

# Celebrating Success

COCC's Small Business Development Center 541-383-7290

## Silver Moon Brewing, Inc.

**J. Tyler Reichert**  
24 NW Greenwood Avenue  
Bend OR 97701

(541) 388-8331

[www.silvermoonbrewing.com](http://www.silvermoonbrewing.com)

**Employees: 6 full-time**  
plus 4 part-time

Silver Moon Brewing Inc. opened in 2000 with a staff of one, owner Tyler Reichert, producing 97 barrels of brew. His company now boasts a staff of ten and produces such world class beers as HOP Knob IPA, Snake Bite Porter and HOPTagon Imperial IPA. Tyler and crew also serve up excellent food and live entertainment in their Bend taproom.

Tyler enrolled in the Small Business Management Program offered through the COCC Small Business Development Center in 2008. He recognized the importance of running an efficient business while making great beer. Tyler has learned to work ON the business, not just IN it. He and his staff have worked hard to develop business systems and operations manuals to create a successful stand-alone business and achieve personal and professional goals.

After obtaining a business loan last year the company has increased production to over 1200 barrels of craft beer in 2009 and anticipates producing 1600 in 2010. Silver Moon now offers beer on draft and bottled throughout Central Oregon, Portland, Eugene, Corvallis as well as select cities in Washington.



As the founder and sole owner of Silver Moon Brewing Inc., Tyler oversees all aspects of the operation including beer production, distribution and taproom management. He works closely with the manage-

ment team overseeing day-to-day operations to ensure that all aspects of Silver Moon Brewing Inc. are functioning together smoothly.

Tyler's participation in COCC's Small Business Management Program means that he can take the time when all daily operations are humming along on their own to look to the future: "Where is Silver Moon headed and what does it need to get there?" He is researching future capital needs and avenues to finance them, developing the Silver Moon brand recognition and updating his marketing plan to stay abreast of the latest in marketing opportunities.

### Partnership with the SBDC

Tyler heard about the SBM course from another local business owner who had just finished the program and highly recommended it. Tyler says: "Now that I have completed the program, I'm on board. This is a good program for any small business owner, new or veteran, looking to grow a successful business."



*With help from the Small Business Administration and the Oregon Business Development Department, the Small Business Development Center offers advising and workshops to new and existing businesses.*