



BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee Cooperative

July 2012 www.beerbarons.org

President's Letter

It has been a heck of a summer so far. World of Beer is over. The German Fest Stein Challenge entry deadline has passed and we are preparing for judging. As of press time we had 266 entries. This is pretty spectacular for a middle of the summer competition. Thank you to everyone on the German Fest competition committee. Firkin Fest is this weekend. There is lots of home brewing happenings going on. Great Taste of the Midwest is just around the corner.

Speaking of which, I believe we still have some tickets available. The cost includes the bus ride to and from, lunch and a ticket to the Great Taste. Trust me, the bus is the way to travel. There is a good chance there will be some good home brew on the bus as well. There are several places where the bus stops to pick up people. If you are interested, please check in with Joe the Treasurer at the next meeting.

We will be having a discussion at the next member meeting regarding the desire to upgrade our website. Believe it or not, but the website is the first contact many people have with our organization. We continue to grow and expand the activities that we are involved with, yet we are not similarly able to grow and expand the information that is contained within our website. Over the course of the last year and a half we have tried many venues to develop a new website. None of these efforts have borne fruit. As a result the Board has opted to take bids from web development. It will cost some money to replace the website. Our best bid was for \$2,000 to \$2,500 depending on what we want them to do. It is time to do this. We are trying to raise the appearance of the club and make it look more professional. The existing website has served the club well, but it is time to update it and bring it in to the 21st century. Currently only people who are skilled in HTML programming can make any changes to the website. If the website was based on a blog format anyone could update content. That person would not need to be a computer programmer. I know some will balk at the cost. The bottom line is we can't sustain even the technology upon which the website was even based. What would you think of a business if you looked them up online to find out some information and nothing on the website was current or was hard to navigate? That is exactly what the Barons have as their website. It is more than time for an upgrade.

Jason

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Vice President's Letter

Due to a scheduling conflict, the July meeting will be action packed. It will be a \$10 meeting and have 2 guests.

The first guest will be Meagan O'Brien from Tallgrass Brewing Company. Tallgrass is located in Manhattan, Kansas and is fairly new to the Milwaukee market. Tallgrass got its name from the Tallgrass Prairie surrounding Manhattan. We will be sampling 5 Tallgrass beers, Halcyon Wheat, Velvet Rooster Tripel, Oasis Double ESB, 8-Bit Pale and Buffalo Sweat Milk Stout.

The second guest will be Greg York from Rustic Road Brewing Company. Rustic Road is Wisconsin's newest brewpub located in downtown Kenosha, WI. They just had their grand opening June 22nd. Rustic Road is currently producing Southport Wheat, Accommodation Amber, Simmons Island Imperial Blonde & Rustic Farmhouse Ale. Also, be sure to ask Greg about their Brew Night's and unique home brewing events.

If you bring a keg (or enough bottles to share with the club) to the meeting and email the board in advance to let us know what you are bringing, we will give you \$10 for your ingredients. The beers will be judged by the members and based on popular vote; the winner will receive a \$20 gift certificate to the homebrew store of your choice. Please e-mail officers@beerbarons.org in advance to let us know what you are bringing so we can have adequate serving equipment on hand.

The August meeting will be another parallel homebrew meeting. We will have 8+ beers aged on different woods. Eight of the woods are unique to the Black Swan Cooperage. We might toss in a few more woods to compare against. The beers were brewed with a single mash at Discovery World.

New Holland Brewing has offered the club Dragon's Milk barrels for \$20 a barrel. We will need someone willing to drive to Holland, MI to pick up the barrels. For the effort, New Holland has offered a special, private tour of the brewery. I have had a few people interested but if you want a barrel or want to be part of the group that picks up the barrels, please e-mail the officers and let me know.

I am always looking for ways to improve meetings or ideas for meeting topics. Any suggestions for home brew topics you would like covered are welcome. Please feel free to stop me at a meeting or e-mail me and share those ideas.

Jayne Nawrocki

UPCOMING BEER BARONS MEETINGS AND EVENTS

WEDNESDAY, July 25th: Monthly Meeting @ Clifford's, 10418 W. Forest Home, Hales Corners, 7:30 PM. \$10 meeting!
WEDNESDAY, August 1st: Officers Meeting @ Sneesby's Denoon Saloon, W198 S10857 Racine Ave, Muskego. Open to all members, followed by social hour—Meeting @ 7 pm sharp.

Judging Beer

Brian Joas

What is judging beer? Judging beer is doing what the last 2 months articles were about, evaluating and analyzing beer. After reading the last 2 articles I'm sure everyone can agree with the impact evaluating and analyzing beer has on improving your brewing.

What exactly does a judge do? Some people may think that judges get together and pick their favorite beer, but there is actually a specific process to thoroughly evaluate and analyze the beer based on quality – not just favorite style of beer. Picking winners is only a small part of judging as the most important part is to provide the entrant a detailed evaluation with thorough feedback on how to improve their beer.

What is judging at a competition like? Judging at competitions is a lot of fun. A judge arrives at a competition along with all the other judges often from around Wisconsin and neighboring states (as you probably guess you create relationships with many people with competitions serving as chances to meet), remember judges are all people who are passionate about beer making the conversation very interesting. Judges are paired up and assigned to a category to judge where scoresheets are completed with the evaluation and scores assigned. The judges then use the scores and evaluation to determine the winners. There will be several sessions in a day with breaks in between to allow for social time, eat the provided meals, sample the homebrew generally available by the organizing club and often listen to educational presentations. It is also becoming more common for an evening social event to be planned often with presentations, beer sampling, etc. Think of a competition being similar to a Beer Barons meeting – meeting of people passionate about homebrewing, sampling beers, entertaining and educational speakers plus judging.

How do you become a judge? Beer Barons offer classes to obtain all the knowledge you need to become a judge. Those classes start in the Fall and run through the Spring. You then take an exam to determine your BJCP rank. You don't have to be an expert brewer to become a judge. If you consider yourself an intermediate brewer you have the base knowledge needed for the classes where you will learn plenty more to become a judge. Look for information about the classes soon. But don't wait until then to start your education, keep training your palate by sampling beers as well as taking advantage of any educational opportunities you can find.

NHC 2012—Brewin' with Bigfoot in Seattle, WA

Victor Williams



Thanks to Dan Schlosser for this photo taken during Pro Brewer Night.

Several Barons, myself included, took on all Seattle had to offer at this years National Homebrewers Conference. Well, technically, it was all Bellevue, WA had to offer but Seattle was only about 20 minutes away on their excellent public transportation system.

The host hotel was the Hyatt Regency in Bellevue. This is where all the conference events took place. If you've never been to a conference before, staying at the host hotel is, in my opinion, the best option. There can be long days of sampling beer, mead and cider and who wants to deal with driving or a cab to get you to your bed.

The conference began on a Thursday with the Opening Toast and several afternoon sessions. Thursday night was Pro Brewers Night when about 40 different breweries brought in their beers to sample for over three hours.

Friday there are more sessions all day covering topics for just about every level of homebrewing. Friday night is probably one of the most

anticipated events of the weekend, Club Night. Clubs from all across the country show up with as little or as much home brew to share as they can muster. They have booths decorated in all manner of styles and some even serve you up local food specialties or just plain crazy stuff. I had too many good beers to describe and to be honest maybe a bit too many to remember.

Saturday brings the final day of sessions and then the final evening event of the conference, the National Homebrew Competition Awards Banquet that Homebrew Chef Sean Paxton paired with Rogue beers. Suffice it to say, it was no ordinary banquet meal served to 1,000+ hungry guests.

Of course, there are many other things to do during the conference with events and tours setup that you can participate in such at the tour of "Hop Country", Yakima Valley, WA that I took while I was out there. There is also a vendor room with homebrew clubs serving daily and a nightly after hours hospitality suite with more club homebrew available for those looking to party into the wee hours!

NHC 2013, Brewing Up a Revolution, is scheduled for June 27-29 in Philadelphia, PA. I know I will be there and I hope the Barons can represent and join in the largest gathering of homebrewers and homebrew clubs there is! See you in Philly!

New Web Site!

The time has come for a new Barons' website!



Do you find our current website easy to navigate? Do you feel it's up to date and modern? Do you feel it's an accurate representation of the club?

The time has come to give the Barons' website a fresh, updated look. As the Barons' continue to grow as a club, get more involved in the community, and spearhead more events and competitions, it is important for the club to have an updated home on the internet. A website is the first destination people visit to learn about us – it should have an updated look and the content should be updated on a regular basis. Right now, neither one of those is true for our website.

We have reached the end of our technologic rope with the current website - unless someone is trained in HTML coding we cannot update the website. The new system would not require a computer programing degree to make it work – the Board would be able to quickly and easily update the new site.

Your Beer Barons Board recommend a professional update of the Barons' website. This update will include an updated site foundation that will allow for regular content updates and a new creative look. It is important that a new online destination is created now. In order to do this, we need your vote. The cost to produce a new website will be \$2500. This rate is deeply discounted for the Barons. We are getting \$12,000 worth of development and creative design for this reduced price.

Please vote in favor of the new website.



Financial Report

Due to unforeseen circumstances the Treasurer's Financial Report for June was not available in time to publish in the newsletter. Copies of it will be available at the meeting during check-in by the Treasurer. Both June and July will be published in the August newsletter. We apologize for the inconvenience.

May 2012 Financial Report

INCOME

BJCP Exams	\$500.00
Festival Trips	\$2,090.00
Meeting Fees	\$2,804.24
Membership Fee	\$5,885.00
Merchandise Sales	\$695.00
Newsletter Ad	\$345.00
US Bank Rewards Redemption	\$21.97
TOTAL INCOME	\$12,341.21

EXPENSES

BJCP Exams	\$731.00
Equipment Costs	\$936.94
Meeting Costs	\$1,388.32
Merchandise	\$407.50
Newsletter Expenses	\$131.98
Office Supplies	\$76.08
Officer Meeting	\$240.21
Picnic Expense	\$217.00
Google Transaction Fees	\$67.13
Paypal Transactions	\$217.00
Quickbooks Online	\$53.88
Festival Trips—Expenses	\$4,350.00
Insurance	\$1,881.00
Post Office Box Renewal	\$76.00
Website	\$111.24
TOTAL EXPENSES	\$10,885.28

BALANCE **\$7,377.68**

April Attendance **108**

AHA Club Only Competition

Erin Anderson

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 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. 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 to the Club-Only option or send an email to erin_ando@me.com

Next Competition: July 2012 – Porter – BJCP category 12

Plan Ahead for Upcoming Competitions

September 2012 – Light Hybrid Beers – BJCP Category 6

October 2012 – Ant Hayes Memorial Burton Ale – BJCP Category 19A

December 2012 – Un-Session Beers (OG>1.040) – BJCP categories 1C-E, 2, 3, 4, 5, 6A, 6C, 7, 8C, 9D & E, 10, 12B & C, 13B-F, 14, 15, 16, 17B, 18, 19, 20, 21, 22, and 23.

February/March 2013 – Barleywine Ales – BJCP categories 19B & 19C

April 2013 – Extract Beers



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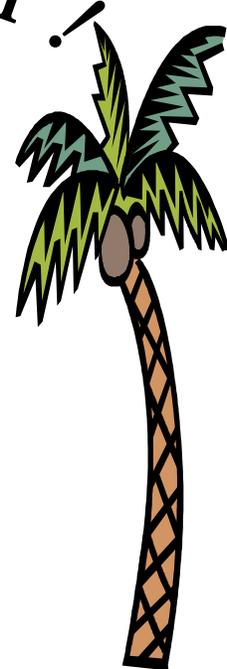
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Club Links

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Twitter: twitter.com/beerbaronsMKE
Facebook: www.facebook.com/BeerBarons
www.facebook.com/WorldOfBeerFestival
BrewBlog: brewblog.beerbarons.org/
Forums: forums.beerbarons.org/
Yahoo! Group: groups.yahoo.com/group/MilwBeerBarons/

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Contact the Board via email at
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Or in writing at
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**Central Waters with Co-
Owner Anello Mollica**
Thu. 9/27 @ 6:30pm (\$15)

Blind Stout Tasting
Thu. 11/29 @ 6:30pm

**Reservations can be made
by calling Ray's at
414-258-9821**

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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