



Draught Beer Technical Skills Course

November 17-20, 2009

February 23-26, 2010

Tuition: \$1,275 if registered & deposit paid at least 30 days before the course start date, \$1,400 if registered less than 30 days before the course start date. Tuition includes all materials, textbooks, workshop hardware & supplies

Siebel Institute of Technology is pleased to announce that the Siebel Institute Draught Beer Technical Skills Course is now hosted and presented at the MillerCoors Brewing Draught Training Center in Golden, Colorado. Siebel Institute cordially invites you to spend 4 days studying the science of draught beer technology in the industry's most comprehensive and intensive academic environment dedicated to assuring the highest quality standards of draught beer dispense at retail.

The worldwide leader in brewing education since 1872, Siebel Institute in 1999 introduced the industry's first and most complete draught dispense education programs available to all sectors of the beer industry. The establishment and presentation of the Siebel draught workshops and programs at MillerCoors in Golden, CO, the industry's most advanced state-of-the-art draught training facility, ensures the opportunity for all brewers, distributors, retailers and allied suppliers to provide their personnel and customers with the bedrock principles of draught dispense and service.

The MillerCoors Draught Training Center, located in Golden in the heart of the world's single largest brewing plant at the foot of the famous Rocky Mountains, features an extensive range of hands-on dispense training systems, stations and equipment integrated with a multi-media presentation environment, all dedicated exclusively to educating and training beer industry personnel on the science and art of draught beer dispense.

The Draught Beer Technical Skills Course blends theoretical fundamentals of dispense with "hands-on" practical application using a wide range of brand kegs. Simple mechanics, physics, fluid dynamics, chemistry, microbiology, draught beer math and basic customer skills form the core of the curriculum. Highlights of the 4-Day Basic Program include:

- ❑ Understanding & Training on all Styles & Brands of Beer & Dispense Systems
- ❑ Emphasis on Craft, Import & Specialty Dispense
- ❑ Student Option to Utilize their Preferred Brand of Keg throughout the Workshop
- ❑ Beer Line, Pressure & System Cooling Design & Installation
- ❑ Special Event & Novelty Dispense
- ❑ Evaluating, Modifying & Maintaining Existing Dispense Systems
- ❑ Troubleshooting & Resolving Dispense Problems
- ❑ Understanding & Using the 2009 Brewers Association Draught Beer Quality Manual
- ❑ Draught Business Practices in the Brewery-Distributor-Retail-Allied Supply Chain

The Siebel draught workshops and programs are presented by Martin Schuster, Director of The Siebel Draught Program. Since 1971 Martin has supplied a wide variety of dispense equipment, field services, technical education development and training instruction to the draught beer industry. He is extensively familiar with the design and operations of all major brands of equipment, the dispense characteristics and requirements of all styles and families of beers, and draught business operations and training needs at all brewery, distributor, retail and allied supply levels. Martin has trained over 1,000 students from hundreds of companies all over the world.





Draught Beer Technical Skills Course

Location: The MillerCoors Draught Training Center
17735 W. 32nd Ave. CEC 325
Golden, Colorado 80401
United States

Student Materials & Supplies

- The Siebel Draught Manual and Siebel Draught System Design Guide are included in tuition
- Hose, washers, clamps, fittings, chemicals, gas, installation, repair and maintenance parts are included in tuition
- All tools, equipment and classroom supplies are provided. Casual professional dress is recommended.
- MillerCoors brand kegs are included in tuition
- All other brand and beer style kegs are welcome and encouraged. Contact Siebel for details on Student-supplied kegs and advance-arranged delivery to the Training Center from a Golden area package store.
- Specialty dispense equipment is welcome and encouraged. Please contact Siebel to make delivery arrangements.
- Contact Siebel for additional information on Program Curriculum Daily Schedule & Student-specific training needs

Program Course Week Schedule

- Siebel Basic Workshops are presented in 4 Days on Tuesday-Friday of the Program Week as Published
- Daily Class Schedule 8:00 a.m. to 5:00 p.m., with the Friday session completed by 3:00 p.m.
- Monday Evening Hospitality Greet & Meet Hosted Courtesy of Siebel Host Hotel Holiday Inn Denver West Village
- Daily Transportation Roundtrip to MillerCoors Draught Training Center provided Courtesy of Holiday Inn
- Monday Evening Hospitality Greet & Meet Hosted Courtesy of Holiday Inn
- Registration Information Packets and Badges provided by The Siebel Institute with Workshop Registration

Meals, Lodging & Transportation

- Refer to Siebel Host Hotel Reservation Information for details on Holiday Inn Denver West Village services and amenities, Denver area transportation options, and Golden area services, shops and entertainment
- Refer to Alternate Hotel Reservation Information for those Students not staying at the Siebel Host Hotel
- Daily Breakfast is included in the Siebel Host Hotel Room Rate at the Holiday Inn Denver West Village
- Daily Lunch & Dinner is at Cost of Student. Lunch is conveniently available at The Coors Café, on site and adjacent to the MillerCoors Draught Training Center. The Holiday Inn features a full service restaurant for Dinner, and a wide variety of dining options are available within easy walking distance of the Holiday Inn
- Daily Beverage Service in classroom provided Courtesy of The Siebel Institute
- Transportation Roundtrip from Denver International Airport and all other area locations to the Holiday Inn and other lodging sites is responsibility and by arrangement of Student.

Accommodations

Please note: *Students are responsible to make their own hotel reservations for this course. Please consult the listings below for hotels and reservation information.*

Holiday Inn Denver West Village

14707 West Colfax Avenue
Golden, CO 80401 United States

Guest Reservations: Contact Gary Persinger, Guest Services Phone 303.279.7611 ext. 6292
Front Desk Phone 303.279.7611 Front Desk Fax 303.278.1651
Front Desk E-Mail dengwhi@aol.com
Hotel Website www.ichotelsgroup.com/h/d/hi/1/en/hotel/dengw

Hotel Registration Contact Information for Siebel Institute Draught Program

- Contact Gary Persinger, Siebel Guest Services, Phone 720.934.2281 or E-Mail dengwgp@aol.com
- Special Siebel Student Room Rate \$99 Night includes Breakfast
- Daily Transportation to Siebel Draught Program at MillerCoors Training Center Golden, CO and Monday Hospitality Evening, Hosted Courtesy of Holiday Inn, are included in Siebel Room Rate
- Registration must be made with Mr. Persinger for Siebel Room Rate & other Guest Room Options
- Credit Card required for Room Reservations. Review of Hotel policy on Debit Card use is advised.

The Holiday Inn Denver West Village is located approximately 5 miles from the MillerCoors Draught Training Center in Golden, CO in the heart of the world's single largest brewing plant, MillerCoors Brewing Co.

At the foot of the famous Colorado Rocky Mountains, The Holiday Inn Denver West Village is near the interchange of I-70 and US-40 Colfax Avenue, a 30 minute drive west from Denver International Airport. The Holiday Inn is a quick departure point into downtown Denver, Boulder, Red Rocks Amphitheatre, Air Force Academy, Central City and casino towns, world-class skiing and golf resorts such as Aspen and Vail, fishing, hiking, and many other outdoor activities in National Parks, and spectacular mountain scenery year round.

The Holiday Inn is a full service hotel with a restaurant and sports bar, complete guest services and room amenities, a business center, onsite car rental service, and in-room Internet access. Denver West Village and Colorado Mills Outlet Mall are newer, mixed-use suburban centers featuring dozens of restaurants, shops, grocery stores, banks, services and a movie theater complex all within easy walking distance of the Holiday Inn.

The greater Denver area offers a wide variety of dining options, brewpubs, shopping, cultural and arts venues and events, entertainment from professional sports to family theme parks, and outdoor recreation opportunity.

Directions & Transportation to Hotel

The Holiday Inn Denver West Village is approximately 35 miles from the Denver International Airport (DIA).

From DIA, downtown Denver and all points East, North and South of Denver:

- Take I-70 West to Exit 262 US-40 West Colfax Ave. Turn left at bottom of exit ramp and go 1.5 blocks east on Colfax Ave. to Holiday Inn, which is located on the north side of Colfax Ave.

From mountain towns and all points West of the Denver-Golden area:

- Take I-70 East to Exit 262 US-40 West Colfax Ave. Turn Right at bottom of exit ramp and go 1.5 blocks east on Colfax Avenue to Holiday Inn, which is located on the north side of Colfax Ave.

All major car rental agencies are located at DIA, in downtown Denver and other central business centers in Denver area suburbs. Taxi service from DIA to the Golden and Denver West Village area is \$75-\$80 one way.

Shuttle van service from DIA to the Golden and Denver West Village area is \$40-\$50 one way. Contact the Holiday Inn Denver Village West for current recommended DIA van shuttle services and schedules.

Public bus transportation from DIA to the Holiday Inn Denver West Village area is a limited schedule, and there is no public train or rail transportation in and out of DIA.

Directions & Transportation to the MillerCoors Draught Training Center

The MillerCoors Draught Training Center is located at 17735 W. 32nd Ave, CEC325, Golden CO 80401.

The Holiday Inn Denver West Village provides free daily transportation for all Holiday Inn Siebel Guests to and from the Training Center.

There is ample free parking on site for Siebel Students driving to the Training Center. Request a Parking Pass and directions from The Siebel Institute Registrar when registering for a program.

Alternate Student Lodging 2009-2010

The following Golden area hotels are recommended for Siebel Draught Program Students who are not staying at the Holiday Inn Denver West Village, which is the designated Siebel Student Host Hotel. The Siebel Institute does not have special room rates, packages or courtesy transportation to the MillerCoors Draught Training Center arranged with these hotels. All lodging alternates are newer full service hotels located either near the Holiday Inn Denver West Village several miles away from the Training Center, or, in downtown Golden 3-4 blocks from the entrance to the main MillerCoors brewing plant. However, none are within easy or safe walking distance of the Training Center, and therefore daily car rental, cab service or other student-arranged transportation to and from the MillerCoors Training Center is required when staying at these or any other alternate lodging choices.

Ample free parking is available at the MillerCoors Training Center.

The Golden Hotel 800 Eleventh St., Golden, CO 80401
Phone: 303.279.0100 Fax: 303.279.9353 Web: www.thegoldenhotel.com

Table Mountain Inn 1310 Washington Ave., Golden, CO, 80401
Phone: 303.732.5447 Fax: 303.271.0298 Web: www.tablemountaininn1.rtrk.com

Marriott Denver West 1717 Denver West Blvd., Golden, CO 80401
Phone: 303.279.9100 Fax: 303.271.0205
Web: www.marriott.com/hotels/travel/denwe-denver-marriott-west/

Courtyard Denver West 14700 W. 6th Ave, Frontage Road, Golden, CO 80401
Phone: 303.271.0776 Fax: 303.279.5094
Web: www.marriott.com/hotels/travel/dengl-courtyard-denver-west-golden/

Candlewood Suites 895 Tabor St., Golden, CO 80401
Phone: 303.232.7171 Fax: 303.232.7979 Web: www.candlewoodsuites.com/h/d/cw/1/en/home

Directory of Colorado Hotels & Resorts: www.coloradohotels.com

Siebel Institute of Technology

Application for

Draught Beer Technical Skills Course

For additional information or questions regarding any of the Siebel Institute of Technology, please contact our head office.

PLEASE TYPE OR PRINT CLEARLY. *All pages of this form must be fully completed and signed.*
Please include the appropriate deposit(s)* and/or tuition* due and mail to the Institute.

*See Registration Policies and Procedures for details.

Registrations & deposits received after 30 days in advance of the course start date will be applied towards Regular Booking prices only.

PLEASE CIRCLE DATES:

November 17-20, 2009

February 23-26, 2010

Total Payment \$ _____

IMPORTANT: In case of cancellation of registration by the student, Siebel Institute/World Brewing Academy will withhold \$100 cancellation fee to cover processing fees incurred. See "Registration Policies and Procedures" for all details.

<i>Total Amount Enclosed (see Registration Policies)</i>	\$ _____
Visa / MasterCard # _____ - _____ - _____	Check #: _____
Cardholder Name (PLEASE PRINT): _____	Expiration Date: _____
If card is not in your name, please fill in this section:	3 Digit Security Code on Back: _____
Address _____ City _____	State _____ Zip Code _____
Cardholder Signature: _____	Phone # _____

Please submit all completed forms along with your completed Application for Admission to the Siebel Institute

For International Students Entering U.S. Only:

*****PLEASE TYPE OR PRINT CLEARLY****

If English is not your primary language, describe (on a separate piece of paper and attach to your application) where and how you learned English and rate your skills in both written and spoken English.

Provide a copy of your passport by fax to 312-255-1312

- Will you require documents to obtain a student visa? (Circle one) Yes No
- If yes, please provide the following information:
- Family Name (Surname) _____
- Middle Name(s) (if used in your documents) _____
- First Name (Given Name) _____
- Date of Birth: Month _____ Day _____ Year _____
- Country of Citizenship: _____
- Country of Birth _____
- What is your source of funds for this course? (Circle one) Employer Personal Other
- If **other** above, please state the source so we can properly complete your visa application form:

Statement of Applicant:

I hereby apply to the course(s) marked at the beginning of this application and have enclosed the required deposits and/or tuition **payable to the Siebel Institute of Technology**. I have read, understand and agree with all application, enrollment and refund policies, procedures and guidelines listed in the WBA/Siebel Institute of Technology course catalog and I hereby agree that the balance of tuition shall be paid in accordance with said policies, procedures and guidelines. I understand that the WBA/Siebel Institute reserves the right to change and/or cancel any course date or offering due to extenuation circumstances. I also hereby agree that the WBA/Siebel Institute of Technology shall have no liability to the Applicant for any personal injury to the Applicant, including death, or for any loss of or damage to property of Applicant sustained during the period in which Applicant is in attendance at any Institute course, whether occurring on the Premises of the Institute, at any off-Premises facility, including any brewery at which any adjunct training is given in connection with any Institute course, or elsewhere. Applicant hereby waives and releases any and all claim which Applicant hereafter might have against the Institute arising out of any such injury, death, loss or damage.

Signature of Applicant

Date

IMPORTANT: In case of cancellation of registration by the student, Siebel Institute/World Brewing Academy will withhold \$100 cancellation fee to cover processing fees incurred. See "Registration Policies and Procedures" for all details.

Registration Policies and Procedures

Application Process

The Siebel Institute / World Brewing Academy Application for Admission form (or a photocopy) **must be originally signed and fully completed on both sides in order to enroll in a course or program. The appropriate deposit must accompany the application (see Deposit Information below) and all applicants to the Siebel Institute/WBA must be at least 21 years of age.** Upon formal completion of your enrollment in a course, you will receive a confirmation packet that provides detailed and pertinent information for your specific course. An invoice for any unpaid balance will also be included in the packet (see Deposit Information below). Tuition includes all fees, classroom supplies, lab fees and supplies, and official class tours. Optional evening and weekend tours may have some additional costs. *International student visas can be obtained with documentation from the Institute. Students requiring these visas should complete the box on the Application Form.*

Deposit & Cancellation Information

The WBA & Siebel Institute accept payment by:
Visa, MasterCard, Wire Transfer, checks drawn on a US bank and US money orders.

Reservations are on first come, first served basis and all courses do have maximum capacities, so an early registration is advised. A reservation is secured only with the required deposit. Deposit amounts for each course are indicated on the Registration forms. ***Please note that deposits are refunded only in the event of course cancellation, or if the course has been fully booked prior to the receipt of the applicant's request for registration.*** If a student is unable to attend a course after the deposit has been paid, the deposit will be held by the school and can be used towards the same course for a maximum of 4 years from the original date of the registered course. Deposit funds not used after 4 years become the property of the WBA or Siebel Institute.

Any unpaid balance of tuition is due to the Institute 30 days prior to the start date of your course. After that date, any unpaid balance is considered overdue and may affect your enrollment status. The WBA & Siebel Institute reserve the right, on reservations with overdue balances, to contact any applicant on the waiting list and, upon filling the space, request that you attend the next available class of your choice. Any course deposit received will be held by the school and can be used towards any future WBA/Siebel Institute course. ***In case of cancellation of registration by the student, Siebel Institute/World Brewing Academy will withhold \$100 cancellation fee to cover processing fees incurred.***

Submission Of Registration Forms

Completed registration forms and deposits can be sent by mail or fax to our head office in Chicago, Illinois. Please note that in order to receive the early registration tuition price, the registration and course deposit amount must be received in Chicago by 4:00 p.m. Chicago time on the closing date indicated for the course.

Send all registration information to:

Siebel Institute of Technology
1777 North Clybourn Avenue Chicago, IL. 60614-5520 U.S.A.
Phone: 312-255-0705 Fax: 312-255-1312

E-mail: info@worldbrewingacademy.com & info@siebelinstitute.com

Web: www.worldbrewingacademy.com and www.siebelinstitute.com