



BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee Cooperative

June 2011 www.beerbarons.org

President's Letter

The weather gods were good to the Barons last weekend for the biggest World of Beer festival ever. I don't yet have the exact number of tickets sold, but by festival time on Saturday I believe it was close to 500. The beer selection was excellent. I wish I had a chance to sample more of it. Was there any of the Firestone Walker left over? I would like to offer a big WELL DONE to all the volunteers, WoB committee members, vendors, breweries, and brew pubs that participated in this year's festival. Mike, Bruce, Jason, Jayme, Rich, Mike, Jeff, Diana and the rest of the committee really put together an excellent festival. Thank you!

Our fancy, donated 12 tap chrome Perlick draft tower made its debut at the festival. It looked quite impressive. I am sure we are the only club with a 12 tap tower served by dual 7 line cold plates, twin dual CO2 regulators AND a cold water recirculation cooling system in the tower. There will have to be some modifications worked out to make the system operate better. The tower sits a bit high to operate for people who are not my height. There was a comment made to me about someone needing stiletto high heels to work the taps. Let's face it, do we really want to see some of our members in heels? I don't think so, so some renovations will need to be made. Big thanks go out to Joe Keckeisen and his fine cabinet making skills. He built the support framework to hold the tower. Thanks also to the Barons' engineering support group that helped with the design. Jeff Kane, as the Club's Sergeant at Arms coordinated construction, did the procurement and plumbing of all the hoses, etc. Hopefully, Chrome Draft Tower v1.5 will be ready to go for the picnic in September.

Speaking of the picnic, the date of the picnic will be Saturday, September 10th. It is time to be brewing for the picnic. For those new members, the picnic is one of the highlights of the Baron calendar. We have a friendly competition to judge the best beer, mead, or cider brought to the picnic. This is not a BJCP style judging, but a people's choice award, done anonymously so that no one knows whose beverage is whose. The winner will receive his or her name engraved on the Jerry Hetzel memorial mash paddle. There is no finer a beer competition trophy to be had in the country. Put forth your best effort to brew up the best beer, mead, or cider that you can. The NHC has nothing on our Picnic competition! We'll see how my Rogue Dead Guy clone works out or my wife's Extra Pale Ale.

(continued next column)

Speaking of brewing, make sure your lagers are lagering in preparation for the inaugural German Fest home brew competition. The competition entry window opens June 18th. See the entry information at germanfesthbc.beerbarons.org. Remember it is German beer styles only. See the entry rules for the accepted BJCP styles for this competition. No jalapeno maibocks!

Finally, just as a reminder, the club has a brewblog where you can keep track of all of your beer recipes and brewing notes, for FREE. The blog can be found at brewblog.beerbarons.org. Check it out. You can upload .xml beer files from BeerSmith or ProMash if you utilize either of those softwares. There are also several handy brewing calculators there as well, such as brewhouse efficiency, forced carbonation, ABV, etc. If you would like your own login to the brewblog, please email brewblogadmin@beerbarons.org if you are interested. Just another value added service to our members.

Keep those kettles boiling and your hop bins under control.

Prost!

Jason

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UPCOMING BEER BARONS MEETINGS AND EVENTS

WEDNESDAY, June 22nd: Monthly Meeting @ Clifford's, 10418 W. Forest Home, Hales Corners, 7:30 PM. \$10 meeting!
WEDNESDAY, June 29th: Officers Meeting @ Reveres Wells Street Tavern, 505 Wells St, Delafield. Open to all members, followed by social hour—Meeting @ 7 pm sharp.

BEER BARONS:

Congratulations on
another successful WOB !!!

SUDS CITY CALENDAR

RIVERWEST BEER APPRECIATION SOCIETY

The Gig, 1132 E. Center St., Milwaukee, WI
Tuesdays @ 6 PM

JULY 9

Barrington Brew Fest
Downtown Barrington, IL
www.barringtonbrewfest.com

JULY 16

Brewers of Indiana Beer Fest
Opti Park, Indianapolis, IN
www.brewersofindianaguild.com

JULY 22 - 23

Michigan Guild Summer Fest
Old Depot Park, Ypsilanti, MI
www.michiganbrewersguild.org

JULY 23

Milwaukee Firkin Fest
Cathedral Square, Milwaukee, WI
www.milwaukeefirkin.com

JULY 30

Milwaukee Brew Fest
McKinley Park,
Milwaukee, WI

www.milwaukeebrewfest.com

AUGUST 20

Oak Park Micro Brew Review
Marion Street,
Oak Park, IL

www.sevengenerationsahead.org

AUGUST 26 & 27

Midwest Brewer's Fest
River Front Park,
Tinley Park, IL

www.midwestbrewersfest.com

Info on these events, and more:
(414) 332-7837
www.sudswineandspirits.com

VISIT OUR NEW WEBSITE:



The "Summer" edition of
"Suds, Wine & Spirits"
newspaper is being
assembled right-now.

Pick up your copy
in early July ...
everywhere !

June Financial Report

Year to Date

5/31/2011

INCOME

TOTAL Brew-U Income	316
TOTAL Competition Income	600
TOTAL Festival Trips	2,145.00
Meeting Fees	4,415.00
Membership Fee	3,440.00
TOTAL Merchandise Sales	694
Newsletter Ad	382
WoB Insurance	714
TOTAL INCOME	\$12,706.00

EXPENSES

Bank Fee	7
TOTAL Brew U Expense	231
TOTAL Competition Costs	35.78
Equipment Costs	1,131.82
TOTAL Festival Trip Expenses	1,572.73
Insurance	1,428.00
TOTAL Meeting Costs	2,742.32
TOTAL Merchandise	1,958.88
TOTAL Newsletter Expenses	471.67
TOTAL Office Supplies	206.85
Officer Meeting	214.56
PO Box	60
Raffle Prizes	204.66
Transaction Fees	56.01
Website Costs	111.24
TOTAL EXPENSES	\$10,432.52
BALANCE	\$9,284.62

May Attendance

120

Vice-President's Letter

I hope you have recovered from the World of Beer and are ready for more. For those of you with beer entries in the NHC, good luck to you! If any of you will be at the conference, come find me!

This month, we take a break from homebrewing and have Brian Loughrey with Goose Island coming in to share with us a very special treat. You'll taste Matilda like you've never tasted Matilda before. Plus, a seasonal release of Dominique will be on hand along with a smattering of other Goose Island products.

This month's meeting fee will be at \$10 and will take place at our normal meeting spot Clifford's Supper Club. Bring a friend, and bring a glass! See you there.

Jeremy

Great Taste of the Midwest Tickets

Again this year, the club has a finite number of tickets to the Great Taste of the Midwest beer festival in Madison. The festival is August 13th. Our tickets include charter coach bus transportation to and from the event and a sandwich lunch onboard the bus. Cost for this year's festival, transportation and lunch will be \$75.00.

Some of the tickets were reserved for persons who help manage the club and club events, such as the Board, World of Beer, and competition committee members, such as Midwinter, German Fest, State Fair, etc. One sure fire way to guarantee a ticket to the festival is to participate in the organizing of one of those activities. Volunteering at World of Beer will not qualify.

We will have a raffle at the June meeting to decide who will have the opportunity to purchase the remaining tickets. A couple of rules regarding the raffle:

1. You must be at the meeting to enter.
2. You must be a paid member of the club.
3. You must have cash or check in hand to exchange for a ticket at the conclusion of the raffle, no money = no ticket.
4. Tickets are non-transferable. If you win, you will be the one going; don't promise the ticket to your cousin/ ex-wife/ boss etc.
5. If you cannot attend the festival, don't enter the raffle.

SUPPORT YOUR LOCAL HOMEBREW SHOP

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

*** Brew & Grow,
(262) 717-0666**

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*** Cedarburg Homebrew and Wine
(262) 377-1838**

W62 N590 Washington Ave., Cedarburg

**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

**Smokin' Brew
(262) 729-3001**

9 S. Wisconsin St., Elkhorn 53121

*****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!**

2011 World of Beer Festival

The 2011 World of Beer Festival is over. This is the 8th annual event for us since we started in 2004 and every year seems to go a little bit more smoothly and get a little bit bigger and better for us and this year was no exception. We sold about 20% more tickets this year than last with 495 sold tickets and 10 or 15 of the promotional tickets used as well. The organization and setup of the festival went more smoothly than in the past. Most importantly, the festival went off with only minor problems that, with the exception of the wrong date on the glasses, weren't noticed by festival attendees.

We had over 200 beers available. We're still working on the final count. Sticking with the Squeezette's as our only band was a good change, most people love them but we got the typical complaint that the music was too loud. Dave and Wendy Van der Wegan did an amazing job on the VIB area this year and deserve a huge thanks. Jason Heller, Jayme Nawrocki, and Bruce Buerger selected outstanding beers for the general section. And the Kanes did a great job with the mead and cider, especially considering the minimal budget.

We made enough money to fund the Pro Brewer scholarship for sure and may have enough to do the homebrewer scholarship as well. If we can keep growing this at our current pace we should make enough to fund both scholarships every year and eventually do multiples.

We hope to have the books closed by early July so we should have a final accounting for the July meeting. It always takes a while to process the last bills that come in and waiting for payments from sponsors. We'd like to thank all the volunteers that came on the day of the festival and busted their butts to make everything work out. No matter how much work the committee members put in ahead of time, there would be no festival without you. The quality of the volunteer staff has so far gotten the highest rating of anything in the feedback survey. Considering the quality of the beers available that's saying a lot. This is an event that everybody involved in should be very proud of!

The planning for next year will begin in about a month. If you'd like to participate we'd love to have you.

Mike Schwartz
Bruce Buerger
And the rest of the Festival Committee



Additional 2011 World of Beer photos can be found at:

www.worldofbeerfestival.com/2011/photos.html





2011 GERMAN FEST HOMEBREW COMPETITION

Held in conjunction with the German Fest

— IMPORTANT DATES —

Registration Opens: June 18th, 2011
Entries Accepted: June 30th – July 17th
Judging Sessions: July 30th & 31st
Awards Ceremony: July 31st at German Fest on the
Summerfest Grounds



All BJCP German & Vienna style categories accepted, specialty Smoked & Wood Aged with German or Vienna base too.

One entry from the Best of Show round will be chosen to be ramped up and brewed by the Milwaukee Brewing Company

\$6.00 per an entry

Portion of the proceeds go towards the Midwest Brewers Scholarship Fund

Registration & additional info at <http://germanfesthbc.beerbarons.org> & <http://www.germanfest.com>

— DROP OFF LOCATIONS —

Northern Brewer 1306 South 108th St West Allis, WI 53214 (414) 935-4099	Brew & Grow 2246 Bluemound Rd Waukesha, WI 53186 (262) 717-0666	The Purple Foot 3167 S. 92nd St Milwaukee, WI. 53227 (414) 327-2130
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— SHIP TO LOCATION —

Northern Brewer
1306 South 108th St
West Allis, WI 53214
(414) 935-4099

Save the Date - AHA Membership Rally at German Fest!

The Beer Barons of Milwaukee are happy to announce that there will be an AHA Membership Rally in conjunction with German Fest on Sunday, July 31st, 2011. Free admission will be given to existing and new AHA members that join that day. Come down to see the Best of Show Judging for the German Fest Homebrew Competition and stay for all the great food, bier, and music that the fest has to offer! Additional schedule and Best of Show Judging details to follow. Save the date and plan on having some fun!

Prosit, Sláinte, Salute, Na Zdravi, Cheers!
Bruce Buerger

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 monthly meeting. 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. The Beer Barons will 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: July 2011 – Mead BJCP categories 24, 25, and 26

Plan Ahead for Upcoming Competitions

September 2011 - Specialty/Experimental/Historical Beers - BJCP Category 23
November 2011 - Hail to Hefeweizen - BJCP categories 15A, 15B, 15C, and 15D
January 2012 – Dark Lagers – BJCP Category 4
March 2012 – Stout – BJCP Category 13
May 2012 – Scottish and Irish Ale – BJCP Category 9
September 2012 – Light Hybrid Beers - BJCP Category 6



**NEW FROM
THE NORTHWOODS
TRY ONE TODAY!**



BeerSmith Version 2.0 Released—Baron Discount will be available!

So most homebrewers use some sort of methods to help them design their recipes and execute their brew day. Maybe some of you just use a pen and paper and a calculator. Others may have a custom spreadsheet they built. Some use the excellent web based-tool the Baron's provide at brewblog.beerbarons.org. While, others, myself included, use brewing software for our personal computers that we have purchased from hard working individuals who develop this stuff for us.

I'm not writing this today to tell you about all the various packages out there, although three that I know of are BeerSmith, ProMash and BeerAlchemy. I'm also not writing to tell you about the various different features of each package and which is better. I leave that for someone with more knowledge—like Google.

I am writing this today to tell you of a special offer one of our Barons has helped us get. Up until last Friday, you could pre-order version 2.0 at a reduced rate. What, you say, you missed that deadline? Well, no fear, sometime after the AHA Conference, Barons will be able to get a discount equal to this pre-order discount on new purchases or an upgrade if you currently have a licensed copy.

Brad Smith, the developer of BeerSmith, has generously offered to provide a discount code so Beer Barons can either upgrade their existing BeerSmith license for \$16.95 or if you are a new customer, buy a brand new copy for just \$23.95. That is a \$3 savings for upgrades and a \$4 savings for new licenses!

Thanks to Joe Keckeisen for putting this together. More information will be forthcoming on the Barons Yahoo group on how and when to take advantage of this offer.

Don't know what BeerSmith is or why you should care? Head on over to www.beersmith.com and take a look.

Victor Williams
Secretary

Club Links

Website: <http://beerbarons.org>
Twitter: <http://twitter.com/beerbaronsMKE>
Facebook: <http://www.facebook.com/BeerBarons>
<http://www.facebook.com/WorldOfBeerFestival>
BrewBlog: <http://brewblog.beerbarons.org/>
Forums: <http://forums.beerbarons.org/>
Listserv: <http://groups.yahoo.com/group/MilwBeerBarons/>

BOARD MEMBERS

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Member at Large	Jayne Nawrocki
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Contact the Board via email at
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Or in writing at
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P.O. Box 270012
Milwaukee, WI 53227

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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.

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P.O. Box 270012
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