

BEER IN THE WOODS

by Ali Spahn



There's been a new industry "a-brewing" over the last few years. As a matter of fact, "... Craft beer consumption has erupted to become one of the fastest growing segments of alcoholic beverage sales in the United States. Since 2005, industry

revenue has grown by more than 300%." (Apr 9, 2021 ibisworld.com)

Opening a brewery takes guts. Steven and Janet Pegg of **Bent Tree Brewery** in Athol have plenty of that spirit and more!

Steven and Janet, high school sweethearts, started their family in the Seattle area. Hanging out at Skookum Brewery in Washington peaked their interest in learning the craft beer process. Steven said, "It looked like fun!" Besides learning the craft beer business, homeschooling their four children was one of their top priorities and Idaho's flexible homeschool laws seemed to fit their plan. Eight years ago they moved to Athol on property owned by Steven's parents, Bayview residents Larry and Lori Pegg.

Steven eventually landed a great job at Atomic Threads in Hayden, as the Production Manager. He then volunteered at local breweries to make friends in the craft beer industry, gain brewery knowledge skills and to trade work for brewing equipment. During that time, Steven learned he had to keep from incurring debt and to market to an atmosphere that you feel matches you and what your community will support.

Steven said, "If it's just about the beer, you can get it cheaper at the grocery store. The reason people are coming to your brewery is how they 'feel' when they visit. Our feel is 'Idabilly'. Our customers tend to be people who love nature, the outdoors and enjoy drinking a hardy craft beer out of a mason jar around a fire pit."

The name, **Bent Tree**, was a metaphor for being flexible and to bend with your business plan when needed. "Trees bend and grow to the light. Don't try to force what the owner wants onto the consumer. Try to see the light. You need to ask yourself; what brings in the business, who am I marketing to and who do I want visiting our brewery?" explains Steven.

The couple opened Bent Tree Brewery on June 1, 2019, and soon added a unique twist. Cont.

"We offer an Airbnb dry campsite on our property for visitors who want to lodge at their brewery overnight. The campsite is located at a very private spot. Even though Covid hit in 2020, 2021 turned out to be a good year, especially with the campers. Next year we hope to add an Airbnb RV," said Janet.

Janet and Steven do not have any open hours; reservations are strictly by appointment only during the summer. Since customers need to make an appointment to visit Bent Tree Brewery, their guests enjoy a very exclusive and intimate experience. Janet says, "People love to talk to the brewer. Guests like to relax and chat with Steven. We meet all types of great people from all over, who like to talk about how to concoct craft beer and to chat with the guy who brews the beer." And it's not just the baby boomers that enjoy a good craft beer. The younger generation have migrated to craft beers which presents a new opportunity for brewers.

Taking risks, listening to customers, and collaborating with other, similar companies can be a recipe for a successful brewery and Janet and Steven do all three. The local Mug Club and Home Brew Club meets once a month to share their ideas and stories.

Steven and Janet currently do not have any new plans to grow the business. The brewery makes about 10 gallons which amounts to two kegs every two weeks, so most of their beer is consumed and purchased by their visitors. Steven says he does not brew for distribution.

The brewery Beer Board changes weekly which is exciting for their regular folks because they get to sample a new craft beer. Beer names are important too. Steven laughed, "I named a beer, '**I Do What I Want!**,' because I brew the beer, so I make what I want! Our newest beer is going to be called **Triple Shot IPA**." If you're lucky, Steve may even ask you to help name the new craft beer of the week! There are promotional items for their visitors to procure on site. During the summer you can sample Bent Tree Athol Beer during the Athol Market and Athol Daze.

Facebook: <https://www.facebook.com/benttreebrewing>
Email: benttreebrewing@gmail.com

It's Here, It's There, It's Everywhere

by Mike Lee

Covid has finally hit Bayview hard. Maybe it's time to mask up? Practice a little social distancing? How about rethinking those conspiracy theories and embrace a little social responsibility? Dare I say, get vaccinated! Let's be careful out there. At least until some hospital beds free up. There are better ways to make the national news than in the obituaries. No disrespect intended, only sadness.

Flushing Out Our Future

by the Grumpy Old Man (views expressed are his alone)

At a recent Bayview Water & Sewer meeting we were told our sewer system has reached, or is near, its capacity. Dumping any more effluent in the watershed above town is probably out of the question. Perhaps never should have happened in the first place, since you know what flows down hill. The original sewer system was put in to help protect the aquifer over 40 years ago. Believe it or not, float homes in the 1980s flushed directly into the lake. You float home owners have humble origins. Funny story, some people used to fish by dropping a line in their toilet. We've come a long way.

If Bayview is going to embrace growth, our sewage system must be expanded. Can you say BOND? Or more like BONDAGE, the economic kind. Like all the water bonds we questioned, the State will offer up a sizable chunk of money to help us determine just how much current Bayview residents need to pay to make sure development and tax revenues expand.

Bayview Water & Sewer District is the closest thing we have to a government and they hold the key to determining our destiny. Will they embrace a vision that honors the small town character of Bayview we love and minimizes the cost to ratepayers?

According to Bob Hansen, Bayview Water & Sewer's contractor responsible for the drain field, "We don't know where our current sewer capacity is at. The sewer system has 500 plus connections, the drain fields are only good for 384 connections. We need hard numbers on how many can connect to the sewer system. This is something we need to be looking at, we need to plan for. We're experiencing more and more year round residents."



Mr. Hansen is suggesting we go ahead with a Sewer Facility Plan. He states, "Next legislature session, starting in January, there will be a big pot of money, free money for water & sewer systems. A lot of the money will be for projects ready to go."

"We see it all the time, districts having more ER's than capacity to handle. It will cost a fortune if we have to expand. With water we can just put in a bigger pipe and we have plenty of water. We really need to take a look at this. We could be spending millions of dollars if we have to improve the treatment site. It still has to be determined what the total number of people that can hook up to the sewer system is. It's what keeps me up at night," he says.

In case you forgot, the Water Facility Plan that was approved last year cost the district \$45,000 and ended up with a \$3.4 million dollar bond. The ink hasn't even dried and now we're talking a Sewer Facility Plan.

The standard growth model involves community members subsidizing the infrastructure for 20 years of future development. It's taken for granted that existing residents pay for increasing levies out of the goodness of our hearts leading to ever increasing fees. Cont.



Across the country this has led to unaffordable water and sewer bills and relentless suburban sprawl. I'm looking at you Cape Horn and Perimeter Road.

Most of us don't want development that only benefits a few. Growth may be inevitable but do we also have to pay for Bayview's demise. First comes water, then comes sewer, then comes ratepayers crying all the way to the bank. Let's hope BWSD is leery of a Sewer Facility Plan that leads to a Sewer Bond which ends up costing us millions.

2021 Communitarian *by Sheryl Puckett*

Back in the good old days, **Liz Justus** was a mover and shaker, the original Bayview influencer.



She was Bayview Chamber of Commerce President, holding that position for several years. Jim Campbell was Vice President, Lorraine Landwehr, treasurer and Jean Campbell, secretary. Many a board meeting was held right at the Captain's Wheel.

Liz loved having fun and organized an event called the "Fun Run". This led to the first Bayview Daze Parade. Liz was the force behind Bayview Daze, taking on all the details that made the parade a success and establishing it as the tradition we know today. She would drive around in her golf cart dressed to the nines in July 4th sequins. She exuded enthusiasm and set the standard for what Bayview Daze is today.

The idea of a lighted boat parade was also created by Liz and her friend, Lorraine Landwehr. Liz was involved with every Chamber fundraiser. The Huckleberry Breakfast was originally held at the Captain's Wheel. She sold raffle tickets to everyone she came in contact with. No one could say no to Liz.

Almost 40 years ago, Liz had a shop in the motel strip that is behind the Captain's Wheel and gave haircuts. Later on Liz's husband, Larry, built her her own shop, which today is the Fish & Game building. For years all the women and men in town had their hair cut by Liz. She encouraged several gals to go out on their own and start their own businesses.

Liz currently owns the **Lakeland RV Park**, next to the Bayview Post Office. Although she prefers to remain out of the limelight these days, her contributions to our town are legendary. Liz has been recognized by the Bayview Chamber of Commerce for her community spirit by giving her the honor of being Grand Marshall at the Bayview Daze Parade.

Bayview owes Liz a debt of gratitude. She deserves her name on the Communitarian plaque.

Suggestions? Want on our mailing list? Printed copies at the Bayview Post Office, Shore Lines editor: sherylpp@gmail.com