
Appendix A

WORK PROCESS SCHEDULE

AND

RELATED INSTRUCTION OUTLINE

Appendix A

WORK PROCESS SCHEDULE CRAFT BEER SALES DIRECTOR

O*NET-SOC CODE: 11-9051.00 **RAPIDS CODE:** 0593

This schedule is attached to and a part of these Standards for the above identified occupation.

1. APPRENTICESHIP APPROACH

Time-based Competency-based Hybrid

2. TERM OF APPRENTICESHIP

The term of the apprenticeship is **Competency** supplemented by approximately **144** hours of related instruction per year.

3. RATIO OF APPRENTICES TO JOURNEYWORKERS

The apprentice to journeyworker ratio is: **1** Apprentice(s) to **1** Journeyworker(s).

4. APPRENTICE WAGE SCHEDULE

Apprentices shall be paid a progressively increasing schedule of wages based on either a percentage or a dollar amount of the current hourly journeyworker wage rate, which is: **\$23**.

6 months 1000 hours: \$15/hour
6 months 1000 hours: \$19/hour

5. PROBATIONARY PERIOD

Applicants selected for apprenticeship will serve a probationary period of **500** hours.

6. SELECTION PROCEDURES

Alternative Method

WORK PROCESS SCHEDULE
CRAFT BEER SALES DIRECTOR
O*NET-SOC CODE: 11-9051.00 RAPIDS CODE: 0593

The overall purpose for this position will be to sell Prison Break Brewery’s excellent portfolio of craft beer to on premise businesses such as bars and restaurants and off premise businesses such as independent, chain and grocery stores. As a Sales Director with Prison Break Brewery, apprentices will have an established route and a customer base to work with. The major job responsibility of the Sales Director with Prison Break Brewery will be to manage all aspects of their sales territory.

CRAFT BEER BREWERY OPERATIONS:

- A. Directing and coordinating (warehouse to distributor) activities of products or other subjects of sale
- B. Sales reporting, market analysis and portfolio management
- C. Prospecting for new business and closing sales
- D. Distribution processes (warehouse to distributor) to retail locations (3 tier system)
- E. Resolving customer complaints regarding sales and service
- F. Reviewing operational records and reports to project sales and determine profitability
- G. Overseeing regional and local sales managers and their staffs
- H. Determining price schedules and discount rates

ADDITIONAL RESPONSIBILITIES:

- I. Expanding product knowledge and presentation skills
- J. Special projects as assigned

Proficiency Levels Rubric

Skill/Competency Levels	Scale Value	Definitions	Proficiency Level
Task Performance Levels	1	<ul style="list-style-type: none"> • Can do simple parts of the task • Needs to be told or shown how to do most of the task 	Extremely limited
	2	<ul style="list-style-type: none"> • Can do most parts of the task • Needs help only on the hardest parts 	Competent
	3	<ul style="list-style-type: none"> • Can do all parts of the task • Needs only a spot-check of completed work 	Proficient
	4	<ul style="list-style-type: none"> • Can do the complete task efficiently and accurately • Can tell or show others how to do the task 	Highly proficient
Task Knowledge Levels	A	<ul style="list-style-type: none"> • Can name parts, tools, and simple facts about the task 	Terminology
	B	<ul style="list-style-type: none"> • Can determine step-by-step procedures for doing the task 	Procedures
	C	<ul style="list-style-type: none"> • Can identify why and when the task must be done and why each step is needed 	Operating Principles
	D	<ul style="list-style-type: none"> • Can predict, isolate, and resolve problems about the task 	Advanced Theory
Subject Knowledge Levels	I	<ul style="list-style-type: none"> • Can identify basic facts and terms about the subject 	Facts
	II	<ul style="list-style-type: none"> • Can identify relationship(s) of basic facts and terms about the subject 	Principles
	III	<ul style="list-style-type: none"> • Can analyze facts and principles and draw conclusions about the subject 	Analysis
	IV	<ul style="list-style-type: none"> • Can evaluate conditions and make proper decisions about the subject 	Evaluation

Means of Testing and Evaluations

Modeling/Observation, Apprentice Demonstration, Written/Oral Assessments, Practical Exercises, Capstone evaluations

RELATED INSTRUCTION OUTLINE
CRAFT BEER SALES DIRECTOR

O*NET-SOC CODE: 11-9051.00

RAPIDS CODE: 0593

SOURCE: San Diego State University

CB 03 Marketing Craft Beer

Marketing is crucial to the health and survival of any organization. This six-week course involves a comprehensive study of the basic concepts, techniques, and tools for developing a marketing strategy for the business of craft beer. Topics include research, targeting, positioning, branding, traditional media versus social media, public relations, websites, blogging, and email campaigns. We'll also explore building your customer base on premise, off-premise, and direct-to-consumer (DTC) through both traditional and unique forms of marketing. Students will create their own craft beer marketing plan for their chosen beer or brewery.

CB 04 Brewery Start-Up I

Ready to start or work with a new brewery? Brewery Start-Up 1 will give you all the Information you need to open, manage or work in a start-up brewery. This six-week course goes through every aspect of a start-up: concept, basic craft definitions, capital raising, trademark and legal issues, location identification and build-out, equipment and ingredient needs, licensing processes, federal and state alcohol laws, and selling and marketing your product. Industry leaders with hands-on knowledge bring real-world experience and guest speakers to touch on every topic. A trip to a local brewery is included.

CB 06 Hospitality Management

This six-week course is designed to give students the tools necessary to plan, staff, and manage a craft beer-centric restaurant, bar, or brewery tasting room. It is an inside look into the necessary considerations that an establishment must face to preserve the quality of its products and deliver the best possible guest experience. Some of the hospitality management topics include: building and laying out the space, staffing selection, draft system expertise, beer program management, staff training, beer and food service, and event planning. Off-site classes will give students a firsthand look into the challenges and rewards of sharing this amazing craft with its patrons. Hospitality locations are where lifetime fans of your brand are earned and lost. Learn how to create an amazing experience that generates return business. Formerly titled: Front of the House Management.

CB 09 The Business of Distribution

Choosing a wholesaler is arguably one of the most important decisions you can make as a brewery. This class will teach you how to evaluate all wholesalers in a market and once you have selected a wholesaler, how to best manage them. You will also learn how to maximize the three-tier system, what impact using a wholesaler will have on your bottom line and what will be expected of you as a brewery. Time will be spent going over all aspects of supplier to wholesaler relationships and how to work with a wholesaler, and more importantly, how NOT to work with one.

CB 12 Beer and Wine: Service and Selling

Students will learn all aspects of selling both beer and wine in a restaurant. They will learn how to promote each to not only increase beverage sales but give the customer a greater experience which will lead to more positive reviews, and greater revenue for the restaurant as a whole. Students will learn how to cross-sell as well as upsell while enhancing the customer experience. They will also be provided with tools to learn beyond the course and further

their knowledge for personal and/or professional gain in the craft beer and wine industries, while networking with like-minded individuals.

CB 13 Finance

Finance is the language of the practical business world, and regardless of the industry, business owners must know how to read and speak this language in order for their business to thrive. This course is designed to teach accounting and finance basics for the non-accountant, and from a craft brewery perspective. Topics include brewery cash-flow management, accounting for inventory, overhead expenses and cost of goods sold, forecasting brewery capital requirements, understanding profit margins, and excise and income-tax basics. Guest speakers from the local craft beer community will round out the course by discussing how financial information has assisted in making key strategic decisions for their brewery.

Appendix A

WORK PROCESS SCHEDULE CRAFT BEER SALES REP

O*NET-SOC CODE: 49-2094.00 **RAPIDS CODE:** 0906

This schedule is attached to and a part of these Standards for the above identified occupation.

1. APPRENTICESHIP APPROACH

Time-based Competency-based Hybrid

2. TERM OF APPRENTICESHIP

The term of the apprenticeship is **Competency** supplemented by approximately **144** hours of related instruction per year.

3. RATIO OF APPRENTICES TO JOURNEYWORKERS

The apprentice to journeyworker ratio is: **1** Apprentice(s) to **1** Journeyworker(s).

4. APPRENTICE WAGE SCHEDULE

Apprentices shall be paid a progressively increasing schedule of wages based on either a percentage or a dollar amount of the current hourly journeyworker wage rate, which is: **\$20**.

6 months 1000 hours: \$15/hour
6 months 1000 hours: \$17/hour

5. PROBATIONARY PERIOD

Applicants selected for apprenticeship will serve a probationary period of **500** hours.

6. SELECTION PROCEDURES

Alternative Method

WORK PROCESS SCHEDULE
CRAFT BEER SALES REP
O*NET-SOC CODE: 49-2094.00 RAPIDS CODE: 0906

The overall purpose for this position is to sell Prison Break Brewery’s excellent portfolio of craft beer to on premise businesses such as bars, restaurants and off premise Businesses such as independent, chain and grocery stores. As a Sales Rep with Prison Break Brewery, apprentices will have an established route and customer base to work with. The major job responsibility of the Sales Representative with Prison Break Brewery is to manage sales territory.

THE TRAINING WILL CONSIST OF:

- A. Understanding of the operations of a craft beer brewery
- B. Understanding the distributor engagement
- C. Sales reporting, market analysis, portfolio management
- D. Visiting and communicating with all customer accounts on a weekly basis
- E. Maintaining strong customer relationships through proactive communication
- F. Prospecting for new business and closing sales with new accounts
- G. Understanding the distribution process from warehouse to distributor to retail locations (3 tier system)

ADDITIONAL RESPONSIBILITIES OF THE SALES REPRESENTATIVE INCLUDE:

- H. Growing sales, brand presence, promotional events and special projects as assigned
- I. Ensure product quality through key account calls; servicing products in all accounts

Proficiency Levels Rubric

Skill/Competency Levels	Scale Value	Definitions	Proficiency Level
Task Performance Levels	1	<ul style="list-style-type: none"> • Can do simple parts of the task • Needs to be told or shown how to do most of the task 	Extremely limited
	2	<ul style="list-style-type: none"> • Can do most parts of the task • Needs help only on the hardest parts 	Competent
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Means of Testing and Evaluations

Modeling/Observation, Apprentice Demonstration, Written and Oral Assessments, Practical Exercises, Capstone Evaluations

RELATED INSTRUCTION OUTLINE
CRAFT BEER SALES REP

O*NET-SOC CODE: 49-2094.00

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SOURCE: San Diego State University

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while enhancing the customer experience. They will also be provided with tools to learn beyond the course and further their knowledge for personal and/or professional gain in the craft beer and wine industries, while networking with like-minded individuals.

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Appendix A

WORK PROCESS SCHEDULE WAREHOUSE MANAGER

O*NET-SOC CODE: 41-1011.00 **RAPIDS CODE:** 0578

This schedule is attached to and a part of these Standards for the above identified occupation.

1. APPRENTICESHIP APPROACH

Time-based Competency-based Hybrid

2. TERM OF APPRENTICESHIP

The term of the apprenticeship is **Competency** supplemented by approximately **144** hours of related instruction per year.

3. RATIO OF APPRENTICES TO JOURNEYWORKERS

The apprentice to journeyworker ratio is: **1** Apprentice(s) to **1** Journeyworker(s).

4. APPRENTICE WAGE SCHEDULE

Apprentices shall be paid a progressively increasing schedule of wages based on either a percentage or a dollar amount of the current hourly journeyworker wage rate, which is: **\$22.**

6 months 1000 hours: \$15/hour
6 months 1000 hours: \$18/hour

5. PROBATIONARY PERIOD

Applicants selected for apprenticeship will serve a probationary period of **500** hours.

6. SELECTION PROCEDURES

Alternative Method

WORK PROCESS SCHEDULE
WAREHOUSE MANAGER
O*NET-SOC CODE: 41-1011.00 RAPIDS CODE: 0578

The Warehouse Manager supports a service-oriented warehouse environment for internal and external customers, striking a balance between control and accommodation. Upholds inventory levels through diligent inventory management, reconciliation, and process improvement. Creates and maintains department metrics and key performance indicators. Leads by example and plays an active role in selecting, training and retaining a team of superior performers. Supports the packaging team with materials and additional resources, as needed.

THE TRAINING WILL CONSIST OF:

- A. Forklift training
- B. Warehouse operations - Cleaning
- C. Shipping/receiving/invoicing/Organizing inventory
- D. Overseeing freight arrangements
- E. Conducting internal reports/documentation
- F. Internal company computer system
- G. Conducting audits of outbound loads to ensure accuracy and minimize loss and damages

ADDITIONAL RESPONSIBILITIES OF THE WAREHOUSE MANAGER INCLUDE:

- H. Light Purchasing: Weekly/Monthly Inventory management

Proficiency Levels Rubric

Skill/Competency Levels	Scale Value	Definitions	Proficiency Level
Task Performance Levels	1	<ul style="list-style-type: none"> • Can do simple parts of the task • Needs to be told or shown how to do most of the task 	Extremely limited
	2	<ul style="list-style-type: none"> • Can do most parts of the task • Needs help only on the hardest parts 	Competent
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	D	<ul style="list-style-type: none"> • Can predict, isolate, and resolve problems about the task 	Advanced Theory
Subject Knowledge Levels	I	<ul style="list-style-type: none"> • Can identify basic facts and terms about the subject 	Facts
	II	<ul style="list-style-type: none"> • Can identify relationship(s) of basic facts and terms about the subject 	Principles
	III	<ul style="list-style-type: none"> • Can analyze facts and principles and draw conclusions about the subject 	Analysis
	IV	<ul style="list-style-type: none"> • Can evaluate conditions and make proper decisions about the subject 	Evaluation

Means of Testing and Evaluations

Modeling/Observation, Apprentice Demonstration, Written and Oral Assessments, Practical Exercises, Capstone Evaluations

RELATED INSTRUCTION OUTLINE
WAREHOUSE MANAGER

O*NET-SOC CODE: 41-1011.00

RAPIDS CODE: 0578

SOURCE: San Diego State University

CB 04 Brewery Start-Up I

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CB 10 Brewing Basics

This course will expand on the introduction to brewing that is covered in Exploring Craft Beer. Students will gain a deeper understanding of brewing terminology as well as how the manipulation of raw ingredients and brewing practices result in the wide variety of beer styles. Each week will focus on a separate stage in the brewing process. The class will brew a beer together during the final.

CB 11 Draught Systems

This six-week course introduces the fundamentals of draught systems, with discussion and demonstration of the different types of systems. Topics include safety, equipment, design and layout, fluid dynamics, best practices, maintenance, terminology, basic troubleshooting, and more. Students have hands-on use of system components and experience an off-site visit to assess the design and installation of an operational system. This course reviews the guidelines set forth by Brewers Association publications, and guest speakers discuss the role of a draught system to their business. Students will gain a greater understanding of the intricacies of draught system technology, and learn how to problem-solve and prevent common issues.

CB 12 Beer and Wine: Service and Selling

Students will learn all aspects of selling both beer and wine in a restaurant. They will learn how to promote each to not only increase beverage sales but give the customer a greater experience which will lead to more positive reviews, and greater revenue for the restaurant as a whole. Students will learn how to cross-sell as well as upsell while enhancing the customer experience. They will also be provided with tools to learn beyond the course and further their knowledge for personal and/or professional gain in the craft beer and wine industries, while networking with like-minded individuals.

CB 13 Finance

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