

# Airline

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into the brewery business in 2014, when they retired from the Houston-area oil and gas industry and moved to Amherst.

Late last year, Gary Cresswell said, they decided to take the business to the next level. They hired Edgar after their part-time head brewer, the Cresswell's son Wes Ellington, decided to keep his regular full-time job working in the Brewer office of a national energy firm, Gary Cresswell said.

At the same time, they decided to rename the company Airline Brewing, to open the Ellsworth pub, and to more than double the brewery's production capacity from two barrels to five barrels at a time, or from about 60 gallons to 150 gallons.

The brewery's new logo — a full yellow pint glass imposed over the black shape of a circular saw blade — is an homage to the former furniture mill in Amherst where Square Tail has brewed for the past two years, he said.

Airline will continue to make all its beer at the same facility.

Opening the English-style pub, something he said he and his wife always wanted to do, is more than an homage to his home country, Gary Cresswell said. There's a practical aspect to it as well.

In the United Kingdom, breweries own the pubs where their products are served, which enables the brewery to control the handling of its own product from the moment of its inception until it is delivered to customers in a pint glass, according to Gary Cresswell. Airline is a relatively small operation, brewing about 500 barrels of beer each year, and so it has no need for a separate distribution company to get its product to the market, he said.

The brewery's specialty, British-style cask-conditioned ales, are stored and handled differently than more common styles of beers, Gary Cresswell said, and by showcasing such ales in their own pub, the brewery can ensure its product is handled, stored and served properly.

Cask-conditioned ales aren't suitable for being bot-



Ray Edgar, head brewer at Airline Brewing Co., taps a cask of ale in the basement of the pub in Ellsworth.

tled or canned, he said, and if Airline sold their casks to another entity that did not properly handle them, the quality of the beer could suffer.

Airline makes 10 varieties of beer, ranging from pale ale to stout — some of which are made with the same recipes as its cask-conditioned ales — which it serves in the more typical fashion: from gas-injected pressurized kegs stored at temperatures about 40 degrees.

Its four cask-conditioned varieties are stored separately in the pub's cellar in the low- to mid-50-degree range and are fed through temperature-controlled lines to taps that have to be manually pumped back and forth in order to make the beer flow.

In addition to not being as cold, cask-conditioned ales have less fizz because, while they are naturally carbonated through fermentation, they are not artificially injected with carbon or nitrogen.

Unlike gas-injected beers, cask-conditioned ales are allowed to continue actively fermenting when they are tapped and consumed. For Gary Cresswell, the differences at the end of the brewing process for cask ales and then how they are stored and served make for a better flavor.

"This is fresher beer," he said. "You've just that extra taste, that extra feel, that extra aroma that comes from a cask ale."

Gary Cresswell said other

craft breweries in Maine make cask-conditioned ales but do not place as heavy an emphasis on them in their overall lineup as Airline does. But since cask-conditioned ales are far less prevalent in the market and keg-style beers are what most people are used to, Airline also makes kegged brews, he said.

Nonetheless, Gary Cresswell said he wants cask-conditioned ales to be what his brewery is known for.

"Our focus is on hand-pulled, traditional ales," he said. "The only way you can do this is in your own facility. It's a lot of work."

The Cresswells' beer has drawn the attention of other players in Maine's vibrant and growing craft beer community. While the couple was being interviewed about their business, brewers with Mason's Brewing, 2 Feet Brewing and Sean Sullivan, head of the Maine Brewers' Guild, showed up at the pub to sample Airline's ales.

Sullivan, sitting at one of the tables, said that because there is such a wide range of beer styles, Maine's craft beer industry lends itself to diversification and fosters a collegial atmosphere among its mostly small-scale brewers. Craft beer enthusiasts typically drink a wide variety of beers, not just one brand over and over again, so there is a lot of room in the industry, he said.

In Maine, the industry has grown significantly in recent years and is expected

to continue to do so, Sullivan added. When he started his job at the guild in 2013, there were about 40 craft breweries in Maine, and now there are more than 80. Most of that growth has been in Maine's more densely populated areas in and around Portland, Lewiston and Bangor, he said, but new breweries also have opened recently in Caribou and Lubec.

In that same three year period, the annual sales of craft beer brewed in Maine has grown from about \$92 million in 2013 to currently between \$125 million and \$150 million per year, he added.

That economic impact also is expected to continue growing.

"The way the market is moving, just like what [the Cresswells have] created here, every town and every community is going to have a brewery," Sullivan said. "It's cool that Ellsworth now has that."

Sharon Cresswell said that, if the expansion of her and her husband's brewery goes well, it may consider opening another other pub elsewhere in Maine. At the moment, however, Airline's pint glass is overflowing.

"It's kind of like having another baby," she said. "Right now I would say, 'No way,' but ask me again two years from now."

## On the Job

Penobscot Eye Care in Bangor has added **Alyssa J. Verrill**, O.D. to its optometric staff. Dr. Verrill is a 2016 graduate of Pennsylvania College of Optometry. She got her start at Penobscot Eye Care as an ophthalmic technician while pursuing a bachelor's degree in biology at the University of Maine, Orono. She attended graduate school at The Pennsylvania College of Optometry at Salus University, earning her doctorate in optometry in 2016. She has completed clinical rotations in primary care, contact lens, pediatrics, and ocular disease. She is a member of the International Optometric Honor Society, Beta Sigma Kappa, the Maine Optometric Association, and the American Optometric Association. Dr. Verrill resides in Winterport with her husband. They enjoy singing together as well as camping, fishing, and exploring the beautiful Maine outdoors with family and friends.



Verrill

Washington. Sychterz is active in the local community and serves on the FUSION:Bangor Community Committee. Robertson is a dentist at Penobscot Indian Nation Health Department in Old Town where he has served the community since 2012. Before that, he served as a private practice general dentist in the state of Ohio. Robertson received his undergraduate degree from Antioch College followed by a master's degree in epidemiology and biostatistics from Ohio State University, and received his dental medicine degrees from Case Western Reserve University School of Dental Medicine. Allen served as PCHC's executive medical director from 2006 to 2014 and is retired. Before that, Allen was with Northeast Cardiology Associates for 30 years as a cardiologist. In addition to his medical degree, Allen has a master's in health care management from Harvard. He has served as president of the Eastern Maine Medical Center medical staff, medical director of EMMC Cardiac Wellness of Maine, chief of cardiology and chief of medicine of St. Joseph Hospital, and president of the Maine affiliate of the American Heart Association. PCHC's board of directors is responsible for financial oversight, strategic planning, defining mission and services, and ensuring compliance with legal and financial requirements, among other responsibilities.



Robertson



Allen

**Carin Sychterz, Dr. Ned Robertson and Dr. Robert Allen** have volunteered to join the governing board of directors for Penobscot Community Health Care in Bangor. Sychterz, a medical assistant, is director for Maine Career Connect, where she works with the community to enhance and support the recruitment and retention of quality professionals in our state. She brings more than a decade of nonprofit experience, as well as decades of event planning and project development. She completed her undergraduate degree at the University of California Santa Barbara and her graduate degree at Western Washington University in Bellingham,



Sychterz

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# Yahoo

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sy sports offerings, among others, and a heavily trafficked home page.

But Google has a stranglehold on the internet search business and built an industry-leading email service, while Facebook dominates in mobile and social media. Meanwhile, traditional web banner advertising, long Yahoo's strength, has become much less lucrative in the age of mobile and video.

"It's a decade of mismanagement that has finally ended for Yahoo," said Recon Analytics analyst Roger Entner. "It's the continuation of an extension of Verizon's strategy toward becoming a wireless internet player and a move away from (telecom) regulation for Verizon into an unregulated growth industry."

Shares of Verizon dipped 0.4 percent to \$55.88, Yahoo fell 2.6 percent to \$38.37.

## Far behind Google, Facebook

The integration of Yahoo will not come without chal-

lenges. In its latest results, it reported a second-quarter net loss of \$439.9 million as it wrote down the value of Tumblr, the microblogging and social media service it acquired in 2013 for \$1.1 billion.

With AOL and Yahoo, Verizon would still be far behind juggernauts Google and Facebook. According to market research firm eMarketer, Yahoo is expected to generate \$2.32 billion in net U.S. digital ad sales, while AOL is expected to make \$1.3 billion in 2016.

Facebook and Google are forecast to deliver sales of \$10.3 billion and \$24.63 billion, respectively, by the end of this year, according to eMarketer.

The Verizon deal would transform Yahoo into a holding company, with a 15 percent stake in Chinese e-commerce company Alibaba Group Holding Ltd. and a 35.5 percent interest in Yahoo Japan Corp as well as Yahoo's convertible notes, certain minority investments and its noncore patents.

Yahoo executives said the remaining company is structured to "indefinitely" hold its Yahoo Japan and

Alibaba stakes. They are worth about \$40 billion based on their market capitalizations, while Yahoo had a market value of about \$37.4 billion at Friday's close.

Yahoo will continue as an independent company until the deal receives shareholder and regulatory approvals, the companies said. It is expected to close in early 2017. It plans to change its name and become a publicly traded investment company.

Yahoo currently has \$7.7 billion in cash, in addition to the \$4.8 billion it will receive at the close of the deal, which it plans to return to shareholders, Yahoo executives said on the call.

Verizon prevailed over rival bidders, including AT&T Inc.; a group led by Quicken Loans founder Dan Gilbert and backed by billionaire Warren Buffett; private equity firm TPG Capital Management LP; and a consortium of buyout firms Vector Capital and Sycamore Partners.

Under pressure from Starboard, Yahoo launched an auction of its core business in February after shelving plans to spin off its stake in Alibaba.

Consumer Forum is a collaboration of the Bangor Daily News and Northeast CONTACT, Maine's all-volunteer, nonprofit consumer organization. For assistance with consumer-related issues, including consumer fraud and identity theft, or for information, write Consumer Forum, P.O. Box 486, Brewer, ME 04412, visit <http://necontact.wordpress.com> or email [contact@live.com](mailto:contact@live.com).

# Forum

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down. She wrote in The Washington Post that 20 minutes of activity is not enough. "They need hours of play outdoors in order to establish a healthy sensory system and to support higher-level attention and learning in the classroom."

As consumers, the ways we use our time may be among the most important decisions we make. Helping young people to put their time to its best use might be the best education we can offer.

"In order for children to learn, they need to be able to pay attention," Plummer wrote in The Washington Post. "In order to pay attention, we need to let them move."

tend to include those parts of northern Maine, as they don't pay into a regional greenhouse gas auction that supplies the \$3 million.

Rep. Robert Alley, D-Beals, said he would support Saucier's effort to "correct" the bill. Alley, Saucier and another lawmaker who told the BDN he was surprised

by the exclusion of northern Maine — Rep. Roland Danny Martin, D-Sinclair — all voted in support of overriding a veto from Gov. Paul LePage to pass the bill.

Any proposed changes to the bill would not be considered until the next Legislature begins meeting in January 2017.

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