

TRAINING AND PROFESSIONAL DEVELOPMENT

Doemens 2020: Fundraising initiative launched

“Doemens 2020” is more than just a catchphrase that has been echoing within global brewing circles for the past two years. Behind this label, an ambitious, future-oriented project has been carefully mapped out: An all-new facility for Doemens Academy in Gräfelfing, Germany, is to be constructed in the next three years. Doemens will thus be in an even better position to prepare the next generations of national and international beverage and food industry professionals for a promising future. Our valued partners in the industry will be asked for their support during the coming months as the Doemens 2020 fundraising initiative moves into high gear. In this interview with BREWING AND BEVERAGE INDUSTRY INTERNATIONAL (BBII), Dr.-Ing. Werner Gloßner, CEO of Doemens Academy, and Dr. Wolfgang Stempf, chairman of the association “Friends and Sponsors Doemens 2020,” provide some background about this opportunity to help mold the future of this vital institution.

BREWING AND BEVERAGE INDUSTRY INTERNATIONAL:

Doemens Academy has been known for decades as a talent forge. What role will the new Gräfelfinger Academy play in tomorrow’s brewing and beverage industry?

Dr. Wolfgang Stempf: I was with Doemens for 30 years and – like many others around the world – recognize Doemens as the leading institution for the education, initial training and professional development of technical leaders in the brewing and beverage industry.

With its unique approach, Doemens provides leaders that are in demand by breweries and beverage companies nationally and internationally. With their practical knowledge, Doemens’ graduates are not only important decision-makers, but also guarantors of success in order to ensure competitiveness of beverage companies in an industry which has a long and respected tradition.

BBII: *Yet Doemens offers much more than training programs to help future leaders develop technical knowledge and skills.*

Dr. Stempf: That is correct. Doemens is also initiator and motivator for training beer sommeliers, water sommeliers and – beginning in 2019 – fruit juice sommeliers. We always have an ear to the ground and understand this industry deeply. This understanding is brought to life in our seminar series and anchored through a wide range of comprehensive consulting and service offerings. Our institute serves the entire German and international beverage industry.

BBII: *In order to live up to growing expectations and meet future challenges by remaining relevant*



Ambitious and future-oriented new construction project: Dr.-Ing. Werner Gloßner (left), CEO of Doemens Academy, and Dr. Wolfgang Stempf, chairman of the association Freundes- und Förderkreis Doemens 2020 e.V.

as an educational institution, Doemens needs suitable classrooms and training facilities.

Dr. Werner Gloßner: In terms of space, Doemens is currently reaching its limits in many areas. For example, it is no longer possible to expand our facilities/machines within the current space in order to ensure that we remain ahead of the curve so that we can continue to provide state of the art training. Laboratory capacities cannot be expanded any further and we are no longer in a position keep up with the surge in technical and administrative personnel who need professional development. In addition, over the past decade, Doemens has experienced continuous growth in all of its business areas. This success went hand in hand with an increase in students and faculty, neither of whom can be served at the existing location at acceptable levels. And the infrastructure of the old Doemens building on Stefanusstraße meet regulations in terms of fire safety, food hygiene and occupational safety only through courtesy on the part of the regulatory authorities.

BBII: *What steps has Doemens taken to relieve this pressure?*

Dr. Stempfpl: Doemens has closely examined whether these limitations can be overcome at the existing site. The answer is a clear no. There was no way around a new facility. We had to act decisively in order to remain in a position to fully meet the needs of the food and beverage industry at a high level over the next few years and decades. In other words, "Doemens 2020" marries technical with infrastructure development of the Academy so it can remain a leading educational institution for the food and beverage industry – responsible for preparing the next generations of students to take their places within the industry over the coming decades.

BBII: *The basis for "Doemens 2020," then, is a newly constructed facility in Gräfelfing.*

Dr. Gloßner: That is what we have been preparing for in recent years. In 2017, Doemens was able to acquire a suitable plot of land with more than 5,300 sqm on Lohenstraße, approx. 800 m from the current location, and we are currently fully engaged in the planning process. A total investment of around 28 million euros – which

includes property costs – is still just within our financial capacities, but more than challenging. To be clear: Doemens is not a publicly-funded institution, rather a non-profit organization, so our financial resources are very limited indeed. With sufficient support from the industry, Doemens will be able to realize this new building project in a manner that will meet the specifications for a modern and relevant educational facility. Installing the necessary practical equipment and machinery requires a disproportionately high investment in buildings and technology.

Dr. Stempfpl: Incidentally, the situation was the same over 50 years ago, when the sponsoring association, then called the "Verein der Doemenschule e.V.," was founded. At that time, the current property was bought and the present facility erected on Stefanusstraße. Since the association had no capital, expenses for new con-

struction were funded through industry support. Now, 50 years later, we are facing a similar situation.

” *An entire industry will benefit from this initiative.*”
Dr. Wolfgang Stempfpl

BBII: *What, exactly, are your goals for "Doemens 2020"?*

Dr. Gloßner: First and foremost, our capacities need to be increased significantly. Doemens needs:

- A flexible, modern, technical center that is properly outfitted to be able to react quickly to new developments in brewing, beverage and food processing technology.
- Modern, sufficiently large, technically adequate and up to date training and seminar rooms

Sponsorship association "Freundes- und Förderkreis Doemens 2020 e.V."

Founded

July, 2017 with 14 founding members

Goal

Generating donations and allocating funds

Executive Board

Chair: Dr. Wolfgang Stempfpl

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Contact:

Dr. Wolfgang Stempfpl: stempfpl@doemens.org



The executive board of "Freundes- und Förderkreis Doemens 2020 e.V."

equipped with current educational technology.

- Laboratories equipped with state-of-the-art analytical tools for CTA and microbiology.
- Sufficient capacity for more numerous personnel.
- “Learning Worlds” outfitted with modern communications technology.

Doemens must also maintain its identity, that is, our special flair must be preserved. The new facility should enable a balanced mix of work, training, communication and learning environments, all of which make up that special Doemens flair for which we are known: work, learn and live in a fully-integrated environment which supports both theory and practice in a family atmosphere!

BBII: *You mentioned needing the full support of the industry. Why is this necessary?*

Dr. Stempffl: In a nutshell: The entire industry benefits from this project. Again, look how significant Doemens has become for the national and international brewing, beverage and food industries.



We had to act decisively in order to fully meet the needs of the beverage industry at a high level over the next few years/decades.”

Dr. Wolfgang Stempffl

Doemens Academy is a competent provider of high-level middle and upper management training for any brewing, beverage, biotechnology and food processing company.

Thus Doemens plays an important role in the training of executives who will guide medium-sized companies, but its role as a competent partner for providing professional development opportunities for larger firms has expanded steadily over the years as well, especially for those companies that are not in a position to train executives themselves.

When embarking on such a major project, one inevitably encounters financial limits. For Doemens e.V. – a non-profit organization – costs have reached a dimension where financing simply cannot be realized without outside help. Doemens’

industry partners must realize that without support for this new construction, Doemens will soon be in no position to provide such a high level of leadership education and training as it can today.

BBII: *Can you give us some details regarding your financial status?*

Dr. Gloßner: We were able to finance the land purchase from our own equity. Of course, our equity includes the property at the current location on Stefanusstraße. We have received financial support from the Bavarian Ministry of Culture and the Bavarian Ministry of Economic Affairs, which specifically promote training and further education of specialists and executives within the framework of “Doemens 2020.” In addition to seeking loans, we are counting on the willingness of Doemens alumni, brewers, beverage and food companies as well as their suppliers and contractors to contribute significant funding in line with their own resources. Our fundraising initiative is expected to help reduce the funding gap significantly in the next two to three years.



It is important to us to make it clear to all sponsors that their donation is essential to the continued health of their future Doemens Academy!”

Dr. Wolfgang Stempffl

BBII: *Is it realistic to expect to raise an amount in the seven-digit Euro range?*

Dr. Stempffl: Such a large sum is indeed realistic. Preliminary talks with potential major donors have already shown that significant donations can be expected. Small and medium-sized enterprises will also be an important factor for realizing the goals of Doemens 2020. We approached the fundraising initiative in all sincerity. A feasibility study has highlighted two things: the high level of identification of alumni and the industry as a whole with Doemens Academy, and a universal interest in continuing to make Doemens successful and supporting its unique selling point – practical training & enjoyment! Our stakeholders understand that this requires a certain level of financial commitment.

From property search to site occupation

2015 to 2016: Property search and valuation, then purchase of said property on Lohenstraße in Gräfelfing

2017: Clarification of extensive funding concerns as well as outlining the planning framework (preliminary planning, selection of architect and specialist planner)

2018: Construction plan, obtaining the building permit and preparing grant documents, start of tenders

2019 - 2021: Building construction and technical center outfitting (experimental and teaching brewery, filling and packaging technology) and laboratory setup

2021: Moving out of the Stefanusstraße facility; relocation to the new Doemens home on Lohenstraße and commissioning the technical center



Model of the new Doemens site

BBII: *How will the fundraising actually proceed?*

Dr. Stempf: During the initial, exploratory phase, we needed to determine whether and to what extent decision makers in the beverage and food industry would be willing to support Doemens. In the many interviews conducted, the message was clear: The industry is ready to participate fully in the “Doemens 2020” project. Furthermore, basic procedures were created to handle the fundraising project – ranging from tax benefits to supporting charitable work to the wording of donation receipts.

” *We believe that investing in Doemens today will be an investment in the viability of future generations.”*

Dr. Werner Gloßner

BBII: *A special association was called into existence.*

Dr. Gloßner: Yes, the “Freundes- und Förderkreis Doemens 2020 e.V.” – with a clear statute that defines the purpose of the association and ensures charitable status. Together with the board of directors of Doemens e.V., we have worked out a clear donation concept with which we can approach our potential donors. High profile individuals and companies who participate with a larger donation can set a positive signal and thereby act as multipliers, causing a snowball effect.

BBII: *How do you expect to raise such a large sum?*

Dr. Stempf: Again, best practices are available and we’re happy to receive donations of any size! On the one hand, we’ll need big donors to reach our goals, but the encouragement and support of small and medium-sized businesses is also essential. We plan to honor all donors in the new building, differentiated according to the following categories:

Platinum: > 100 000 euros
Gold: > 50 000 euros
Silver: > 20 000 euros
Copper: < 10 000 euros

BBII: *What level of participation is realistic for a particular company size? How can companies orient themselves?*

Dr. Stempf: A company’s performance, which depends on the size of the business and the company’s general economic standing, will inform their decision about how much to contribute. Although standard participation levels have already been listed, donations should be made at personal discretion. In a personal conversation, however, I can always suggest a benchmark based on experiences made to date. Fairness is a key factor.

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BBII: *How will your sponsors be featured in the new facility?*

Dr. Gloßner: According to our sponsorship concept, there are several options for shining the light on major donors:

- There are rooms (classrooms, workshops, seminar rooms etc.) that can be named after our donors.
- Chairs: The lounge area as well as the seminar rooms are equipped with high quality,

comfortable chairs which can be labeled with a small plaque naming a donor.

- Backlit glass panels: In the gallery around the main staircase at the front of the lift, the names of all donors will be displayed on backlit glass panels in four different panel sizes, according to sponsorship level.

Generally speaking, we are more than happy to pay tribute to these donors in any way possible, also via social media channels, for example.

BBII: *What about a charity event for potential donors?*

Dr. Stempf: Potential donors and stakeholders will be invited to a charity event at Andechs Monastery. On that occasion, there will be an informational presentation that highlights the burning necessity of the project and how we plan to use the funds.

” *The new facility should enable a balanced mix of work, training, communication and learning environments, all of which make up that special Doemens flair which we are known for”*

Dr. Werner Gloßner

BBII: *Dr. Gloßner, how would you characterize the potential of “Doemens 2020” thus far?*

Dr. Gloßner: Education concerns us all. Germany’s location, with its emphasis on mid-sized corporate structure, can only remain economically relevant if properly trained personnel is available to meet the needs of the various companies. Institutions that provide this training for the younger generation help guarantee adequate career opportunities. Doemens Academy feeds SMEs with skilled workers and fills the gap between university and college preparation on the one hand and on-the-job training on the other.

We believe that investing in Doemens is an investment in the future of our society, in the diversity and competitiveness of the unique mid-sized structure in many of our companies, and last but not least in the viability of future generations.

BBII: *Dr. Gloßner, Dr. Stempf, thank you for speaking with us. (mon)*