



ANNUAL GENERAL MEETING 2022

Election of Directors: Personal Profiles

The following directors are retiring by rotation: Jacopo Mazzeo, Kate Oppenheim and Neil Walker. Jonny Garrett, as a co-opted director, must also retire. This leaves us with four vacancies on the Board.

Jacopo has chosen to step down. We are incredibly grateful to him for his many contributions to the Board over the years.

Kate, Neil and Jonny will be standing for re-election; Joanne Steward is also standing for election. Therefore, we have four nominees and four vacancies.

All nominees will need to be approved by the membership during the AGM.

Kate Oppenheim:

Thank you for voting me onto the board in 2020. Over the last two years I've enjoyed being able to get involved with the Guild, working on marketing and communication and, most recently, taking over responsibility for corporate membership and sponsorship from Robert Humphreys and Frances Brace, who I'd like to thank for their huge contribution to the Guild during their time as directors.

I'd like to think that I've had a positive impact on the Guild and have contributed not only my time but my ideas and energy to helping to get things done, including working on our membership surveys, updating the corporate members' brochure and being engaged with the award sponsors, etc.

Being a Director of the Guild does involve volunteering quite a bit of time, which can be tricky, but I feel passionate about the Guild, its motives and its impact, and I enjoy working with my fellow Board Directors – who are equally passionate about the Guild and want to ensure it has a strong and bright future.

For those of you who don't know me, I'm a freelance journalist, editor and publisher, who has been writing about pubs, beer and the hospitality industry since joining The Publican Newspaper (now incorporated into the MA) in February 1990 – promoted to editor in 1994. I've also held the position of editor at RetailWeek and Off Licence News, and I was the launch editor of Sky's The Pub Channel in 2000. I remained at Sky for eight years in various roles, including publisher of its customer magazines and latterly as head of communications for Sky Business. I left Sky and

subsequently set up my own business, KO-Media, in 2010 to offer writing and publishing support services to businesses and magazines/online publications.

I'm currently the freelance editor of the BII's membership magazine, BII News, and edit two magazines for Fuller's. I also provide writing services to the Licensed Trade Charity and contribute to the Propel Conferences from time-to-time.

I would be honoured to continue as a director of the Guild for a second term and hope you will support my application by voting for me at the coming AGM.

Neil Walker:

Currently working as SIBA's Head of Comms & Marketing I lead on all areas of marketing communications in the UK, as well as press for our many regional and national independent beer awards. Prior to that I was Comms Manager at CAMRA and ran the CAMRA HQ Press Office.

With experience on both sides of the news desk, my passion is for producing creative, engaging beer communications. I also write for publications such as Pellicle magazine on a broad range of beer-related subjects.

Jonny Garrett:

I've been a member of the British Guild of Beer Writers for six years, and it connected me with some of the greatest brewers and writers in the industry. I've seen it modernise rapidly, and come to support writers better than ever. I strongly now feel that the time has come for the Guild to start reaching out and building its membership and influence, which is why I am running for Membership Secretary.

While I am predominantly a writer, I'm also a broadcaster across both video and podcasts – as well as a huge advocate for education via social media – and feel that these wonderful formats are the ones that really need developing. There are hugely talented communicators not working in traditional formats and I hope to bring more of them in to build and diversify the membership.

Speaking of diversity I also hope to help and steer the board towards more diverse membership, reaching out as well as welcoming more women, BIPOC and LGBTQ+ members. This is key to keeping the guild growing, relevant and ahead of the most important issues.

Feeding into all of this I hope to take the start of the mentorship much further, which will be vital to bringing in new talented communicators and ensuring that they can connect with the right people to further their skills and careers.

My main skill lies in building communities, having built a Youtube channel with over 130,000 subscribers. I hope that I can bring this experience and knowledge to helping the Guild to grow and continue to develop new writers and broadcasters.

Joanne Steward:

My passion....

Currently working as Account Director at Leisure PR and Communications, I have over 10 years of experience in PR, media relations and communications, with the past eight years working in the beer and hospitality industry.

My first taster of this amazing industry was joining Fuller, Smith and Turner PLC's in-house communications team. I worked across all divisions of the company - the BeerCo, Brewery and Pub Co. From pub openings and events to new product launches and brewery tours, I gained invaluable experience of grain-to-glass and I knew this was the industry for me!

I am now part of the senior management team at Leisure PR and take the lead on Stonegate Group's PR corporate communications activity, with a strong network of contacts across the trade, national and regional media. I am passionate about ensuring this industry evolves with the changing times yet protects its history and heritage.

My skills....

I am a strategic, commercially-aware, critical thinker with excellent writing and data interpretation skills, with years of experience in reputation management. I am highly personable, adaptable, not afraid of voicing a different point of view in decision making to ensure the best course of action is reached and driven to make the most out of every opportunity.

I am a huge advocate of the power and impact of PR and communications. I am determined in seeking out good news stories yet considered and tactful in reputational management.

Why me?

My experience in the on-trade across all forms of media, in addition to my beer and brewery experience, means I have a strong network and broad understanding of our industry. I can bring a different perspective to the table, bridging any gap between beer writers, brewers, pubs and their customers.