



# BREWERS ASSOCIATION

Diversity, Equity & Inclusion (DEI)  
Committee Service

THE PURPOSE OF THIS DOCUMENT IS TO SET CLEAR GUIDELINES AND EXPECTATIONS FOR SERVICE WITH THE BREWERS ASSOCIATION DIVERSITY, EQUITY & INCLUSION COMMITTEE AND ITS SUBCOMMITTEES.

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Join Today!

# ABOUT THE BREWERS ASSOCIATION

## Our Purpose

**To promote and protect American craft brewers, their beers, and the community of brewing enthusiasts.**

## About Us

The Brewers Association is a 501(c)(6) not-for-profit trade association. The association is an organization of brewers, for brewers and by brewers. More than 5,300 U.S. brewery members and 35,000 members of the American Homebrewers Association are joined by members of the allied trade, beer wholesalers, retailers, individuals, other associate members and the Brewers Association staff to make up the Brewers Association.

# BREWERS ASSOCIATION BOARD OF DIRECTORS

The Brewers Association was established in 2005 by a merger of the Association of Brewers and the Brewers' Association of America. Our goal is to unify the combined 94-year history of service, and to promote and protect the U.S. craft brewing community's interests. This merger of trade groups will allow the craft brewing community to speak with one voice on legislative and regulatory matters and with the media.



An up-to-date Board of Directors roster is available on the the Brewers Association website.



# BREWERS ASSOCIATION COMMITTEE STRUCTURE

Executive Committee

Governance Committee

Brewpubs Committee

Taprooms Committee

AHA Committee

Government Affairs Committee

- State Guilds Subcommittee

Diversity, Equity and Inclusion Committee

- Mentorship and Professional Development Subcommittee
- Philanthropy and Outreach Subcommittee
- Marketing and Communications Subcommittee

Events Committee

- CBC Seminar Selection Subcommittee

Technical Committee

- Draught Beer Quality Subcommittee
- Maintenance and Engineering Subcommittee
- Quality Subcommittee
- Safety Subcommittee
- Supply Chain Subcommittee
- Sustainability Subcommittee

Finance Committee

Human Resources Committee

Market Development Committee

PR & Marketing Committee

Export Development Committee

The New Brewer Committee

Up-to-date committee and subcommittee rosters are available in the committee section of the the Brewers Association website.

# THE ROLE OF COMMITTEES IN MEMBERSHIP ASSOCIATIONS

## Benefits for the Brewers Association

Committees allow the Boards of Directors to break strategies into smaller initiatives that a group of volunteers can run.

With a range of professional skills and insights, diverse committee members can help organizations take more specialized approaches to a range of issues.

Committee members are either BA members or professionals involved in the industry, thereby providing valuable member insights.

## Benefits for Committee Members

Committee involvement can help you grow your network and reach within your career industry.

Committees impact many of the programs within an organization. You can have a direct impact on the success of programs, initiatives, and valuable work product.

Whether you want to improve your ability to communicate or gain valuable leadership skills, joining a committee is a way to get that training in the field.

**THE DIVERSITY, EQUITY & INCLUSION  
COMMITTEE AND SUBCOMMITTEES**





# DEI COMMITTEE & SUBCOMMITTEE STRUCTURE



# MENTORSHIP AND PROFESSIONAL DEVELOPMENT SUBCOMMITTEE

**CHARGE:** The Mentorship and Professional Development Subcommittee works to improve the accessibility of the craft brewing community and strengthen pathways to professional success for members of underrepresented populations.



# PHILANTHROPY AND OUTREACH SUBCOMMITTEE

**CHARGE:** The Philanthropy and Outreach Subcommittee works to identify and facilitate opportunities to financially support individuals, organizations, and initiatives that are aligned with the Diversity, Equity & Inclusion Committee's goals.



*“With the U.S. population becoming increasingly diverse and Hispanics being the largest minority group, Spanish-language content is becoming increasingly important”*

- Christian Mercado

DEI Mini-Grant  
RECIPIENT



# MARKETING AND COMMUNICATIONS SUBCOMMITTEE

**CHARGE:** The Marketing and Communications Subcommittee advises the Brewers Association and its membership on inclusive marketing and communication practices. It works to amplify the voices and experiences of underrepresented populations and engage in inclusive storytelling about the craft brewing community.

## INDUSTRY UPDATES

### Seven Ways to Use Social Media to Reach New Customers: Part I



# DIVERSITY, EQUITY, AND INCLUSION COMMITTEE

**CHARGE:** The Brewers Association (BA) is committed to fostering an inclusive and diverse craft brewing community for both brewers and beer lovers.

## **GOALS:**

Realize consistent year-over-year improvement on Brewers Association Equity Scorecard benchmarks.

Directly impact the start-up of 15 craft beer businesses or homebrew clubs led by underrepresented or traditionally marginalized groups annually.

Realize 5% year-over-year progress toward national demographic representation in the craft beer industry workforce and individual AHA membership.

Increase the adoption of DEI best practices among BA and AHA membership through education, engagement, and advocacy.

Become the alcohol beverage sector with the most demographically representative consumer base.

All active Brewers Association members are eligible to serve on the Diversity, Equity, and Inclusion Committee or its Subcommittees. Additionally, nonmembers with valuable skillsets may occasionally be engaged to participate.

# COMMITTEE & SUBCOMMITTEE ELIGIBILITY



# COMMITTEE & SUBCOMMITTEE MEMBER EXPECTATIONS

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The Brewers Association (BA) Diversity, Equity, and Inclusion (DE&I) committee / subcommittee structure includes industry professionals that contribute their time and knowledge to advance inclusion efforts within the craft brewing industry.

When considering becoming a member of this vibrant group, the following is provided to help you understand the commitments and obligations that come with DEI committee / subcommittee membership.



# PARTICIPATION IS CHARACTERIZED BY COMMITMENT IN FIVE AREAS:

**Attendance:** Committee and subcommittee members are expected to attend 75 percent or more of the regularly scheduled monthly meetings

**Discussion:** Committee and subcommittee members should contribute to discussions during the monthly meetings as well as to on-line discussions utilizing Basecamp, the Brewers Association's project management software.

**Engagement:** Committee and subcommittee members should actively participate in and contribute to **at least one** substantive resource development or program administration project **annually**. These activities include contributing to the production articles, white papers, best practices, educational content, seminars/webinars, or serving on the selection committees for BA event seminars, the BA Mentorship Program, or the BA DEI Mini-Grants Program. Additionally, committee members are encouraged to lead subcommittees and ad hoc working groups.

**Impact:** Committee and subcommittee member participation should be impact driven. The DEI committee / subcommittees are not advisory in nature (though they may serve an advisory function at times). Rather, the committee / subcommittees pursue specific outcomes that are designed to have a positive impact in the communities that produce and enjoy craft beverages.

**Stewardship:** Committee and subcommittee members must be good stewards of the craft brewing community in general and the Brewers Association in particular. Members should be familiar with the Brewers Association's [foundational documents](#) and conduct themselves as representatives of the Brewers Association at industry events and on social media. Moreover, DEI committee / subcommittee members accept a special responsibility to uphold the BA [code of conduct](#) and BA [marketing and advertising](#) code.

If you are interested in joining one of the Brewers Association's Diversity, Equity, and Inclusion Subcommittees, please complete the following form:

<https://brewersassociation.wufoo.com/forms/dei-committee-subcommittee-interest-form/>

**JOIN TODAY!** |