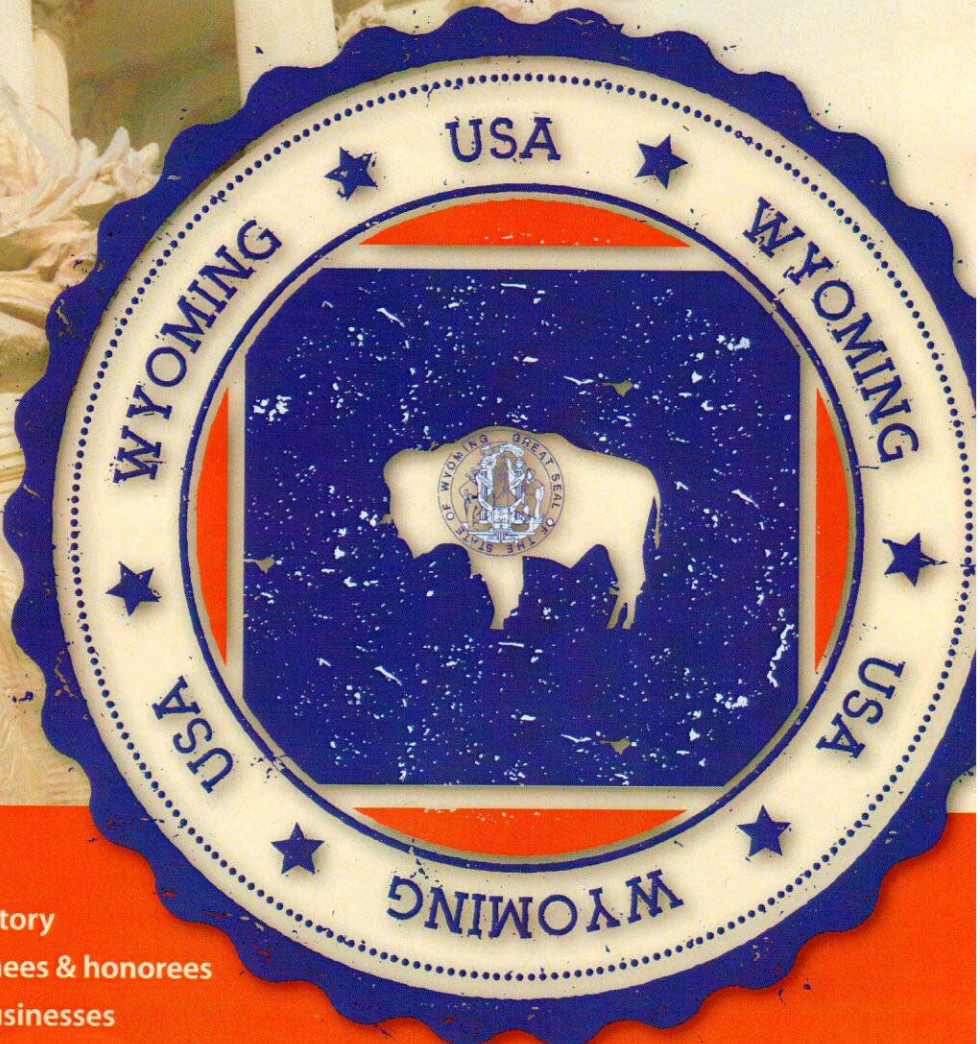


# 2018 Women of Wyoming



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**BREW CREW** - A gathering of female brewers this spring in Jackson, the All Women's Brew Day on March 8, resulted in the creation of "Moxie" Mango Unfiltered IPA while raising funds for the Jackson Community Safety Network against domestic violence.

Courtesy Photo

# Empowering Ale

## Jackson women collaborate to create the 'Moxie' IPA

**BY CARRIE HADERLIE**

News@WyomingBusinessReport.com

Beer may have no gender, but a female-powered brewing team in Jackson Hole has demonstrated some serious girl power in the industry.

"We collaborate each year surrounding International Women's Day," Julie Bynum marketing manager for Roadhouse Brewing Co. in Jackson, said. "It's a great opportunity for each of us to network, work together and share a couple of beers."

During the "All Women's Brew Day" on International Women's Day March 8, a team of women from various Jackson breweries worked together to create an aptly-named "Moxie" Mango Unfiltered IPA. The team also used the opportunity to raise funds for the Jackson Community Safety Network in support against domestic violence.

"The brewery business is busy, so it's always nice to step out of that role and see what like-minded individuals are doing, and how we can all work together to grow the number of females in the industry," Bynum said.

The idea for collaboration came to the women of Roadhouse

Brewing as a way to celebrate the camaraderie between women in breweries locally—and across the country. Already in the industry doing just that is the Pink Boots Society, a non-profit organization with international membership, which supports women working in the brewing profession, especially in creating craft beer.

So this spring, Roadhouse teamed with the women of Snake River Brewing Co., Melvin Brewing Co., Grand Teton Brewing Co. and Wild Life Brewing to create the Moxie.

"The Moxie was a draught-only Mango pale ale released right as temperatures were rising, and spring was in the air," Bynum said. "It was definitely a hit."

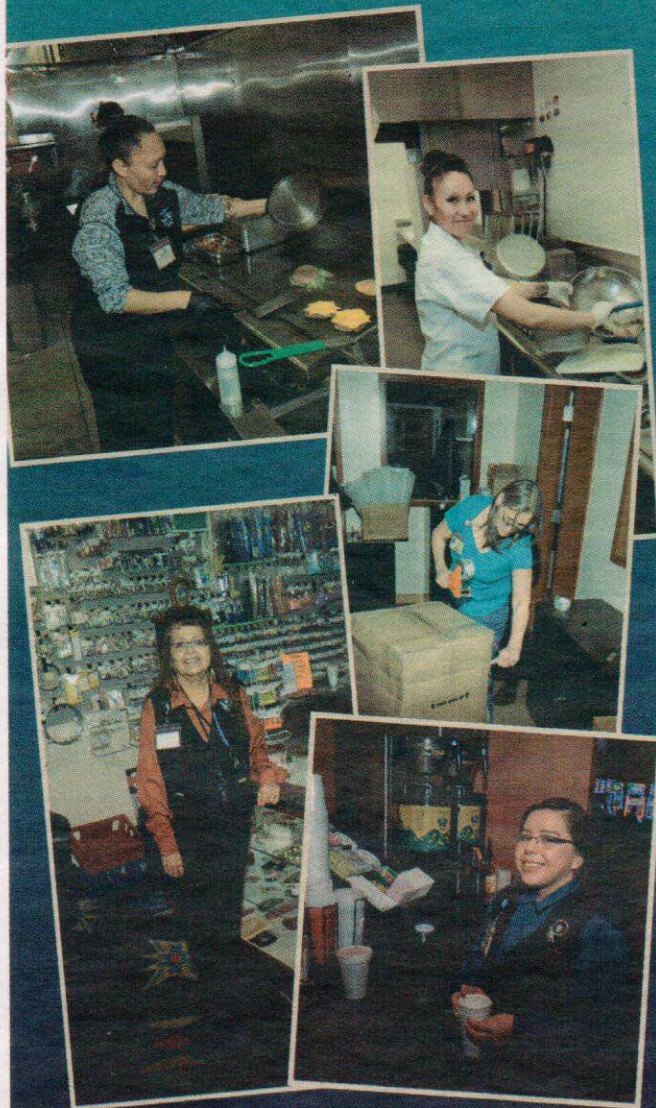
The team named the ale the Moxie to show the gumption and power that women in any industry exhibit day to day.

"It was perfect timing with the renewing and empowering energy that a new season brings," Bynum said.

During the release party later this spring, the group hosted a trivia night at Snake River Brewing to raise money for the Jackson Community Safety Network—and of course, in the spirit of female empowerment, it was a Women's History Trivia Night.

"This allowed the group to learn a little while enjoying great beers from all collaborating breweries," Bynum said.

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Roadhouse was founded by home-brewer Colby Cox and restaurateur Gavin Fine, but the brewery couldn't run without the women that oversee the company's day-to-day, from operations to sensory and packaging, to quality control, and everything in between, according to Bynum.

The brewery's lab manager is Cat Wright, who got her PhD in chemical engineering from University of New Mexico and worked at Melvin Brewing for a year before joining the Roadhouse team in May. The company's president and COO is Jody Valenta.

Valenta has led various craft brewing teams across the country over the last decade, and has a master's degree in international business and is working her way toward a PhD in psychology. She leads the Wyoming Chapter of The Pink Boots Society, and oversees the operations of Roadhouse Brewing Co. in its entirety, from packaging and shipping, to distribution, to marketing and social media and more.

"When I started working in craft beer, I had a few years of leadership experience and hard work on my resume, but I was still a 23-year-old female managing men twice my age, with twice my experience, in some cases," Valenta said. "That may sound like an intimidating setting, but the evidence born of my experiences furthers my argument that sex is not a barrier, unless we, as women, let it become one.

"Race, age, identification, religion and any other characteristics that fall under societal normative definitions do not prevent us from becoming who we want to be or achieving what we aim to, unless we give them that power," Valenta said.

Wright said she loves the spirit of collaboration amongst breweries, and is "stoked to see so many women involved in the business in a relatively small market."



Courtesy Photo

**HOT STUFF** - A member of all-women brew crew stirs the mash.

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