



# BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

July 2010 [www.beerbarons.org](http://www.beerbarons.org)

***This is the first letter since our return from the National Homebrew Conference. Our club made a good showing, with an impressive bowling theme and 23 kegs of homebrew. However, the club from Iowa had over 60 kegs of homebrew, and easily won the Golden Pisser. I knew there was a reason I went to school in that state....***

***As we ease into the dog days of summer, I am drinking one of several low alcohol beers I have recently made. The Bitters started out at a 40 and ended up at a 10, so a little over 3% alcohol. It is nice on these hot days to drink a lot of good beer and not suffer ill effects. I also have a Berlinerweiss ready, and the tartness from the Lactobacillus really makes this a great low-alcohol beer, with an OG of 32 and a FG of 8.***

***In my early days of homebrewing back in the mid '90s, it seems every beer I made was high gravity. Maybe it was because high gravity commercial beers were somewhat rare back then. Now it seems everything is an Imperial something. As some of the low gravity craft beers are approaching \$10.00 a 6 pack, there is a significant economic incentive to homebrew. I can knock out 10 gallons of low gravity beer for about \$20.00. That is about \$1.15 a 6 pack. Even if I make a monster brew, I am under \$2.30 a 6 pack. There are some other expenses, such as energy, water, time, and depreciation, but even with that factored in, we are way ahead. What value do you put on the satisfaction and passion that goes into the making of a great beer? After all, this is a hobby, and it is one everyone can enjoy. So, with the Club Picnic roughly seven weeks away, I am looking forward to enjoying the results of everyone's passionate efforts!***

**Rich Heller  
President**

***We had an amazing beer selection last month! Wow, over 20 beers on tap at a meeting has got to be a record. First off, I want to thank everyone who brought in beer, and also those that helped me get it all set up and flowing. It was great to see so much homebrew being shared. I know we can't do that every month, but I want to encourage everyone to bring homebrew to share whenever you can, as it is always a great addition to whatever the feature beer is for the month.***

***We did have one mistake, though. The parallel brew yeast experiment didn't quite turn out as we had hoped. Unfortunately, the beer was only kegged and carbonated just a day or two before the meeting since many of us involved were busy and recovering from NHC the week before. The parallel brew beers all had some kind of contamination flaw that basically ruined the beer. I'm sorry that we had it on tap without knowing it until that night, but it was still very interesting to taste those flaws. We can't really draw much solid conclusion from the yeast experiment but perhaps we can repeat it again sometime to test the effects of yeast stored in a freezer and refrigerator as compared to a fresh smack-pack.***

***Upland Brewing Company will be visiting the Beer Barons at the July meeting. Upland Brewing Company is based in Bloomington, Indiana, and has been brewing beer since 1998 with their own twist on traditional beer recipes through a selection of year-round, plus seasonal and sour specialty brews. Danny Henrich, Sales Manager for Upland will attend our July meeting and introduce the Beer Barons to Upland Brewing Company's history and product selection, complete with some samples of course.***

***Upcoming Beer Barons meetings include "hoppy" beers for August, Bell's Brewery in September, and October will feature mead and hard cider. Also, don't forget to get brewing for the Beer Barons summer picnic to be held in September. We'll again have a casual homebrew competition, with the Jerry Hetzel Award going to the best beer (or mead?!) again this year.***

**Jason Heller  
Vice President**

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## **UPCOMING BEER BARONS MEETINGS AND EVENTS**

***WEDNESDAY, July 28: Monthly Meeting @ Clifford's 7:30 PM, Upland Brewing, please note that this is a \$10 meeting WEDNESDAY, August 4: Officers Meeting @ Café Centraal— 2306 S Kinnickinnic, Milwaukee, 53207, Open to all members, followed by social hour—Meeting @ 7 pm Sharp***

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## Meet the Baron

**Name: David Glazewski**

**Age: 40**

**How long have you been a Baron? 6 years ish**

**How long have you been brewing? 8 years**

**What style do you brew most often? Kolsch, Porter, Irish Red**

**What got you into brewing? Was given some homebrew and decided to start making it.**

**How often do you brew? 1-2 times a month**

**Do you brew solo or with other people? Brew solo but always seem to have people over to "help"**

**What is your favorite style and why? Kolsch in the summertime Ocotberfest in the fall and Mai Bocks in the spring. I love the German styles, clean malty not overly hopped.**

**What is your favorite beer? Goose Island Summertime (at least right now it is)**

**What is your favorite brewery and why? Capitol Brewery Great selection and all the beers are just good.**

**What is your commercial to homebrew consumption ratio? 60/40**

**What has been your favorite Baron meeting? Unibroue Belgian night which also lead to my least favorite day after a Baron's meeting (rough day at work).**

**What is the next Baron function you plan on volunteering? When life and work permit I always try to help out with State Fair judging, Brew U, and WOB.**



## June Financial Report

Year to Date

6/30/2010

### INCOME

Meeting Fees	5,815.00
Membership Fees	3,029.00
Merchandise Sales	(303.62)
Newsletter Advertising	363.00
World of Beer	511.00
<b>TOTAL INCOME</b>	<b>9,414.38</b>

### EXPENSES

Chilton	83.58
Club Equipment	164.46
Club Only Competition	96.79
Great Taste	(4.00)
Insurance	661.00
Jockey Box Covers	476.10
Meeting Costs Beer	1,864.25
Meeting Costs Facility	487.00
Newsletter Postage	317.64
Newsletter Printing	602.41
Officers Meeting	200.50
Picnic Site	210.00
PO Box	60.00
State Fair Comp	132.89
Transaction Costs	64.09
Website	136.04
<b>TOTAL EXPENSES</b>	<b>5,552.75</b>

**Balance** **10,216.25**

**June Attendance** **79**

### World of Beer Festival Boots

The remaining 0.5 liter boots for the World of Beer Festival are available to club members. The cost is \$15/boot with a limit of one per member. Those who signed up in advance have to pay either through the payments page of the web site or at the July meeting. There is a limited supply so if you want one make sure you pay on time. After the July meeting, all remaining boots will be made available to the rest of the club regardless of who signed up. We placed a second order for as many as we could get (what they had decals for). We're hoping they'll be here by the July meeting.

Mike Schwartz



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- \* **Brew & Grow**,  
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285 Janacek Rd, Brookfield 53045
- \* **Cedarburg Homebrew and Wine**  
(262) 377-1838  
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- 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!



Hello Barons,

**AHA National Mead Day is August 7th. At Northern Brewer, we will be sampling honeys, making several meads, and generally chatting about mead-making. We've put the Barons name on our advertising: <http://www.northernbrewer.com/brewing/retail-store-milwaukee>.**

**I encourage you to come participate in this AHA event from 10 am to 3pm (it is free of charge). Honey will be on sale for 10% off, as will mead kits and mead books.**

**Feel free to contact me with any questions, concerns, or comments.**

**Cheers!**

--

**Jeremy N. King  
Beer Baron as well as  
Retail Store Manager  
Northern Brewer, LTD  
1306 S. 108th St.  
414-935-4099**

## **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 Barons Need You (part 2)!**

**The Baron will be needing some new leadership in the coming year as many officers term limits are up while others are leaving office for other reasons. Thinking of volunteering? It is a very self rewarding choice and a lot of fun but it does require a bit of work. Please consider helping your fellow club members out!**

**Kevin Meves, Secretary**



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:**

**July 31<sup>st</sup> - Milwaukee Brewfest on the lakefront  
For tickets and info [www.MilwaukeeBrewfest.com](http://www.MilwaukeeBrewfest.com)  
or call 414 321-5000**



**August 4th—Museum of Beer & Brewing board meeting  
at Libiamo's**

**Want to know more? Visit us at [www.brewingmuseum.org](http://www.brewingmuseum.org)**

## Style of the Month

### 6D. American Wheat or Rye Beer

**Aroma:** Low to moderate grainy wheat or rye character. Some malty sweetness is acceptable. Esters can be moderate to none, although should reflect American yeast strains. The clove and banana aromas common to German hefeweizens are inappropriate. Hop aroma may be low to moderate, and can have either a citrusy American or a spicy or floral noble hop character. Slight crisp sharpness is optional. No diacetyl.

**Appearance:** Usually pale yellow to gold. Clarity may range from brilliant to hazy with yeast approximating the German hefeweizen style of beer. Big, long-lasting white head.

**Flavor:** Light to moderately strong grainy wheat or rye flavor, which can linger into the finish. Rye versions are richer and spicier than wheat. May have a moderate malty sweetness or finish quite dry. Low to moderate hop bitterness, which sometimes lasts into the finish. Low to moderate hop flavor (citrusy American or spicy/floral noble). Esters can be moderate to none, but should not take on a German Weizen character (banana). No clove phenols, although a light spiciness from wheat or rye is acceptable. May have a slightly crisp or sharp finish. No diacetyl.

**Mouthfeel:** Medium-light to medium body. Medium-high to high carbonation. May have a light alcohol warmth in stronger examples.

**Overall Impression:** Refreshing wheat or rye beers that can display more hop character and less yeast character than their German cousins.

**Comments:** Different variations exist, from an easy-drinking fairly sweet beer to a dry, aggressively hopped beer with a strong wheat or rye flavor. Dark versions approximating dunkelweizens (with darker, richer malt flavors in addition to the color) should be entered in the Specialty Beer category. **THE BREWER SHOULD SPECIFY IF RYE IS USED; IF NO DOMINANT GRAIN IS SPECIFIED, WHEAT WILL BE ASSUMED.**

**Ingredients:** Clean American ale yeast, but also can be made as a lager. Large proportion of wheat malt (often 50% or more, but this isn't a legal requirement as in Germany). American or noble hops. American Rye Beers can follow the same general guidelines, substituting rye for some or all of the wheat. Other base styles (e.g., IPA, stout) with a noticeable rye character should be entered in the Specialty Beer category (23).

**Vital Statistics:** OG: 1.040 – 1.055  
IBUs: 15 – 30 FG: 1.008 – 1.013  
SRM: 3 – 6 ABV: 4 – 5.5%

**Commercial Examples:** Bell's Oberon, Harpoon UFO Hefeweizen, Three Floyds Gumballhead, Pyramid Hefe-Weizen, Widmer Hefeweizen, Sierra Nevada Unfiltered Wheat Beer, Anchor Summer Beer, Redhook Sunrye, Real Ale Full Moon Pale Rye



## 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.

### August Events at Three Cellars

- August 7th - 1-4pm - Free Tasting featuring California Wines and Pale Ale Beers
- August 14th - 1-4pm - Free Tasting featuring Muscat/Moscato Wines and Wheat Beers
- August 21st - 1-4pm - Free Tasting featuring Italian Wines and Beers with "That Little Something Extra"
- August 28th - 1-4pm - Free Tasting featuring Red Blend Wines and German Beers

For more information log onto [Threecellars.com](http://Threecellars.com)

7133 S. 76<sup>th</sup> Street Franklin – 414.235.3336

On the corner of 76<sup>th</sup> St. and Rawson Ave.

## Experience Three Cellars' Happy Hour!

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from 4-6pm!

### ***Incorporation Wrap Up – What does it mean and why did we do it?***

***Earlier this year the club wrapped up our two year incorporation project. Throughout the process we've been including updates at the monthly meetings and in the Baron Mind, but now that it's over we thought a recap might be in order.***

***The first step was to register with the State of Wisconsin as a Limited Liability Corporation (also known as an LLC). This was completed in August of 2008 and the club is legally known as the Beer Barons of Milwaukee Cooperative. This step gained the club two advantages. First, it protects the club Officers and Event Leaders from being sued in the event of some kind of unfortunate incident. Prior to becoming an LLC, if something happened each Officer or possibly Event Leader could be sued individually. Now that we're an LLC, in the event of a law suit, an individual can only name the club in the suit, not individual members. On the flip side, the second thing that incorporation gains the club is the ability for the club to take legal action against an individual or another corporation. So in the event of fraud or a contract dispute, current club Officers can initiate legal action and future club Officers can see it through to the end. Prior to incorporation if legal action was required, the current club Officers would have to initiate it and see it through to the end (which could be many years after they leave office).***

***The second step in the project was to register with the Internal Revenue Service as a non for profit organization. This step was taken so the club would not be required to pay federal and state income taxes for the educational services and charitable contributions that are provided from the fees that are collected. In December of 2009, the Barons were approved by the IRS as a 501 (c) (7) organization, which means non for profit social club.***

***The incorporation effort also investigated taking a third step, the possibility of seeking sales tax exemption; however that would have required the club to pursue a Public Charities and Private Foundation status. While the club does provide some nice sized charitable efforts at this time, the amount of charitable effort required to achieve this status would greatly change the way the club operates today.***

***So there you have it. Special thanks go out to club member Jack Einberger for his guidance and direction through the process, and former President Mike Schwartz for setting this direction during his administration.***

***Thanks – Bruce Buerger***

### **POTOSI BUS TRIP**

Well, the response was late, and weak.

### **UP NORTH BUS TRIP**

I have one more try with Badger Tour & Travel as a test.

If it sails, there will be lots more. We (Badger Tour & Travel & Suds, Wine & Spirits) need a minimum of 30 people booked a month in advance. The trip I'm seeking to do is an "Up North" tour, hitting Central Waters, O'So and Point Breweries. In addition, since Wausau is only a half hour North, I'd like to add Great Dane – Wausau (former Hereford & Hops site), Red Eye & Bull Falls.

Badger Tour & Travel has a tentative price of \$160 doubles & \$120 single occupancy motel room in Stevens Point. The ideal days would be to depart on Friday PM, say, around 6 PM, and hit at least one brewery tour that PM, wrapping it up Saturday, and making it home by about 8 PM.

If you are interested in a Fall "Up North" overnighiter trip, please contact me as to your best dates. Once we get 30 commits on an agreed date, we can reserve Badger Coach. Booking & billing, once we get a date, will be through Badger Tour & Travel ([www.badgercoach.com](http://www.badgercoach.com)).

### **CHICAGO TRAIN TRIP**

I've been heading to Chicago quite often lately, both for beer & music. Last weekend, I took Amtrak to Chicago, grabbed a weekend Metra (Chicagoland suburban rail) pass for \$7, and headed to the Barrington Brew Fest. Afterward, I hit Reggie's for the Ike Willis Show. Ike was Frank Zappa's 2nd guitarist, and lead vocalist, from "Joe's Garage" until Frank passed away. Reggie's has a very nice beer selection, and they had half-price Founders, so their Porter was only \$3. Unlimited 24 hour Chicago CTA passes are only \$5, and the Red Line "L" and several buses, like the #22 Clark that runs by Goose Island Wrigleyville & the HopLeaf, run 24 hours. There are lots of great beer bars that are open until 4 AM, including the Fireside & Clark Street Ale House. I'm headed there again for Goose Island – Clybourn's Belgian Beer Fest & the Illinois Craft Brewers Guild Fest. While MegaBus has advertised cheap seats, as low as \$1 each way to Chicago, I've never been able to snare a seat for cheaper than \$8, which is still sweet.

For more beer events, visit  
[www.sudswineandspirits.com](http://www.sudswineandspirits.com).

We update our beer event website  
almost daily.



## AHA Club-Only Competition

### Erik Scott

The Mead round was our biggest one in quite a while, with nine entries! Sure, six entries came from Jeff and Diana Kane, but all 9 entries were contenders. Entries spanned the flavor range from sweet mead to ginger mead and wormwood mead. The Kane's cranberry mead came in first and will be heading on to the national round, to be judged in August. Their cherry mead took second, and Kevin Moon's raspberry mead came in third. A big thanks to Brian Joas, Mike Rice and Dave Glazewski for judging all the entries. And thank you to them and the brewers for sharing the leftovers!

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](http://www.homebrewersassociation.org) and click on competitions to get the Club-Only option. Or send an email to [erikscott@yahoo.com](mailto:erikscott@yahoo.com)  
August - Sour and Wild Ales - BJCP Category 17 AND American Wild Ales and Specialty Wild Ales

#### Plan Ahead for Upcoming Competitions

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 - category 22C

### Brew - U News

<http://beerbarons.org/Brew-U/classCatalog.html>

#### Brewing 302 - Recipe Formulation:

Wondering which grains and hops you need to use to make that favorite style of yours. Struggling to figure out why your favorite recipe is so inconsistent? Want your beer to do better in competitions? This class is for you! **Highly recommended for those considering taking the BJCP test.** Like other Baron events, there will be brew present.

When: August 21<sup>st</sup> 10am

Where: House of Hamburg (formerly Port of Hamburg)

5937 S Howell Ave  
Milwaukee, WI 53207

Cost: \$10 to cover the cost of materials and homebrew

#### Brewing 401 Evaluating Beer/Brewing 402 BJCP Study Sessions

The Evaluation and Study sessions are being offered again in October/November 2010 and January - March 2011.

### Brew-U Continued

We have a BJCP exam scheduled for April 2 and based on demand it looks like I'll schedule another exam for May. In the meanwhile I've started a waiting list for the exam so if you're interested you should go sign up for it in the Brew-U section of the web site.

If you'd like to help teach some of the classes please contact Mike Schwartz. I'd love some help.

Thanks - Bruce Buerger

The ad at the right explains my love for beer from an early age



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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.

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