



Scott Ulrich – Candidate Statement for Asia-Pacific Regional Representative

Hello fellow APAC BJCP Judges! I am seeking election as your Asia-Pacific Regional Representative, and I would welcome the opportunity to leverage my experience to expand and strengthen the BJCP across our diverse region.

BJCP & Brewing Experience

Having instructed BJCP preparation courses and led sensory training sessions, I'm a firm believer in the BJCP's mission, especially the principle that beer education and ongoing sensory training lead to improved craft beer.

- **Current Ranks:** BJCP Grand Master I Beer Judge, BJCP Mead Judge, Certified Cicerone
- **Tenure:** 20+ years homebrewing (beer, mead, cider, and rice wines); 15+ years as a BJCP member
- **Exam Experience:** Graded over 290 exams since 2014 and served as Exam Proctor or Exam Administrator for 10 exam sets
- **Competition Experience:** Organized and judged in competitions across Asia, Europe, and the USA

Professional Background

A volunteer organization is only as strong as its leadership and infrastructure.

Professionally, I work as an IT Manager and Security Engineer. We are in an era of rapid technological change that brings both challenges and exciting opportunities. I look forward to using my technical expertise to navigate these changes and help modernize BJCP IT systems while maintaining certification integrity and safeguarding our members' personal data.

Striving for Improvements in the APAC Region

If elected as your Regional Representative, I plan to pursue the following goals:

1. **Be an Accessible Voice for APAC:** My top priority is to listen to and support you. I will make myself readily available to address your concerns and bring your suggestions to the board. I will continue traveling throughout APAC to meet, judge alongside, and connect with our members in person.
2. **Streamline Exams and Advance Judges:** We need more National and higher-ranked judges across the region. I will use my experience with translated exams to streamline the grading process, push to organize native-language grading opportunities where feasible, and advocate for adequate incentives for translators to reduce bottlenecks.
3. **Lobby for Regional Style Recognition:** The Asia-Pacific region has a rich and evolving brewing culture that deserves representation in the BJCP Style Guidelines. For example, Tea Beer is immensely popular regionally and deserves a defined place alongside styles like New Zealand Pilsner and Australian Sparkling Ale.
4. **Champion and Elevate the BJCP Brand:** The BJCP has limited brand awareness in many parts of the region and competes with commercial alternatives for recognition. I will actively promote the BJCP's unique value in beer literacy and sensory evaluation, aiming to build cooperative industry relationships that align on shared goals. Additionally, I will work to bring more of the region's unsanctioned competitions into the BJCP fold so our qualified judges can earn the points they deserve.

I am excited to apply my organizational and technical skills to strengthen the BJCP's long-term viability in the region, and I would be honored to have your vote.

Sincerely,

Scott Ulrich

BJCP® Grand Master I, BJCP® Mead Judge, Certified Cicerone®
CISSP, OSCP, OSWE, ITILv4

