



# BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

April 2009

[www.beerbarons.org](http://www.beerbarons.org)

## Presidents Letter

By: Mike Schwartz

Another great Brewery Night meeting with Stone. Arron did an awesome job! Not only does he know his Stone, he knows brewing. Especially loved the Levitation. Highly drinkable beer yet very flavorful. And hats off to sharing the basics of how it's all done.

I'm ready for some homebrewing nights, though we still have one more Brewery Night coming up with Merchant du Vin. It will be a little different because they distribute many different brands of classic beers like Samuel Smiths.

We'll be taking additional nominations for Sergeant at Arms. So far Dave G is the only nomination. I always like to see more than one just on principle so please think seriously about it. And so long as we're at it. Bruce and I will be reaching the ends of our terms this year and neither of us can run again. If you'd be interested in running for either Treasurer or President let us know.

VP Jason is now the proud Dad of a bouncing baby girl. Jessica survived delivery of a baby almost as big as herself. That's what we like to see in Beer Barons – toughness and the willingness to see things through. Like drinking that batch that was contaminated. OK maybe that's not a good analogy ;) Anyway we all knew she had it in her and congratulations!

~Skol

## April Meeting

By: Jason Heller

This month's club meeting will feature a guest speaker from Merchant du Vin, an importer of many classic (and great) regional beer styles from around the world. Using these classic examples, Brian Van Zandbergen will discuss beer tasting and evaluation. Although there are many BJCP judges in the club and even more simply "beer critics", Brian hopes to bring an interesting perspective and discussion to the club to enhance our "education and enjoyment of fermented malt beverages". He has provided a recommended beer menu for the evening to facilitate the presentation. We may have a broad variety of excellent beer to taste and evaluate! I can't wait! Stay tuned for more information about up-coming meetings. I'm working on a roadmap for the year, and yes, we are due for another homebrew meeting very soon. As always, suggestions and requests for up-coming meetings, especially homebrew topics are always welcome.

### More About April's Guest

Brian Van Zandbergen: Merchant du Vin Midwest Regional Manager, oversees sales and marketing of over 42 classic beer styles representing breweries from 6 different countries that produce the classic styles from the regions they are from. Included in the many responsibilities as Midwest Regional Manager Brian conducts educational seminars for distributors, sales representative, wait staff, retailers, and general consumers. A true passion and understanding of everything "Beer" Brian has a vast knowledge of beer brewing with experience as a professional assistant brewer, 17 years of home beer brewing experience, 15 years in specialty beer sales, author of "The Beer Enthusiast Guide to Chicago", Certified BJCP Beer Judge, Certified Cicerone, Beverage Tasting Institute panelist, BASSET Certified, and extensive world travel revolving around all things pertaining to beer. Brian also has a vast understanding of Food and Beer pairing conducting over 100 beer/food events at the finest restaurants throughout the Midwest as well as consulting for beer/ food pairing menu's nationally. As an amateur Cheese Enthusiast and home cheese maker Brian has a vast knowledge for pairing Beer and Cheese styles, one of his favorite presentations

## WHAT'S INSIDE

- P.1 President's Letter, April Meeting Info
- P.2 World of Beer Volunteer Information
- P.3 WOB Info, AHA Update
- P.4 Treasurer's Report, Membership Info, Beer of the Year
- P.5 Baron Forum, Brew-U

## UPCOMING BEER BARONS MEETINGS AND EVENTS

- WEDNESDAY, April 22nd: Monthly Meeting featuring Merchant du Vin  
We will be sampling Beers from around the world! @ Clifford's—7:30
- WEDNESDAY, May 6th: Officers Meeting @ Bowery—29th and Ryan Rd.  
Open to all members, followed by social hour—Meeting @ 7pm Sharp

## World Of Beer

Planning is underway for the 2009 festival. We've had meetings with a new sponsor [GreatBrewers.com](http://GreatBrewers.com) (Specialty Beverage). Planning and promotions are underway. If you'd like to get involved, there's a lot to do and we can always use help and ideas. Just talk to any committee member or email [festival@worldofbeerfestival.com](mailto:festival@worldofbeerfestival.com) and let them know you're interested in helping out. We'll be starting volunteer sign up at this meeting. Please sign up so we have an idea of how many people we'll have. We'd like to keep it all club members this year if possible.

For the World of Beer, we will need volunteers once again. At the next meeting we will have a signup sheet where you can choose what you would like to help out with. If you have contacted someone prior to this, please do so again, as there has been no "official" sign up until now. Please don't assume you are on a list prior to this meeting. If you can't make the meeting, send an email to [beer@kane1.com](mailto:beer@kane1.com) and your name will be added to the list. Please specify what you are willing to volunteer for and if you have any questions.

Let's start with a description of each type of volunteer needed. Please contact Jeff or Diana Kane if you would like to help out in any capacity. Listed below are the expectations for each type of volunteer.

### Volunteer Coordinators:

Jeff and Diana Kane

- 1.) Meet with the Club Officers and WOB Festival Committee to coordinate activities related to the day of the event.
- 2.) Collect a list of available volunteers.
- 3.) Prepare and Execute plans to ensure that day of event activities are staffed.
- 4.) Keep track of where all volunteers are staffed.
- 5.) Act as a central liaison to answer any questions about the event.
- 6.) Staff a single physical location during the entire event.
- 7.) Coordinate with the various teams to ensure all needs are met.
- 8.) Deal in real time with any issues or concerns.
- 9.) Smile while being yelled at.
- 10.) Do what is best for the club and the festival.
- 11.) Collect feedback from both guests and volunteers to improve the show for next year.

### Bar Tender / Lead Area Server:

At least 6 people who want to act as Bar Tenders that have licenses to serve in Menomonee Falls.

- 1.) Have a valid Bar Tenders License for Menomonee Falls.
- 2.) Report to a Volunteer Coordinator upon arrival.

- 3.) Responsible for serving beer in their area as defined by the State.
- 4.) Organize the servers in their area and work with the Volunteer Organizers to determine how many people are needed.
- 5.) Assign servers in their area to collect beer from the cooler.
- 6.) Ensure that the correct beers are ready at tables in their area.
- 7.) Organize servers in their area during the event so that at least one server is at each table at all times.
- 8.) Report any issues, concerns, or problems to a Volunteer Coordinator.
- 9.) Attend a pre-event planning meeting (either very early the day of or the week before) to go over what to do.

### Site Setup and Tear Down Volunteers:

About 10-15 people each before and after the event. Volunteers don't have to do both. This is considered an additional volunteer group. Between activities, please help out in another team.

- 1.) Arrive early and/or stay late.
- 2.) Report to a Volunteer Coordinator for assignment upon arrival.
- 3.) Assist with unloading of supplies.
- 4.) Rearrange tables.
- 5.) Cover tables.
- 6.) Place table tents on tables.
- 7.) Assist vendors as needed.
- 8.) Volunteer in another area also.
- 9.) Return extra beer to the cooler.
- 10.) Clean off tables.
- 11.) Return tables to original locations.
- 12.) Drink beer.

### Entrance Area Volunteers:

Need 5 people for a couple of hours before the show and during the initial hour of the event. After that 3 people should help out in another area. 1 person should remain available to sell tickets at all times, and 1 more to distribute wristbands and glasses.

- 1.) Arrive very early.
- 2.) Report to a Volunteer Coordinator for assignment upon arrival.
- 3.) Unbox glasses and prepare them for distribution.
- 4.) Sell tickets and collect money.
- 5.) Place wristbands on guests.
- 6.) Keep an accurate count of wrist bands.
- 7.) Hand out glasses and programs to guests.
- 8.) Be prepared to help out in another area when the initial crowd is inside.

...continued on page 3

## Beer Servers:

Most of the volunteers are in this team.

- 1.) Arrive an hour before the event and attend a "rally" where you will get instructions for the day. If I have anything to say about it, the rally will have beer! (No promise in case I get vetoed.)
- 2.) Report to a Volunteer Coordinator for assignment upon arrival and any time you do not have a job assigned.
- 3.) Assist the Lead Area Servers with getting the beer to your table.
- 4.) Show up for your assigned serving time as planned.
- 5.) Remain at your serving table until relieved.
- 6.) Serve the beer to the guest with a smile and treat them with respect.
- 7.) Remain polite even when drunks are not the same.
- 8.) Be prepared to talk about the beer you are serving.
- 9.) Report any problems with guests or the beer to the Lead Area Server.
- 10.) Stay sober enough to be helpful to the guests.
- 11.) Let the Lead Area Server know if/when you need a break.
- 12.) Assist with the return of the extra beer to the cooler.

## Beer Barons Homebrew Servers:

- 1.) Report to a Volunteer Coordinator upon arrival and remind them that you are serving at the club table so they don't send you elsewhere.
- 2.) Bring and serve your own beer.
- 3.) You represent the club, so speak well of it and solicit new memberships.
- 4.) Have a passion for Home Brewing. ☺

## Brewery Demonstration Volunteers:

- 1.) Report to a Volunteer Coordinator upon arrival and remind them that you are dedicated to the Brewing Demo area..
- 2.) Work with the Master Brewer to demonstrate how to make beer.
- 3.) Talk openly and in a friendly manner to the guests about brewing.
- 4.) Have a passion for Home Brewing! ☺

## Glass and Ice Delivery Volunteers:

- 1.) Be available for prior planning discussions with a Volunteer Coordinator to know ahead of time what to do and where to go.
- 2.) Wake up earlier than anyone else-day of the event!
- 3.) Drive around the 5 county area picking up items needed the day of.
- 4.) Supply a vehicle and trailer or pickup bed.
- 5.) Load and unload the items you are delivering.
- 6.) Report to a Volunteer Coordinator upon arrival (unless they are with you).
- 7.) Assist another volunteer group after you are done.

## AHA COC update

The final Club Only Competition for the 2008/2009 season is coming up. Mays category is Extract brews. Beers from any category are welcomed and the only stipulation is the recipe has to be at least 50% extract. If you are interested in entering this competition please bring three (3) 12-16 oz bottles to the April meeting. At the meeting I will collect one bottle from every one entering the competition and have 2 or 3 judges sample all the entries. I will collect the two other bottles from the winning person and send them in to the national competition. There is no cost to enter the competition so I hope to see a bunch of entries for this one.

There are no results for the March/April competition due to the flooding in North Dakota. The Beer Baron's entry was sent back to us and I think it was due to FedEx not being able to deliver the package due to the floods. I know that the national club only competition has been delayed due to multiple entries being delayed or not delivered due to the flooding.

The 2009/2010 competition starts back up in August with the amber hybrid category. I will have full details 09/10 schedule in next month's newsletter.

-Dave Glazewski

### SUPPORT YOUR LOCAL HOMEBREW SHOP

*\*10% off starred locations with BB membership card*

#### **Bitter Creek**

(262) 644-5799

206 Slinger Rd., Slinger 53086

#### **\* Brew & Grow,**

(262) 789-0555

285 Janacek Rd, Brookfield 53045

#### **\* Cedarburg Homebrew Shop**

(262) 377-1838

W62 N590 Washington Ave.,  
Cedarburg

#### **Frugal Homebrew**

(262) 544-0894

238 W. Broadway, Waukesha

#### **Hop to It**

(262) 633-8239

234 Wisconsin Ave.,  
Racine 53403

#### **\*The Marketbasket,**

(800) 824-5562

14835 W. Lisbon, Brookfield

#### **Homebrewing Depot**

(414) 778-0781

8008 W. National, West Allis

#### **Purple Foot**

(414) 327-2130

3167 S. 92nd St, Milwaukee

### ATTENTION!!

Recently Baron Mind has advertised a 10% discount for local homebrew shops, but a printing error has mistakenly identified some homebrew shops as participants in that discount program. The list above is both current and accurate, so please make a note of it. The Beer Barons apologize to their members and to the homebrew shops mistakenly identified by this error.

## Annual Membership Renewal A Success!

The club transition to an annual membership has now concluded. To date over 170 members have made their full or pro-rated payments for 2009 and we thank you very much. Anyone who has not already renewed in 2009 will have to register as a new member going forward. Memberships can still but just no longer at the prorated amounts. Remember – Membership brings you:

- Preference over non-members for beer fest ticket purchases.
- Discounts at participating home brew supply shops.
- Discounts at participating brew pubs.
- The ability to get a login for the Barons Brew Blog.
- Preference over non-members when signing up for Brew U courses.

We have three different options that members can use in order to pay this year.

Use the new Member Dues and Fees Payment page that we've created on the Barons web site. This page can be found at - <http://www.beerbarons.org/payments.html#> or click on the word Payments listed on the left at <http://www.beerbarons.org>

Write out a check for either \$15 (Individual) or \$20 (Family) to the Beer Barons and mail it in to PO Box 270012 Milwaukee, WI 53227.

Pay the Treasurer either \$15 (Individual) or \$20 (Family) by check or in cash at the next Barons club meeting.

After you pay your membership fee you'll receive your membership card for 2009 at the following Barons monthly meeting. Feel free to pass along any questions you may have. See Bruce at the next meeting as well.

## Beer Of The Year

By Mike Rice—Competition Coordinator

The Beer Barons annual picnic will be held again in September. For the last four years we have featured all home-brewed beer. Two years ago we started an informal competition called "Beer of the Year". What is different about this competition is that the beers are judged by ALL of the attendees. As you savor the beers you rate the beer on a 1-4 scale. To enter you must bring a 5g Cornie to ensure that everyone gets to sample your swill. If needed the club will reimburse you for the cost of your ingredients. If you do not have the ability to keg your batch, contact me and we will provide you a Cornie keg. Bottled Beer is unsafe at a picnic setting.

The winner of the competition will receive the "Jerry Hetzel Award". Jerry was one of the Barons founding fathers who we lost last year. Your name will be inscribed on the coveted "Silver Paddle". This is a traveling trophy that you will be proud to show your UN-deserving friends. Last years winner Richard Binkowski won with an astounding Irish Red Ale. Now is your chance to wrest the paddle from Rich's grimy little fingers. Last year we had 18 entries. With the growth that the club has experienced in the last year, 18 WILL NOT be enough beer. The picnic is a well attended event. Many Barons bring spouses and friends who otherwise do not attend regular meetings. Trophy or not, the picnic is the perfect opportunity to share your hand crafted endeavors with your fellow Barons. Now is the time to start planning your batch. WE ARE A HOME BREWING CLUB! YOU ARE ORDERED TO FIRE UP YOUR KETTLES!!!

## Treasures Report

**March 2009**

By Bruce Buerger

<b>Beginning Balance</b>	<b>\$10,440.56</b>
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### Income

Chilton Beer Fest	\$2,200.00
Meeting Income - Fees	\$708.00
Membership Income - Fees	\$255.00
<b>Total Income</b>	<b>\$3,163.00</b>

### Expenses

Chilton Beer Fest Tickets	\$1,890.00
Meeting Expense - Beer	\$931.16
Meeting Expense - Facilities	\$131.00
Meeting Expense - Officers	\$50.00
Newsletter Expense -	
Printing Feb & March	\$154.54
Newsletter Expense -	
Postage March	\$84.00
Transaction Fees	\$2.40
Insurance	\$745.00
PO Box Renewal	\$58.00
<b>Total Expenses</b>	<b>\$4,046.10</b>

<b>Ending Balance</b>	<b>\$9,557.46</b>
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### Meeting Attendees

**March Meeting:** 131

<b>Total Membership:</b>	<b>Paid—170</b>
	<b>Trial—21</b>
	<b>Expired—39</b>

### Estimated Upcoming Expenses

Chilton Beer Fest Bus and Food	\$ 1,000.00
Great Taste Fest Tickets	\$ 2,200.00
Newsletter & Postage	\$ 170.00
Picnic Park Reservation	\$ 180.00
	<b>\$ 3,550.00</b>

## Baron Forums – A Great Source of Home Brewing Knowledge and Information

Last year the club launched their very own web forum. For those of you not familiar with web forums they are an excellent tool for the viewing or posting of questions and answers regarding specific topics. A user of the forum can choose to simply to just view the conversations of others, post questions of their own, or answer questions posted by others. They also allow a user to subscribe to a particular topic (get an email when there is a new posting) or to simply visit a topic at their leisure.

The Baron Forum has topics pertaining to the club itself, homebrewing equipment and ingredient selling, beer styles, homebrewing, and much more. Some of the most heavily discussed items have been about different BJCP categories, the use of plastic kegs, and how to properly aerate a yeast starter. Currently there are 54 members participating in the forum ranging from senior to new members.

So how does one get started using this web site? Well for starters one should go out to <http://forums.beerbarons.org> and just take a look at some of the topic areas and the discussions going on. If you'd like to post a question or response, or view additional member specific areas you'll need to request a login ID from the site administrator. When you request your login via the registration process please use your real name when asked. This will be used to match you up with the Beer Barons membership and committee lists. Non-members are also welcome to register and post in the public areas. After registering, you may request access to the groups that you feel are appropriate for you. Groups currently include Members, Officers, WoB Committee, WoB Volunteers, and Brewers (for commercial brewers). Once you are approved for these groups, you will have access to the appropriate private areas and these will become visible to you.

### Upcoming Brew – U Events

#### Inaugural Barons Brewing Summer Day Camp – A Brew U Double Feature!

What: Basic Brewing and Intro to All Grain Brewing:

When: May 2<sup>nd</sup>, 2009 10 a.m.

Where: Mike Schwartz's Back Yard

Cost: \$5 to cover materials and homebrew samples.

In honor of National Homebrew Day we thought it would be very appropriate to hold a homebrewing double header. Both classes together at the same time and hosted by our club President in his spacious yard. Come see how both partial mash and all grain methods are done and participate in discussions with experienced home brewers. We'll be making a Saison and an English Mild. The end result of both batches will be served at an upcoming Baron meeting. All beer made that day will be tracked using the Baron BrewBlog – <http://brewblog.beerbarons.org>.

**Brewing 301** – Intro to All Grain Brewing:

Tired of doing extract brews and want to take it to the next level? Frustrated from reading how it's done and wondering if you would be doing it right? This is the course for you. We'll

take you from crush to boil. This course will cover the mash, sparge, and boil.

**Brewing 101** - Bare Bones Basic Brewing - Thinking about giving Home Brewing a try? Maybe you gave it a try but it didn't turn out quite so well? Tired of hearing about Home Brewing at Beer Barons meetings and wishing you could see how it's done? We'll take you through the process of making the wort and pitching the yeast. No super technical jargon, no advanced homemade brewing equipment, and no complex beer recipes. We'll make simple ale without the geek speak and use equipment from a Home Brew shop starter kit.

If you're interested in attending this brewing spectacular, or if you have additional class ideas, please visit the Brew-U sign up page and let us know. Spots are limited! You must register in order to attend and receive directions to the event - <http://www.beerbarons.org/Brew-U/classCatalog.html>

Additional Brew U Events In The Works – Beginning Mead Making, Brewing Topics: Everything Yeast.

## 2009 Wisconsin State Fair Homebrew Competition

Ladies and Gentlemen, fire up your brew kettles, the 2009 Wisconsin State Fair Homebrew Competition is coming soon. This year's competition will be on Saturday, May 16<sup>th</sup>. If you've entered in recent years, you should be receiving a post card in the mail soon. This year you must download the Rules and Regulations and Entry Forms from either [www.wsfp.state.wi.us/home/wsfp](http://www.wsfp.state.wi.us/home/wsfp) or [www.beerbarons.org](http://www.beerbarons.org). Entry forms must be mailed to the State Fair by May 1st. As last year, we are charging a late fee for entries received after the May 1st deadline. After May 1st, entry fee increases from \$5 per entry to \$20 per entry. So save money and enter by May 1st.

As in the past, we will be using the Beer Judge Certification Program (BJCP) Style Guidelines. You can also download the most recent guidelines, dated 2008, at [www.bjcp.org](http://www.bjcp.org).

Just like last year, the State Fair is giving out cash prizes. The Best of Show winner gets \$50, 2<sup>nd</sup> Best of Show winner gets \$35, and each Best of Category winner (with six main categories) gets \$20. The Best of Show winners also receive plaques. First, Second and Third Place ribbons will be awarded in each category. The competition is a great way to learn more about beer, either by entering and getting feedback, or by volunteering at the competition. As always, we will be asking for volunteers to help judge and steward. The day includes a potluck lunch that we share with the Wisconsin Vintner's Association, who hold their competition at the same time. And of course, there's the famous Beer Table. Ask someone who's been there before.

So start figuring out which beers you are going to enter. If you have questions about entering or about volunteering, you can contact either Rich Heller at [rich.heller@hotmail.com](mailto:rich.heller@hotmail.com) or Dan Schlosser at [dan-schlosser@wi.rr.com](mailto:dan-schlosser@wi.rr.com). The Wisconsin State Fair Homebrew Competition is one of the highlights of the Beer Barons brewing year- we hope to see you, or your beers, there.

Cheers—Rich Heller and Dan Schlosser

## MILWAUKEE BEER BARONS BOARD MEMBERS

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Please support House of Hamburg as Tim O'Keefe donates his hall for Beer Barons' BJCP classes

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