



Institute of Brewing & Distilling

Irish Section

Minutes of Annual General Meeting 18 October 2019

- **Opening remarks and Minutes of Previous Meeting**

The Chairman welcomed members.

IBBS: Rob Davies will share a brief update at the Dinner. He attended the IBBS meeting in April in London, which was supported by the Irish Section.

- **Present:**

Gearoid Cahill, Louise Hawes, Jerry Avis, Tim Holmes, Ian Hamilton, Gerry McGovern, Lisa Marlow, Jerome Kenneally, Colette Brosnahan, PJ Tierney, Paul Wickham, Jack O'Shea, Robert Davies, Finbarr McCarthy, John O'Brien, Francis Lynch, Greg McEntee, Brenda Moyle.

- **Apologies:**

Apologies were received from Brian Nation, Kevin O'Gorman, Joe Kelleher, Michael Clancy, Seamus Lennon, Karen McHugh and Breda Tanner.

- **Programme of events**

- a. Spring Lecture

Horace Brown Tour: Charlie Bamforth Lecture at The Guinness Open Gate Brewery 21 March
There was a very good turn-out for this special event, with 55 members and guests attending. Charlie's lecture was a mix of technical and anecdotal content. There was a nice opportunity afterwards to talk to Charlie and take photos; and for young and more established members to mingle and network.

Special thanks to the Guinness Open Gate Brewery for a competitive rate on the venue hire and complimentary drink. Committee member Tim Holmes, and Pdraig Fox of Open Gate Brewery and his team, all helped with the event planning. HQ contributed to the cost of the event. It was agreed that the Irish Section would cover one third of the costs.

- b. Technical Tour

The Technical Lecture took place at Rascals HQ (Craft Brewery) in Inchicore on 14th May. 27 guests attended from the Irish Whiskey Association and the IBD Irish Section. Jim Buckley of Specialist Nutrition gave a very informative talk on Brewery & Distillery By-Products. Slides were uploaded to the IBD Member Library and a notice sent to members from HQ regarding access.

Following the Lecture, Rascals founders Cathal O'Donoghue and Emma Devlin gave a tour of the facility, which was followed by refreshments. This provided an insightful opportunity to

see the technical aspects of the brewery and other initiatives (like food/events) to encourage visitors.

The event was co-sponsored by the IWA.

c. Autumn Event Friday

Members joined Master Brewer, and Alltech's Global Brewing Operations Manager, John O'Brien, for an in-depth tour of the recently opened Pearse Lyons Brewery in Dundalk. The presentation and tour focused on technical aspects of the new facility, which has been established in the former MacArdle Moore Brewery. John also shared insights into managing the move from Station Works in Newry, Northern Ireland to the new facility in Dundalk; plans for the future, and he reflected on the legacy of Pearse Lyons bringing brewing back to Dundalk. Twenty members attended, including a number of new members and some Young Members working in the area, who are keen to see future events in the North East.

d. Annual Conference 18th October 2019

- i. Golf Outing – Royal Tara Golf Club - 11 attending
- ii. Distillery Tour kindly hosted by the Slane Distillery – 15 attending
- iii. Annual Dinner at DCH – 100 attending

▪ **Membership**

On 11 September membership stood at 217, a drop of 69 members from the same time last year. Membership peaked in March 2019 at 274 members. The decision to remove the requirement for membership to take IBD Diploma exams may have had an influence on membership numbers.

▪ **Awards**

Diploma in Brewing Completed

First Name	Surname	Employer
Mairi Chris	Aitken	Diageo Global Supply
Simon	Gallagher	Diageo Global Supply
Kieran	Joyce	Diageo Baileys Global Supply
Louise	Duguid	Diageo Global Supply
Vincent Madden	Lane	FDT Consulting
Iain	Howard	Diageo Global Supply

Diploma in Distilling Completed

First Name	Surname	Employer
Katherine	Condon	Irish Distillers Pernod Ricard
Kellie	Gallagher	Diageo Baileys Global Supply
Eamon	Oxley	Diageo Baileys Global Supply

○ **Fellow**

There have been two nominations in 2019 for Fellow from the Irish Section. One is being sent to the IBD Awards Committee for consideration at the next meeting. The second will be submitted in early 2020.

○ **Special Award**

Richard Moxom of Diageo was awarded the IBD Simpsons Malt prize for achieving the highest marks in the Diploma in Distilling Module One exam, and Katherine Condon of IDL was

awarded the Worshipful Company of Distillers Award best examination result for the Diploma in Distilling Module Two examination

▪ **Financial report**

The Financial Statement for 2018 was outlined and distributed by Chairman Gearoid Cahill. The accounts have been audited by Auditor Ger Reynolds.

AIB Account Holders: members supported the plan to hand over the administration of the bank account to the Diageo team. The Alltech team will request AIB to change the signatories on the bank account. Thereafter, efforts will be made to change the address and other account details.

▪ **IBD Update – Jerry Avis CEO**

The CEO gave a presentation on the latest activities at HQ.

2016 – starting Framework for change

Six Pillars for excellence

- Organisation
- Qualifications
- Accreditation
- Membership
- Blended learning
- Communication

Headline changes - 2016 – 2019 (T+4)

New staff	New CRM
New structure	New website
Changed building	New finance system
New branding	New expense system
Understood segmentation	New IT infrastructure
New byelaws	New tutor guided learning
New council format	New face to face revision
Reduced committees	GDPR
New BDI format	New learning material
New authors	New online platform for learning
New scanned exams	New learning production system
New paper tracking	Own our intellectual property
New online marking	Membership diploma exam split

Changes in Learning Behaviour

Education has moved on, always on... anywhere...everywhere...on multiple platforms
1,700 new illustrations, animations, videos

Resource profile for One Course / Module

More than 500 years of knowledge & experience supporting 120 hours of learning material development

IBD project team	Industry & Academia	Specialists
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Head of Learning Development Programme Manager Project manager Learning technology manager Visual content developer	Content authors x 5 Technical editor Copy review panel Visual content review panel Syllabus review panel	Copy editor Moodle entry
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Next steps

Fitter for future

- Development of strategy & structure to support
- Improved control & systems
- Realise crm & web capabilities
- Develop partnerships

More North Star contributions

- Membership value (widen & pivot)
- Content development & delivery
- Marketing support

Members engaged with the CEO on a number of matters including Master Class content, brewing v distilling take up on courses, and online magazine publishing

▪ **Engagement with Academic Institutions**

The Chairman outlined recent engagements with Carlow IT, TU Dublin and Cork IT regarding work placements and intern availability. Members have already received information about the student placement program at Carlow IT. Further communications will be shared regarding the placement time-frames at TU Dublin and Cork IT shortly.

▪ **Elections**

With the Alltech term reaching its end Elections were held for the incoming Chair, Honorary Secretary and Treasurer.

The Diageo team was elected as follows:

Chairman - Tim Holmes: Proposed by Francis Lynch and seconded by Colette Brosnahan.

Honorary Secretary – Lisa Marlow: Proposed by Gerry McGovern and seconded by PJ Tierney

Treasurer -Karen McHugh: Proposed by Robert Davies and seconded by John O'Brien

▪ **AOB**

Newly elected Chairman thanked the Alltech team, noting that the Section had been 'transformed' during their term.

▪ **Attendance Book**

All those present were asked to sign the Attendance Book.

Signed:

Chairman
Tim Holmes

Honorary Secretary
Lisa Marlow