



~ 2014 ANNUAL REPORT ~

2014 President's Report

Gordon Strong, President

Please read the reports from each directorate for more detail and perspective on their respective activities. I will focus on board level activities and major efforts across the program, while also highlighting some of the important achievements within the directorates.

Record growth continues for the BJCP. We hit some new milestones, with the number of active judges crossing the 5000 mark for the first time ever. We saw a year over year growth of around 18% in both exams given and competitions sanctioned; the number of active judges grew by about 9%, even with exam quotas in place. We continue to see above average growth in new areas outside North America, especially in Latin America. International outreach continues, with exams being given in three new countries (Ireland, Mexico, and China) with exams scheduled in two additional countries (Spain, Peru). The BJCP now has an active presence in 29 countries.

Governance modernization continues. The completely revised bylaws first published in 2013 in draft form were adopted. We continue to identify and adopt new policies whenever a need arises. The policies adopted in 2014 include an exam proctor reimbursement policy, an election policy (formalizing a process we had been following for years, but this time within the framework of the new bylaws), a competition refund policy, and a logo and naming policy. These are all published in the Member Resources section of the web site.

Relationship with the AHA strengthened. We signed a new support agreement with the AHA, which formalizes some joint projects and efforts we make in support of each other. The AHA has added permanent staff to scan BJCP exams for us, which allowed us to implement a more automated exam processing workflow. Since the BJCP is a virtual, distributed organization without physical offices, this help was invaluable. The AHA has offered funds to support expansion of grading, so as to increase available judges. While we did not use any of these funds yet, we have taken several preparatory steps to do so in the future.

Near the end of the year, we negotiated a plan to give BJCP judges preferred registration access to the NHC conference, with preference by judge rank and grading. This is a companion to a grader incentive plan we adopted.

The AHA continues to provide excellent support to the BJCP in allowing us to hold several large events at the NHC conference. We gave large exams of every type, including a pilot cider exam. We held two large membership events, our annual member's meeting and a judge reception and training event. We held an inaugural grader training session, and continue to work more on that topic. We also held an extensive board meeting to discuss plans and priorities for the coming year. Some of the NHC events were videotaped and are available to be streamed online.

Board projects expanded. I am thrilled to have a board with members interested in pursuing research projects on behalf of the organization, as this helps spread out the work and get more people involved. I also assigned some additional duties to board members to plan some longer-range activities.

- Ryan Thomas took on additional duties to investigate our organizational design and staffing, and to look for additional ways of recruiting, incentivizing, and retaining volunteers. He has also worked some projects within the exam directorate, such as negotiating a license to allow graders to use Microsoft Office 365 applications, developing a grader incentive plan, and experimenting with giving exams as part of degree programs in collaboration with universities.
- Travis Hammond took on project planning, management, and tracking, and also looking at document and content management and revision. He has set up Trello for use by the board, and has a plan to introduce broader sharing of this information with the organization. He has taken the point in coordinating BJCP activities at the NHC this year.
- Sandy Cockerham has been helping with social media and member interactions, and is also representing BJCP interests as part of the AHA governing committee. She has the additional duty of being an assistant exam director, and helping with the workflow improvements. Once those activities are settled down, I expect her to take on efforts related to judge ethics, conduct, and procedures.
- Ali Kocho-Williams continues as our International representative, being the primary point of contact on new international efforts and advising on changes needed to better support our emerging judge communities in new countries.
- Gordon Strong, Phil Farrell, and Al Boyce have the officer roles of President, Vice President, and Treasurer.



These activities are extra duties beyond the normal board member responsibilities of discussing policies, plans, resources, and directions, voting on motions, and representing their region's members.

Style Guidelines published. The new edition of the BJCP style guidelines was published for review in the summer of 2014. Many comments were received, and they were all reviewed and investigated. Extensive edits followed, as well as additional outside expert review. Final publication of the guidelines occurred on May 6 2015, with translations and format conversions to follow. This was a multi-year effort involving the work of a large number of volunteers, including several experts outside the organization who were specifically invited to participate.

Exam Directorate a hotbed of activity. The exam directorate continues to be a center of attention as we continue to adapt to an ever-increasing demand for exams.

Workflow revision and automation was a major effort. We transitioned the Assistant Exam Director role from Susan Ruud to Sandy Cockerham and Gail Milburn. We introduced electronic exam handling, leveraging our partnership with the AHA by having them scan exams for us. This allows us to route exams electronically, and to capture them for display. Both exams and RTPs are stored as PDFs, and posted online in individual judge records. We also introduced a distributed exam data capture process to better spread the work and handle increased scale. More changes are planned this year.

Quarterly written exams were introduced, and are working great. These exams do not have a site quota, so can be given by any active grader. They don't count against monthly quotas, so more judging exams are available for registration.

RTPs (Reports to Participants) were redesigned to allow streamlined grading and review. We continue to seek ways to reduce the exam turnaround time and to increase exam throughput so quotas can continue to be raised.

We are now have a limited ability to grade exams in non-English languages, and have done so in Spanish without using translators. We are planning to increase our ability to handle more exams in non-English languages simultaneously, including performing in-house translations when native-speaking graders are already engaged.

The online exam format is being applied to the mead exam, and the forthcoming cider exam. The online question pools for both exams are being developed, and the intention is to use the same online format with six tasting examples instead of a comprehensive written and tasting exam.

Detailed planning has been conducted for the update and translation of exam questions (online and written).

Bruce Buerger is now running the cider exam team. Administration and grading documents and tools were produced, and a pilot exam was given. The experiment went well, and another pilot test occurred at 2015 NHC. We still need a final study guide and complete exam question pool produced before the certification can go live.

New merchandise available. We successfully launched a new logo merchandise store for our members, in partnership with Rebel Brewer (thanks, Tom Gentry). Embroidered work shirts and polo shirts (sized for both men and women) are now available, and many judges have been seen sporting this gear.

We worked with our badge supplier to completely redesign the member badge, following new organization color schemes, and adding the ability to show mead and cider certifications in addition to judge ranks. The new badges have several attachment or clip options. All of these changes were based on past member feedback.

We had new rank-specific logos designed and high resolutions graphics created for use within the program. Thanks to Andy Melchers who also designed the layout of the new judge certificate.

Sensory kit orders continue to grow, and pricing was revised several times to stay within our budget. We began planning for a change in kit manufacturers, including revising kit contents in 2015 to be more focused on those characteristics most important to judges, and those that cannot be easily recreated using other means. The new kit content is customized to BJCP requirements, not a stock kit.

Improved communications. We selected a bulk mailing tool and used it to start distributing our new newsletter. The mailing tool is also available for use for other purposes, including regional election notifications, regional news, and other custom needs. The newsletter



enhances, expands upon, and complements the content normally published on the web site, and represents an opportunity for more member input in the future.

We have begun exploring video-based content, working with Chip Walton at the NHC to have several sessions taped. We would like to investigate how this can better be used to deliver other content, such as judge training, grader training, and other educational content.

We have increased our social media presence, being active on Facebook, Twitter, and other popular social media sites, in addition to the traditional BJCP Forums. We will continue to support communities of interest and interact with our members using multiple means.

Our web site has been migrated to a new host, and been revised and enhanced. We have completed an initial design and implementation (with outside consulting support) of a brand new web site, and are working content reorganization and application enhancements before launching it as our primary site. We expect to conduct another phase of development to improve mobile device support and to add additional features.

We have improved our judge portal system, enhancing the judge record application to provide many of the products previously mailed. A new judge certificate (in color) can be printed, as can certificates for any past ranks earned. Membership cards can also be printed. This self-service model adds additional features, but also allows members to reprint their materials as needed rather than waiting for requests to be processed and items mailed. Exams and RTPs are now available on the judge record, and notifications to judges have been improved. The groundwork has been laid for additional improvements to the judge portal and the future introduction of exam and competition portals. Data is now being uploaded to the web more frequently than in the past, cutting notification times in half or more.

Happy Birthday. The BJCP reaches another important milestone in 2015. On May 31, the BJCP became 30 years old. During that time, we have recorded over a million beers judged in sanctioned competitions. So as we celebrate our organization's birthday this year, please raise a toast to a million beers in 30 years.



THE BJCP BULLETIN

Volume 2 Issue 2

The Official Newsletter of the Beer Judge Certification Program

2015 Q2



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2014 Treasurer's Report and Financial Report

Al Boyce, Treasurer

		2014 BUDGET	TO DATE	Surplus/ (Shortage)	Pct of total
	INCOME				
A	BJCP Examination Fees	23080.00	28255.50	5175.50	122.42
B	BJCP Contest Certification Fees	15825.00	17746.00	1921.00	112.14
C	BJCP Merchandise Receipts	50.00	1126.76	1076.76	2253.52
D	Interest (PayPal)	0.00	0.00	0.00	0.00
E	Misc. Income	1675.00	1530.51	(144.49)	91.37
F	Returned Checks	0.00	0.00	0.00	0.00
G	Savings Account	260.00	277.81	17.81	106.85
H	WRS Reimbursement	0.00	0.00	0.00	0.00
I	Siebel Flavor Kits	3450.00	9139.18	5689.18	264.90
J	Online Exams	16422.75	23117.00	6694.25	140.76
	Total	60762.75	81192.76	20430.01	133.62
	EXPENSES				
1	AHA SCP Fees	0.00	0.00	0.00	0.00
2	BJCP Grants	1000.00	0.00	1000.00	0.00
3	Continuing Education Program	6000.00	3913.51	2086.49	65.23
4	Legal Fees	0.00	0.00	0.00	0.00
5	Merchandise	2750.00	2411.75	338.25	87.70
6	Miscellaneous	5500.00	1144.40	4355.60	20.81
7	Office Supplies	1300.00	1102.36	197.64	84.80
8	PayPal Fees	1600.00	1753.07	(153.07)	109.57
9	PO Box Rental & Forwarding	510.00	601.00	(91.00)	117.84
10	Postage	8000.00	1163.66	6836.34	14.55
11	Printing	2500.00	0.00	2500.00	0.00
12	Recognition	3000.00	5190.04	(2190.04)	173.00
13	Reimbursement: Exam Graders	0.00	0.00	0.00	0.00
14	Shipping: Merchandise	0.00	0.00	0.00	0.00
15	Surety Bond	300.00	300.00	0.00	100.00
16	Telephone	100.00	0.00	100.00	0.00
17	Website & Domain Renewal	3000.00	5260.51	(2260.51)	175.35
18	Savings Account	0.00	0.00	0.00	0.00
19	Siebel Flavor Kits	23177.75	36606.80	(13429.05)	157.94
20	Online Exam Fees	2025.00	4344.69	(2319.69)	214.55
	Total	60762.75	63791.79	(3029.04)	104.99
			TO DATE		
	Prior Balance	74212.01	74212.01		
	Income		81192.76		
	Expenses		63791.79		
	Current Balance		91612.98		



	Checks Outstanding		
	Account Balance Showing		91612.98
	Receivables Outstanding		
	Annual Net Gain / (Loss)		17400.97

Exam Program Finances

- There were 136 BJCP Written or Tasting Exams scheduled in 2014, 37 more than in 2013. This increase was primarily due to the institution of the Quarterly Written Exams. Nine exams were cancelled.
- Exams were administered to 1244 people – 202 more than 2013 (an average of 9.8 tests per site).
- A total of \$28,255.50 was collected for exams - ALL paid via PayPal. This was 122% of what was budgeted.
- \$11,326.00 of exam fees was left with the sponsoring organizations.
- There were 749 new tasting exams.
 - There were 388 tasting retakes.
- There were 78 written exams.
- There were 11 new mead exams (not previous BJCP members).
- There were 18 existing mead exams (previous BJCP members).
 - We collected \$23,117 in fees from online exams. At \$10/exam, that’s about 2311 exams offered.
 - Costs for the online exams were \$4,334.69 – 215% of what was budgeted. This is due to the explosion of interest in this exam, and how much more it was utilized over 2013.
- As of the end of 2014, we had 134 exams scheduled for 2015, and 71 exams scheduled for 2016.

Competition Program Finances

- The BJCP sanctioned 594 competitions in 2014, 18.8% more than 2013.
- We received \$17,746 in contest sanction fees – 112% of what was budgeted.
- As of December 31, we had 130 competitions already scheduled for 2015.

Siebel Flavor Kits

- The other significant source of income (and expense) for the BJCP was Siebel Flavor kits.
- We received \$9139.18 in income for Siebel kits.
- We spent \$36,606.80 for these 198 of these kits, including shipping and handling.
- These kits are subsidized by the BJCP. Approved CEP Exam Prep courses may buy them for \$50, BJCP members may buy them for \$100. Actual cost to the BJCP is about \$185, including shipping.

Other Expenses for 2014

- Part of this was expected – the new website development has cost \$5260.51 was spent for continued work on the new BJCP website.
- We went over on Recognition with a large order of Certified and Recognized BJCP pins – total expenses for Recognition were \$5190.04. This stock should serve for many years.
- The BJCP spent \$3913.51 on the BJCP reception at the AHA NHC in Michigan.
- Postage costs declined dramatically with BJCP exams now being scanned and hosted for download by the AHA. \$8000 was budgeted, only \$1163 was spent.
- For similar reasons, printing was reduced to zero vs. the budgeted \$2500. (This budget item was not carefully tracked in 2014 – there was likely some printing costs buried in reimbursements to exam administrators.)



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2014 Competition Directorate Report

David Houseman, Competition Director

There has been growth in the number of competitions year-over-year providing more opportunities for judges to exercise their skills. There were 443 competitions in 2012, 493 in 2013 and we had 583 competitions in 2014 with a total of 604 competitions registered in 2014 giving a great start heading into 2015. We have sanctioned competitions in USA, Canada, Japan, South Africa, Australia, Mexico, Argentina, Chile, Uruguay, Brazil, Ireland, UK, Hungary, and Croatia.

As of April 28th, 2015, there were 189 competitions compared with 120 in 2014, a 57% increase. Also as of April 28th, 2015, 255 competitions have been registered compared to 243 last year, a 5% increase.

Alternate Competitions

There are a number of organizing groups for sanctioned competitions. Most competitions are run by local clubs. But there are also competitions run by state and county fairs, homebrew shops, breweries and charitable organizations. Some competitions, run by state fairs, limit entries to their state residents only. Some club only competitions limit entries to only their club members. There are many special competitions that limit entrants; the BJCP does not state how competitions are to be organized and managed, so long as our basic principles are met. Not only does the BJCP sanction homebrew competitions but also several commercial competitions, with the GABF and the World Beer Cup being the premier commercial competitions that we sanction. So long as competitions adhere to the principles of the BJCP (blind judging to objective standards with feedback to the brewer/entrant) it can be sanctioned by the BJCP. Enjoy judging at any of the BJCP sanctioned competitions. If you are traveling to another state or country, look at [the BJCP Sanctioned Competition Schedule](#) and contact the organizer to judge while you are visiting another location.

Since the growth has brought about new competitions, run by non-BJCP organizers, the BJCP needs you to help them. First, we often get requests from new organizers for help. Higher ranking judges in the area are contacted to help organize these competitions. If you are contacted to help organize and run a competition, please do so, or help find someone else in the area to do so. We all want more competitions in which to judge and we want them to be well run. Having knowledgeable BJCP judges involved will make these competitions much better. Some new competitions may be unusual in their organization but the principles should still be maintained. New ways of doing things may be fun too. As you judge in any competition, please help maintain these principles by speaking up and pitching in to help organize, not just judge.

Not all competitions are sanctioned by the AHA/BJCP Sanctioned Competition Program. Some internal club competitions, charitable events and fairs have been having competitions for years without formal sanctioning. Nothing wrong with that. BJCP judges certainly can use their skills in any beer competition. But remember that you will not receive judging credit unless the competition has been sanctioned. So ask before-hand if the competition is sanctioned. If there is a scheduling conflict between sanctioned and non-sanctioned competitions we do ask that you support the BJCP by prioritizing judging for the sanctioned competitions.

Organizer Reports

As most of you are aware, competition organizers must file an organizers report within 21 days of a competition. This report is how the BJCP knows who participated in the competition as judges, stewards, staff and the organizer. It's the only way we get the information to credit participants with their earned points. When organizers are late filing their report, the competition is [listed on the BJCP web site](#). If you haven't received expected points look at this list of delinquent competitions to see if the competition is on the list. If so, you can help by contacting the organizer to ask them to file their report. We do contact organizers when delinquent competitions first make the list and periodically afterward to get these reports filed, but sometimes only encouragement from the judges, who will be needed next year, to receive their earned service credit, will get older organizer reports filed. Please help the BJCP help you get your service credit by contacting the organizer for competitions that are on the delinquent list.

Judging Concerns

I am contacted occasionally by brewers/entrants who have received very poor judging forms filled out by the judges at competitions they have entered. The BJCP does not run any competitions; we sanction them. Competitions are run by organizers on behalf of their organization. I do contact the judges and the competition organizers to pass on these complaints. Surprisingly some of the worst examples of judging come from experienced judges. Competitions sometimes have to refund entrance fees for poor judging. It's good customer service for the competition but it is a black mark on the BJCP as a whole. So when you judge in any competition, please fill out the forms completely, as if you were taking the tasting test again. Judge the last beer of the day as enthusiastically and completely as you did the first. Give the entry your full attention and provide excellent observations and feedback to the entrant. Remember the Golden Rule of Judging: "Provide entrants with judging forms that you would want to receive."



Changes

There have been some changes in the past couple years. Some of these have been behind the scenes to make the process of handing the growth in competition registrations easier to deal with. Some have been visible to registrants. For example, we only accept PayPal as a means of paying for competition registrations and recently automatically linked the payment to approvals. We no longer send out a free entry form to the National Homebrew Competition; few were actually redeemed and the growth in the NHC no longer needed marketing. Rather than have registrants select the judge lists that would be sent to them, we now send a sorted Excel file of all active judges to the organizer. Forms are on-line, available for download rather than emailed to organizers. Additional changes are in the planning stage to create an organizer portal to further improve service to registrants and simply the overall process.

Further Guidance

As the Competition Director I also get several questions a week from prospective organizers, judges missing points, or complaints about judging from entrants. I also have to chase down delinquent organizer reports on a regular basis so that judges can get the points they deserve.

On this note there seem to be some misunderstanding amongst judges and organizers about what points have been earned. Hopefully the following will help:

Earning BJCP Points

You've become a BJCP judge and now you've judged in a competition or two. Have you looked on-line at your record to see what points you've earned? Do that at by clicking on Check Your Record on the BJCP home page. Do you know what you should have earned in those competitions? Let's look at this important aspect of the BJCP. The rules for awarding points to judges, stewards, staff and organizers are on the BJCP Rules web page, <http://www.bjcp.org/rules.php>.

Let's first go over some of the key definitions that organizers and BJCP members should know. These are important since the points structure is based upon them.

DEFINITIONS

COMPETITION

An event held in a single geographical area where beer and possibly other fermented beverages are formally evaluated against a set of pre-defined style guidelines or category descriptions for the purpose of constructive feedback and acknowledgment of excellence. A competition is comprised of one or more sessions spanning one or more days.

DAY

A calendar date when judging is held. Competitions may take place on one or more days, and the days do not have to be contiguous. The competition's organizer report is due within 21 days of the listed date, so it's best to list the last day of the competition as the competition date. Note that the BJCP can only record one date for a competition. Many competitions judge on more than one date. The date listed on-line is typically the last day of judging with the rest of the judging done as "pre-judging" thus allowing 21 days from the final day of judging to submit the organizer report.

SESSION

An uninterrupted time period when at least one panel of judges sits to judge one or more flights of entries. Typically, "morning", "afternoon" and "evening" are considered sessions at most competitions. Competitions are limited to 3 sessions per day for awarding points; most competitions have 2 sessions in any given day of judging.

FLIGHT

A single grouping of entries that are combined for the purposes of judging, that are evaluated by a single panel of judges, and that result in a ranked ordering for purposes of determining awards. In large competitions, a single category may be divided into multiple flights with the overall winner determined in a Mini-BOS round. A flight should be at least 6 entries and should be at most perhaps 14-16, but typically competitions should target flights of 10 to 12 entries.

MINI-BOS ROUND

A subsequent flight within a session during which judges compare the leading entries of two or more separate flights in order to determine overall class or category winners. This shall NOT qualify as a separate session (or flight) for the purpose of awarding points.



BEST OF SHOW (BOS) PANEL

A single session awarding top honors for a competition from at least five beer category winners or three mead and/or cider winners.

ORGANIZER

The single program participant who registers the competition and who in all ways assumes responsibility for the direction of that competition – before, during, and after the competition itself. The organizer cannot receive experience points for performing any other role during a competition. The organizer is responsible to see that the Organizer Report is filed on time so that judges, stewards and staff can receive earned credit for their efforts.

JUDGE

Any program participant who evaluates entries, completes score sheets, and determines the final score and rank of entries in a flight.

BOS JUDGE

A program participant who evaluates entries and selects a winner during a BOS panel.

STEWARD

A program participant who assists judges, obtains entries and supplies, handles paperwork, and manages the competition logistics at a judging table.

STAFF

Program participants who, under the direction of the Organizer, perform an active role in support of the competition other than as a Judge, Steward, or BOS Judge. These roles include, but are not limited to, Assistant Organizer, Head Steward, Registrar, Cellarmaster, Table Captain, Data Entry, Head Judge, Lunch Caterer, and Committee member. Direct participation is required to earn Staff points; passive participation by individuals who provide websites, software, materials, or other indirect services are not eligible to receive points.

POINTS

One of the biggest misunderstandings is that judges do NOT necessarily earn 1.0 point per day of judging. Judges receive 0.5 points for judging each session in which they judge with some caveats:

- Judges receive a minimum of 1.0 point per competition
- Judges receive a maximum of 1.5 points per day
- Judges do NOT receive points for mini-BOS judging
- Judges receive an additional 0.5 point for judging in a BOS round
- The total points that anyone may receive is limited by the size of the competition as indicated in Table 1 on the Rules page, <http://www.bjcp.org/rules.php>.

Another misunderstanding is how many people can judge the Best of Show. Organizers can have as many as they wish to judge BOS (although we recommend it always be an odd number), but the number of people who can receive points for BOS judging is determined by the number of entries in the competition as a whole and the number of entries that are judged in the BOS round itself.

In order to receive the 0.5 point for judging BOS, there must be at least 30 entries in the competition and there must be at least 5 entries in the BOS round itself.

The number of judges eligible to receive the BOS bonus is correlated to the number of entries in each BOS panel as follows:

- 5-14 entries, including beer = 3 BOS Judges
- 3-14 meads and/or ciders (only) = 3 BOS Judges
- 15 or more entries of any type or combination = 5 BOS Judges

This limitation applies to each individual BOS panel. Competitions may seat separate homebrew, commercial and mead and/or cider BOS panels, if desired.

A best-of-show judge receives the BOS bonus if the judge judges at least one other flight. If the judge only judges in a BOS panel, the 1.0 point competition minimum is earned.

Stewards receive 0.5 non-judging points per day with a maximum of 1.0 points per competition. Participants may not earn both Judge and Steward points in a single competition. Steward points are awarded separately from Staff points and do not come from the Staff point pool shown in Table 1. A program participant may earn both Steward and Staff points.



Staff Points are non-judging points awarded by the Organizer to one or more program participants in minimum increments of 0.5 points. The sum of all staff points awarded to all program participants may not exceed the Table 1 Staff point maximum.

So hopefully the point structure for participants in a BJCP competition is now clear. If you did not receive points you believe you earned, first contact the organizer. We will allow them to update the organizers report to add missed participants, but we need confirmation from the organizers to do so. We attempt to credit new BJCP judges with credit they earned prior to becoming BJCP members.

If you feel that we missed giving you credit for a prior competition in which you were non-BJCP, contact the organizer first then the BJCP Competition Director as needed. If you had been reported on the organizer report we will simply assign credit at the next database update. But if the organizer had not reported your participation we will need confirmation from the organizer that you were present and what points you are to receive.

If you judged or stewarded in a competition and don't receive your credit within a reasonable time, check the Delinquent Organizer Report (<http://www.bjcp.org/apps/reports/delinquent.php>). Then contact the competition organizer.



2014 Exam Directorate's Report

Steve Piatz, Jim Wilson and Scott Bickham, Exam Directors

The Exam Directorate's activities are almost completely focused on the various BJCP exams and grading them. Of those activities, grading consumes the bulk of the staff's time as well as the efforts of all the graders.

As always, we are in need of qualified exam graders. Any active judge of National or higher rank is eligible to be an exam grader. Send an email to exam_director@bjcp.org if you want to become an exam grader. In addition, we really need graders that have experience to continue grading. We seem to always be short of lead graders.

Accomplishments in 2014:

- At the end of the year the BJCP Board approved an incentive program for graders who grade three or more sets of exam in a single year. The primary incentive is a cash payment to offset the cost of attendance at the AHA NHC. Details can be found at <http://www.bjcp.org/docs/GraderIncentive.pdf>
- In the second quarter we introduced the Quarterly Geographically Dispersed Written Proficiency Exam. The "quarterly" exam can be administered by any active exam grader (see <http://www.bjcp.org/apps/reports/graders.php>), another incentive to become an exam grader. The quarterly is given on a preplanned date in each quarter, without concern for the minimum number (six) of exam takers in a regular written exam. There are a few special rules for this exam but it is quickly becoming nearly the only way beer written proficiency exams are offered. The details can be found at http://www.bjcp.org/docs/Quarterly_Exam.pdf. As part of adopting the quarterly exam program the fee for taking the written exam was increased to \$25.
- A total of 1271 BJCP exams were given during 2014 versus 1078 in 2013 and 885 in 2012. The exams were given at 128 locations in 2014 versus 100 in 2013 and 89 in 2012. The 2014 total includes 13 locations and 36 people taking the Written Proficiency Exam as part of the quarterly program. The yearly breakdown of exam types:
 - 1154 Beer Judging Exams
 - 74 Written Proficiency Exams
 - 35 Mead Exams
 - 8 Trial Cider Exams
- 926 people passed the online Beer Entrance Exam during 2014.
- Nearly 3000 people have passed the Beer Entrance Exam since the program was implemented in April of 2012.
- The expanded exam site quotas from 2013 have settled in. We typically have graders assigned to exam sets 3 – 4 weeks in advance though at times that drops lower. As of this date (mid-April of 2015) the exam calendar is completely filled about 20 months into the future in contrast to the past where it was always filled 24 months into the future – we don't allow exams to be scheduled more than 24 months into the future.
- We are still awaiting the release of the 2015 style guidelines before we start the rework of the BJCP exams to match the new guidelines. We anticipate having a roughly six month transition window before we move to the new guidelines.
- When we rework the Beer Entrance Exam questions based on the new style guidelines, we will also eliminate questions with abnormally low passing rates.
- An initial pool of questions has been generated for a new BJCP Mead Entrance Exam. The questions are based on the new style guidelines and the existing BJCP documents. We anticipate switching the mead exam program to use the Mead Entrance Exam and a new Mead Judging Exam (tasting only) using six exam meads as part of the transitions to the new style guidelines.
- Work is underway to generate a pool of questions for a new BJCP Cider Entrance Exam.
- The Ingredients portion of the original Mead Study Guide was broken out into a separate document that can be referenced from both the Mead Study Guide and the developing Cider Study Guide. See <http://www.bjcp.org/docs/Ingredients.pdf>
- The BJCP program description was removed from both the Beer Study Guide and the Mead Study Guide and made a separate document that can be referenced from both as well as from the developing Cider Study Guide. See http://www.bjcp.org/docs/BJCP_Exam_Program.pdf
- We developed more automation to assist in generating the Response to Participant (RTP) forms. The automation in the Exam Grading Form (an Excel spreadsheet) produces tables that the graders can now just cut-and-paste into the RTP. This reduces the work for graders and also reduces the burden for Associate Directors and Exam Directors when reviewing the RTPs – verbose textual feedback takes much more time to review for correctness.
- Improved the grading rubric for tasting exams to help graders. See http://www.bjcp.org/docs/BJCP_Scoresheet_Guide.pdf
- In mid-April of 2014 we started using AHA provided assistance in processing exams. Now local exam administrators send the exam originals to the AHA and AHA staff scans them and provides the scans to the Exam Directorate for grading.



- We do occasionally encounter individual examinees that write so faintly that we have difficulty obtaining readable scans of their materials.
- As part of some changes by the IT Directorate, the exam scans are now made part of the individual examinee's record on the BJCP portal. The final RTP is also made available via the portal.



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2014 Information Technology Directorate's Report

Gordon Strong, IT Director

2014 was a busy year for the IT directorate, with major activities involving the web site, applications, and support of new exam directorate processes.

Web site. We finished the major migration project to completely remove our presence from the MoreBeer server we had been using for many years. It served us well (and the price was right – thanks, Chris Graham!), but we needed more control over our environment and the ability to add new software and features.

We migrated all of our databases, web applications, web files, documents, and name resolution services from the MoreBeer server to a server hosted at BlueHost. We updated all our applications to run with newer versions of layered software products, and rewrote some of them to give us more flexibility in handling future changes quicker. We added new features to the badge and kit ordering applications.

Right now, we are running our legacy web site and applications on the new hosted environment. In parallel with this, we set up a new web site in the same environment. This new web site is based on WordPress, and uses a completely new design. We used a web design firm to do the design and assist with the site migration. You can see the new design at <http://dev.bjcp.org/>. This is not yet our production site, since we have some additional work we want to accomplish before going live. Mostly, we need to implement a few new applications (like an exam calendar system), and reorganize content so it can be more easily found on the new site. Staff need to go through training so we can jointly contribute content to the new site.

While this new site is being implemented, we continue to add new content and reorganize the legacy site. We are running off live data on the new site, so things like the competition calendar and member statistics are live. The competition calendar is a new design that incorporates filtering and searching, and shows some of the things that are possible with applications in the new system. We continue to research and add to the system implementation, while working on the content reorganization.

We expect to use additional outside help as the new site is enhanced, including improving the site to work better on mobile devices.

Personnel. The board approved James Golovich as Assistant IT Director. He led the migration effort, and has been maintaining our application portfolio and server software, as well as interfacing with our hosting provider. He has worked a number of the new application projects, and continues to work on the wiki-based vocabulary application. We have finally recovered all the data needed for that project, so it is moving again. We began using Trello to manage team projects and our to-do list.

Andy Weigel has been helping with WordPress projects and in implementing some of the new applications, like the competition calendar and the online judge certificate generator. We have received a few other offers of help from application people and some who can help with graphics.

We can probably use more help with applications, including updating existing apps to work better inside WordPress, and to work on a new app development environment. We need people who have PHP, MySQL, and WordPress skills running in a Linux environment, and who can work in a distributed team setting.

We have some application designs completed for new functionality, including an exam management system, a style guideline application with commercial example recommendation and rating system, and an exam calendaring system. Some of those have been prototyped, but they need to be finished.

Once we get a handle on the content going into the new web site, we can probably use a dedicated webmaster. But we first have to sort out the contributor roles and realign the content.

Exam workflow support. We have worked closely with the exam directorate to introduce a completely new process for handling exams electronically. We now have exams scanned as PDFs and stored in shared Dropbox folders. These exam files are electronically routed to graders, and finished RTPs are also stored as PDFs. These PDFs are uploaded to our web server using automated processes we developed, and filed. The files on the server can then be referenced using our updated judge record application.

The other major change was to come up with methods to allow for distributed data entry, eliminating paper files and duplicate data entry. Exam directors and administrators now perform the initial data entry, while the IT director handles database uploads, and the assistant exam



directors validate the data, manage the electronic workflow, and handle physical mailings to members. This new process spreads the work, which removes some choke points and allows us to handle more exams. Postage expenses are greatly reduced.

In shifting some of the responsibilities and redesigning the workflow, we also were able to migrate more functions from our legacy Filemaker database onto the new web server. Email notifications are now generated from the server when data is uploaded, which allows messages to be sent in a timelier manner, and bounced messages automatically tracked.

We expect to be able to further automate some of these processes as we continue to migrate functions to the server, and look for ways to both share the work and reduce the overall processing times.

Judge portal improvements. With the new exam workflow, we were able to capitalize on the data stored to add new functionality to the judge record application. You can now easily look at your original exam and your RTP from within your judge record. We added the ability for you to print most of your judge materials from the portal as well. Andy Melchers helped with a new certificate artwork design, which Andy Weigel implemented as an application. This allows any past certificate to be generated, not just the most recent one. We also added the ability to print membership cards.

We hope to continue these improvements and allow for additional server-based printing of support materials using live data, not only for judges but also for exam directorate staff when performing bulk mailings. We also hope to extend this type of solution to exams and competitions, allowing for more direct management of data and materials online.

Server-side support. There were many behind-the-scenes improvements to our server environment that allow us to better manage the system, and to support new features in the future. We added better PayPal integration, so we can receive confirmation messages automatically, which lets us speed up processing workflows. We added better tracking and debugging of messages, including validating emails and handling bounced messages. Data integrity checks were added to reduce data errors as new data is uploaded to the server. The messaging infrastructure was extended to allow for server-based mailings, which are used by several applications.

A new role-based access control system was implemented to allow for new server side tools to be deployed to specific individuals. This provides a more reliable and secure method of adding new server features that are used by a subset of system users. Several new administration tools were developed for IT staff, competitions, and exams, allowing for quicker information access and workflows. Some of these tools provide additional monitoring and health checks to give us early warning of operational problems.

The net result of these changes is that web data maintenance was simplified, which allowed us to increase the frequency of web data updates and to continue towards our goal of moving all of our data and application functions completely to the web server.



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2014 Education and Training Directorate's Report

Randy Scorby, Education and Training Director

Notable accomplishments from 2014 include:

- Added Bob Hall and Bruce Buerger to the CEP team to develop educational materials and classes for advanced judge training.
- Provided score sheet grader training at NHC in Grand Rapids.
- Worked with the Exam Directorate to improve and continue to further develop score sheet grader training for NHC 2015.
- Continued to update website with member submitted presentations and material.
- Processed 109 member sensory kit orders and 46 exam sensory kit orders.

Moving forward, we have been focused on the following:

Two more members have been added to the CEP Team to develop an advanced judge training program. Bob Hall, a Grand Master I Judge from Wyoming, and Bruce Buerger, a National Judge and Mead Judge from Wisconsin, will be developing educational materials to help members develop skills and/or improve their judge rank. The first project they are working on is how to master the written exam.

We are continuing to work with the Exam Directorate to create more realistic score sheet "scenario" training that will be presented at the BJCP Reception during NHC 2015 in San Diego. Brian Joas has been working hard with the associate exam directors and exam directors to grade six score sheets of varying quality to cover the four dimensions (perception, description, feedback, completeness) on a single beer. These score sheets will be presented and graded during the class, and the consensus scores and comments from the associate exam directors will be the baseline for proper scoring. Bruce Buerger has also been assisting with this training project.

There was a major change with sensory kit orders placed by members on or after April 1, 2015. We discontinued purchase of the 24 vial comprehensive kit and will now only offer a 12 vial basic kit. Two main factors led to this change. One, we received feedback that many of the vials in the Siebel comprehensive kit are going unused due to the obscure nature of the characteristic. The second is that Siebel has changed their vendor and is now allowing custom kits to be built. After much discussion, we have determined that a basic 12 vial custom kit is our best choice at this time for both exam prep classes and member training. The new custom kit will consist of the following:

- Acetaldehyde (green apple, cut grass)
- Butyric Acid (putrid, baby vomit)
- Diacetyl (butter, butterscotch)
- DMS (cooked corn or vegetables)
- Earthy (geosmin, soil-like)
- Ethyl Acetate (solvent-like, nail polish remover)
- Ethyl Hexanoate (aniseed, apple or licorice)
- Geraniol (floral, geranium flowers)
- Indole (farm, barnyard)
- Isovaleric Acid (cheesy, old hops, sweat socks)
- Papery (oxidized, cardboard)
- Spicy (cloves, allspice)

When determining which characteristics to offer, we intentionally excluded those that can be easily reproduced at home. The CEP team has developed a flyer containing guidelines to supplement the Siebel kit that talks about what other faults class leaders should include in sensory training, and how to properly doctor those samples. This flyer will be posted to the BJCP website prior to anyone receiving the new kits.

A more advanced 12 vial kit may be developed at a later time if demand and budget permit.

The cost of the new style kit will remain the same, \$50 for exam kits and \$100 for member kits. Shipping costs have increased due to an international vendor, and keeping the member cost the same will allow more members to purchase kits before the budget cap is reached each year.

Anyone wishing to purchase the comprehensive kit may still do so but will need to place that order directly with the Siebel Institute. The BJCP will no longer subsidize this kit or be involved in the ordering process.



THE BJCP BULLETIN



Volume 2 Issue 2

The Official Newsletter of the Beer Judge Certification Program

2015 Q2

As a reminder, only one sensory kit order is placed the first day of each month. The shipping time has improved drastically, but you should still consider placing your order a few months before you need it as inventory and other external factors can delay the kits. The new style kits no longer need refrigeration and have a two year shelf life, so there is no real urgency anymore to get them used up quickly. They are also quite compact and easy to transport and store.



2014 Communication Directorate's Report

Mike Dixon, Communication Director

Accomplishments in 2014 include the following:

- In 2014 we ordered 456 badges and the total cost was \$2411.75. Near the end of 2014 new clasp options were implemented and the badge design updated to better showcase the beer and mead logos.
- Our Facebook group membership grew to over 3,000 members and more than doubled in 2014. We typically approve four new people every day and the vast majority are existing judges, those waiting to take a taste exam, or those interested in the program. Since we have a wide base of participants on Facebook from around the world we established rules which strive to keep discussions civil and on point. We do have some spammer activity from time to time, but members have been quick to report the posts for violation and we ban the spammers.
- Jeff Sanders, Assistant Communications Director, assumed ownership of our LinkedIn presence from Jim Wilson (thanks, Jim!), which has grown slightly over the past year. We continue to filter out a number of posts from spammers or "trolls" (those who join to spam at a later time).
- Google+ maintains a relatively small presence relative to our other Social Media channels.
- Our Twitter account (@BJCPComms) has exploded this past year with over 797 followers. Jeff undertook an exercise with Twitter to attempt to procure the @BJCP account, and contacted its current owner. Unfortunately we received no response from its current owner, and several attempts to resolve the issue with Twitter were unsuccessful. We are considering other avenues, however. Followers should remember that while @BJCPComms may be mentioned by any Twitter member, only tweets originating from the account represent the official stance of the BJCP.
- Jeff began an Instagram account in 2014 as well with the intent of adding content to the newsletter and to be used in the new web site as stock images. We are contacting those who tag the BJCPComms account on a case-by-case basis to get permission to use the images for these purposes.
- Forum membership increased in 2014 to 1,300 members and all inactive accounts have been removed. With the help of IT we established an email based opt-in methodology which in conjunction with a style related question has effectively stopped spammers trying to become forum members.
- Jeff implemented the new email system which is now utilized for contacting members, developed the newsletter, and revised the format. Several changes are planned for the future which will streamline the newsletter process, but we will need the assistance of members with content.
- The election process went smoothly with the help of the elections committee which consisted of Jim Wilson and Jeff Sanders. The email system proved to be an effective tool in communicating regarding the elections and voter turnout in most regions was at an all-time high. Many thanks to Jim and Jeff for their contributions with the elections.
- BJCP embroidered logo merchandise was again available in March 2014. BJCP judge Tom Gentry worked on the embroidery and set up a BJCP storefront through his business Rebel Brewer.
- We continue to look for volunteers who would like to contribute to the newsletter or any of the Communication Directorate's efforts.



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2014 International Report

Ali Kocho-Williams, International Representative

In the past year, the program has expanded dramatically outside of the US. It is clear that international interest in the BJCP is growing, and part of what has led to this is the increased numbers of judges that people are coming into contact with in places where the BJCP did not, until recently, have a presence. I am contacted several times a week by people interested in taking the exam from all over the world - with significant interest coming from Europe and Asia. As the craft beer movement gathers pace and spreads, so people are becoming more interested in the BJCP.

As an organization, we have been able to respond and develop in areas where we don't have a significant presence. We have held (and have scheduled) enlarged exams and found capacity to hold exams in particular regions. At times this has involved people having to travel to other countries to take the exam, and we've seen a massive commitment from new judges here. We've also had proctors travel overseas in order to facilitate the giving of exams. While practicality remains key, and finding large enough groups to warrant an exam the program has been able to develop into new areas. Volunteer translations of the style guidelines have been a boon to the program, and finding lead individuals in various countries and regions has worked well for us.

One of the driving factors behind the development, I feel, is the work that has been done to make the BJCP a more international organization. The development of judges around the world and the expansion of the 2015 style guidelines to include more world beers (and correct some of the issues with some non-US styles in the previous versions) have gone hand in hand. Judges from outside of the US have been able to contribute to the new guidelines and provide valuable insight on beers from their own experience of their national beer scenes, furthering understanding and knowledge, and in turn the expertise of the BJCP has grown as a whole. The cross-country partnerships that are developing have been exciting to see unfold, and have certainly built knowledge and understanding (for example a UK/France set of events aimed at furthering understanding of each other's beer)

It's been an exciting year for the program internationally, and I anticipate that we will continue to see further growth in interest and in judges around the globe. And it has been great to see this unfold and hear and meet with other judges and brewers from all over and see a shared interest and passion feed into the program in ways that can only help it develop further.