



BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee Cooperative

January 2011 www.beerbarons.org

Dear Fellow Beer Barons,

I would like to welcome you all to the 2011 season of the Beer Barons. As 2011 begins with a nearly completely new Board, I would like to take this opportunity to give a heartfelt thank you to the outgoing board. Our executive core of the dual Hellers of Rich and Jason did an excellent job bringing us exciting and informative meetings. As I transition to the President position, I realize that these two spent a lot of time working behind the scenes on behalf of the club. I'd like to ask the rest of the club to help me give a big Thank You to both Rich Heller and Jason Heller when you see them at a meeting. The new board is excited about taking over and leading the club forward for the next two years.

I was just thinking back on the last year of meetings. Of course the Christmas party and Belgian night were standouts. We also had a fun, but a bit damp, picnic. Joe brought his industrial strength pig roaster on wheels, and cooked a great pig. Kirby from Capitol Brewery visited the club to tell us all about the lineup of brews that he makes. I guess we could say that meeting was "not bad," as it says on his Supper Club bottle. The highlight for many of us this year was representing the club at the 2010 National Homebrewer's Conference in Minnesota. It was an amazing time with lots of homebrewing educational opportunities and much "networking" with fellow homebrewers. Let's face it; the "networking" went long into the night and well into the morning for many of us. If you have the opportunity to attend NHC in San Diego, you should!

Moving forward, the Board and I will be making some changes in how the club operates. Most importantly, we are going to make a concerted effort to refocus the club on homebrewing by trying to have some homebrewing topics at every meeting. We also would like to invite members to share their homebrew at meetings. And we want to hear and learn about what you are making and how you made it. If you bring beer to share, I would like to ask if you would talk to the club for just a few minutes about what you made, and how you did it. It would be nice if you bring your recipe to share as well. This is a good time to plug our Baron's BrewBlog where you can post your brewing notes and recipes for all to see. If you are interested in obtaining a login for the BrewBlog, please email officers@beerbarons.org and we'll get you set up.

Another change for the 2011 season will be that starting at the February meeting, guests will be charged \$5 more for admission. (continued page 5)

Dearest Beer Fans,

We're looking at a hoppin' beer-goggled, bottle-poppin', parti-gyle of a year. It'll be a year fuller and frothier than the 16 ounce pint glass in front of me now. 2011 is munificently filled with big events including the Midwinter Homebrew Competition in progress now, the Beer Judge Certification Program exam in April, the World of Beer Festival in June, the Summer Picnic, and The Schooner Competition/Great Lakes Brew Fest in September. I hope you're all as excited as I am. If you aren't aware of these events or would like to know more or volunteer to help, please don't hesitate to contact your officers: officers@beerbarons.org.

We've got an almost entirely new board of officers, so we'll be relying heavily on you all for help and guidance. We will be attempting to gather some information from you all; we are especially interested in feedback regarding our monthly meetings, big events, and brewing sessions. We're an active club with active members and we would like to ensure that we plan great activities to quench the thirst of your interests.

To start this new era, we're bringing in Kevin Cullen from Discovery World to speak about the history of brewing in Milwaukee. Kevin hosts a series of lectures called "Ale Through the Ages" that utilizes beer and brewing as a mechanism to talk about ancient history - a batch of beer is brewed during these sessions right there in the digital amphitheater of Discovery World! Interestingly, the folks at Discovery World are installing a new one-barrel brewery in the museum's water lab!

My friends, I love beer. I live beer. I drink beer. I brew beer. I am thrilled for this opportunity to be in such a large role of the Beer Barons of Milwaukee organization. I sometimes bleed passion, and I aim to direct this club with quaffable enthusiasm.

When you speak the word "passion", all I really hear is the "ss" sound, which reminds me of the opening of a perfectly carbonated bottle of homebrew. (continued page 5)

WHATS INSIDE

- P.1 President, Vice-President Letters
- P.3 Treasurers Report
- P.4 Brew-U 2011 Schedule
- P.5 Letters (cont.), BJCP Classes, Tastes of Hales Corners
- P.6 AHA Club-Only Comp, 2011 Midwinter Homebrew Comp
- P.7 2011 Membership, World of Beer Festival

UPCOMING BEER BARONS MEETINGS AND EVENTS

WEDNESDAY, January 26th: Monthly Meeting @ Clifford's 7:30 PM. This is a homebrew meeting with a \$5 fee.

WEDNESDAY, February 2nd: Officers Meeting @ Reveres Wells Street Tavern, 505 Wells St, Delafield. Open to all members, followed by social hour—Meeting @ 7 pm sharp

HOMEBREWERS,
START YOUR KETTLES ...

THE 22ND ANNUAL BLESSING OF THE BOCK

Noon - 4 PM
Sunday, March 27th

BAY VIEW BREWHAUS
2535 S. Kinnickinnick

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

TICKETS & HOMEBREW COMPETITION
INFORMATION WILL BE AVAILABLE
SOON AT YOUR LOCAL HOMEBREW
SHOPS & BAY VIEW BREWHAUS

For more details on the homebrew
competition & ticket purchase locations,
please visit

www.sudswineandspirits.com



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
Tyranena 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 76th Street, Franklin
(on the corner of 76th and Rawson Avenue)
414-235-3336

December Financial Report

Year to Date

12/31/2010

Festival Trip Fees	
Chilton Trip Income	2,105.00
Great Taste Income	2,789.00
TOTAL Festival Trip Fees	4,894.00
Meeting Fees	10,241.00
Membership Fees	3,214.00
Merchandise Sales	3,255.00
Newsletter Advertising	363.00
Raffle Ticket Sales	
Holiday Raffle	1,345.15
Picnic Raffle	600.00
TOTAL Raffle Ticket Sales	1,945.15
World of Beer Income	511.00
TOTAL INCOME	24,423.15

Club Property	
Equipment Purchase	724.63
Equipment Upkeep	42.24
TOTAL Club Property	766.87
Competition Costs	
Club Only Competition	199.07
State Fair Comp	132.89
TOTAL Competition Costs	331.96

Festival Trip Costs	
Chilton Costs	2,188.58
Great Taste Costs	2,662.50
TOTAL Festival Trip Costs	4,851.08
Legal or Clerical	
Incorporation	15.00
Insurance	661.00
PO Box	60.00
Transaction Costs	69.54
Website	136.04
TOTAL Legal or Clerical	941.58

Meeting Costs	
Beer Costs	6,651.07
Facility Costs	1,175.00
Food Costs	915.57
TOTAL Meeting Costs	8,741.64
Merchandise Purchase	3,730.84
Newsletter	
Newsletter Postage	574.84
Newsletter Printing	1,126.99
TOTAL Newsletter	1,701.83
Officers Meeting	548.50
Picnic Costs	199.41
Raffle Costs	
Holiday Raffle Costs	1,552.08
Picnic Raffle	307.75
Other Raffle Costs	17.93
TOTAL Raffle Costs	1,877.76
TOTAL EXPENSES	23,691.47

Balance 7,086.30

December Attendance 155

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.
Find out for yourself.

LAKEFRONT BREWERY, INC.

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
 *Northern Brewer
 414-935-4099
 1306 S. 108th St. West Allis
 *Purple Foot

***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!

Brew-U 2011 Schedule Announced & Posted
beerbarons.org/Brew-U/index.html

We on the Brew-U Staff are very pleased to announce the 2011 class schedule.

BJCP Exam Prep Study Sessions – January through March (course full)

Advanced Hop Studies – March 26th, 2011

Bare Bones Basic Brewing & Intro to All Grain Brewing – May 7th, 2011 (*AHA National Homebrew Day*)

Introduction to Mead Making – August 6th, 2011

BJCP Exam Prep Sensory Analysis – October through November

Bare Bones Basic Brewing & Intro to All Grain Brewing – November 5th, 2011 (*AHA Teach a Friend to Brew Day*)

Classes also in the works but not scheduled at this time:

Introduction to Mead Making (second class)

BJCP Mead Exam Prep Study Sessions

BJCP Continuing Education Program Sessions

In addition to the classes scheduled and those in the works, members of the Brew-U staff will also be conducting demos during Baron meetings in 2011. Topics currently in the works include Yeast Starters, Kegging, Counter Flow Bottling, Wort Chilling, and Grain Crushing to name a few.

Additional information regarding the classes and the Brew U program can be found out on the Baron website at beerbarons.org/Brew-U/index.html. Hope to see you at a class in 2011!

Thanks – The Barons Brew U Staff



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:

February 19th ~ Food and Froth at the Milwaukee Public Museum

February 20th ~ Mid Winter Beer Festival at the Ale House

March 27th ~ Blessing of the Bock at Best Place—Noon to 4:00 p.m.

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

(President Letter, continued from page 1)

We are a membership based organization and well, to quote a famous tag line, "membership has its privileges." That said, all memberships renew starting in February. Our Treasurer will be at the January meeting starting at 7:00 to accept your checks for membership renewal. All members who join or renew will receive a thank you gift from the club.

The board will also be making an effort to improve the equipment that the club uses at meetings and events. The first goal for purchasing is to utilize funds we received from the Schooner event in Racine to purchase jockey boxes and CO2 tanks for the club. I did not know this, and I am sure many of our members don't realize this, but the jockey boxes and tapping equipment utilized at meetings and events are not the club's. Individuals have been volunteering their own equipment. Most recently it has been Mike Rice and Jason Heller, with others as well. The club should have our own equipment and not depend on the graciousness of individual members for the operation of the club. We would like to purchase at least two jockey boxes, two CO2 tanks, hoses, taps, and related fittings. If members have sources to obtain any of that type of equipment, please contact the officers.

Another project we would like to accomplish over the next year is to revamp the existing website and bring it up to modern standards. That said, most of us on the board know little or nothing about developing websites. I know our current webmaster has done excellent work maintaining our website (thanks, Mike Schwartz!), but I know he would like to transition that project to another member. If any of the membership has web development or graphic design expertise and is willing to take on that project, please contact me at media@beerbarons.org. Don't forget about the Beer Barons Facebook page at www.facebook.com/pages/Beer-Barons-of-Milwaukee/189633490256. We also now have a Twitter account, so stay tuned for the latest information from the Barons at www.twitter.com/beerbaronsMKE.

Finally, I want to make a plea to the membership. I realize we are a homebrewing club and by definition we all drink at the meeting and at home. I know it is cliché, but I ask you all to Drink Responsibly. We want you all to get home safely and return for another event. It is up to each individual member to be responsible. We are not a drinking club or a bar, but instead we are a group of homebrewing enthusiasts who want to share our passion for beer and brewing.

Prosit! and Good Brewing!
Jason

The Tastes of Hales Corners

Brian Joas

We will have a booth at the Tastes of Hales corner event held at the Hales Corners Library on March 3rd from 6 to 9 p.m. Last year we were a very popular booth as we were the only booth serving beer. This year should provide even more interest as I'm sure word will get out that the event is not limited to wine drinkers anymore. The proceeds go to support programs at the library.

(continued next column)

(Vice-President Letter, continued from page 1)

Every decision I make on behalf of this group will be with the best interest of the group and the best interest of the beer in mind. Your ideas, thoughts, comments, questions, and inquiries are always welcome. Please, when you have something to say, don't hesitate in coming to me. This is your club, dear Barons, and I am honored to be part of it.

For the love of beer,
Jeremy N King

Brew-U BJCP Classes

The BJCP Study Sessions are under way. In fall we held the Sensory Evaluation classes where 25 people learned about the flavors and aromas of beer and participated in a doctored tasting session using the kit from Siebel.

On January 7th we started the BJCP Study Sessions that cover the exam, the BJCP program, and delve into the extensive knowledge of beer styles and brewing that's required to pass the exam. There are 24 people signed up for the class, though only 16 attended the first session. After six 3-hour long sessions, sampling many beers, in-depth discussion of brewing techniques, and practice judging samples of classic examples of beer and problem beers comes the exam.

We have two scheduled at this point, April 2 and August 6 each with 12 participants. The exam lasts three hours and consists of 10 questions and judging four beers. Several Barons are retaking the exam trying to achieve National ranking. Please give them all round of applause for their efforts and encourage them to do well on the exam.

Starting in 2011 we'll be running in the Sensory Evaluation class and the BJCP Study Sessions on an annual basis due to demand. If you're interested in pursuing expanding your brewing and style knowledge this is a good way to do it for advanced people and could eventually lead to you becoming a certified judge.

(The Tastes of Hales Corners, cont.)

We will be allowed 6 volunteers to work the booth. As this is a smaller event and we are the only booth with beer we want a wider variety but need a smaller amount of each beer compared to other festivals. I will be looking for volunteers that can bring at least 24 12 ounce bottles (or equivalent) of at least 2 different beers, at least 6 bottles of each beer. Please contact me if interested.

Representatives from the library will be at the meeting to provide more information and sell tickets. Advance sale tickets are \$25, and designated driver tickets are \$10. The event features 50+ new wines from around the world, homebrews, hot and cold appetizers from local restaurants, homemade chocolate deserts and fresh brewed Starbucks coffee.

AHA Club-Only Competition Jayme Nawrocki

Winners of the Club-Only Competition earn points for their homebrew club on a 12-8-4 basis for 1st, 2nd, and 3rd place. Points from placing in the COC get Barons closer to becoming the AHA Homebrew Club of the Year!

To enter, bring 3 bottles to the Barons meeting at Clifford's. 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 take care of shipping, entry fees and refund that meeting's entry fee to our local winner. The winning Baron must provide a recipe 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 and click on competitions to get the Club-Only option. Or send an email to jnawrocki_98@yahoo.com

Next Competition: March 23, 2011 – Bock – BJCP Category 5

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 BJCP categories 24, 25, and 26

September 2011 - Specialty/Experimental/Historical Beers - BJCP Category 23

November 2011 - Hail to Hefeweizen - BJCP categories 15A, 15B, 15C, and 15D

2011 Midwinter Homebrew Competition – Make it BIG!

<http://midwinterhbc.beerbarons.org>

Registration for entries, judges, and stewards opened on January 1st. We're off to a really great start, but we can make it better! We know you've been brewing over the holiday season. Why not submit it to the competition and get some feedback

on it from our talented panel of BJCP judges? Additional incentives include the competition being part of the Midwest Homebrewer of the Year circuit, proceeds supporting the MACC Fund, and the best Bock beer (or Doppelbock or Maibock or Weizenbock) will be produced by the Milwaukee Brewing company! Medals will be awarded for category winners. At \$6 an entry, there's no reason not to enter!

Last year (it's first year), this competition received about 180 entries; this year, we're hoping to receive over 300! Help make this dream a reality. Also, please befriend this competition on [Facebook!](#)

This competition is being put on by the Barons, and we'd love to see the Barons making a strong running. Let's show the Midwest what we can do!

Entries are now being accepted at Northern Brewer through February 6th. Judging will take place February 18th & 19th and 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.

**Thanks –The Midwinter Homebrew
Competition Committee.**

INTRODUCING:

DRAUGHT ONLY:
HOP GOD
BRUNETTE NUT BROWN ALE
CARDINAL PALE ALE
SEASONAL - SMOKED PORTER

LIMITED BOTTLE RELEASES:
MELANGE A TROIS
APRICOT AU POIVRE SAISON

NEBRASKA
Brewing Company
www.nebraskabrewingco.com

GREATBREWERS.COM
UNITE THE BEER COMMUNITY
EST. 2007

2011 Membership

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 online or at the meeting. Online payments can be made at www.beerbarons.org under the "Payment" link. Expect long lines at the meetings the next couple of months. I will be set -up by 6:45 to start taking membership renewals and meeting fees. Remember that you can purchase beer and/or food at Clifford's before the meeting, or bring in your own beer to enjoy. You can also use this time to laminate your new membership card.

As of February the following policy will be strictly enforced. All meeting attendees (other than guest speakers) must be either a member or guest. There are 2 types of members: regular and trial. Regular members have paid the annual dues and trial members are people who are on a 3 month trial which starts from the first meeting they attend. Guests are anyone other than members. Meeting fees for guests will be \$5 more than the member fee starting in February. If you have renewed your membership fee as of February, you must enter as a guest.

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 to increases based on the cost. All other commercial meetings are \$10 and homebrew nights are \$5.

World of Beer Festival!

The early planning stages for World of Beer Festival (WoB) are on us. If you aren't familiar with WoB, it's the Barons' own beer festival held in June. There is a committee dedicated to running the festival that reports directly to the Board. Each year we look for more help in running the festival so if it sounds like something you might be interested in give a shout. We have some big changes for this year.

The first is a change in the committee as we have a new person to do the promotions and marketing in Kim Rozum. She's a longtime friend of Bruce Buerger who said she'd help out for the price of a couple of VIP tickets. She is a graduate of UW and has a background in marketing and promotions. This could add a new dimension to the growth of our festival. Glad to have her on the committee!

The second change, and one I'm sure a lot of members will be glad to hear of, is a change in where the proceeds go to. In the past we've donated the bulk of the proceeds to the Museum of Beer Brewing proposed for Milwaukee. To date we are the largest donor that they have. Unfortunately, we've seen little progress made toward any type of permanent facility or obtaining large sponsors.

For the last few years we've talked about starting a Professional Brewer Scholarship Fund. Well, we're doing that and a little bit more. The new proposal is to have a Professional Brewer Scholarship Fund to help a Midwest Brewer attend the Siebel Institute of Technology 2-week Concise Course in Brewing Technology or one of the similar classes that they offer. Our selfish goal in this is to improve the Midwest craft beer scene and hopefully get more and better beer out of it.

The second part of this is reserving some of the proceeds to allow a member of the Beer Barons to attend the 1-week Advanced Homebrewing Class at the Siebel Institute of technology. The deal would be that the festival contributes between \$1000 and the full cost of the course and the scholarship winner would pay the remainder of costs. In exchange for the scholarship the member would be required to give presentations at two homebrew meetings covering topics of interest that they learned at the course. A little share the wealth. This portion of the scholarship fund directly benefits the club on several levels.

Obviously these scholarships will cost of fair amount of money and we may not be able to award both of them every year. The Concise Course in Brewing Technology costs \$3,200 and the Advanced Homebrewing Class is \$1,880 for the 2011 course year. If we continue to grow the festival and achieve our goals we should be able to offer both of these scholarships every year.

More information on this about all Institute technology and course offerings is available on their website at: www.siebelinstitute.com

Course Catalog: siebelinstitute.com/catalogs/pdfs/2011_wba_catalog.pdf

BOARD MEMBERS

President	Jason Heindel
Vice President	Jeremy King
Treasurer	Brian Joas
Secretary	Victor Williams
Member at Large	Diana Kane
Member at Large	Jayne Nawrocki
Sergeant at Arms	Jeff Kane

Contact the Board via email at
officers@beerbarons.org

Or in writing at
Beer Barons of Milwaukee Cooperative
P.O. Box 270012
Milwaukee, WI 53227

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 Cooperative**, 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.

BARON MIND

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