



MORGAN

**MONTANA BREWERS  
CONFERENCE**  
HILTON GARDEN INN, MISSOULA  
SEPTEMBER 19 - 20, 2024

# 2024 CONFERENCE SPONSORS

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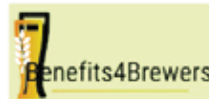
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# WELCOME

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## Dear Attendees,

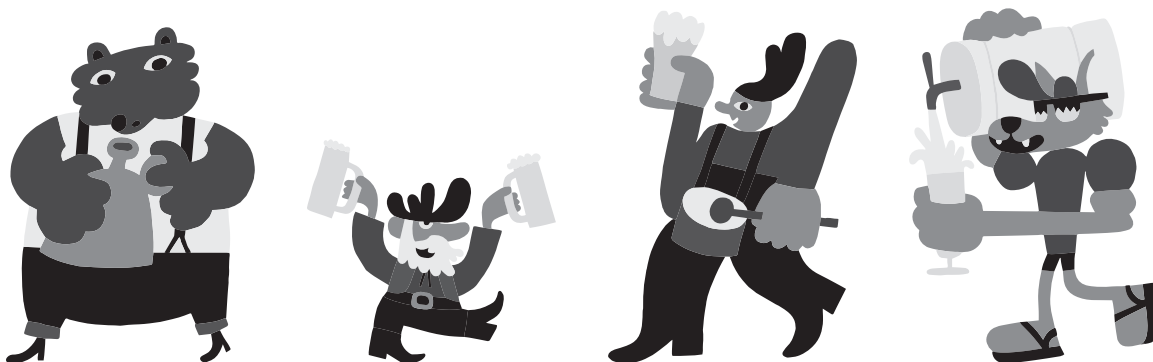
Welcome to beautiful Missoula our annual Montana Brewers Conference. We are excited to gather once again with our state's incredible craft brewers and industry partners from across the region and country for this event. We are looking forward to advancing craft beer in our state and fostering connections within our industry, and are glad you could join us.

This year's conference will feature two incredible keynote addresses from Kate Bernot of Sightlines and Ken Hehir of Monster Brewing Company, that will provide insights into the evolving craft beer marketplace. With a collection of plenary discussions, breakout sessions, and panels, there are over twenty different selections to choose from as you learn with us. Our trade show and after-hours socials are also the perfect opportunities for professional networking. We hope that your team learns, grows, and has fun with us during this event. We're glad you're here, and look forward to sharing a beer with you!

*Cheers,*

## **Matt Leow**

Executive Director  
Montana Brewers Association



**SEE YOU AT THE  
FALL RENDEZVOUS BREWFEST!  
SATURDAY, SEPTEMBER 21 • 3-8 PM  
CARAS PARK, MISSOULA**

# CONFERENCE SCHEDULE

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## WEDNESDAY, SEPTEMBER 18

**2:00 - 5:00** Water Chemistry and Adjustments for Brewing | **UM CAMPUS**  
Bob Hall - Board Member, Ronan Coop Brewery and Chris Palmer - Professor of Analytical Chemistry and Brewing Science, University of Montana

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**6:00 - 8:00** Trade Show Setup and Registration | **ROTUNDA**

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**6:00 - 8:00** Welcome Beers at Dram Shop | **229 E. FRONT ST.**

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## THURSDAY, SEPTEMBER 19

**8:00 - 9:00** Registration | **ROTUNDA**

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**8:00 - 9:00** Breakfast | **SALON D**

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**9:15 - 10:55** Plenary Session | **SALON D**

- **Welcome Address**  
Ethan Kohoutek - Board President, Montana Brewers Association
  - **Video Messages From Montana's U.S. Senators**  
Sen. Jon Tester and Sen. Steve Daines
  - **State of Montana Beer**  
Matt Leow - Executive Director, Montana Brewers Association
  - **Keynote Address: Business Strategies for Craft Breweries**  
Ken Hehir - Brand Marketing Director, Monster Brewing Company
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**11:00 - 11:55** Breakout Sessions

- **Figuring Out Off Flavors | SALON E**  
Mark Bergstrom - Sales Manager, Bozeman Brewing Company
  - **Meaningful Media Relations for Small Breweries | SALON F**  
Sara Killeen - Owner/Editor in Chief, Montana Craft Beer Connection and Kate Bernot - Lead Analyst, Sightlines
  - **Establishing Brewing Research at Montana State University: Mineral Movement as a Proof of Concept | SALON G**  
Jamie Sherman - Barley Program Director, MSU Barley, Malt & Brewing Quality Lab and Hannah Uhlmann - Lab Director, MSU BMBQ Lab
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**11:45 - 12:30** Lunch | **SALON D**

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**12:00 - 1:30** Trade Show | **ROTUNDA**

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**1:30 - 2:25** Breakout Sessions

- **American Grown European Varieties vs. Traditional Growing Regions: Sensory, Flavor, and Price Differences | SALON E**  
Hunter Riddle - Owner, Flathead Valley Hops
  - **Managing the Dynamics of an Evolving Craft Beer Landscape | SALON F**  
Kimberly Clements - Managing Partner, PINTS LLC and Daniel Lust - Partner, PINTS LLC
  - **Gluten Testing in Beer: A Discussion of the Current Methods for Analysis | SALON G**  
Karina Edwards - Research Assistant, MSU Barley, Malt & Brewing Quality Lab and Hannah Uhlmann - Lab Director, MSU BMBQ Lab
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**2:30 - 3:25** Breakout Sessions

- **The Science and Art of Beer Competitions: From Crafting Winning Entries To Leveraging Your Feedback | SALONE**  
Loy Maierhauser - COO, MAP Brewing Co.
- **State Brewery and Alcohol Policies: Q & A | SALON F**  
Lisa Clayborn - Outreach & Education Specialist, Montana Department of Revenue, Alcoholic Beverage Control Division, and Dacia English - Outreach & Education Coordinator, DOR ABCD,
- **Unlocking Thiols in Beer Fermentation | SALON G**  
Gregor Brower - Director of Technical Sales, Omega Yeast and Laura Burns - Director of Research and Development, Omega Yeast

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**3:30 - 4:25** Breakout Session

- **Living for the Moment While Planning for the Future | SALON E**  
Kelly Brunger - Financial Advisor, SG Long Financial

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**3:30 - 4:55** Breakout Session

- **Brewers Roundtable | SALON A & B**  
Mark Bergstrom - Sales Manager, Bozeman Brewing Company and Loy Maierhauser - COO, MAP Brewing Company

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**6:00 - 8:00** Evening Social at Highlander Beer | **200 International Dr.**

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## FRIDAY, SEPTEMBER 20

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**8:00 - 9:00** Registration | **ROTUNDA**

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**8:00 - 9:00** Breakfast | **SALON D**

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**9:00 - 10:15** MBA All-Member Meeting | **SALONS F & G**

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**10:30 - 11:55** Plenary Session | **SALON D**

- **Keynote Address: Vibe Shift: Finding Beer's Opportunities in the Age of Cross-Category Drinking**  
Kate Bernot - Lead Analyst, Sightlines
- **Tapping Into Montana's Brewing History**  
Steve Lozar - Founder, Montana Brewery Museum

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**11:55 - 12:30** Lunch | **SALON D**

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**12:00 - 2:00** Trade Show | **ROTUNDA**

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**1:30 - 2:55** Breakout Session

- **Malt Sensory With the Hot Steep Method: A Hands-on How-to Workshop, Followed by a Discussion of Local Malt Flavor | SALONS A & B**  
Dustin Craft - Craft Sales Manager - Mountain Region, Malteurop Matling Co., Karina Edwards - Research Assistant, MSU Barley, Malt & Brewing Quality Lab, Heather Sargent - Head Maltster, Gallatin Valley Malt, and Hannah Uhlmann - Lab Director, MSU BMBQ Lab

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**2:00 - 2:55** Breakout Session

- **Drink Montana-GROWN Beer: Leveling-Up Your Marketing by Using Local Ingredients | SALON E**  
Sammie McGowan - Director of Marketing, Abundant Montana



# CONFERENCE SCHEDULE, CONTINUED

**3:00 - 3:55** Breakout Sessions

- **Harnessing Home Field Advantage: How To Get More Out of Your Taproom** | **SALONE**  
Oceania Eagan - *Founder & Creative Director, Blindtiger Design*
- **The Importance of Data** | **SALON F**  
Kristen Ewer - *Account Manager, Precision Fermentation* and Seth Orr - *Head Brewer, Sacred Waters Brewing Co.*
- **Navigating Stacking: How To Use This Opportunity To Grow Your Business Through a Retail License** | **SALON G**  
Jess DeMarois - *Owner/Attorney, JDMT Law*, Gabe Mariman - *Co-Owner/General Manager, Bias Brewing*, Joel Silverman - *CEO/Attorney, Silverman Law Office*, and Hannah Talbott - *President, Highlander Beer*

**4:00 - 5:00** Plenary Session | **SALOND**

- **Sustainability Findings**  
Jason Brenden - *Head Brewer and Director of Operations, Bridger Brewing*, Heather Higinbotham - *Owner, Last Best Planet Sustainability Consulting*, Jess Rahn - *Intern, Montana Pollution Prevention Program*, and Nolan Smith - *Owner, Philipsburg Brewing Company*

**6:00 - 8:00** Evening Social at Cranky Sam Public House | **233 W Main St.**

## SESSION DETAILS

### WEDNESDAY, SEPTEMBER 18

**2:00 - 5:00** | **UM CAMPUS**

#### Water Chemistry and Adjustments for Brewing

This workshop will examine the basics of water chemistry, pH, and alkalinity and how these factors influence the brewing process. We will use hands-on measurements of alkalinity.



**Bob Hall**



**Chris Palmer**

### THURSDAY, SEPTEMBER 19

**10:00 - 10:55** | **PLENARY** | **SALOND**

#### Keynote: Business Strategies for Craft Breweries

This presentation will be focused on the evolution of our brand portfolio at Monster Brewing Co (formerly CANarchy Craft Brewery Collective) as the overall beer category and craft segment have shifted in recent years. We will review the changes in our approach to the portfolio that we have made in order to simplify our business, better prioritize growth drivers and, perhaps most importantly, more effectively support and market the brands at retail. We will then cover how we use data insights and market intel to inform our innovation strategy and develop new products that consumers will get excited about while simultaneously adding value for our retailer and wholesaler partners.



**Ken Hehir**

11:00 - 11:55 | SALONE

### Figuring Out Off Flavors

Off flavors are every brewer's nightmare, so learning to detect them is key! In this session, you'll get a chance to sample six of the most common off flavors in beer. We'll then discuss why they happen, how to remedy the issue, and share some strategies for detecting them BEFORE they're a problem in your brewery.



Mark Bergstrom

11:00 - 11:55 | SALON F

### Meaningful Media Relations for Small Breweries

Media coverage is just one of many marketing tools at your disposal and can be one of the best ways to get news out about your brewery. It can also feel overwhelming or adversarial—especially if the media contacts your brewery about a sensitive situation. As professionals in beer media, Kate Bernot and Sara Killeen will walk you through the basics of media relations, both proactive (seeking coverage and contacting journalists) and reactive (responding to media requests).



Kate Bernot



Sara Killeen

11:00 - 11:55 | SALONG

### Establishing Brewing Research at Montana State University: Mineral Movement as a Proof of Concept

Mineral additions to brewing water are used to create specific results in beer, but how does the mineral content of malt affect the mineral content and flavor of wort and beer? This will be a discussion of a preliminary study of mineral flow from malt through to finished beer by the MSU Barley, Malt, and Brewing Quality Lab.



Jamie Sherman



Hannah Uhlmann

1:30 - 2:25 | SALONE

### American Grown European Varieties vs. Traditional Growing Regions: Sensory, Flavor, and Price Differences

Riddle will explore three Montana Grown hop varieties traditionally grown in Europe for sensory analysis. We will discuss and explain the pros and cons of utilizing domestic grown varieties, have blind sensory comparisons, and beer samples for comparison as well.



Hunter Riddle

1:30 - 2:25 | SALON F

### Managing the Dynamics of an Evolving Craft Beer Landscape

Sales and distribution of your brands is pivotal to your growth and long-term success, however, without a solid game plan in place it will become increasingly difficult to win in the marketplace. There are several key factors that should be set in motion to achieve a return on your investment. PINTS will provide key insights to managing your business to achieve success with your team, distributor partners and retailers.



Kimberly Clements



Daniel Lust

1:30 - 2:25 | SALONG

### Gluten Testing in Beer: A Discussion of the Current Methods for Analysis

Celiac disease is an autoimmune disease triggered by consuming food or beverages containing gluten, a protein found in wheat, barley, and rye. Gluten testing is an important responsibility for brewers when offering "gluten reduced" options to the consumer. Currently the RIDASCREEN® Gliadin competitive ELISA assay is the ASBC and TTB approved method for detecting gluten in beer. This discussion will dive into the importance of gluten testing, as well as the pros and cons of current methods for analysis.



Karina Edwards



Hannah Uhlmann



## SESSION DETAILS, *CONTINUED*

**2:30 - 3:25 | SALONE**

### **The Science and Art of Beer Competitions: From Crafting Winning Entries To Leveraging Your Feedback**

Whether you're a GABF award winner or have never entered a competition, this session will help you navigate the beer competition process: from deciding if you should enter, to deciding what beers to submit, to strategies for choosing categories, to understanding and utilizing the judges' evaluations. There's a lot of nuance in beer competitions and this session will equip you with practical strategies and actionable tips for everything from entering to turning your feedback into a catalyst for growth and excellence.



**Loy Maierhauser**

**2:30 - 3:25 | SALON F**

### **State Brewery and Alcohol Policies: Q & A**

Since many Montana breweries have taken advantage of co-locating, ABCD won't be focusing on brewery regulations alone but will also talk about retail regulations and the top 10 violations we have seen in the past year. The ABCD will discuss "Hot Topics": From Bar Tabs to Catering and will end with an open discussion.



**Lisa Clayborn**



**Dacia English**

**2:30 - 3:25 | SALON G**

### **Unlocking Thiols in Beer Fermentation**

The Thiolized® process enhances a yeast's ability to biotransform compounds found in malt and hops to unleash thiols — flavor- and aroma-active compounds reminiscent of grapefruit, passion fruit, and guava. Many brewers who include dry hopping in their processes are already familiar with the concept of biotransformation, or the development of new aromas and flavors due to yeast interacting with hop compounds.



**Gregor Brower**



**Laura Burns**

**3:30 - 4:25 | SALONE**

### **Living for the Moment While Planning for the Future**

Kelly Brunger continues her 2023 Brewer's Conference discussion about employee retention by discussing how brewers, at any stage of their business, have little to lose and so much to gain by providing financial literacy to their employees through the implementation of retirement plans that don't dig into their bottom line. She'll discuss the barriers brewers face and the critical part they can play in elevating the industry and community by empowering their employees with information they, most likely, aren't getting anywhere else. It's easier than you'd expect ...and more satisfying!



**Kelly Brunger**

**3:30 - 4:55 | SALONA & B**

### **Brewers Roundtable**

Join Mark Bergstrom and Loy Maierhauser for a guided session of anonymous beer evaluation and community building with your Montana brewery colleagues. Bring any beer your brewery produces to be anonymously evaluated (but not judged) in order to provide constructive, usable feedback to help you brew your best beer. Table discussions will be recorded and feedback will be organized and provided after the conference so you have information to work with at your brewery.



**Mark Bergstrom**



**Loy Maierhauser**



# FRIDAY, SEPTEMBER 20

10:30 - 11:25 | PLENARY | SALON D



Kate Bernot

## Keynote: Vibe Shift: Finding Beer's Opportunities in the Age of Cross-Category Drinking

With tons of data augmented by reporting and case studies, reporter and analyst Kate Bernot will give breweries a better understanding of how they can win in an era of endless choice and increased competition from non-beer products. Breweries will come away with greater clarity on why consumer trends matter to their small business and confidence to deliver what today's drinkers want.

11:30 - 11:55 | PLENARY | SALON D

## Tapping Into Montana's Brewing History



Steve Lozar

Steve "Bubs" Lozar brings an unparalleled understanding of Montana's brewing history. In this talk, he'll connect Montana's brewing past to the present with humor and unique insights. From brewery advertisements and beer recipes to the industry's political and economic challenges, we'll explore the rich history of Montana breweries, which spans three centuries, and learn that while much has changed, today's brewers still have a lot in common with our forebearers.

1:30 - 2:55 | SALON A & B

## Malt Sensory with the Hot Steep Method: A Hands-On How-To Workshop, Followed by a Discussion of Local Malt Flavor



Dustin Craft



Karina Edwards



Heather Sargent



Hannah Uhlmann

The Hot Steep method is designed to be an easy, rapid, and affordable way to approach in house malt sensory evaluations. This ASBC approved method is a great way to ensure quality control within your brewery, develop new recipes, and build a basis for communication with your maltsters. In this presentation we will guide attendees through a hands on demonstration of how to perform and evaluate Hot Steeps using local malts, followed by a panel discussion with the maltsters.

2:00 - 2:55 | SALON E

## Drink Montana-GROWN Beer: Leveling-Up Your Marketing by Using Local Ingredients



Sammie McGowan

More than ever, local matters to consumers. Join Abundant Montana, the state's go-to resource for local food, as we talk about why local food matters, guide you on how to find Montana-grown ingredients to use in your beer, and offer tips on how to elevate your marketing to highlight your brewery's commitment to local.

3:00 - 3:55 | SALON E

## Harnessing Home Field Advantage: How To Get More Out of Your Taproom



Oceania Eagan

Your taproom is the heart of your business, but how thoroughly are you thinking through every detail of it? In this talk I will help you reinforce your brand across every small decision inside of your four walls and be more focused on who you are and what consumers you're actively targeting. This discussion will range from glassware to social media and partnerships to merchandise. We will also get into how to properly graduate and support a taproom beer into on- and off-premise accounts.



## SESSION DETAILS, CONTINUED

3:00 - 3:55 | SALON F

### The Importance of Data

Understanding your beer can either be a mystery or an easily solvable puzzle, depending on how much data you have. Montana's own Sacred Waters Brewing Company is always searching for deeper knowledge that they can use to improve their brewing process and subsequently their beers. Traditionally brewers have measured gravity, pH, and temperature periodically during the brewing process, but by implementing a system for frequent and automated data collection of their core brands, Sacred Waters now has an abundance of data that they can use to improve not only their production processes but their beers overall flavor and sensory experience. Join us in this session to hear the key learnings at Sacred Waters and how data can be used to improve your brewery.



Kristen Ewer



Seth Orr

3:00 - 3:55 | SALON G

### Navigating Stacking - How To Use This Opportunity To Grow Your Business Through a Retail License

In 2023, the Montana State Legislature passed HB 305 which allows brewers to own an on-premises retail license.

The new law allows brewers to own up to three total retail licenses and requires that the first license be "co-located" at a manufacturing premises (the other two may be used for retail-only satellite locations). Brewers may own beer and wine or all beverage licenses (restaurant beer and wine licenses are not an option). It also requires 100% same ownership between the manufacturing and retail licenses and mandates that products from other manufacturers must be sold. It's been more than a year since the new law took effect, during which brewers and regulators have learned a lot about how to navigate this new reality. Learn from their experiences and engage in the conversation during this panel discussion.



Jess DeMarois



Gabe Mariman



Joel Silverman



Hannah Talbott

4:00 - 5:00 | PLENARY | SALON D

### Sustainability Findings

This session will provide results from the sustainable brewery certification pilot project and opportunities for engagement with the new certification. It will cover

examples of increasing market demand for sustainability, brewery incentives for implementing sustainable practices, and an overview of available resources and tools available to Montana craft breweries. The session will walk through the brewery sustainability self assessment and mobile toolkit and review results from Phillipsburg Brewing's experience in applying the certification criteria to its operations.



Jason Brenden



Heather Higinbotham



Jess Rahn



Nolan Smith

## SPEAKER BIOS

### KEYNOTE ADDRESS SPEAKERS



**Kate Bernot**, Lead Analyst, Sightlines

Kate Bernot is a reporter who has covered the beer and broader alcohol industry for more than a decade. Her work primarily appears in Sightlines — an insights newsletter for beverage-alcohol decision-makers — and has also been published by The Washington Post, The New York Times, Craft Beer & Brewing Magazine, Craft Spirits Magazine, NACS Magazine, Imbibe, and more. She is currently the director of the North American Guild of Beer Writers, a professional development organization. She is a BJCP Certified beer judge and lives in Missoula.



**Ken Hehir**, Brand Marketing Director, Monster Brewing Company

Ken has over 25 years of experience in the beer industry in marketing, commercial and leadership roles. He has operated in the US and Internationally with breweries including Scottish & Newcastle, Coors, Molson Coors, North American Breweries and Tivoli Brewing Company.

Currently he serves as Brand Marketing Director for Monster Brewing Company with responsibility for their brands and breweries in the Western US – Oskar Blues, Wasatch and Squatters.

Ken moved from Scotland to Colorado in 1995 he currently resides in Denver. Outside of work his hobbies include beer (drinking and visiting breweries), golf and skiing and he has a passion for soccer (football). Once his playing and coaching days were over, he became a referee and currently officiates in youth, high school and collegiate (NCAA) soccer.

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## SESSION SPEAKERS



**Mark Bergstrom**, Sales Manager, Bozeman Brewing Co.

Mark has worked for Bozeman Brewing in a sales role for 8 years and is a BJCP Certified Beer Judge. His beer journey began long ago when he was lucky enough to grow up on Colorado's Front Range, one of America's beer meccas. (He's still known to enjoy a Banquet or O'Dell IPA from time to time). Mark's move to Montana motivated a career in beer and now he travels our beautiful state preaching the good word of beer to anyone that will listen, from the newest craft fan to the grizzled industry vet. He loves to learn and takes great pleasure in good conversation over a tasty beer with friends new and old.

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**Jason Brenden**, Head Brewer and Director of Operations, Bridger Brewing

Jason Brenden is the Head Brewer and Director of Operations for Bridger Brewing Company. Jason started his brewing career in 2015 and is now focused on driving quality and consistency out of their production facility in Three Forks and carrying those same core philosophies to the more experimental brew pub located in Bozeman.

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**Kelly Brunger**, Financial Advisor, SG Long Financial

Kelly serves SG Long Financial as a Financial Advisor and Investment Advisor Representative. She has worked in the financial services industry since moving from Alaska to New York City in 2001 and serves the broad needs of SG Long's clients in Montana. After noticing a lack of authentic connections during her Wall Street career, she became a tour operator for several years as the founder of Alaska to Africa Travel, where she created team building adventure travel programs designed to increase engagement and productivity for corporate teams. She is extremely happy to be living in Montana getting back to her life-long loves: fly-fishing, any fishing, camping, cowboy hats, and cross-country skiing.

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**Laura Burns**, Director of Research and Development, Omega Yeast

Laura Burns, Ph.D. is the Director of Research and Development at Omega Yeast. After studying stress responses in *Saccharomyces cerevisiae* for her graduate thesis at Vanderbilt University, she decided the best place to apply this knowledge was in brewing. She worked in production brewing for five years as Head Brewer and Director of Quality Assurance before heading back to the bench at Omega Yeast. Her undeniable curiosity drives her to tackle difficult questions that brewer's face daily.



**Lisa Clayborn**, Outreach & Education Specialist, Montana Department of Revenue Alcoholic Beverage Control Division

Lisa Clayborn is the Outreach and Education Specialist with the Montana Alcoholic Beverage Control Division (ABCD) assisting in the ever-growing outreach and education division of MT ABCD. She works with the Outreach and Education Coordinator, to provide knowledge and assistance to licensees, agency stores, wholesalers, and other industry members.

In addition, she works with the Educational Training Specialist, to grow the Responsible Alcoholic Sales and Service (RASS) training curriculum. RASS has over 200 trainers utilizing a curriculum to educate all Montana citizens who sell and serve alcoholic beverages.

Lisa is a native Montanan and has spent time living overseas and has landed back home. She holds a B.S. in Environmental Studies and enjoys spending time with her family, gardening, traveling, and being outdoors. Montana.



**Kimberly Clements**, Managing Partner, PINTS LLC

Kimberly Clements, a third-generation beer executive, is the co-founder and managing partner of PINTS LLC, a beverage advisory firm that partners with suppliers and distributors throughout the country to provide independent, objective support, guidance and best practices related to the beverage alcohol industry. Since the inception of PINTS in early 2016, Clements and her business partner, Daniel Lust, have assisted several clients throughout the country on a variety of topics related to strategy, business planning, negotiation, sales analytics, succession planning and litigation support. Prior to starting PINTS, Clements was President of her family's beer distribution company, Golden Eagle Distributors, Inc. in Arizona, and managed all of the day-to-day operations of the company's seven locations. With over 25 years of beer industry experience, Clements is a familiar face throughout the business and has served on numerous industry panels, including prior presentations at the Craft Brewers Conference. She is very active in the community having served as a member of several non-profit boards.



**Dustin Craft**, Craft Sales Manager - Mountain Region, Malteurop Malting Company

Dustin Craft is Malteurop's Craft Sales Manager for the Mountain region. His journey through the world of beer has given him the opportunity to take on diverse roles that have included not only raw materials but also brewing, packaging, capital projects, product development, and process optimization at breweries ranging from homebrew scale up to 11.8 million bbls per year. Dustin's overriding passion is playing a part in helping brewers and breweries make the best beer possible. When he's not thinking about beer, Dustin is most likely working on cars, playing video games, off-roading, or cooking.

## SPEAKER BIOS, CONTINUED



**Jess DeMarois**, Attorney/Owner, JDMT Law

Born and raised in Missoula, Montana into a sixth-generation Montana family, Jessica DeMarois completed her undergraduate work in the University of Montana History Department before graduating from the University of Montana School of Law and continuing her education at University of Washington School of Law where she obtained her Masters in Tax Law.

Jess is experienced in guiding her clients through the complex and evolving frontiers of Montana cannabis and alcohol licensing law. Jess is compassionate and empathetic while being extremely efficient and effective. She strives to exceed the expectations of her clients and have some fun along the way- her greatest joy is in helping people achieve their dreams, build cool businesses, and offering support and expertise when problems arise.

Jess has a background in federal and state taxation, non-profit administration, administrative and criminal law, formerly working as a King County criminal prosecutor in Seattle and as a Senior Deputy Attorney General at the Montana Department of Revenue.

Jess is married to Mike, also a tax lawyer (I know) and the proud mother of three beautiful children. She started JDMT Law after the death of her second child, and her goal for the firm is to create a space where clients are people first and where we always remember how lucky we are to call this great place home.

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**Oceania Eagan**, Founder and Creative Director, Blindtiger Design

After more than 15 years in the industry, Oce has just about seen it all - ups and downs, openings and closings, trends and shifts. She's rebranded 30-year-old breweries, helped launch successful startups and created marketing plans for everyone in between. For every bizarre request or seemingly strange question a brewery has, she's answered it before.

Prior to founding Blindtiger, Oce built and led Taphandles' design operations for over 10 years, during which the company transformed tap handles from functional objects to the top on-premise marketing tool for breweries. Opening Blindtiger was the natural next step to further meet the full scope of breweries' packaging, sales and marketing needs. Oce has created award-winning label designs—but she's also built out taproom interiors, predicted the needs of distributors and has specific insight into beer markets around the country. She's as well-versed in hop varieties as she is TTB requirements. When Oce is not launching product lines or wrangling her boys, she's enjoying a pilsner, or two, in the sun.

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**Karina Edwards**, Research Assistant, MSU Barley, Malt & Brewing Quality Lab

Karina grew up in rural Massachusetts before receiving her BS in biology at Clemson University in South Carolina. After college, she moved to Philadelphia to pursue a career in small molecule purification and biological mass-spectrometry. Her love for the outdoors brought her to Montana where she joined the Montana State University Barley, Malt and Brewing Quality Lab. Karina is currently working as a Research Associate analyzing grains, malt and hops for farmers, maltsters, and brewers across the country. The barley team is the perfect place to combine her passions for science, nature, and beer!

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**Dacia English**, Outreach & Education Coordinator, Montana Department of Revenue, Alcoholic Beverage Control Division

Dacia English has an Associates of Arts and an Associates of Science with a business emphasis from Flathead Valley Community College and a Bachelor of Science Degree in Business Management from Montana State University. She is currently the Outreach Coordinator for the Alcoholic Beverage Control Division (ABCD). She has been with ABCD for 9 years. She joined ABCD as a Compliance Specialist in August of 2014 processing license applications, helping licensees with changes to their licenses, and compliance matters. She also held the Unit Manager position for 2 years for the Licensing and Compliance Bureau. In this position she oversaw 7 Licensing and Compliance Specialists who process well over 2,400 application cases per year. She has both licensing and compliance knowledge and enjoys helping people understand this complex business and area of the law.



**Kristen Ewer**, Account Manager, Precision Fermentation

Kristen is the west coast account manager with Precision Fermentation, a fermentation monitoring company. She behaves like her accounts' virtual brewer by remotely monitoring all fermentations in her territory daily and assisting in production improvements. Prior to this role, she has 10 years of brewing experience at a range of breweries from 1,000 bbls up to 250,000 bbls annually, where she functioned as a brewer, barrel master, and production manager. Her main areas of focus were brewhouse, yeast, fermentation and filtration management, cellar operations, recipe development and training. She has a B.S. in Chemistry, as well as an M.S. in Brewing and Distilling. She is Jersey born and raised, and currently lives in beautiful Flagstaff, Arizona.



**Bob Hall**, Board Member, Ronan Coop Brewery

Bob Hall has been a member of the Board of Directors at Ronan Coop Brewery since 2018 where he assists with brewing. He is also a homebrewer of 32 years and a BJCP Grand Master beer judge. He was thrilled to find that customers at Ronan enjoy lager beers so much that they drink them in about half the time that it takes us to lager them. His day job is a limnologist at University of Montana's Flathead Lake Bio Station.



**Heather Higinbotham**, Owner, Last Best Planet Sustainability Consulting

Heather Higinbotham has been helping businesses implement sustainable practices into their operations for the past 16 years. She is currently partnering with the Montana State University Pollution Prevention Program to create and pilot a sustainable brewery certification program for craft breweries in MT. She holds a Master of Science in Environmental Studies, Alternative Energy and Sustainable Building, from the University of Montana, and a Master in Business Administration, Sustainable Systems, from Pinchot University (now Presidio).



**Sara Killeen**, Owner/Editor in Chief, Montana Craft Beer Connection

Sara Killeen, the driving force behind the Montana Craft Beer Connection, cofounded the magazine as a way to promote and highlight the craft beer industry. Since taking over the business in 2020, Sara has grown MCBC to encompass many other projects highlighting Montana craft beer. Sara first experienced, and simultaneously fell in love with, craft beer at a backyard picnic after moving back to Montana for college and has continued to immerse herself in the craft beer world ever since. In addition to her business, Sara is also the current Secretary of the Montana Pink Boots Society and an active Certified BJCP judge.



## SPEAKER BIOS, CONTINUED



**Ethan Kohoutek**, Co-Founder and Owner, Ten Mile Creek Brewing Co.

Ethan Kohoutek is the co founder and owner of Ten Mile Creek Brewery in Helena and is part of the team that runs the Craig Taphouse in Craig, MT. His family has been part of the Montana alcohol industry for three generations in retail, distribution and manufacturing. He focuses on the business side of their operations and he thoroughly enjoys watching the different Montana brewery business models grow and adapt in the state. Ethan has served as the MBA president since 2019. He wants to continue to see the brewing industry in the state be able to advance their business opportunities in the changing alcohol landscape. When he isn't enjoying a pint you can find him playing outside with his family or enjoying a baseball game.

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**Matt Leow**, Executive Director, Montana Brewers Association

Matt hails from the Bluegrass State but now calls the Big Sky State his home. After graduating from Hanover College in 1997, he came to Montana and tasted ski bum life for a couple seasons. The post-college adventure turned into a new life in Montana that's at 25 years and counting. Since 2000, Matt has worked with nonprofit organizations, first as a staffer and later as a consultant, helping advocacy groups achieve their goals through policy change at the legislature and through the citizen initiative process. In 2015, Matt jumped at the opportunity to combine his advocacy and nonprofit background with his love of craft beer when he became the Executive Director of the Montana Brewers Association. He lives in Missoula with his wife, son and their two terriers. When left to his own devices, he can typically be found on the local trails, rivers or slopes along with a Montana craft beer or two.

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**Steve Lozar**, Founder, Montana Brewery Museum

Steve "Bubs" Lozar grew up in a Montana family whose links to our state's brewing history goes back to his Great Grandfather Josef, a Nick Kessler Brewery associate, in the 1800's. A retired anthropologist raised in a beer culture and family, brewing and Montana history have been his lifelong passion. He and his wife Keryl, parents of 6 and grandparents of 12, have collected Montana breweriana and historical information for over 50 years. Together they own the Joe Lozar Montana Brewery Museum in Polson, a free museum and research center dedicated solely for the preservation of Montana brewing history. Steve travels the state giving historical talks to groups interested in their own communities' brewing past, often presenting at large meetings and conferences. Steve is an ardent supporter of the Montana brewing industry having even testified before the Montana State Legislature in support of continuing our Montana brewing legacy. Steve also owns a screen printing and embroidery company and served 3 terms on the confederated Salish and Kootenai Tribal Council.

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**Daniel Lust**, Partner, PINTS LLC

Daniel Lust is the co-founder and partner of PINTS LLC, a beverage advisory firm that partners with suppliers and distributors across the country to provide objective support, guidance and best practices related to the beverage alcohol industry. Since the inception of PINTS in early 2016, Lust and his business partner Kimberly Clements have assisted several clients on a variety of topics related to strategic business planning, marketing, territory expansion, distributor selection, management and contract negotiation, sales analytics, succession planning, and litigation support. Prior to starting PINTS, Lust held several leadership roles for Golden Eagle Distributors, Inc. and SPIKE Beverage during his career, most recently as the Vice President of Sales & Marketing. During his tenure he was responsible for the development of several internal process improvements, profit-focused pricing and cost-savings initiatives, and performance measurement tools to improve internal and external accountability. Lust has presented at the Craft Brewers Conference for the last two years as well as participated on several industry-related panels sharing an independent perspective with regards to supplier and distributor relationships.

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**Loy Maierhauser**, COO, MAP Brewing Co.

Loy Maierhauser first fell in love with beer after she began homebrewing in 2004, and has been a beer lover and brewer ever since. Loy is currently the COO at MAP Brewing in Bozeman, is an Advanced Cicerone and a Certified Beer Judge through the BJCP. Through Loy's extensive commercial judging experience she's developed a passion for beer evaluation and competitions, and in February of this year, helped the MBA launch the first Montana Beer Awards. She's also enthusiastic about beer education, and has taught brewing, tasting, and judging classes across the state. When Loy's not working on something beer related, you can probably find her sipping beer on her deck, reading a book, or trail running.

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**Gabe Mariman**, Co-Owner/GM, Bias Brewing

Gabe has worked in manufacturing for 25 years building everything from timber products, medical devices, DOD components, and renewable energy storage systems. 6 years ago he helped open Bias Brewing where he is the GM and Co-Owner. With a taproom, restaurant, and self distribution company, his time is split between running daily operations in the taproom/restaurant as well as self-distribution to 6 counties in NW Montana. Bias Brewing's mission is building community through craft brewing. We have partnered with nonprofits and founded or organized events that have raised over \$200k for nonprofits in 6 years. We have also volunteered over 2000 hours of community service to local non profit organizations. Gabe sits on 4 local boards and serves on the MBA membership committee and coaches Basketball and Cross Country Skiing. He is a father of 2 girls and enjoys Skiing, Camping, Fishing, and Hunting in his spare time.

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**Sammie McGowan**, Director of Marketing, Abundant Montana

Sammie McGowan studied at the George Washington University and graduated with a BA in marketing and international business. After spending time in Corporate America, she sought out more meaningful work and became a Sustainability Educator for the Whitefish School District through Americorps, where she found a passion for growing healthy food, creating healthy soil, and making healthy food accessible to all people. Now she loves combining her expertise in marketing and her passion for local food as the Director of Marketing and Communications for Abundant Montana, the go-to resource for local food in Montana.

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**Seth Orr**, Head Brewer, Sacred Waters Brewing Co.

In 2020, Seth took on the role of Brewmaster at Sacred Waters and said, "this feels like coming home". That's because he helped design the place as a consultant before it was even built! He has spent so many years making great craft beer that we can't even count that high. And he has won so many awards and medals in his craft that if he wore them while swimming, he would sink straight to the bottom. When he is not making magical liquids for our taste buds, Seth can be found enjoying life in the mountains with his wife, three red-headed children, and various animal companions.

Next time you kick back and enjoy an amazing Sacred Waters beer on the river, by the campfire or in the tap room just close your eyes and whisper, "I love you, Seth." We say it all the time.

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## SPEAKER BIOS, CONTINUED



**Chris Palmer**, Professor of Analytical Chemistry and Brewing Science, University of Montana

Christopher (Chris) Palmer is a PhD analytical chemist and professor of Analytical Chemistry and Brewing Science at the University of Montana. Chris completed his PhD in analytical chemistry in 1991 at the University of Arizona in Tucson, AZ. Following his PhD, he completed postdoctoral fellowships in Virginia, The Netherlands and Japan. While living and working in Europe, he made frequent trips to Belgium, England, and Germany. Not surprisingly, he developed an interest in the many styles and flavors of beer found outside of, but at that time rarely within, the United States. On his return to the US, Chris taught Chemistry at New Mexico Tech in Socorro, where he became involved in home brewing and established a Zymurgy Club. In 2001, Chris moved to Missoula and began teaching at UM. He was pleased to discover the quality and variety of craft brews available in Montana. Once in Missoula, he began to provide analytical services for local breweries. He further developed his expertise in brewing science through webinars and a semester at Oregon State University in Corvallis. Chris has introduced a Brewing Science Certificate program at UM that is in its second year.



**Jess Rahn**, Intern, Montana Pollution Prevention Program

Jess Rahn is a senior at Montana State University pursuing a degree in Environmental Engineering. She completed a summer internship with the Montana Pollution Prevention Program, where she contributed to pollution prevention efforts and aided in piloting the sustainable brewery certification program at Philipsburg Brewing Company.



**Hunter Riddle**, Owner and Operator, Flathead Valley Hops

Hunter is a 4th generation farmer currently operating 180 acres of hops in the Flathead Valley. His passion lies in getting his hands dirty and nurturing the soil to produce the highest quality crop possible, with a hand in every step of the process from field to brewer. Hunter hopes to instill a love of farming in his children and future generations of farmers to come.



**Heather Sargent**, Head Maltster, Gallatin Valley Malt

I am the head maltster at GVM. I have been a part of this almost from the beginning and that has allowed me to be creative with malt recipe building and developing our styles of malt. I have enjoyed perfecting our malts, and malt quality begins directly from the farmer. The grain I use for malting is grown directly on our farm, so I am assured of high quality from the very beginning of the malt process. It's then my job to use that grain and give it the time and attention during the malting process. Other parts of my job include sales, talking directly with brewers and coordinating deliveries. I have enjoyed learning about the grain and its capabilities and in the last year, I have been actively learning about brewing. I have brewed in several breweries now alongside some excellent beer makers. My goal has been to understand as much as I can so I am knowledgeable when I am selling malt or talking with potential customers.



**Jamie Sherman**, Barley Program Director, MSU Barley, Malt & Brewing Quality Lab

Jamie Sherman is the barley breeder at Montana State University. Her program is developing new varieties for all barley end-uses including food, forage and feed, but a primary focus is on developing lines with improved malt quality. Towards that goal, she has developed a fully functional malt quality lab not only to support the breeding program, but also to support the developing craft malting industry.

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**Joel Silverman**, CEO/Attorney, Silverman Law Office

Joel Silverman was born and raised in Las Vegas, Nevada. He moved to Missoula in 1992, and received his B.A. in Mathematics and B.S. in Forestry from the University of Montana in 1997. He received his law degree from Lewis and Clark College in 2003 and an LL.M. (master's degree) in Taxation from the University of Washington in 2004. After law school, Joel spent his first three years of private practice in Butte, Montana, assisting clients with business matters and liquor and gambling issues, in addition to other specialties. Joel joined the Montana Department of Revenue as an attorney in 2006. His nearly six years at the DOR were spent working on legislation, liquor and gambling matters, and litigating various federal and state tax law issues. Joel opened Silverman Law Office, PLLC in 2012 and focuses on assisting individuals and businesses with business law, tax, succession planning, employment issues, mergers and acquisitions, wills, trusts, property transactions, liquor and gambling law, and oil and natural gas law. Joel is licensed to practice law in the states of Montana and North Dakota. He bounces back and forth between the Helena, Montana and Bozeman, Montana offices, assisting his team and their clients. Joel enjoys playing soccer, spending time outdoors, working with veterans through Montana Mending Waters, serving on boards for the Montana Business Assistance Connection and the Helena College Foundation, and spending time with his wife, Andrea, skiing, hiking, and fly-fishing.

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**Nolan Smith**, Owner, Philipsburg Brewing Company

A Western New Yorker, Nolan Smith came to Montana to study geology and never looked back. After graduating from Montana Tech in 1987, Nolan pursued a career in mining, construction, exploration and reclamation. Having been an exchange student in Germany, Nolan developed a passion for great beer. Fast forward (a few) years later, he and his wife Cathy and their partner, along with help from many other Montana Brewers started construction of their first brewery in 2009. Opening in 2012 in the Sayers building (First National Bank circa 1888) now called the Vault, Philipsburg Brewing Company became a destination for thirsty travelers and a meeting place for a strong community. Nolan became a member of the MBA board in 2013, later serving as president until handing over the honor to Ethan Kahoutek. In 2016, Cathy and Nolan purchased the former Montana Silver Springs water bottling facility, also in Philipsburg. Now known as "the Springs," the building is on the site of the original Kroger's Brewery established in 1875. They installed the state's first 50 barrel brewhouse and began distributing beer statewide in Alumi-tek bottles and bottling spring water for the National Parks. Nolan is very active in the Philipsburg and statewide community, serving on multiple boards in natural resources and entertainment while still consulting in mine development and making highly sought-after chicken wings.

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## SPEAKER BIOS, CONTINUED



**Hannah Talbott**, President, Highlander Beer

Hannah Talbott is the President and an Owner of Highlander Beer- a production brewery, with locations in Missoula, MT, and Salmon, ID. Hannah started her career in beer by attending Siebel Institute for Brewing Technology in 2008. She then worked in various roles in the industry, including brewer for a small brewpub. After completion of her MBA from Colorado State University, she became CEO of a brewery in Minneapolis. She also went on to become a Certified Cicerone in 2016.

In 2017, Hannah joined the Highlander Team, and since then Highlander has added a 200 person event pavilion, opened a 2nd location, and has grown their wholesale business to expand distribution into Montana and Idaho. When Hannah isn't at Highlander she is either skiing, rafting, or growing flowers.



**Hannah Uhlmann**, Lab Director, MSU Barley, Malt & Brewing Quality Lab

Hannah has been involved in plant science research for the past decade, receiving both Bachelors and Masters distinctions, and has acted as Director of the Montana State University Barley, Malt & Brewing Quality Lab since 2016. The Lab performs both research and service, providing data for the University's Barley Breeding Program and industry members across the barley value network. Hannah works closely with the American Society of Brewing Chemists and the Craft Maltsters' Guild heading initiatives improving malt testing methods and leading educational programs.

## 2024 MBA ASSOCIATE MEMBERS

5280 PKG  
A+ Server Education  
ABM Equipment  
ABS Commercial  
American Welding and Gas  
Amoretti  
Anderson Forklift  
Annie's Tap House  
Anton Paar  
Backyard Tap House  
Bar MT  
Bargreen Ellingston  
Benefits for Brewers  
Big Sky Hops Farm  
Billings TrailNet  
Blindtiger Designs  
BMI  
Bozeman Chamber of Commerce  
Brewers Association  
Briess Malt  
Brothers Tapworks  
BSG  
Cambie Taphouse + Coffee  
Cardinal Distributing  
Commercial Filtration Supply  
Country Malt Group  
Crosby Hops  
Downtown Helena

Employer Flexible  
First West Insurance  
Flathead Valley Hops  
G4 Kegs  
G & D Chillers  
Gallatin Valley Malt Co.  
General Distributing Company  
Glacier Hops Ranch  
Harvest Hosts  
Helena Chamber of Commerce  
Hollingbery Hops  
Hop Lounge  
Hop Passport  
Hopsteiner  
Independent Draught Services  
JCCS  
Joki Creative  
Malteurop  
McDantim  
Micro Matic  
Montana Craft Beer Connection  
Montana Craft Malt  
Montana Radio Company  
Montana Safety & Health Consultation Program  
Montana Wheat & Barley Committee  
Mount Powell Tap Room  
Murphy Business and Financial Corporation  
Northwestern Drywall

Northwestern Extract  
Pentair  
Pine Creek Lodge  
Pink Boots Society  
Prairie Malt  
Propagate Lab  
Ripley Stainless Ltd.  
Sanitary Fittings  
Saxco  
SG Long  
Shine Beer Sanctuary  
Sidewinders American Grill  
Silverman Law Offices  
Stainte Butte American Pub  
Sonderen Packaging  
Stockman Insurance  
Swing Shift  
Toast  
Townsquare Media  
VEGA  
Vessel Packaging Co.  
Visit Helena  
White Labs  
Wipfli  
Yakima Chief Hops  
Yellowstone Beer Company  
Yellowstone Public Radio  
Zen Business



# NOTES

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# 2024 MBA TEAM

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## BOARD

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**Ethan Kohoutek**  
*President*  
Ten Mile Creek Brewing Co.,  
Helena



**Nolan Smith**  
*Vice President*  
Philipsburg Brewing Co.,  
Philipsburg



**Hannah Talbott**  
*Treasurer*  
Highlander Beer,  
Missoula



**Doug Child**  
*Director*  
MAP Brewing Co.,  
Bozeman



**Bob Hall**  
*Director*  
Ronan Cooperative Brewery,  
Ronan



**Luke Steadman**  
*Director*  
Smelter City Brewing,  
Anaconda



**Hannah Uhlmann**  
*Director*  
MSU Barley, Malt & Brewing  
Quality Lab, Bozeman

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## STAFF

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**Matt Leow**  
*Executive Director*



**Cam Dexter**  
*Membership & Events  
Director*



**Zach Mangels**  
*Membership & Events  
Manager*



# 2024 MBA MEMBER BREWERIES

