



Contact: Jill Marasa
Economic Development Council of St. Lucie County
jmarasa@youredc.com
Office: 772.336.6250 Cell: 772.370.8108

Training on tap at Islamorada Beer Company

Fort Pierce/December 21, 2018 – Islamorada Beer Company’s Fort Pierce employees recently received more than \$15,000 in career training opportunities, paid for in part by a State of Florida Incumbent Worker Training Grant.

The state grant reimburses a portion of pre-approved continuing education and training costs for current employees of existing Florida businesses.

“Rather than simply looking outside the company for new talent, we have always believed that investing in and training our current employees is imperative to our success,” said Tyrone Bradley, president and co-founder of Islamorada Beer Company. “The Incumbent Worker Training Grant has helped us to further execute this belief by assisting financially with the training required to elevate these employees in their positions and prepare them for expanded responsibilities.”

Lauren Shrum is one of those employees. When she was hired as a bartender at Islamorada Beer Company two years ago, she was in the process of completing her associate of science degree. Shortly after starting work, Shrum realized that a position in the brewery’s lab would allow her to apply her education to her work. To expand her knowledge further, Islamorada executives enrolled her in the Essential Quality Control program conducted by the Siebel Institute.

“Taking the course with Siebel Institute and White Labs helped a great deal in honing the skillset needed in quality control and in gaining the knowledge to better understand the brewing process on a scientific level,” said Shrum. She is also continuing with college, pursuing a bachelor’s degree in biology.

In addition to Shrum’s training, five sales and marketing representatives and the marketing director are scheduled to take the Certified Sales Professional course provided by the National Association of Sales Professionals (NASP), beginning in January. A sales representative slated for promotion and the marketing director will take the Certified Sales Leader program, also provided by NASP in 2019. Upon passing the courses, the employees will earn national certifications.

The Economic Development Council of St. Lucie County assisted Islamorada Beer Company executives with the grant application. The state grant of \$4,972.50 will reimburse the company for 75 percent of the tuition costs, defraying close to one-third of the total training expense.

“We are thankful to the EDC for presenting this program to Islamorada Beer Company and for helping set up our employees for success,” said Bradley.

“In addition to marketing St. Lucie County as a great place for business, working to bring new employers to the county, and assisting with expansions, the EDC is always looking for ways to help our local businesses thrive,” said Jill Marasa, EDC vice president, business expansion and retention.

Florida’s Incumbent Worker Training (IWT) Program, funded by the federal Workforce Innovation and Opportunity Act (WIOA), and administered by CareerSource Florida (CSF) addresses skills gaps and training needs faced by existing Florida businesses. The IWT Program was created for the purpose of providing grant funding for continuing education and training of incumbent employees at existing Florida businesses. The program will provide reimbursement grants to businesses that pay for preapproved, direct, training related costs.

About the Economic Development Council of St. Lucie County

The EDC is a private, not-for-profit organization dedicated to promoting economic vitality in St. Lucie County through the attraction, retention and expansion of businesses in the community. The EDC works in partnership with local governments and the private sector to advance its goals of creating more and better-paying jobs for residents, broadening the tax base and improving St. Lucie County’s economic quality of life. Contact the EDC at 772.336.6250 or <http://www.youredc.com>.

About Islamorada Beer Company

Islamorada Beer was founded in 2013 the Florida Keys with a goal to make quality local craft beer with the drinkability that complements the Keys lifestyle. The company opened a northern location in Fort Pierce in 2016. Brewing craft beer is their passion and their mission is to expand the craft beer fan base through lifestyle branding and marketing. For more information, visit <http://www.islamoradabeerco.com>.



Lauren Shrum with her Siebel Institute Certificate