

Siebel Institute of Technology, America's leader in brewing education, is pleased to bring our 2-day Brewing Profitability® Workshop to Canada!

The Brewing Profitability® Workshop is the most exciting new program we have introduced in years. Built around a "business simulation" board game, you will see concepts in marketing, finance and production come to life in an amazingly easy-to-understand way. Working in teams, you will be part of one of 6 "companies" who are vying for dominance of the brewing industry! Over several simulated business cycles, you will watch as the business decisions you make result in success or failure, with the ultimate result being an intense (and intensely fun) learning experience that will leave you thinking like an MBA.

The Brewing Profitability Workshop® runs on January 29th & 30th at the Wyndham Bristol Place Hotel at Toronto Airport, 950 Dixon Road, immediately following the annual MBAA District Ontario Technical Conference at the Wyndham Bristol Place Hotel. Special hotel rates are available through the two days of the workshop. The \$725 (U.S. dollar) tuition includes your Brewing Profitability® workbook and refreshments during the presentation. There are only 24 spaces available in this session (we need a minimum of 18 participants in order to offer the program), so register soon.

Regardless of the size of your company, your position in brewing, or your level of business experience, Brewing Profitability® will give you the skills you need to improve the profitability of your brewery. For more information on the Brewing Profitability® Workshop, contact Keith Lemcke at klemcke@siebelinstitute.com, and to register for Brewing Profitability®, contact Lupe Zepeda by phone, fax or e-mail at our Chicago office.

Siebel Institute of Technology
1777 North Clybourn Ave.
Suite 2F
Chicago, IL 60614
Phone: 312-255-0705
Fax: 312-255-1312
E-Mail: info@siebelinstitute.com
Web: www.siebelinstitute.com