



BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

May 2010 www.beerbarons.org

Wow, May and June are full of great beer events! Good luck to those that entered the recent Wisconsin State Fair Homebrew Competition; there is usually a good turnout of Beer Barons entries, and many ribbons and best-of-show plaques go to well-deserving Barons!

Also about to be held is Milwaukee's local AHA rally sponsored by Northern Brewer and Lakefront Brewery. Thank you to the Beer Barons that volunteered to help at the rally. For those that got your five gallons of wort at the rally, please share your results with the club sometime. Even if you don't bring us all a sample, it'd still be interesting to hear what each of you did with the wort and how it turned out.

Our monthly meeting in a couple of weeks will be yet another great beer event to close out the month of May. Kirby Nelson from Capital Brewing will be our guest speaker. It's been a few years since Kirby last visited the club, and it'll be interesting to hear how Kirby and Capital are doing, along with information and discussion about Kirby's latest brews. Reminder, the monthly meeting fee for the May meeting will be \$10, since we are featuring a commercial beer.

Finally, our very own World of Beer Festival is just around the corner. If you haven't done so yet, tell all your friends, neighbors, relatives, and coworkers about our great fest. Also, we need you to volunteer to help at the fest! The more volunteers we have, the less each of us has to work, leaving time to sample the great beer and socialize with all the other beer lovers there.

Jason Heller

It is Mid-May, and this letter is being written prior to State Fair, the AHA Rally at Lakefront, and Chilton. All of these are great activities, and they help to introduce the general public to the Beer Barons of Milwaukee. When we participate in or attend events with our logo emblazoned on our shirts, we are representing our club. Right or wrong, others may take our actions in a negative way. Since we are a club that focuses on beer, it can be easy to over-indulge. Heck, drinking beer is the major reason we get together once a month! All I ask is that in public, we conduct ourselves with decorum.

Good job Jason, in lining up Kirby Nelson to speak at this month's meeting. I had the opportunity to hear him several years ago at the Upper Mississippi Mash Out, and I very much enjoyed it. His beers are outstanding, and they are a staple in my beer cooler. The last time I bought a keg of beer it was Capital Fest Bier; I am glad to see it back in the line-up.

Next on our agenda is the World of Beer Festival June 5th at the Schwabenhof. This is not only a great time, it is also an important fundraiser for the Museum of Beer and Brewing. Check with Jeff Kane to volunteer. We need lots of bodies, and the more the merrier!

Last, but not least, The Beer Barons will be well represented at the National Homebrew Convention June 17-19 in Minnesota. The bars are almost complete, the shirts ordered, and the beer brewed. Over the next few weeks, we will be finalizing our travel plans, and finishing up the last few details. Thanks to Bruce Buerger for heading this up.

There is a lot going on, and while I am looking forward to each of these events, I'll be glad once we have successfully completed our participation. Time for a beer!

Rich Heller

WHATS INSIDE

- P.1 President, Vice-President Letters
- P.2 Meet the Baron
- P.3 Treasurers Report, WOB Update
- P.4 WOB Volunteers
- P.5 WOB Volunteers (cont.) , Brew U News
- P.6 Club Only Comp. News, NHC Writeup
- P.7 State Fair Re-Cap with Pictures

UPCOMING BEER BARONS MEETINGS AND EVENTS

WEDNESDAY, May 26: Monthly Meeting @ Clifford's 7:30 PM Please note that this meeting is a \$10 meeting WEDNESDAY, June 2: Officers Meeting @ Rock Bottom— 740 N Plankinton, Milwaukee, 53203, Open to all members, followed by social hour—Meeting @ 7 pm Sharp



UNITING THE BEER COMMUNITY.

Upcoming Special Events!

go to greatbrewers.com for details

May 24th

Founders Beer Dinner, Buckley's Kiskeam Inn, Milw

June 4th 4pm-7pm

New Glarus Sampling, Discount Liquor, Waukesha

June 5th 12pm-3pm

New Glarus Sampling, Discount Liquor, Milwaukee

June 10th

Duvel Beer Dinner, Carleton Grange, St Francis

June 14th

Goose Island Beer Dinner, Sanford

Upcoming New/Special Releases

*Orkney Brewery

Skull Splitter

Dragonhead Stout

Dark Island

Red MacGregor

*Moorehouse's - Blonde Bitch

*Daleside - Monkey Wrench



Meet the Baron

Name: Harazet Jimenez

Age: 37

How long have you been a Baron? About a year and a half.

How long have you been brewing? I don't brew right now, but I have "assisted" my friend Kevin Meves a couple times.

What got you into brewing? I don't brew alone as of yet, but I want to learn so that when I go back to Puerto Rico (my home country) I can make beers that are not available commercially. I need to sign up for one of those "Brew U" introductory classes.

What is your favorite style and why? American IPA, I really love the hops grown in the Pacific Northwest

What is your favorite beer? Three Floyds Alpha King pale Ale

What is your favorite brewery and why? Bells, they make some of the most wonderful beers in the mid-west.

What is your commercial to homebrew consumption ratio? Pretty much commercial right now since I rely on others for the homebrew.

What has been your favorite Baron meeting? The Stone Brewing night was very memorable.
Are you planning on working at this summers World of Beer? Sign me up!



Purple Foot to Offer 10% Discount!

The Purple Foot has decided to offer all card carrying Beer Barons Members a 10% discount on all items in the store. Thank you very much Karen Lau!

Another great reason to be a member!

May Financial Report

Year to Date 4/30/2010

INCOME

Meeting Fees	4,895.00
Membership Fees	2,710.00
Merchandise Sales	-81.50
Newsletter Advertising	363.00
TOTAL INCOME	7,886.50

EXPENSES

Chilton	-195.00
Club Equipment	35.62
Club Only Competition	33.24
Insurance	661.00
Jockey Box Covers	146.34
Meeting Costs Beer	1,232.85
Meeting Costs Facility	303.00
Newsletter Postage	248.88
Newsletter Printing	351.79
Officers Meeting	200.50
Picnic Site	210.00
PO Box	60.00
State Fair Comp	30.00
Transaction Costs	59.14
TOTAL EXPENSES	3,377.36

Balance 10,863.76

April Attendance 85

World of Beer Update

These are the last weeks before World of Beer. Please do whatever you can to get the world out. We'll have more posters, yard signs, and handouts at the meeting. If you haven't signed up to volunteer yet let Jeff or Diana Kane know. You can contact them at fest.volunteers@worldofbeerfestival.com.

The Barons Need You!

I am looking for new and old members alike to be featured in the Baron Mind's "Meet the Baron" article. I think this is a great way for members to learn a bit about each other. Please see me at the general meeting if you are interested. All need from you is that you answer a short questionnaire and have your picture taken. Previous subjects have expressed to me that they think it is a lot of fun. How about you?

Kevin Meves, Secretary



THE FIRST 100% ALL-WISCONSIN LAGER.



Taste the soul of Wisconsin!

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 and Wine**
(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 Market Basket**,
(262) 783-5233
14835 W. Lisbon, Brookfield
- ***Northern Brewer**
414-935-4099
1306 S. 108th St. West Allis
- ***Purple Foot**
(414) 327-2130
3167 S. 92nd St, Milwaukee

***Brews Wine and Spirits (1256 Capitol Drive) is offering a 5% discount to Beer Barons Members!

***Rock Bottom (740 N. Plankinton) is offering a 10% discount on food to Beer Barons Members!

***Milwaukee Ale House (233 N. Water) is offering a 10% discount to Beer Barons Members!

Volunteers Needed!

We need volunteers for World Of Beer. If you have not signed up, send an email to fest.volunteers@workdofbeerfestival.com. We need about another 30 people to sign up. There are many type of volunteers, but serving beer is the majority. We also need about 10-15 people to show up around 9 AM or so to help set things up. Those who are just serving can show up around 11:00 AM to get checked in and get the beer to your table. Beer starts to flow at 1 PM.

Here are the expectations for the Setup and Beer Serving Volunteers.

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.

Beer Servers:

About 80 volunteers are in this team.

- 1.) Arrive an hour before the event and attend a "rally" where you will get instructions for the day.
- 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. (cont. next page)



The Museum of Beer & Brewing wishes to extend their thanks and gratitude to the *Milwaukee Beer Barons* for their continued support.

PLEASE LOOK FOR US AT THE
FOLLOWING EVENTS:

May 26th Museum of Beer and Brewing Annual Meeting
at Libiamo's

- ◆ 6:00 Social Time
- ◆ 6:30 Business Meeting
- ◆ 7:00 Discussion by Susan Appel from the Society for Industrial Archaeology

Appetizers and the first beer are on us!

Want to know more? Visit us at www.brewingmuseum.org

WOB Volunteers (continued from page 4)

- 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.) *Only serve samples, do not give whole bottles or cans out.*
 - 10.) *Report any problems with guests or the beer to the Lead Area Server.*
 - 11.) *Stay sober enough to be helpful to the guests.*
 - 12.) *Let the Lead Area Server know if/when you need a break.*
 - 13.) *Assist with the return of the extra beer to the cooler.*
- Keep in mind, we ALL represent the club. Let a Festival Staff Official know right away about any person, guest or volunteer, who becomes unruly. The individual will be escorted out! The beer is not free. It is paid for by the club. Please do not horde any for personal consumption! There will be beer available for volunteers at a food and drink party after the cleanup is done. Details will come out later.**

Brew – U Events

Recap – Barons AHA Big Brew National Homebrew Day

We had 14 people on had May 1st at the Schwabenhof to take part in the Barons 2nd annual Big Brew Site day. This year we did another double feature – one example of an extract batch and another of a big all grain batch. For the all grain we built off of what we learned at the Advanced Yeast Studies class by doing a 30 gallon batch of blonde wort and applying ale and lager yeasts that have been conditioned in various ways. The brew is currently fermenting and it can be tracked out on the BrewBlog under the featured brews section. <http://lbrewblog.beerbarons.org> If all goes well we'll have a great parallel brew topic. The end result of both batches will be served at an upcoming Baron meeting. Kevin Meves also brewed up an extract batch of a Belgian Saison and demonstrated to the attendees how to use different spices during the boil.

Special thanks to Kevin and Mike Schwartz for bringing their systems out and brewing up a storm that day. Thanks also go out to all of those who assisted Kevin and Mike with the brewing.

Thanks – Bruce Buerger

Remaining 2010 & 2011 Brew U Events

July 30th, 2010 – Hop Studies

August 21st, 2010 – Recipe Formulation

October and November 2010 – Intro to Sensory Analysis

November 6, 2010 – AHA Learning to Homebrew Day

December 2010 and January 2011 – BJCP Exam Studies



Three Cellars
Wine Beer Lounge

For the last 4 years, Three Cellars has been a hotbed of craft beer enthusiasm, embracing this movement by selling only Craft and Import beers while every other store still carries the bland macros.

On any given day, the Cellar Lounge inside Three Cellars offers four beers on tap and the ability to chill any of the 500 beers from one of Wisconsin's Largest Single Selections in just three minutes.

June Events at Three Cellars

June 4th – 6-8pm - Capital Brewery Tasting with Brewmaster Kirby Nelson

June 5th – 1-4pm - Free Tasting featuring French Wines and Pilsner Beers

June 11th – 6-8pm - Schell Brewery Official Launch Night

June 12th – 1-4pm - Free Tasting featuring Rose Wines and Northern United States Breweries

June 15th – 7-830pm – Cellar Beer School – Beer and Cheese Pairing – Reservations Required

June 19th – 1-4pm - Free Tasting featuring Wines and Beers for Dad

June 23rd – 7-830pm – Cellar Wine School – Cheap Wine's Dirty Little Secrets – Reservations Required

June 26th – 1-4pm - Free Tasting featuring Austria/Hungary Wines and Brewpub Beers

For more information log onto Threecellars.com

7133 S. 76th Street Franklin – 414.235.3336

On the corner of 76th St. and Rawson Ave.



Three Cellars
Wine Beer Lounge

"BUS WITH US"

* JUNE 19 (SATURDAY)
Potosi Brewery & Museum,
Ale Asylum & Minhas (x-Huber)

Trip includes Badger coach ride,
Tours at 3 breweries,
Potosi Brewery Museum entry
& Lunch at Potosi Brewpub
Cost \$75

BADGER TOUR & TRAVEL
www.badgerbus.com
(800) 416-2049

.....

BOMB SHELTER SUDS CLUB WEDNESDAYS

7-9 PM - \$7 to join, \$10 weekly*
(includes featured bottle or draft plus 7 samples)

May 19 - Homebrew Night:
All-grain Weiss Bier
May 26 - Left Hand Brewing Co.
June 9 - Great Lakes Brewing Co.

THE BOMB SHELTER,
1517 S. 2nd St., Milwaukee, WI

.....

RIVERWEST BEER CLUB

Tastings, Homebrew, Music
6-10 PM - \$5 to Join - \$5 per Event
THE GIG, 1312 E. Wright Milwaukee, WI

.....

Info on these events, and more:

(414) 332-7837

www.sudswineandspirits.com

.....

ATTN: BEER BARONS

"Suds, Wine & Spirits" is growing !

We're looking for more freelance writers.

Themes ? Beer, Music, Spirits, ...

Geography ? Milwaukee, all of Wisconsin,
Illinois, Minnesota, (and soon) IN & MI, too !

Contact me - wjsws@sbcglobal.net

AHA Club-Only Competition

Erik Scott

Congratulations to Don Gilbert! His Raspberry Amber Ale took the win from the 3 entries we judged for the Extract beer round. Don's brew will be judged at the National COC round May 22nd. Remember, the club handles shipping and entry fees for the national COC round, and the regular meeting fee is returned to our winning entrant.

Each COC covers a specific style or category. Bring 3 bottles to the appropriate Barons meeting. Bottles must be brown or green and 10-14 ounces or the entry will be disqualified. The winning Baron must complete a recipe form along with the entry. If you record your beer in the brewblog (brewblog.beerbarons.org) you can easily print your recipe. For further details visit www.homebrewersassociation.org

and click on competitions to get the Club-Only option. Or send an email to erikscott@yahoo.com

Next Competition: June 23rd - Mead - BJCP Categories 24-26

Plan Ahead for Upcoming Competitions

August 25, 2010 - "Pucker Up" Sour and Wild Ales - BJCP Category 17 AND American Wild Ales and Specialty Wild Ales

November 2010 - Strong Ale - BJCP Category 19

December 2010 - English Pale Ales - BJCP Category 8

March 23, 2011 - Bock - BJCP Category 5

April 27, 2011 - Angel's Share: Wood Aged Beer -

National Homebrewers Conference Planning Update

Next planning meeting: June 11th, 2010 @ 6:30pm

Where: House of Hamburg, 5937 S. Howell Ave, Milwaukee

We've selected our bowling shirt style, we're working on the bowling lane bars, and we're brewing our beers. The Baron's presence at the upcoming National Homebrewers Conference in Minneapolis, MN June 17th - 19th should be pretty impressive. Stay tuned to the Baron Forums - Club Business section for further club planning details and updates - <http://forums.beerbarons.org/>. More details about the conference itself can be found at <http://www.ahaconference.org/> and the pre-conference events can be found at <http://www.mnchillin.com>.

A Big Shout Out to David Skreczko!

A big congratulations go out to David Skreczko for his winning IPA at the St. Francis Brewpub's IPA Contest! David will get to brew his recipe at the brew pub and it will be June's "special offering".

Nicely done!

Wisconsin State Fair Competition

The Wisconsin State Fair Competition was held on May 15th. We judged 220 entries over two days, utilizing three judging sessions. We accomplished this task with the help of over 50 volunteers, acting as judges and stewards. A special thank you goes to Dan Schlosser and Dave Stanton. Dan and Dave have been the heart of this competition for years. Dan handles all of the data processing, coordinating the entries, and scoring information into a precise database. Dave is the head steward, and is in charge of all of the mechanics that is needed to run a competition. The stewards do all of the leg work of a competition, from the initial set up to the tear down. It is the stewards who provide the environment for the judges to properly evaluate the entries.

This was my first year as competition coordinator, and without the contributions of these two individuals this competition would not have run as smoothly as it did. The goal of a good competition is to have three judges at each table. Having a third judge gives the brewer extra feedback, and provides an added voice in the judges evaluation of a beer. The "third chair" is where a novice judge learns the process. Learning to judge beer requires both study and experience. I am very happy to announce that almost all of the third chairs were filled at this year's event. It is a good thing to see more people getting involved in this process. I first "noviced" at the Fair competition in 1995, and then only a very few people were BJCP judges. Fifteen years later I am proud to announce that we had two BJCP judges at every table. We have come a long way!

Because of the newsletter deadline, I am writing this article only hours after the event. Dan and I still need to go over the database to organize the competition winners. The only info that I have now concerning Barons winners is Best of Show. Congratulations go to Beer Baron Tim Minger for an outstanding Oktoberfest which took second place. Great beer Tim, CONGRATS!

Mike Rice, Competition Coordinator



MILWAUKEE BEER BARONS BOARD MEMBERS

PRESIDENT
VICE PRESIDENT
TREASURER
NEWSLETTER
MEMBER AT LARGE
MEMBER AT LARGE
SERGEANT AT ARMS

RICH HELLER
JASON HELLER
BRIAN JOAS
KEVIN MEVES
ERIK SCOTT
JOHN O'BRIEN
JEFF KANE

(414) 687-8573
(414) 870-8030
(920) 217-7267
(414) 339-8683
(414) 530-8719
(414) 372-6237
(262) 238-9073

Please Support
Clifford's Supper Club
Famous For Their Friday Fish Fry



Weddings, Rehearsal Dinners,
Baptisms, Birthdays, Showers,
Anniversaries, Funerals, and
Family Gatherings

Wed. Karaoke Wally's 25 Cent Wings
Karaoke Every Wed, Fri, & Sat-9:30pm

Clifford's offers the use of their
banquet room to the Beer
Barons at a reduced rate. Our
support will show our
appreciation

10418 W. Forest Home, Hales Corners

O'Keefe's House of Hamburg



Specializing in German &
Belgian Beer
*German Cuisine Weekly
*Hall & Catering Available

Tim & Mona Proprietors
"The best is just good enough"

**5937 S. Howell Ave.,
Milwaukee, WI
(414) 747-9444**

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

Baron Mind is published by the **Beer Barons of Milwaukee**, a non-profit organization.
If you have an article or information that you would like to contribute to the newsletter,
You can email it to the newsletter editor or mail it to the club's mailing address.

BARON MIND

BEER BARONS OF MILWAUKEE
P.O. Box 270012
Milwaukee, WI 53227