

Wildcard Brewing Company

Jeff and Jenny Hansen are the majority shareholders and officers of Wildcard Brewing Company, Inc. By starting their business they are returning to their home state of California.

Jeff grew up in Cottonwood, CA and is a graduate of West Valley High School. He left Shasta County to attend Cal Poly San Luis Obispo where he earned a Bachelors' degree in Recreation Administration, emphasizing in Events and Planning. While at the University, Jeff met his future wife and business partner, Jenny Hansen. After working for Trader Joe's for many years, he decided to further his education in Great Britain, where he completed course work and graduated from Brewlab located in Sunderland England.

Upon receiving his credentials as a Brew Master, he moved to Washington State and obtained employment as the Head Brewer at Iron Horse Brewery in Ellensburg, Washington. During this time Jenny and he began planning for what has become Wildcard Brewing Company today.

Jenny grew up in Santa Cruz, CA and also attended Cal Poly San Luis Obispo where she earned a Bachelors' degree in Agricultural Business. She worked for the Community Alliance with Family Farmers, a non-profit organization that advocates for California's family farmers and sustainable agriculture. It was while working here that the couple became interested in craft brewing. They were inspired by the artisans they met who were operating family farms to create good wholesome products for California consumers.

Initially, Jenny came to the SBDC to obtain assistance with a Shareholder agreement for the newly minted corporation. Her consultant, Susan Wright, was able to provide her with tools and assistance to finish the agreement and issue the first shares of Wildcard Brewing Company, Inc. stock. In addition they covered the following items:

- Covered the roles and responsibilities of shareholders and directors, the various meetings, the meeting requirements, meeting notice requirements, and use of the corporate seal.
- Covered roles and responsibilities of officers and how they are designated.
- Discussed the tax implications for less than 5% shareholders and their K-1s (tax documents)
- Discussed the implications of classifying expenses as organizational vs. operating costs and clarified that not everything purchased before opening is classified as an organizational cost (napkins, coasters, chairs, tables, paper products, consumables).
- Discussed briefly a list of questions for the tax accountant such as cash vs. accrual and how will he help them when it comes time to make distributions to cover shareholder tax liabilities.

Susan assisted with the design of the chart of accounts utilizing QuickBooks and helped Jenny learn the appropriate accounting treatment for the many transactions generated by the business including:

- Entry of payroll and vendor maintenance

- Cost classification (operating, cost of goods, overhead)
- Accounting treatment and internal control for petty cash and change funds
- Entry of data from their point of sale system, Shopkeep, into QuickBooks

Most recently, Susan has helped the business through the 1099 reporting process. In the near future she will be working with Jenny on establishing inventory procedures, tracking the cost of goods manufactured, cost of goods sold, and cash flow projections.

Jenny and Jeff have made use of the Center's one-on-one business consulting. They quickly point out that having access to professionals like Susan at no cost is the best program the government could offer business owners.

Community response to the Brewery has been fantastic. The tasting room is packed on Friday evenings. The owners are presently working through the process of enlarging the tasting room by creating an outdoor space for their guests. They estimate it will be ready to use by June 2013.

The next phase for Wildcard Brewing Company manufacturing is the installation of a fifteen barrel brewing system in the Redding location. They are presently working with their contractor and looking to complete the brewery by the end of this year, Dec. 2013.

The expansion will mean more jobs for the Redding community and cost savings for the manufacture of the beer.

The business has been featured in the *Redding Record Searchlight* along with the *Anderson Valley Post* and the local ABC affiliate, *KRCR 7* in Redding.

Both Jenny and Jeff are quick to say they would recommend SBDC services to other small businesses. Jenny says that having Susan to answer questions regarding accounting, financial management, and corporate issues has given her the confidence to move forward with many of the many new tasks with which she needs to complete. She has helped with establishing strong accounting procedures to support the eventual entries into their QuickBooks bookkeeping system.

Jeff feels that money that the government uses to pay SBDC business consultants is the best way they could use their funds to support small business growth. He and Jenny were both surprised and pleased that the assistance they receive comes with "no strings attached." It is available basically for the asking.

Susan Wright is a Certified Management Accountant working at the SBDC at Shasta College. She was the 2009 State Star recipient awarded by the Association of Small Business Development Centers for her work as a consultant for the SBDC.

About the owners (from www.wildcardbrewingco.com):

Jeff Hansen

Co-Founder / Brewmaster



Our head brewer has an obsession with crafting delicious beer. It all started when Jeff and Jenny brewed two beers to give away as wedding favors at a brewery in San Luis Obispo where they went to college. Homebrew projects and burst bottle explosions ensued in the years after. But casual passion soon turned career. Jeff had enough of the corporate world so he took a chance and changed career paths. He put his job on notice and sent a tuition check to Brewlab at the University of Sunderland. Lucky for Jeff, Jenny is a bit of a Wildcard and was all in. The pair moved to England. Jeff studied brewing science and Jenny conducted “research” in various local pubs. Once back in the states Jeff headed straight for the most competitive brewing location, the Pacific Northwest. Jeff was able to persuade the owners of Iron Horse Brewery that he and his English brewing education were right for the job. Jeff and Jenny stayed in Washington for two years before deciding to start their own venture. With the birth of their daughter Blaire, it was time to move home to Redding and welcome their second child, the brewery.

- Favorite Beer Wildcard Doesn't Make: Believer Double Red Ale, Ninkasi
- Things He Does Away From the Brewery: Hiking, Skiing, Anything with the Family and General Tom Foolery
- Best Place He's Ever Had a Beer: On the beach in Cinque Terre, Italy

Jenny Hansen

Co-Founder / CEO



Jenny Hansen graduated from Cal Poly, San Luis Obispo with a Bachelor's degree in Agricultural Business. In her final quarter she turned in her senior project, a business plan for an organic craft brewery in Tahoe. It seemed just a fun way to complete a daunting assignment but something about the process of putting that plan together planted an idea in her mind that she never lost sight of. Early in her career she found a passion working with small family owned farms. She saw the hard work they put in, the strong values they kept and tasted the delicious result of their efforts. Through her experience she came to recognize and value craft and artisan products. In many ways her transition into the brewing industry is a perfect fit.

- Favorite Beer Wildcard Doesn't Make: Little Sumpin Sumpin, Lagunitas
- Things She Does Away From the Brewery: Hiking, Going to the Lake, Experimenting in the Kitchen, Going to the Farmers Market.
- Best Place She's Ever Had a Beer: Top of Table Rock, La Porte, CA