

## Bottoms Up! Beer Flows More Quickly – *Courtesy CNN*

"Innovation is a key element of what Technology Professionals contribute to the BC economy," said ASTTBC CEO John Leech after viewing a CNN report on a new approach to filling beer cups.

Watch video [HERE](#)

"All over this province, day in and day out, ASTTBC members are taking their technology know how and creating new products and services," said Leech. John often talks with leaders in business, with regulatory bodies and to government at all levels about the skills of ASTTBC members and what ASTTBC members do to contribute to public health and safety, sustainability of the environment and growth and development of BC.

"You've got to love it, especially when this USA example of innovation speeds the process for acquiring a beer! Can we expect this 'bottoms up' system soon in BC venues?" concluded Leech.