



# BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

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

December is a time to celebrate. We will have a great Holiday party, with live music, a bigger and better raffle, and great beer. Thanks to this year's board and the previous boards who have made this possible with their shrewd decisions and foresight. Raise a glass to them!

Jason Heller has done a great job the past 2 years in terms of beer selection and meeting topics. Brian Joas is impeccable in his record keeping as treasurer, Kevin Meves put out a great newsletter, Jeff Kane has kept order at the meetings, and Johnnie O and Eric have been a great help where needed. I have seen many more people interested in becoming an officer due to the efforts of these people. The new officers will reflect a passing of the guard, so to speak. I look forward to their input and excitement.

Jason Heller has lined up a great selection of beer for this party, and I am sure there will be a good representation of homebrews also. I kegged 5 gallons of Cider on December 4th, and it will be at the meeting also. The second five gallons had raisins and brown sugar added for another week of fermentation, and maybe I'll have that kegged in time for the Christmas party. If not, then certainly for the January meeting.

As a club, we will be making a \$500 donation to the Museum of Beer and Brewing based on the success of the 2010 World Of Beer Festival. Thanks to all that helped with that huge effort!

Again, I want to thank all of the club members. My year as President was enjoyable, and that is due to the members of this club. I raise my glass to you and say "Prosit!" – Your Health!

Rich Heller—President

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The December Beer Barons meeting will be held on Wednesday December 15th, a week earlier than our normal meeting schedule to avoid holiday conflicts. Once again, we'll have our annual holiday party, complete with food, music, and of course....beer. Remember, we ask everyone to bring along some snack food to share, and as always invite you to bring homebrew to share as well. The "main course" and a couple hot sides has been arranged with Clifford's. Don't forget to bring along a little extra pocket change for the raffle. The collection and purchase of raffle prizes is under way and the board has agreed to step up the budget a little from last year to keep up with the demand for top-notch raffle selections.

Well, it's that time for me to sign out as your Vice-President. I've served my time and reached my term limit. I have enjoyed every minute serving as the Vice-President of the best beer and homebrew club that I know. Of course, this wouldn't be true without a great members willing to share their wonderful homebrew results, as well as the many questions, answers, muscle, ideas, and time. We've got a great club and I sure hope to stay involved to help out the new board members now and in the future. All it takes is a couple dedicated individuals passionate about beer and beer education.

Of course, there are plenty of things I wish I had done differently over the last two years. And then there are lots of ideas I've had that just didn't find their way to reality. However, I think both myself and the rest of the board has done a good job at keeping the meetings interesting, educational, and tasty! I'd sure like to see us continue down the path toward more frequent homebrew-focused meetings and discussions and I encourage to the new board to follow this path. The club has also been gaining a lot of traction in bringing in some high caliber speakers from time to time that provides professional expertise and introduces us to many new products. I can't wait to see what's on tap for next year! Until then, keep those brewpots boiling and fermenters bubbling.

Jason Heller—Vice-President

## UPCOMING BEER BARONS MEETINGS AND EVENTS

**WEDNESDAY, December 15th: Monthly Meeting @ Clifford's 7:30 PM, Holiday Party, please note that this is a \$10 meeting. Bring a side dish to pass (no hot dishes). WEDNESDAY, January 5th: Officers Meeting @ Benno's Genuine Bar and Grill, Open to all members, followed by social hour—Meeting @ 7 pm Sharp**

## HOMEBREWERS, START YOUR KETTLES ...



**THE 22ND ANNUAL  
BLESSING OF THE BOCK**  
will be held on March 27th at  
(proposed location)  
the **PABST BREWERY**



**THIS WILL BE A 3-RING BEERY CIRCUS ...**

- 1) **BOCK-ONLY HOMEBREW COMPETITION**
- 2) **BLESSING OF THE BOCK CEREMONY**
- 3) **BOCK-ONLY BEER FESTIVAL**

Maibock, American Bock, Weissbock,  
Doppelbock, RyeBock, RauchBock &  
EisBock, both commercial & homebrew,  
will be available for sampling

For more details on the homebrew  
competition & ticket purchase, please visit  
[www.sudswineandspirits.com](http://www.sudswineandspirits.com)

**NEWS FLASH:**  
SWS "Winter" edition now available



## Three Cellars Wine Beer Lounge

Milwaukee's mightiest beer bar isn't in Milwaukee,  
and it's only half a bar, and none of that matters.  
Part bar, part bottle shop, Three Cellars boasts the  
biggest, baddest selection for miles around.

August 2010 *Beeradvocate Magazine*

2009 Best Beer Retailer in Wisconsin – *Beer Buffalo Lounge*

Top 5 Wine and Beer Store (2007-2010) – *WISN A-List*

A+ World Class Rating – *Beeradvocate.com*

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.

### Upcoming Events at Three Cellars

December 4 (1:00-4:00 PM) – Free Tasting  
FOR KIDS: Gourmet Sodas and Cookies

December 9 (6:00-8:00 PM) – Brewery Night  
Hinterland Brewery – Reservations Required

December 11 (1:00-4:00 PM) – Free Tasting  
White Holiday Wine & Winter Beer

December 18 (1:00-4:00 PM) – Free Tasting  
Red Holiday Wine & Porter Beer

December 24-25 – Store Closed

December 31-January 1 – Store Closed

January 8 (1:00-4:00 PM) – Free Tasting  
Syrah Wine & Craft Beer 101

January 13 (6:00-8:00 PM) – Brewery Night  
Tyrana Brewery – Reservations Required

January 15 (1:00-4:00 PM) – Free Tasting  
Red Blend Wine & Barleywine Beer



Experience the Three Cellars

### Happy Hour

½ price tap beer and wine-by-the-glass

Monday – Thursday from 4:00 to 6:00 PM

**THRECELLARS.COM**

7133 South 76<sup>th</sup> Street, Franklin  
(on the corner of 76<sup>th</sup> and Rawson Avenue)  
414-235-3336

# November Financial Report

Year to Date 11/30/2010

## INCOME

Meeting Fees 9,121.00  
 Membership Fees 3,214.00  
 Merchandise Sales (475.84)

Newsletter 363.00

World of Beer 511.00

**TOTAL INCOME 12,733.16**

## EXPENSES

Awards 42.24

Chilton 83.58

Club Equipment 164.46

Club Only Competition 169.01

Equipment 84.07

Great Taste (126.50)

Holiday Raffle 176.98

Incorporation 15.00

Insurance 661.00

Jockey Box Covers 476.10

Meeting Costs Beer 6,136.17

Meeting Costs Facility 1,020.00

Newsletter Postage 530.84

Newsletter Printing 975.47

Officers Meeting 428.50

Picnic (10.59)

Picnic Raffle (600.00)

Picnic Raffle Prizes 307.75

Picnic Site 210.00

PO Box 60.00

State Fair Comp 132.89

Transaction Costs 69.54

Website 136.04

**TOTAL EXPENSES 11,142.55**

**Balance 7,945.23**

**November Attendance 144**

Gold (English Barleywine Category): 2009 L.A. County Fair  
 Silver (Strong Ale Category): 2010 Asia Beer Awards  
**96 out of 100** on RateBeer.com



A reputation like this is hard to extinguish.  
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**LAKEFRONT BREWERY, INC.**

### SUPPORT YOUR LOCAL HOMEBREW SHOP

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

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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  
\*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!



On the right are the advertising rates that the board agreed to for 2011 (unchanged from 2010), there are several price points to choose from for businesses of all sizes. This year ads will be sold starting in February and are expected to sell fast. Please see Victor Williams at the general meeting or email [theviceroy@yahoo.com](mailto:theviceroy@yahoo.com) to reserve your spot.

Number of Pages	Duration (Months)	Charge
<b>One</b>	<b>12</b>	<b>\$230.00</b>
<b>Half Page</b>	<b>12</b>	<b>\$115.00</b>
<b>Quarter Page</b>	<b>12</b>	<b>\$63.00</b>
<b>Sixth Page</b>	<b>12</b>	<b>\$45.00</b>
<b>One</b>	<b>6</b>	<b>\$125.00</b>
<b>Half Page</b>	<b>6</b>	<b>\$63.00</b>
<b>Quarter Page</b>	<b>6</b>	<b>\$36.00</b>
<b>Sixth Page</b>	<b>6</b>	<b>\$24.00</b>
<b>One</b>	<b>3</b>	<b>\$73.00</b>
<b>Half Page</b>	<b>3</b>	<b>\$37.00</b>
<b>Quarter Page</b>	<b>3</b>	<b>\$21.00</b>
<b>Sixth Page</b>	<b>3</b>	<b>\$14.00</b>



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:**

- ◆ Food and Froth, February 19th at the Milwaukee Public Museum.

The Museum of Beer and Brewing would like to take this opportunity to thank everyone for their support throughout 2010. We wish you joy and happiness as we approach the many holidays of the season and extend our wishes for a safe and prosperous 2011.

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

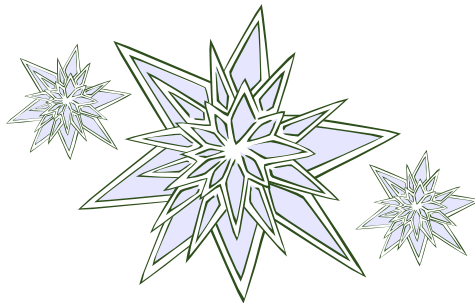
## 2011 Membership

It is coming up on the time of year where memberships will need to be renewed. 2010 memberships are good through January of 2011. That means everyone will need a new membership by the February meeting, so plan to pay for your membership on or before the February meeting. Memberships are \$20 for individuals, and \$30 for families with families defined as a couple living together. Payment can be made starting online after the 1<sup>st</sup> of the year or at the January meeting.

I also would like to clarify trial memberships. Trial memberships are for people who have not attended a meeting previously and are good for 3 consecutive months. This allows a person to see what Beer Barons are about before paying for a membership. Guests should check in as trial members. This means that if a member is going to bring a guest to meetings they can come as a trial member for the first 3 months, then they need to become a member. The exception to this is the December meeting as guests are allowed for the holiday party.

Gold cards will be available again for 2011. This is a great opportunity to save yourself some money and time checking in to meetings as gold card members do not need to stand in line, just show your card to get a wristband. Gold cards are \$80 in addition to your membership fee (individual membership with gold card is \$100, family membership with 2 gold cards is \$170). This includes all meetings including the December holiday party and Belgian night, both of these meetings are subject in increases based on the cost. All other commercial meetings are \$10 and homebrew nights are \$5. 8 commercial nights and 4 homebrew nights are generally planned for the year.

Brian Joas, Treasurer



### Holiday Party Food

Once again we will be having a dinner at this months meeting for the holiday party. Clifford's will be serving chicken, bread sticks and potato at 8 pm. We ask everyone to bring a side dish to pass. Note that the side dishes should be a "cold" dish such as salads, desserts, appetizers, etc. Per our agreement with Clifford's, please do not bring anything that needs to be heated.

## Midwinter Homebrew Competition Registration opens January 1st!

It's time to start getting those brew kettles fired up for the 2nd annual Midwinter Homebrew Competition. This is a BJCP sanctioned event and starting in 2011, a member of the Midwest Home Brewer of the Year circuit. The Beer Barons of Milwaukee are playing a role in the organization of the competition this year, which is held in conjunction with the Midwinter Brew Fest. Registration for entries, judges, and stewards opens on January 1st. Entries will be accepted at Northern Brewer starting on January 15th and the judging will take place February 18th & 19th. Awards will be announced at the 14th annual Midwinter Brew Fest at the Milwaukee Ale House on February 20th. Additional details can be found on the registration site -> <http://midwinterhbc.beerbarons.org> Feel free to talk to Jeremy King (Competition Coordinator), Brian Joas (Judging Coordinator), David Stanton (Steward Coordinator), or Bruce Buerger (Webmaster) at an upcoming meeting should you have any questions.



An advertisement for Liefmans Goudenband beer. At the top, it says 'Oudenaarde - Belgium' and 'Liefmans' in a large, stylized font. Below that is 'GOUDENBAND' in a bold, white font on a gold banner. The main text reads 'MASTERBLENDERS SINCE 1679' and 'Once Again Available In Wisconsin!' in red. Below this, it says 'Goudenband Cuvee Brut (formerly Kriek) And Introducing Fruitesse'. On the right side, there is a blue bottle of Liefmans Goudenband beer and a glass filled with the same beer. A small circular logo is visible in the top right corner of the advertisement.



## **AHA Club-Only Competition Erik Scott**

**The Christmas party is always a fun but busy meeting, but we've got to fit another Club-Only Competition in to meet the national entry deadline. On December 15th we'll be looking for an excellent beer to compete in the "Battle of the Bitters." Your entry needs to fit somewhere in BJCP Category 8 – English Pale Ales: 8a Standard/Ordinary Bitter, 8b Special/Best/Premium Bitter or 8c Extra Special/Strong Bitter.**

**To enter, bring 3 bottles to the Barons meeting at Cliffords. Bottles must be brown or green and 10-14 ounces or the entry will be disqualified. We'll use one bottle to judge our local round, and send two bottles of the winning entry on to the national COC round. Barons takes care of shipping and entry fees and refunds that meeting's entry fee to our local winner. The winning Baron must complete a recipe form along with the entry. Enter your beer in the Barons brewblog and 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)**

**NOTE: December's meetings is the THIRD WEDNESDAY of the month.**

**December 15, 2010 – English Pale Ales – BJCP Category 8**

### **Plan Ahead for Upcoming Competitions**

**March 23, 2011 – Bock – BJCP Category 5**

**April 27, 2011 – Angel's Share: Wood Aged Beer – category 22C**

**July 2011 – Mead**

### **MILWAUKEE BEER BARONS BOARD MEMBERS**

PRESIDENT	RICH HELLER	(414) 687-8573
VICE PRESIDENT	JASON HELLER	(414) 870-8030
TREASURER	BRIAN JOAS	(920) 217-7267
SECRETARY	VICTOR WILLIAMS	(414) 423-0502
MEMBER AT LARGE	ERIK SCOTT	(414) 530-8719
MEMBER AT LARGE	JOHN O'BRIEN	(414) 372-6237
SERGEANT AT ARMS	JEFF KANE	(262) 238-9073

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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 secretary or mail it to the club's mailing address.

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