Craft Beverage Institute of the Southeast
at Asheville-Buncombe Technical Community College
Asheville, North Carolina

#NCReady4Work
Workforce Learning Summit
May 1, 2014 • Blue Ridge Community College
About A-B Tech

ORGANIZATIONAL INFORMATION:
- Founded in 1958 · Buncombe & Madison Counties
- 1100+ Full & Part-Time Employees
- 8th Largest Community College in NC
- Completion by Design Institution
- Achieving the Dream Alumni Institution

CONTINUING EDUCATION:
- 2012-13 Enrollment of 15,240
- Workforce Training & HRD
- Customized Industry Training
- GED · ABE · ESL
- Personal Enrichment

DEGREE OFFERINGS:
- 62 Program Areas
- 52 Degrees · 20 Diplomas · 57 Certificates
- 2012-13 Enrollment of 11,308
- Allied Health & Public Service
- Arts & Sciences
- Business & Hospitality
- Emergency Services
- Engineering & Applied Technology

ECONOMIC/BUSINESS DEVELOPMENT:
- Small Business Center · Incubator/Accelerator
- Technology Commercialization Center
- BioBusiness Center
- Global Institute for Sustainable Technology
- Natural Products Manufacturing Line
- Blue Ridge Food Ventures
- Institute for Professional Studies
• Environmental Scanning Drew the College’s Attention to the Craft Beverage Industry in the Fall of 2011.

• Outreach and Collaboration
  – Business & Industry
  – Economic Developers
  – Public Officials
  – NC Community College System
  – Associations and Standards /Accrediting Bodies

• Research, Due Diligence & Feasibility
  – Based on Local, Regional and National Craft Beverage Market
  – Study of Industry and Literature Review
  – Examined/Visited Models (i.e. Niagara College, Canada)
  – Identified Potential Partners and Competitors
  – Conducted Preliminary Program Planning and Design
• **Craft Beverage is a Booming Sector**
  – National Craft Beverage Market
  – Western North Carolina Market:
    • Breweries: 14 in Asheville / 24 in WNC
    • Distilleries: 2 in Asheville / 4 in WNC
    • Arrival of “Anchor” Companies: New Belgium, Sierra Nevada, Oskar Blues

• **WNC is a Fertile Craft Beverage ‘Ecosystem’**
  – Location, Workforce, Water, Soil
  – Rich History Craft Brewing – Early Pioneers
  – Entrepreneurial Culture
  – ‘Foodtopia’ Mecca & Beer City USA
  – Wealth of Farm-to-Table and Buy Local Initiatives

• **Local Craft Beverage Industry is Keen to Partner**
• **Prospect for Spill Over “Churn” is Significant (Bloom Effect)**
• **Lack of Full-Service Training & Business Development Center for Craft Beverage Industry in Southeast**

**CONCLUSION:**
*A-B Tech and its partners have the expertise, motivation, and cache to establish a craft beverage center of excellence.*
The Craft Beverage Institute (CBI) is designed to support the rapidly growing craft beverage industry in Western North Carolina and the Southeast.

The Institute will provide “stackable” entry and enterprise-level training, business development, and ancillary services in the craft beverage industry sector.

Related initiatives in agriculture, hospitality, sustainability, and STEM will complement the applied learning and core business products of the Institute.
CBI Targeted Craft Beverage Industries

- Brewing
- Distilling
- Fermentation
- Natural Products

‘Bloom’ Industries

- Hospitality & Ecotourism
- Lodging Expansions
- Value-Added Foods
- Agriculture (Hops, Grains, Corn, Vines, Berries, Orchard Crops)
- Sustainability (Natural Resource Management)
- Beverage Related (Welding, Refrigeration, Mechatronics, Product Distribution, Marketing & Sales, Packaging, and Engineering)
World Class Facilities

- Seven-Barrier Brewhouse
- Distillation System
- Wine Production System
- Wet Lab (Quality Control Testing) and Sensory Lab
- Tasting Room & Storefront
- Business Development and Incubation Space
- Best-in-Class Conference and Classroom Space
Core Offerings & Business Products

STANDARDS-DRIVEN TRAINING & EDUCATION (IBD)

- Continuing Education – Workforce Development and Personal Enrichment
- Degree Program
  - Brewing, Distillation & Fermentation (AAS) **
  - Craft Beverage Operations (Diploma)
  - Craft Beverage Production (Diploma)
- Cicerone & Industry-Recognized Certifications
- Enterprise Level Conferences & Retreats
- Guest Speaker/Lecture Series
- Judging Courses and Online Offerings

PROFESSIONAL SERVICES

- Customized Training for Industry
- Business/Product Development
- Product/Quality Control Testing
- Shared Manufacturing Space
- Production Assistance & Incubation
- Brew Competitions and Destination Events
Phase I Implementation Status

Organizational Milestones.
• Institutional Commitment to Vision
• Director of Craft Beverage Institute Named/Brew Master Hired
• Location Selected (The BASE/Enka Campus)
• Equipment Purchased (Brewhouse, Distillation & Wine Production Systems, QC and Sensory Labs)

Education and Training Milestones.
• Continuing Education offerings have served 485 students since 2012. Projections are to serve more than 3,000 students through FY 2020.
• First cohort of 24 students in AAS Program began in Fall 2013. Projections are to serve more than 160 students through FY 2020.

Business/Industry Engagement Milestones.
• Formal Advisory Council Established
• Affiliations with Regional, State and National Associations Progressing
• Quality Control Testing Services Being Provided
• Customized Training Being Designed
• Professional Studies Business Plan Being Developed

Approximately $600,000 in equipment
College Resources, Duke Energy, NC BioNetwork
Examples of Partners and Supporters

- AdvantageWest (NC Dept of Commerce)
- City /County Economic Development Groups
- Mountain Area Workforce Development Board
- Asheville Brewers Alliance
- Asheville Independent Restaurants Association
- Southern Appalachian Hops Guild
- Blue Ridge Food Ventures
- Bent Creek Institute
- NC BioNetwork/BioBusiness Center
- National Beer Wholesalers Association
- Craft Beverages of NC Regional Exchange Group
- Appalachian State University
- NC Community College System/Sister Colleges
Best Practices and Challenges

Best Practices.

• Build upon strengths – college, industry, partners
• Take queues from scanning the environment for unique industry needs
• Be sure to connect with all sizes of business/industry
• Balance need to “turn on a dime” with prudence of planning/due diligence
• Phased approach to large and complex implementation is best
• Early involvement of industry and other partners
• Facilitate ownership and buy-in while maintaining independence of initiative

Challenges.

• Funding...Funding...Funding
• Out-of-the-box initiatives can take time to build acceptance and support
• Finding qualified faculty, instructors and staff for niche areas
• Program planning coordination at regional and state level
• Regulatory and legal issues
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