



# Welcome to Tech & Ed Day!

## April 8<sup>th</sup> 2025





# Schedule



- **10:45am – Check-In Begins**
- **11:00am – 12:00pm – Heather McReynolds, Hopsteiner: Hop Sensory with Hopsteiner & VBA 30th Collaboration Beer Blend(s)**
- **12:00pm – 1:00pm – Lunch**
- **1:00pm – 2:00pm – State Treasurer Mike Pieciak: Remarks and Q&A with State Treasurer Mike Pieciak on the Economy and Tariffs**
- **2:00pm – 2:15pm – Break for beers**
- **2:15pm – 3:15pm – Julia Grubbs, Small Batch Standard: Winning in Distribution: A financial blueprint to avoid the pitfalls of distribution**
- **3:15pm – 3:30pm – Efficiency Vermont: What’s on Tap for Rebates in 2025**
- **3:30pm – Networking & Beers**



# Hop Sensory with Hopsteiner



As a 15+ year beer industry veteran, Heather McReynolds has worn many hats. She first fell in love with the beverage while bartending at and managing a 400-bottle beer bar during grad school in Florida. After getting her start in brewing in Georgia, she moved to NYC 12 years ago to brew at and then manage Sixpoint Brewery's pilot facility in Red Hook, Brooklyn. For 5 years, she worked with Guinness, focusing on beer education and social media marketing. For the last 3.5 years, she's been the Northeast Rep for Hopsteiner, a family-run company that have been hop merchants since 1845.





# 30th VBA Anniversary Collab Beer



30



# 30th VBA Anniversary Collab Beer



## Allied Partner Discounts



50% off label orders and \$50 per order donated to the VBA



- CM-2row @ \$0.62 per pound
- CM-Superior Pils @ \$0.63 per pound
- CM-EuroPils @ \$0.70 per pound
- Tier 5 (34,400#) Pricing on remainder of the catalog
- Note: discount can be used on the entire order, limited to 20 pallets

15% off the following offerings:



- Weyermann Pilsner
- Fermentis 34/70
- Fermentis US-05
- Flaked Oats
- Flaked Wheat
- Fruit Puree: Blueberry, Fruit Puree: Raspberry



# 30th VBA Anniversary Collab Beer



## Label Design Inspiration





# 30th VBA Anniversary Collab Beer



Remove placeholder box and add your logo here!

YOUR LOGO HERE

Please feel free to swap out color bands with your own unique branding colors!

BEER WORTH FINDING

**30**

Vermont 30th Anniversary Beer

BEER STYLE HERE

Update with your beer style (Ale, Lager, Pale Ale, IPA, etc.)

BEER WORTH FINDING VERMONT BREWERS ASSOCIATION

The Vermont Brewers Association is turning 30!  
To celebrate, we teamed up with our member breweries to craft this special Anniversary Beer. Every sip supports the VBA and our mission to promote and strengthen Vermont's craft brewing industry!

**BEER WORTH FINDING®**

X.1% ALC./VOL.  
ONE PINT  
BREWED AND CANNED BY  
BREWERY NAME HERE  
CITY HERE, VT

0 00000 1 00000 0

PLEASE RECYCLE!

Replace with your own unique UPC

Update the ABV and replace placeholder text with your brewery name and address



# 30th VBA Anniversary Collab Beer



**30**

Insert your own unique artwork here!

**Vermont 30th Anniversary Beer**  
BEER STYLE HERE

Update with your beer style (Ale, Lager, Pale Ale, IPA, etc.)

**BEER WORTH FINDING®**  
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X.X% ALC./VOL.  
ONE PINT  
BREWED AND CANNED BY  
BREWERY NAME HERE  
CITY HERE, VT

Replace with your own unique UPC

Update the ABV and replace placeholder text with your brewery name and address

PLEASE RECYCLE!





# **State Treasurer Mike Pieciak: Remarks and Q&A with State Treasurer Mike Pieciak on the Economy and Tariffs**

Unclaimed Property? Check here!





**Julia Grubbs, Small Batch Standard:  
Winning in Distribution: A financial  
blueprint to avoid the pitfalls of  
distribution**

*Small Batch*

— STANDARD —



# Efficiency Vermont: What's on Tap for Rebates in 2025

Efficiency  
Vermont



# Thank You to our Host!





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Efficiency  
Vermont