

Candidate Statement for Gordon Strong

I'm proud to run for re-election on my record as not only your regional representative, but also our organization's president.

When I ran for office three years ago, I identified the following challenges – all of which we've addressed:

- **Rework the exam program** – new program launched, exams given increased by 50%, average grading time reduced significantly.
- **Better meet needs of international members** – now in 10 additional countries, translated our materials into several languages on a new section of the web site, appointed a board member to lead international outreach.
- **Revise style guidelines** – major revision undertaken, due out this June.
- **Enhance education and training** – added staff, approved/funded regional training plan, published new materials.
- **Formalize governance structures** – approved several policies, finally completed a much-needed revision to the bylaws.

If you read this year's Annual Report, you will see the large number of projects that have either been completed or are active. I'm proud to report that many of these projects were in direct response to member feedback at our Annual Meetings.

One of our key accomplishments has been to expand the communications staff and work to improve member communications, including producing a new newsletter and finally getting a mailing system able to reach all our members. We continue to transform the BJCP web site, and we expect to launch the new version this summer. I know these are both key member requests.

I see our current challenges as maintaining our quality standards as we expand, continuing to improve exam availability, improving grading throughput, introducing advanced training for judges, and having more in-person events. While we have nearly doubled our staff in the past two years, I think we'll need to continue to expand and restructure, which is a challenge for an all-volunteer organization. Recruiting and maintaining a motivated staff is always a concern, but less so when those involved believe in the mission and direction of the organization.

We have built a good foundation and many important projects are nearing completion. I will continue to focus on seeing those implemented properly, and then build upon them to deliver more meaningful member services such as a true portal experience for the web site. Our solid partnerships and relationships in the craft beer industry continue to grow, and we're recognized as an international leader in beer judging.

Since I have been your representative, I have visited every state in the region, either to judge, proctor an exam, give a presentation, or meet BJCP members. My fellow board members have recognized my leadership by electing me president in each of the last eight years. I was honored in 2012 with the AHA Governing Committee Recognition Award for Outstanding Service to the Community of Homebrewers, largely on the work I've accomplished while at the BJCP.

I ask that you support me with your vote so I can continue to make the BJCP a better organization and tackle the challenges that lie ahead.

Thank you.

