



ANNUAL GENERAL MEETING 2021

Election of Directors: Personal Profiles

The following directors are retiring by rotation: Frances Brace, Pete Brown, and Annabel Smith. Robert Humphreys, as a co-opted director, must also retire. **This leaves us with three vacancies on the Board.**

Frances, Annabel and Robert have chosen to step down. We are incredibly grateful to them for their many contributions to the Board over the years.

Pete will be standing for re-election, with four further applications received from Maureen Heffernan, Emma Inch, David Jesudason and Malin Norman. **Please find the personal profile of each candidate below.**

The Election of Directors will take place via Advance Voting with results to be announced during the AGM. All Full members who have registered to attend the AGM will receive a survey link 2 days in advance of the AGM to place their votes. Any questions, please contact secretary@beerguild.co.uk.

Pete Brown:

My three-year term as a member of the Board is up and I must stand again by rotation. Over the past three years I have been Chair of the Board, overseeing its activities and chairing meetings and public events, such as our annual Awards. Over that time, I have also introduced our new Code of Conduct, drawn up a strategic plan that works towards the Guild's finances reaching a break-even situation, made details of meetings available to members via a new members-only section of our website, and steered the Guild through this last lockdown year, attempting to ensure that we give value and help to our members through this difficult time.

I believe three years is a good term for someone to hold the position of Chair. If re-elected to the Board, I plan to stand down as Chair but remain on the Board for another year to ensure a smooth transition to my successor, and to act as a help and sounding board for whomever that person may be. I am also interested in continuing to take an active role in the marketing and promotion of the Guild to its various audiences and stakeholders.

When I'm not doing work for the Guild, I am an author, journalist, blogger and broadcaster, focusing mainly on beer and pubs. I'm the author of eleven books, and am told I really need to get cracking on the next one if I am to meet the deadline.

Maureen Heffernan:

I have worked within the hospitality sector all my career and am passionate about hospitality and the skills of all those that work within the sector.

My time has been spent promoting pubs, bars, brewers and distillers both in house and through my agency Leisure PR. It is imperative we continue to promote the sector with quality communications and to highlight the important role and heritage of brewing and pubs within the UK, and as well as continuing to stimulate and inform the media and the wider public about this dynamic industry.

Promoting quality communications and raising awareness takes all forms and I believe there is huge opportunity to further the mission of the Guild in achieving this. From encouraging fair pay for those freelance members that work within the sector; developing and actioning relevant training for Guild Members; to highlighting the outstanding examples of brewing and retailing and the supply chain that makes the industry seamlessly work.

If there is one thing that the pandemic has taught us it is that we are a united sector, supportive of each other and the Guild is well-positioned to amplify that unity through well-written, well-researched, quality communications.

Emma Inch:

I am a freelance writer and audio/video maker and have been a member of the British Guild of Beer Writers since 2017. I was named British Beer Writer of the Year in 2018 and have also won other awards from both the British and North American Guilds. I acted as Head Judge for the 2019 British Guild of Beer Writers Awards and presented the prizes to the winners on the night.

My podcast, Fermentation Beer & Brewing Radio, began life in 2015 as the only regular beer show on FM radio. I continue to produce it as a podcast, and also produce audio for organisations including CAMRA and The Pub Show. I have also provided podcast training for Guild members. I am a regular contributor to Beer Magazine, and have written for other publications including Pellicle and Imbibe. I am the founder of Brighton & Hove Beer Week and have developed a wide network of contacts right across the beer and pub industry.

I aim to tell the human stories behind beer, often focussing on inclusivity and sustainability. However, I also have a technical understanding of brewing having gained my General Certificate in Brewing from the Institute of Brewing & Distilling in 2015. I am a keen homebrewer.

I had a previous career as a social worker and worked in frontline mental health services for more than 20 years. Alongside my writing, I now work part-time as a senior lecturer in a university social science department, where I teach students and produce academic research.

My varied career history has gifted me with skills that I would carry forward if I were to be elected to the Board of Directors. I am committed to working in a collegial way, and to making decisions collaboratively. I am hard-working and believe in fairness and the importance of listening to opposing views. I am confident when it comes to chairing meetings and delivering presentations, and always endeavour to work in a way that is both accountable and professional.

Some of the priorities I see for the Guild and its members include further work on equality and representation, consideration of sustainability, and relating the stories of our industry and the individuals within it whilst we recover from one of the most challenging times in living memory. I would relish working on behalf of the Guild to meet the challenges of a post-COVID world.

David Jesudason:

It would be an honour to be the first person of colour to be nominated to the guild's Board. I would strive to ensure that the Guild works more closely with writers from diverse backgrounds. I would also work with the Guild to help in the establishment of a Diversity Grant which would be awarded to journalists from minority backgrounds. I am in a privileged position of being one of the few writers of colour who works in beer journalism and want to pave the way for a new generation of diverse writers who represent all beer drinkers.

I would also bring my experience as a beer writer (Pellicle, Good Beer Hunting, Oct.co) to the Board and would like to help other writers in mentoring schemes. I am also keen to help the Board overhaul the current award categories. I am keen to work closely with other Board members on this and look forward to helping them with their other projects (where possible).

I am an experienced writer and editor who has knowledge of media law (both defamation and contempt). This was put to the test the most when I worked on the Guardian media desk during the phone-hacking scandal and subsequent closing of the News of the World.

I also highly value the NCTJ journalism qualification and would like the Guild to work more closely with colleges and universities to ensure we find a new generation of writers (particularly from minorities and those from disadvantaged backgrounds).

As a beer writer I am always keen to find stories that are seldom told and as an anti-racism campaigner I interview people of colour where possible. My role model is Garrett Oliver and draw inspiration from an interview he gave me where he said that "anti-racism work requires energy". I believe my election would show that the Guild is a modern forward-facing institution that embraces diversity and is willing to change quickly to meet societal pressures.

Malin Norman:

I'm an experienced writer, copywriter and editor for beer and lifestyle magazines. In 2020, I was lucky to win silver in the Budweiser Brewing Group Award for Best Writing about No and Low Alcohol Beers, a new category at the British Guild of Beer Writers' annual awards. I'm also a certified beer sommelier (at the Beer & Cider Academy in London) and serve as a beer judge in the World Beer Awards.

Outside the world of beer, I have an extensive background in team leadership, operations and project management within the marketing and advertising industry, with experience in leading implementation of processes and delivery of global campaigns, both print and digital.

To the Board of Directors of the British Guild of Beer Writers, I will bring a collaborative approach, a wide network within and outside of the beer industry, as well as initiative and drive. I will also add an international perspective, being a born Swede, a former Londoner and currently based in Spain.