

SNAP! Connect & Caffeinate: Walnut River Brewing Company

June 21, 2016



June 2016 Connect & Caffeinate: Walnut River Brewing Company

It was a full house at the El Dorado Civic Center breakout rooms for the second Connect & Caffeinate function. BJ Hunt of [Walnut River Brewing Company](#) had an entertaining and educational presentation as well as a mini beer tasting! Here are the highlights:

- When you're starting a new (small) business organically, don't quit your day job
- Success for this small business started small and grew until the partners had to choose between their careers or continuing to develop the brewery
- This partnership has thrived because each person took on the responsibilities that their personal talents and abilities supported (business side with a gift for socializing, or shy artistic brewing scientist side)
- Social Media plays a huge role in their advertising success. BJ states that he doesn't think this business venture would have been such a success before social media existed and that 75% of their advertising budget is spent on social media sites
- When your business (brewery) is small it's easier to get creative and add a new product (brew) but as you grow and your production increases it's more and more

important to implement standards of quality control so you have a consistent product for your customers far and wide. Walnut River Brewing Company now has twelve distributors in the state of Kansas and has recently applied to distribute in the state of Missouri. Their five-year goal is to continue expanding into other states and growing their business in El Dorado.

- They don't plan to leave this community because the foundation of success for their beer is the water right here in El Dorado!

Highlights from the June C&C host [Westar Energy](#):

- There will be new digital meters installed in the El Dorado area over the next few months
- This will eliminate the need for meter readers to come around to your neighborhood monthly
- When meters are installed it takes only a few minutes but will require a brief interruption to power at that site unless there is a back-up source already in place (usually large business accounts)
- When the meter has been replaced the technician will knock on the door at the residence (or visit the business) to answer any questions and will leave a door hanger telling about the new meter and how to access the online dashboard to learn more

Thank you to Walnut River Brewing Company and Westar Energy for investing in the El Dorado community! We look forward to watching you grow and supporting your endeavors!

The next Connect & Caffeinate function will be Monday July 18, 2016 4-5pm. Save the date! LIKE us on [Facebook](#) to see who is coming and what they're saying about the C&C events!

Read about our past Connect & Caffeinate functions:

- [May 2016 Connect & Caffeinate: Matano](#)

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