Pink Boots Society
Annual Report
2007 - 2017
It's incredible to be a part of this industry and to see the growth. At the initial Pink Boots meeting in 2008, we had 22 women in attendance (16 brewers and 6 beer writers). Our most recent national meeting smashed our attendance from last year by 40%. AMAZING! 211 Pink Boots members attended our annual spring meeting at the CBC in Nashville! I am beyond blown away by how amazing and welcoming Nashville was, and our awesome group of women. In the tradition of fulfilling her scholarship requirement, recipient and long-time member Kim Collins gave an incredible Pay-It-Forward presentation: "How To Open a Brewery 1,000 Miles Away--Lessons in Education and Planning." Her talk was insightful, humorous and impactful, as she shared what she learned with us.

We currently are approaching 1900 paid members, 45 regional chapters--35 in the US, 10 international, and in 2018, over 260 beers were brewed for Pink Boots Collaboration Brew Day!!! Our growth is a testament to the industry's strength and women's participation in all aspects.

This report outlines and illustrates the first ten years of our successes. We still have a ways to go to see 50/50, but it's nice to see more conversations about diversity springing up and taking center stage at conferences. Thank you for your continued support. We rely on partners, members, and donors like you to continue the mission and vision of the Pink Boots Society.

-- Laura Ulrich
The Pink Boots Society was created to assist, inspire and encourage women beer industry professionals to advance their careers through education. We were founded in 2007, and began with only 16 members.
Pink Boots Society is a nonprofit organization that focuses on large issues: furthering education, building community, and breaking down barriers for females in the brewing industry. We encourage collaboration, inclusion and resource building. We work with our community partners to provide several professional educational scholarships each year.

While we have individual program metrics, we use four main benchmarks to assess the overall strength of our reach and work:

- Total Scholarships Awarded/Cash Value of Scholarships
- Members / Chapters
- Countries Served
- In Kind vs Cash Donations
Who we are

Our Board of Directors is comprised of professional female leaders from the beer industry. We encourage our 100% Volunteer Board of Directors to be generous with giving their time, talent, resources and support to their favorite causes within Pink Boots Society.

The 2017 Board and Staff consisted of:

- Teri Fahrendorf, Founder, Malt Innovation Specialist, Great Western Malting
- Laura Ulrich, Board President, Small Batch Brewer, Stone Brewing
- Mary Brettmann, Board Treasurer, Owner, Mobile CFO, Beverage Business Builders
- Candace Moon, Board Secretary, Attorney, The Craft Beer Attorney
- Sibyl Perkins, Board Member, Owner, Sibyl Designs
- Rachel Hotchko, Board Member, Production Manager, Modern Times
- Nichole Sykes, Board Member, Brewery Lady, Benchmark Brewing
- Anne Sprecher, Board Member, Communications, Sprecher Brewing
- Emily Engdahl, Executive Director, Pink Boots Society

Key Volunteers in 2017

- Cheyenne McCarthy, Scholarship Selection Committee Coordinator
- Kris Thered McDowell, Scholarship Admin and PIF Coordinator
- Joey Jubran, Merchandise Manager
- Tanya Corriveau, IT/Member Data Manager
- Lia Garcia, Volunteer Coordinator
- Hayley McHenry, Social Media Coordinator
- Jessica Jennett, Newsletter Editor
- Natalie Anderson, Volunteer Data Manager
- Susie Baggs, Volunteer Liaison
A Timeline for Success...

○ From 2007 - 2013
Our Founder, Teri Fahrendorf, went on her epic road trip and brewed with people all over the US. By the end of her trip, she discovered 60 women in the industry, the original Pink Boots Members. In 2008, Laura Ulrich held the first Pink Boots meeting at the CBC, which was attended by 22 women.

○ In 2013
We received our nonprofit status. We started our scholarship program, and awarded 6 by the end of the year.

○ In 2014
We began efforts to align our most valuable resources, our members, and our community partners. We began to use our data to discover the impact our members and scholarships were having around the world, and where we were needed most. We awarded 10 scholarships.

○ In 2015
We significantly increased our funding, scholarship program and corporate donations over 2014, focusing on building scholarship capacity and increasing membership. We also launched new programs - our collaboration brew day and our cultural immersion program. These two events remain the cornerstones of our annual fundraising efforts. We awarded 12 scholarships.

○ In 2016
Working board established. We put our commitment to creating a board development plan into action; we focused our fundraising efforts, increased volunteer programming, supported board of director-lead events, and expanded our programs to include (more!) new scholarships. We began anew with a blank membership database, implemented new technology, overhauled membership requirements, and began fresh with dues paying members. Our new Treasurer developed additional protocol for our recordkeeping to include fine detail. We awarded 17 scholarships.

○ In 2017
We had our most successful year to date. We celebrated our 10th anniversary by producing the first all women beer conference and a beer festival. We were able to sustain support for our cultural immersion trip to Germany. We also celebrated the inaugural Biere de Femme Fest in North Carolina, and secured additional trademark and logo protection. We outgrew our donor management program and fundraising technology. We awarded 21 scholarships.
Notable 2017 Accomplishments

- Our Board of Directors solidified
- Financial policies reviewed and updated
- Chapter SOPs established
- New Volunteer Management in place
- Increased number of completed Pay It Forwards
- Increased our scholarship program by 20%
- Income and donations increased by more than 40%
- Further trademark protections for our name and logo secured
- International NonProfit filing protocol started
- Produced first all women brewing industry conference and festival
- North Carolina Chapter created Biere de Femme Fest
- Worldwide Women in the Brewing Industry Demographics and Inclusion Survey team assembled

Looking ahead to 2018 you can expect to see:

- Changes in Board Composition and Bylaws
- Call for nominations and voting protocol in 2018
- Financial policy review
- Chapter Treasurer positions to participate in finance committee
- Chapter SOPs
- Member Code of Conduct/Standards
- Insurance coverage for chapters
- Foreign corporation filing complete for all states with chapters
- Completed DOJ compliance complete for all states with chapters
- International NonProfit filing
- Worldwide Demographics and Inclusion Survey Roll Out
$511,917

That's everything we've raised for as long as we've been in existence. (remember now, we've only been a nonprofit since 2013!)

We track our in-kind to cash donations on scholarships and fundraising to measure progress in a comprehensive way. Some of our programs are funded with cash donations from businesses or individuals.

Other scholarships or support are in-kind or direct “product” donation. This ratio informs whether there was a strong emphasis on one particular type of giving or fundraising and where we need to strengthen our efforts.

We aim for accurate reporting, and when our scholarships are given in-kind, no money passes hands from the institution to Pink Boots. This means that the program funding wouldn’t show up in our bank records, so we report overall successes and include in-kind donations for greater detail.
$143,070 Value awarded in US based scholarships from 2013 to 2017.

67 Total US Based Scholarships offered since program began in 2013.

100% Success in creating more opportunities for women in the beer industry!

We also receive funding from:
- Grants or Awards
- Membership Dues
- Product Partners
- Individual Donations
- Beer Week Partnerships
- Festivals and Conferences
- PBS Chapter Meetings
- GABF Meeting Sponsorship
- CBC Meeting Sponsorship
- Scholarship Donations
- Collaboration Brew Days
- German CIT Partners

Business Sponsorships and Donations create the foundation of our income.
- Largest 5 donors in 2016 - 2017
  - Stone Brewing Company $29,500
  - Great Western Malting $11,830
  - Sierra Nevada $10,750
  - Ballast Point $10,000
  - Oskar Blues $8,200
Abbey Spencer
Abigail Temoshchuk
Alethea Smartt
Alyson (Aly) Hartwig
Amanda Leas
Amber Watts
Amy Newell-Large
Andrea Ludlam
Annabel Meagher
Astrid Cook
Audrey Ragle
Bridgette Turner
Brienne Allan
Caroline Wallace
Cat Wiest
Charlotte Cook
Cheyenne McCarthy
Colleen Kuehl
Colleen Rakowski
Danielle Byers
Emily Slayton
Erica Deanda
Galit Deviri
Ginga Newton
Heather Holland
Jacqueline (Jackie) Beard
Jamie Herrera
Janine Weber
Jen Jordan
Jennifer Treu
Jessica Heidrich
Jordan Boinest
Judy Neff
Kate Irving
Kate Lloyd
Kate Streblenko
Katie Taylor
Katie Nasiatka
Katie Smith
Kim Collins
Laura Boada
Lauren Lerch
Lauren Silano
Libby Murphy
Linsey Cornish
Margaret Bragg
Megan Garrity
Megan Hatfield
Melissa Maki
Monica Mondragon
Nardia McGrath
Rachel Cleveland
Rachelle Smith Wilkerson
Sarah Swafford
Stacey O'Connor
Stephanie Arsenault
Tracy Vornbrock
Troy Bedik
Vera Deckard

Congratulations,
Scholarship Recipients!
Thank you, Scholarship Partners

We are fortunate to work with so many supportive scholarship partners. In 2017, we were able to award 13 distinct scholarships, and 21 in total. We created 7 scholarships for the Cultural Immersion Tour: Germany, and two Cicerone Beer Savvy scholarships.

Barth-Haas Hops Academy
Cicerone BeerSavvy (A)
Cicerone BeerSavvy (B)
Cultural Immersion Tour: Germany
FCI Business of Craft Beer
Fremont Brewing Company Brewing Apprenticeship
Hopunion Hop and Brew (Commercial Brewers Course)
John I Haas Hops Academy
Mikro Beer Bar sponsored Cicerone BeerSavvy Scholarship
NDSU Barley School
OSU Beer Proficiency and Sensory Analysis
OSU Beer Quality and Analysis Series
OSU Craft Brewery Startup Workshop in Eugene and Bend
OSU Craft Brewery Startup Workshop in Portland
OSU Origins of Beer Flavors and Styles in Portland

PBS 10th Anni Conf and Fest
PSU Business of Beer
PSU Business of Craft Beverages
PSU Business of Craft Beverages online
San Diego State University/Karl Strauss
SDSU w/ KSBC Craft Beer Connoisseur Camp
SDSU/KSBC Business of Distribution
Siebel Concise Course in Brewing Technology Online
Siebel Sensory Panel Mgmt
Siebel WBA Concise Course in Brewing Technology Online
UC Davis Ext. Intensive Brewing Science for Practical Brewing
UNH Craft BrewConference
White Labs Yeast Essentials 2.0
YCH Hops Hop and Brew School
Initially created in 2015 as a test event, the Cultural Immersion: Germany Scholarship is now entering another year as one of our most widely popular and sought-after educational opportunities. Providing hands-on learning and intimate tours and talks with professional brewers, this tour continues to foster and deepen ties between North American and Bavarian small and independent breweries through extended time spent together, conversations about craft, and exchange of institutional knowledge. Scholarship recipients have also attended the Germany tour from Peru and Australia.

This opportunity helps to set the stage for collaboration among tour participants in the industry, and enables women to advance through increased knowledge and collaboration opportunities. Attendees have reported receiving job offers, renewing their sense of excitement towards brewing, and inspiration to continue learning and expanding their knowledge.

This scholarship drastically increases participants’ knowledge of brewing history, methodologies, ingredient opportunities, business practices, new beer ideas, equipment usage, and company organization. From witnessing open fermentation in action, to putting their hands on authentically pitched barrels, to climbing up into an oast house after the hops harvest, the tour offers scholarship recipients up-close encounters with brewing practices and traditional processes that many had only read about. This knowledge has already been shared or applied in many of the participants’ jobs and company environments institutional knowledge.

The study tour also had a positive impact on Pink Boots and our scholarship partners. The relationships the tour enabled among women in the brewing industry, the exchange of information, the growth in our educational capacity, and the connections it fostered are all extending our reach as an organization. The momentum generated by this tour, and the previous year’s tour, have helped the Pink Boots Society solidify our commitment to program expansion, to strengthening our board of directors and to continuing our worldwide growth.
What do our finances look like overall?

Since 2013 (the same year we secured part time help from a dedicated staff member), we have been increasing fundraising income, adding community partners, holding onto more assets, staying steady on expenses, and increasing scholarship spending. Of the funds we have raised since inception, over $143K has gone to directly to scholarships, and we currently hold $185K in assets.

The remaining funds have been used since 2007 for administration costs; securing our non-profit status, our trademark protection, compliance with United States DOJ and IRS, annual national meeting fees, conference expenses, festival expenses, travel costs and expenses, scholarship stipends to recipients, Pink Boots for each PIF finalist, postage, copies, program posters, business cards, office supplies, payroll and other taxes, legal expenses, insurance, fees, and everything else that goes into creating a successful business. That's only $15,652 a year on average to run this great big machine. We'd like to thank everyone who works so hard to make it happen - it's a huge testament to the power of volunteers and working together for the greater good. We're delighted to have a solid foundation to begin more giving through our expanded scholarship program in the US and abroad. Increased scholarship spending is our #1 priority for 2018.
Those things are all great!

What else did we do, you may ask? We hosted our two annual membership meetings...

**CBC**
2017 in Washington, DC
Pay It Forward: Scholarship Recipient Abigail Temoshchuk
Hosted by Right Proper Brewing Co
Over capacity! 145+ attended

**GABF**
2017 in Denver, Colorado
Pay It Forward: Scholarship Recipient Cat Wiest
Hosted by Bierstadt Lagerhaus
Rare Beer Festival benefitting Pink Boots!
We celebrated 10 years as a professional association!

...oh, and we created the first ALL FEMALE Beer Conference

On June 2nd, Pink Boots Society hosted its first conference (and the first of its kind) featuring an all female lineup with several of the most elite and influential women in the brewing industry. Our speakers covered two main tracks; Brewing Technical, and the Business of Brewing. Presenters addressed core topics of interest to our members including Sensory Testing, Fermentation/Yeast, Sustainability, Distribution, Tap Room Management and Social Media/Marketing. Our Keynote Speaker was Megan Parisi, of Boston Beer/Sam Adams.
We held a Festival...

On June 3, 2017, we hosted our 10th Anniversary Craft Beer Festival celebrating Pink Boots Society and the most fearlessly innovative female brewers in the world. We secured the beautiful outdoor setting at Liberty Stations Ingram Plaza for a party of epic proportions.

We hosted a large and diverse selection of the best beers in the industry — many brewed by PBS members — while guests enjoyed our outrageously awesome female DJ mix tunes in sunny San Diego. Food trucks, fun merchandise, Women’s Beer Collective, Hoppy Beer Gear and the support of 400+ festival attendees made it a great success.

and, June 3, 2017 was declared PINK BOOTS SOCIETY day in San Diego by the Mayor!
In 2017, the women of North Carolina Pink Boots Society decided to create a festival. They did so with $0 to start.

Working on a shoestring budget, they rallied the surrounding breweries, community, and members to create the first ever beer festival in Shelby, North Carolina. Over 200 people showed up in support of the Pink Boots Society, and to celebrate women in beer. (That's a big success for a little town with only 20,000 people!) The festival included a sensory booth, homebrewing demonstrations, a Women In Beer education tent, representatives from the state guild, and a VIP tent.

The North Carolina Chapter raised over $11,000 for their chapter, and reserved a spot for one of their own members on the Germany Cultural Immersion Tour by becoming a sponsor. They also furthered their funds by creating another fundraiser with the proceeds of their festival, and held a Beach Retreat for members in August 2017.

**Big Boots Brew/Collaboration Brew Day**

Big Boots Brew Day was born from Pink Boots Society members’ desire to take part in International Women’s Day - to raise the profile of women in the beer industry and to raise the profile of beer to women.

On Big Boots Brew Day, Pink Boots chapters, members, breweries, and supporters all get together, don their pink boots, and get brewing! Every year, the recipe changes; Pale Ale, Red Ale, Gose, and Ancient and Historical are the past years’ suggestions.

In 2017, over 575 individuals comprising 115 registered teams all over the world brewed “Ancient and Historical” Ales using honey, molasses, or a recipe inspired by ancient or historical brew recipes. Together these teams raised over $27,000 in 2017 alone for Pink Boots Society.

2018 will include a proprietary hops blend created by YCH Hops especially for Pink Boots Collaboration with the help of Pink Boots Members.
We overhauled our membership requirements...

In 2007, we began with 16 members, which grew to 60 by the end of that year. At that time, any woman in the world making any portion of her income from beer was eligible to join and by 2015 we were processing up to 100 applications a month. After polling our membership, we started fresh with a new database in 2016, implemented modest dues, and increased our requirements to include women who are actively employed or retired from a career in the beer industry, women who are in the process of opening a brewery, or students currently enrolled in a beer industry focused program. We now have almost 2000 dues-paying members.
and implemented new technology...

Here’s why we made the switch. The new system:

1. Lets us collect dues easily
2. Helps us better fund scholarships and maintain a modest staff (of 1!)
3. Allows recurring payments of dues and improve member retention
4. Allows for much easier management of our membership information
5. Allow for faster processing of member’s applications
6. Allows us to quickly and easily send out renewal and upcoming meeting notices
7. Seamlessly integrates our event ticketing so we can eliminate 3rd-party ticketing fees
8. Allows us to manage event creation and ticketing with ease
9. Grants access to chapter leaders so they can manage communication and events
10. Creates members-only areas of the website for things such as job listings
11. Allows us better data management for volunteer, member, and scholarships.

For the first 9 years, Pink Boots Society had no membership dues. Since implementation of membership dues and more strident membership requirements, we’ve retained 1500 of our most professional, dedicated, female industry leaders and added an additional 400+. Their membership dues alone have raised over $35,000 in stable, recurring, annual income. This helps us maintain and upgrade our technology and program platforms, secure necessary professional services, cover filing and protection costs, and increase our efficiency and reach.
Our Chapters can be found across the United States...

Our members drive a large part of our fundraising and represent the width and depth our industry’s commitment, interest and focus on helping us benefit our communities.

We use the health and growth of our chapters as a simulation and developmental marker for our internal recruitment and external reach.

Members Matter!
and in countries around the world…
2017 Chapter Leaders

Our chapter leaders form the backbone for Pink Boots’ success. These enthusiastic and hardworking women create opportunities throughout the year for local members in their areas; fundraising, educational meetings, support, and resource building.

Beginning in 2018, Pink Boots Society will begin recruiting successors for the Board of Directors from our current chapter leaders. We encourage one another to model leadership in Pink Boots and our places of employment, acting as ambassadors for women in the beer industry around the world.

Alabama
Arizona
Asheville
Astoria
Austin
Bend
Boston
Calgary
Charleston
Chicago
Chile
Cincinnati
Connecticut
Delaware/Maryland
Denver
Cox
Eureka
Florida
Fort Collins
Hawaii
Hong Kong
Houston
Indianapolis
Inland Empire
Iowa
Knoxville
Los Angeles
Maine
Alaska
Arizona
Asheville
Astoria
Austin
Bend
Boston
Calgary
Charleston
Chicago
Chile
Cincinnati
Connecticut
Delaware/Maryland
Denver
Cox
Eureka
Florida
Fort Collins
Hawaii
Hong Kong
Houston
Indianapolis
Inland Empire
Iowa
Knoxville
Los Angeles
Maine

Dana Stricklen
Billie McGovern
Audra Gaizunas
Michelle Svendsen
Tara Carr and Caroline Wallace
Victoria Chaplin and Shaelyn Maloney
Brienne Allan
Sondra Baker
Ashley Bower
Hilary Jurinak
Natalia Urzua M.
Carla Gesell-Streeter
Em Sauter
Allison Lange
Melissa Bosak, Emilie Stewart and Erin

Meredith Maier
Erika Chavez
Karla Baise
Sandi Shriver
Marisa Jackson and Sandra Kwong
Amber Moore
Megan Pelsor
Amanda Barnes
Monica Shinn and Megan Bartos
Luann Rounds
Francis Lopez and Alex Nowell
Bella Echavez

Thank you!
Want to help?

○ Join
○ Donate
○ Sponsor
○ Volunteer
○ Participate in Events
○ Spread the Word

ANY QUESTIONS? Need more detail?

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www.pinkbootssociety.org

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