

# Brew the Right Thing



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# Key Takeaways

Understand your business.  
BE INVOLVED.

What's good for your staff  
is good for business

Balancing staff needs  
and business needs is  
very important

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**Culture =**

**People + Beliefs (values)**

**How do you  
create a culture?**



*Modern  
Times*<sup>TM</sup>  
BEER

**“People don’t buy what  
you do, but why you do it.”**

**-Simon Sinek**

**Does your staff  
understand and  
resonate with  
your values?**

**Culture is hard.**

**Push and Pull:  
Staff needs &  
running a business**



**Breweries  
have  
inherent  
dangers**

**You make beer  
not money**

**Your staff wants to  
grow professionally  
and exercise  
creativity**

# Quality of Life

**How do you  
practice  
inclusivity?**

**Does your  
staff give a  
shit?**

**What's good for  
your staff is good  
for business.**

# Resources

[Brewers Association](#)

[OSHA's On-Site Consultation Program](#)

[CCBA](#)

[Other Breweries](#)

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