

A large stack of dried hop cones, showing their characteristic layered, papery structure, resting on a light-colored wooden surface. The hop cones are a vibrant green color with some yellowing at the edges.

***Welcome to Hop and Brew School
2022!***

Natalie Cilurzo

Co-Owner

Russian River Brewing Company

Santa Rosa and Windsor, California

Hopunion CBS LLC
First Hop & Brew School 2004
Bus Tour with Ralph Olson & Team and many well known
Craft Brewers.
American Hop Museum Toppenish, WA.



The first Hopunion sponsored Hop & Brew School was held September 9-10, at the Hopunion complex in Yakima, WA. The two-day seminar was attended by 45 brewers from across the U.S.
The long-time dream of Ralph Olson, it finally came to fruition this year with the help of some outstanding brewers such as;
Tom Nichel, Matt Brynildson and Vinnie Cilizarzo.
The topic of course was; hops and beer and more hops and more beer.





BLACK LIVES

MATTER

the last 2+ years.

WAR

2020

PRESIDENTIAL

ELECTION

GLOBAL PANDEMIC

TRUMP

POLITICS
WILDCARDS

FLOODS

INFLATION

WARS

CHAIN METOO
BIDEN

PROTESTS
VACCINES

UNREST
CIVIL UNREST



What is purpose?

- It is not what we do, but what we stand for
- WHY do we exist as a business?
- WHAT is our reason for being?
- One true Northstar





**KING
RIDGE**
FOUNDATION

**RUSSIAN RIVER BREWING COMPANY AND KING RIDGE
FOUNDATION ARE PARTNERING TO RAISE MONEY FOR THE
VICTIMS OF THE SONOMA COUNTY WILDFIRES OF 2017.**

\$1,122,116.23

- 60 participating breweries in Sonoma Pride Beer
- Line cutting raffle for 2018 release of Pliny the Younger
- 300 bicycles donated to kids who lost theirs in the fires
- 680+ families helped in Sonoma County
- Partnered with Council on Aging to buy 5 houses for displaced seniors from Journey's End

THURSDAY

6

Dear Vinnie, Natalie,
Grant & RRBC

Thank you so
much for the beer,
lunch and respite

280/086

FRIDAY from the trauma. 7

The support and caring
from our community
feels amazing and is
why we will rebuild and
stay in Santa Rosa.

281/085

SATURDAY

8

Thank you for
helping us make
a decision about our
future living arrangements.

First Quarter

Being here today
was like coming

282/087

SUNDAY

9

home in a way
it's allowed us to
breathe easy for an hour.

Thank you for so
much more than a
meal and a beer (for

283/088

91

which we are also →

October

2016

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 ₃₀	24 ₃₁	25	26	27	28	29

41st Week

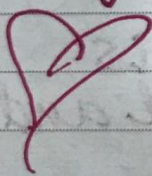
MONDAY

10

Very thankful.!

Columbus Day (USA)

Thanksgiving Day (Canada)



Susan & Paul

Donner

284/082

11

San Miguel Rd.

TUESDAY

S.R.

285/081

12

WEDNESDAY

Yom Kippur

Benefits of finding your true purpose:

- Helps you and your employees make more meaningful decisions
- Attracts employees with shared core values who desire to be a part of something bigger
- Attracts like-minded customers with similar values, ethics, and morals
- Feel good about the work that you do!



What is YOUR
purpose?





Thank you!

