann (503) 702-1825

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