



Σconomics Club

Fourth Meeting / Fall Term
Thursday, November 14, 2007, (5pm-6:00pm)
Stag 107

Call to Order: 5:06pm

- Professor Emmerson gives tutorial to how to post information onto the club blog at osueconclub.blogspot.com/. This blog is common property to the economics club and everyone is able to post onto the site.
- Discussion over meetings for the rest of the term, not next week, but one dead week.
- Discussion over possibly going to Rogue Brewery on the Friday of Finals Week (12/7).
- Going over winter term meetings: who's lined up as well as how to market the club to the lecture classes.

Primary Meeting Focus: Tremblay Brewery and Brewing Industry Discussion

- Effect of Coors/Miller merger
- Unfair competition with self space fights and distribution rights
- MES (Minimum efficient scale) of the industry is enormous
- Fighting for Market Share, how to match customer tastes. How do you fight with Bud?
- Diet Beer? Failed because of the "Manliness" factor.
- Does the Hail Mary strategy actually work?
- German Purity laws, how does this affect business and trade?

Meeting Adjourn at 5:50pm