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## Article and image of Duane Pearsall with George Dibble, Doug Muheman and Jack Carmichael

Colorado Association of Commerce & Industry

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# Anheuser-Busch, Fort Collins, hosts CACI board meeting

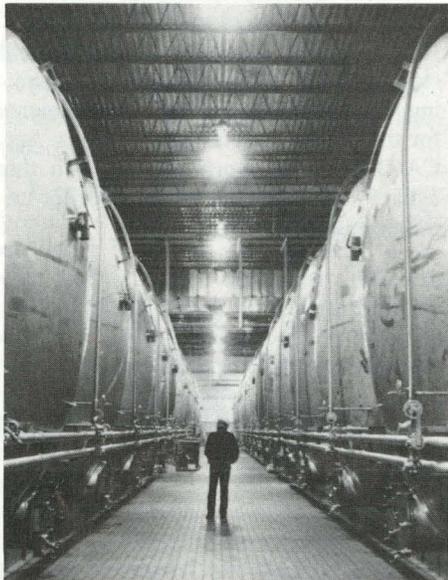
The new Anheuser-Busch Fort Collins brewery was the location for CACI's June board meeting, followed by a buffet lunch and tour of the facility. Plant manager Jack Carmichael and Brewmaster Doug Muhleman served as hosts, clearly pleased with the operations in the technological facility.

Members of the CACI Board discussed potential ballot issues. It was agreed that more information on the ballot issues will be available at the July board meeting. CACI positions will be voted upon at that time. (CACI takes positions on those ballot issues that affect the business community. See related story, page 12.)

Governor Roy Romer's position on Two Forks Reservoir construction was commended as being in general what CACI is advocating: A go-ahead on the permitting and environmental studies processes. Other possible sites for a major water storage facility are not totally ruled out, but the Two Forks project must not be put on hold.

Because of its statewide complexion, the CACI Board maintains a sensitivity to needs of all parts of the state. Water and highway funding are major concerns for western and rural Colorado.

In July, the CACI Board will meet at the University of Southern Colorado in Pueblo, where members will be able to observe Colorado Business Week in progress.



*A brewery worker is dwarfed by the huge beechwood aging tanks in the chip cellar at Anheuser-Busch's Fort Collins brewery.*



*Duane Pearsall, CACI chairman, and George Dibble, president, hear about Anheuser-Busch from Brewmaster Doug Muhleman and plant manager Jack Carmichael.*

## New board member

Mike Hauser, executive vice president of the Fort Collins Chamber of Commerce, was named to the CACI Board as the CCCE designee. (Dick Harrison, president of CCCE, is already a member of the Board.) Hauser is president-elect of CCCE, the Colorado Chamber of Commerce Executives. He has been with the Fort Collins Chamber for nearly two years.

## Tour of brewery an exclusive

Board members present at the meeting received a tour of the new facility, an honor because public tours will not be available until 1989. The brewery complex occupies 122 acres in 11 buildings, an amazing array of technological equipment coupled with traditional brew kettles and beechwood aging tanks.

Anheuser-Busch has invested about \$300 million in construction, and the plant presently employs about 550. Current annual brewing capacity is about 5.4 million barrels, or 167 million gallons, of beer. Expansion of capacity is already underway. Beers produced at Fort Collins include Budweiser, Bud Light, Michelob and Michelob Light. Primary shipping area is Colorado, Idaho, Montana, Nebraska, North Dakota, New Mexico, South Dakota, Utah and Wyoming.

An interesting corridor of the plant displayed Anheuser-Busch memorabilia such as early advertising, founders of the

St. Louis-based company, pictures of other Anheuser-Busch facilities throughout the country, present-day advertising including the famous holiday scenes, and company programs such as responsible beer consumption.

Public tours will be available in Spring of 1989, and will include a Clydesdale Hamlet, with stalls, paddocks and display areas for as many as six of the famous Budweiser Clydesdale horses.

*CACI board members enjoy luncheon buffet at the Anheuser-Busch facility.*

