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MADTREE Cincinnati State

TECHNICAL AND COMMUNITY COLLEGE



MadTree Announces Scholarship and Sponsorship for Cincinnati State Brewing Science Program

The Gnarly Gnome [June 21, 2021](#)

The addition of Cincinnati State's Brewing Science program was a big win for our city's brewing scene. Not only do we become a bit more of a destination for folks wanting to learn more and get into the industry – we also now have a constant roster of great talent that is living and working here.

The Scholarship

The **\$5,000 scholarship** which is available to apply starting now seeks to bring more diversity to the brewing industry, especially when we are talking about women and people of color. It's hard to ignore that this industry is extremely lacking and needs drastic change if we want it to become the industry that we all know it is at its core.

In the press release, MadTree's Assistant Brand Manager Trevor Self, is quick to point out that nationwide the craft brewing industry is a predominately white, male workforce. Roughly 10% of non-brewing production staff is comprised of people of color and 37% women. MadTree's workforce follows very closely with the industry. Rhiannon Hoeweler, MadTree's Director of Strategic Impact goes on to say:

We believe change comes through representation. We started with education because we wanted to be a part of systemic change. By starting at the root of an issue – like easing the financial barrier for education – we help make it easier to join the industry. And the more we diversify the brewing industry, the better we will make it. This scholarship is one way to invest in our beliefs and spark change.

That's not all, either. In addition to the student scholarship, the brewery is contributing a \$5,000 donation to underwrite the sustainability program that is part of the school's curriculum. The sustainability program also covers solid waste reduction, water and wastewater treatment, wastewater management, sustainable design, benchmarking, and other related topics.

It's no surprise that you see a brewery like MadTree diving headfirst into supporting topics like this from the ground up when you look at who they are. This furthers their goal of not just building a brewery that this city can be extremely proud of, but of creating one that can actually change parts of an industry that they identify as not being where they want them to be. This is a massive, massive deal, and one that makes me extremely proud to be a loyal drinker of their beer.

The Relationship

MadTree as a brewery is no stranger to the Cincinnati State Brewing Science program. They've built a strong relationship over the years with many alumni working at the brewery, including Brittany Frey the brewery's production manager. Ms. Frey also sits on the board of Cincinnati's chapter of the Pink Boots Society alongside Carla Gesell-Streeter who is the program chair of Cincinnati States Brewing Science Program.

Danielle Sickmiller is the Cellar Lead at MadTree and was a classmate of Brittany's and was also MadTree's first intern back in 2018. She spent a summer with the brewery's production team getting hands on experience, and the experience certainly shaped her desire to work for MadTree after graduation.

You can find stories like this all across this city. Folks who cut their teeth in the program and have found their way into breweries locally. With them, and places like MadTree pushing hard to further what this industry can and *should* be. We're in for a bright future.



July 1-3

**Get Beer for Carry Out,
Delivery or Shipping
from Ohio Breweries**

**Share Your Haul
on Instagram
#OhioBrewHaul**

Share your Ohio Brew Haul!

We want to see what great Ohio craft beers you score during the Ohio Brew Haul! Share photos of your purchases on Instagram with the hashtag #OhioBrewHaul. We'll choose ten winning posts over the three days from July 1-3 and reward them with some great prizes from our Drink Beer Made Here merchandise collection or our limited edition Ohio Brew Haul items. Want a chance to win our Drink Beer Made Here flag, our brand-new coaster set or other fabulous prizes? Now's your chance!

Be creative! Half the winners will be chosen at random; half will be chosen based on the Ohio Brew Haul theme. Show us your cars/trucks/vans, show us big stacks of cans/bottles, re-create your favorite scene from Smokey & the Bandit... whatever best shows off your Ohio Brew Haul!



#OhioBrewHaul

FedEx[®]
Ground



FedEx Ground Rockin Taco Festival will be making its debut at Covington's new festival venue, Covington Plaza. The event will take place June 25th from 5-11pm, the 26th from 12-11pm and the 27th from 12-9pm. Admission is free.

Located along Covington's riverbank behind the River Center, Covington Plaza looks to be one of the area's upcoming hot spots for festivals and events.

In addition to a mouthwatering food lineup, there will be free live entertainment all weekend long, featuring authentic Latin music and dance. Admission is free.

Food vendors include Glier's Goetta, Mazunte, Montez Mexican Cafe, Taco Dan's, Hoodbachi Express, and more. Fittingly, there will be a wide variety of beverages including frozen margaritas and Craft Beers.



The Kentucky Guild of Brewers is returning with the Craft Bash festival for brewers and beer lovers. Join us on Saturday June 26th, at Louisville Waterfront Park, the Kentucky Guild of Brewers will be hosting the fourth annual Kentucky Craft Bash. Only pouring beers from breweries in the Commonwealth, the Craft Bash hosts over 60 local breweries and serves more than 150 different varieties of beer. Not only will you be able to enjoy the beers of Kentucky that you've come to know and love but you will be able to sample experimental beers and collaborations that don't go into widespread distribution and are rarely found outside of a brewery's taproom. For one day this summer, the Kentucky Guild of Brewers will transform Louisville's Waterfront Park into the state's largest, most exclusive taproom. We hope to see you there!

VIP Tickets:

\$65 at the door — buy early and save money

Hour Early Admission Beginning at Noon

Limited to 500 People

1 Commemorative Glass

5 hours to sip and savor fine Kentucky Beer

General Admission Tickets:

\$55 at the door — buy early and save money

Admission Beginning at 1PM

1 Commemorative Glass

4 hours to sip and savor fine Kentucky Beer