



The Monthly Publication of the Beer Barons of Milwaukee

April 2020 www.beerbarons.org

BARON MIND

An Evening with Brad Smith



The Beer Barons welcome special guest Brad Smith for our virtual April meeting.

Many of you may know Brad as a beer expert, author, creator of BeerSmith brewing software and the host of the BeerSmith Podcast. Join us using the link on the Baron's website or by following the instructions starting on page 3.

President's Letter

Hi Everyone,

I hope this finds you, healthy, safe and well. Oh, what to do with all this “free time”???? For me, step one, is **get and keep my head in a good place**. Step 2 – **stay positive and keep busy**; which is soooo easy to do with our hobby. There is a bunch of stuff to watch on YouTube – the Home Brew Challenge, Beer & BBQ, not to mention our very own Dave Campbell and Jason Rohloff YouTube channels, plus many, many more. Then there are the podcasts, like Experimental Home Brewing, Brulosophy and for AHA Members there are hours and hours of seminars (well worth the membership fee). You can check out the blog and webshow from Chop & Brew, or read Lars Garshol's blog. Most importantly, I hope you are all making time to brew more, as summer is just around the corner. Need ingredients? No worries, Rob and the staff at Northern Brewer are there to get all your supplies ready for your next brew.

We will all get through these weird isolated times.
Miss you much – Air hugs,
Rahshal

PS. Don't; forget to join us later this month, on what I believe to be our first virtual meeting.



Bus trip to Chicago ~~May 2, 2020~~

Trip postponed -
We are hoping to reschedule
later in the year
Stay Tuned!!



The officers and several esteemed members of the Barons met at Enlightened Brewing Company for the March officer's meeting



Vice President's Update

Howdy Barons!

I don't know about you, but this quarantine stuff has increased my brewing by 400% over the past 4 weeks. I typically brew once a month but it's been closer once a week. According to the research firm Nielsen, US Alcohol sales have increased substantially across the board, 24 pack have increased by 24%, boxed wine by 53% and spirits by 26%. Additionally I have made it my personal mission to drink all of the "garbage" beer in my fridge (which is a real chore!)

This month we are going to do things a bit differently. We have Brad Smith from BeerSmith who will be doing a video conference and presentation for our club. The club is offering this free of charge to our members. Please note the video conference instructions and password below.

Cheers!

Tom

Topic: Beer Barons April General Meeting
Time: Apr 22, 2020 07:30 PM Central Time

Join Zoom Meeting

<https://us02web.zoom.us/j/86051240055?pwd=OWo2ODIyYjZzSo8xU1BaVi9qUUxhdzo9>

Meeting ID: 860 5124 0055

Password: Beer Rocks

Or if you have problems logging in or prefer to just call using phone:

Join by phone:

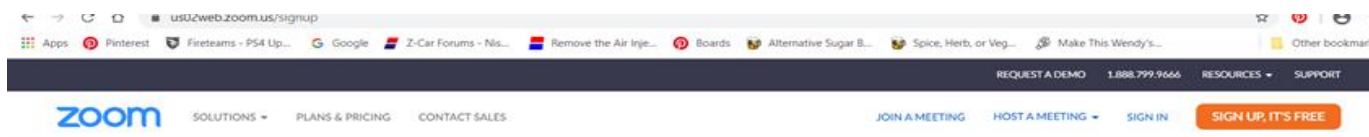
1-312-626-6799

Meeting ID: 860 5124 0055

Password: 668176

Instructions for Using Zoom

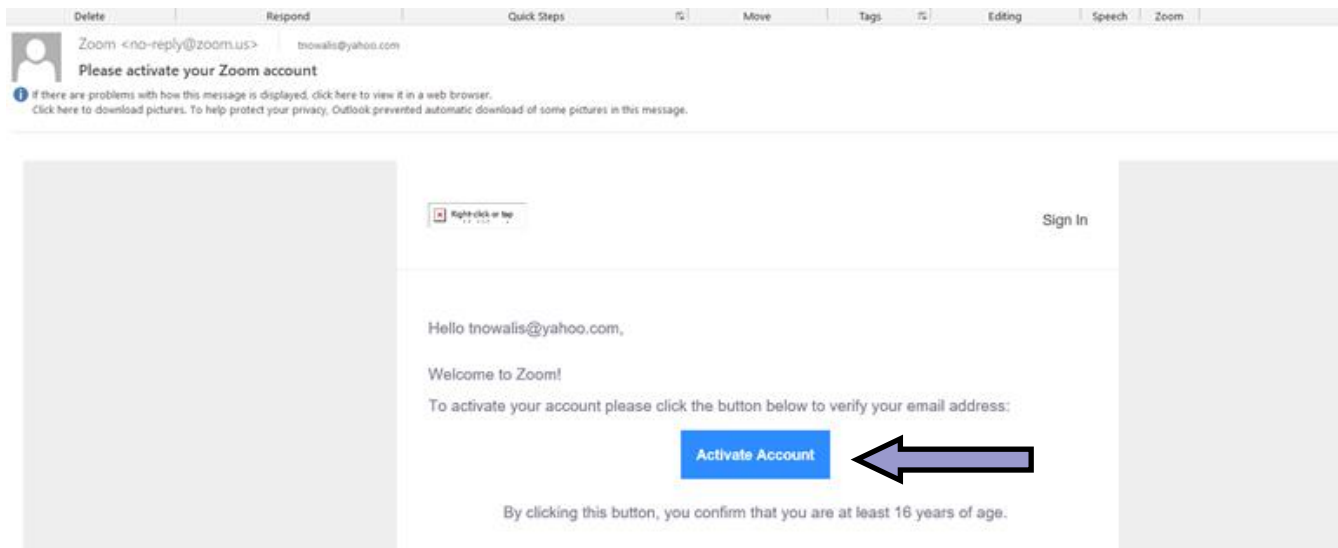
- Step 1: Register for Zoom (it's free) <https://us02web.zoom.us/signup> - You will need your age & email address



For verification, please confirm your date of birth.

Month: [v] Day: [v] Year: [v] [Continue]

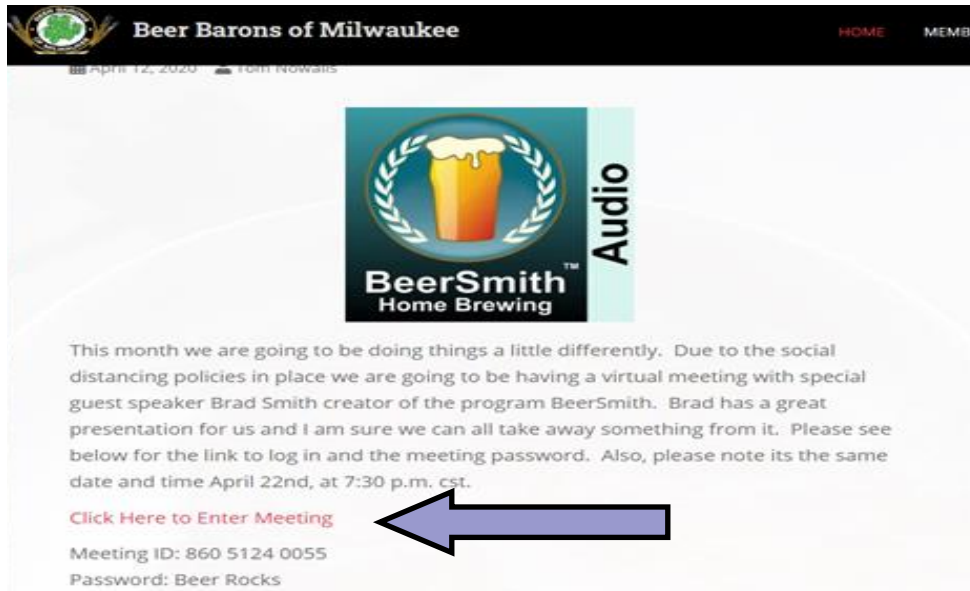
- Step 2: check your email for the registration email and click the blue button to activate your account.



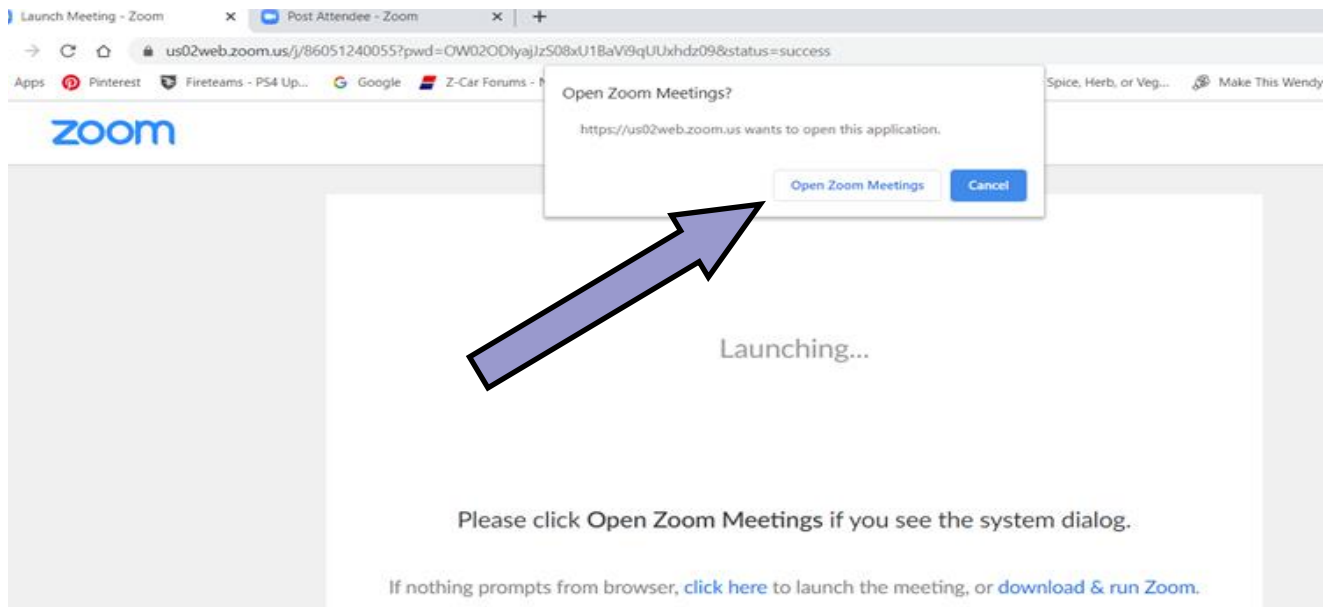
Instructions for Using Zoom continued on next page

Instructions for Using Zoom (continued)

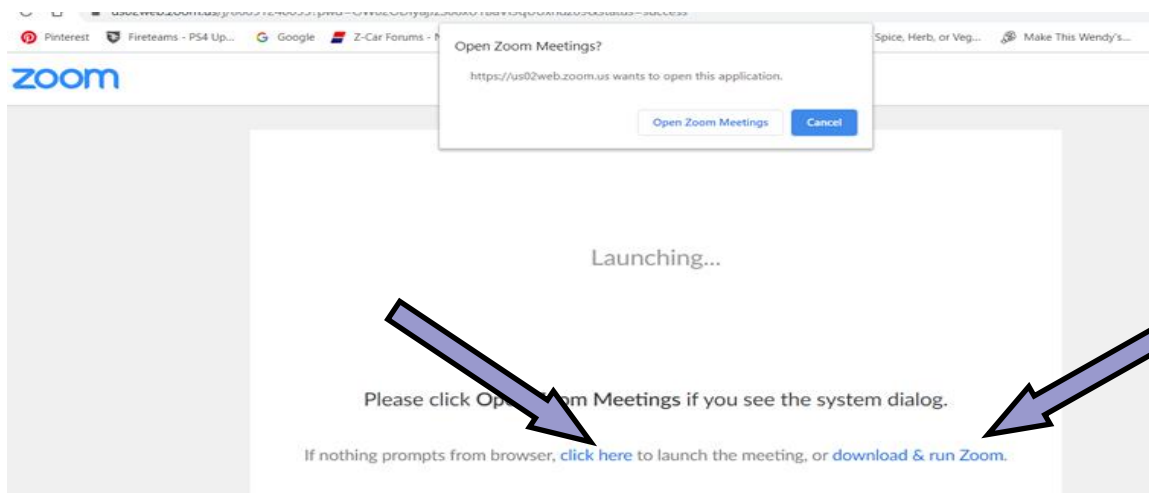
- Step 3: Go to the Barons Website and click where it says “**Click Here to Enter Meeting**” on the April post (or the link that is in the newsletter) Please also note the meeting password **Beer Rocks**.



- Step 4: Click where it says open Zoom Meetings



- Possible Step 5: If it doesn't run you might have to launch a temporary browser or download and run/install the Zoom



- If this doesn't work you can go to the Zoom website and sign in and then search for meeting ID 860 5124 0055 or call in

What's Happening.... Or Not

OK, I get it. We are trying our best to be good citizens and staying home....but it's hard. We have had to adapt, whether we like it or not. While we hope that this crisis moves on soon, there are some things we can do to help maintain our sanity, and help some other people out as well.

- Stay connected. Join our virtual April Baron's meeting next week, raise a pint or two and learn something from Brad Smith. We are grateful he is willing to speak to us and get us back to our regularly scheduled meeting time, even if it is in a different format. Reach out and have your own virtual happy hour with friends. Whether it is on some fancy video format or using that old flip phone you won't part with, connect safely with other people.
- Brew some beer. Northern Brewer has curbside pick up available. Visit <https://www.northernbrewer.com/pages/milwaukee-wisconsin-local-events> to fill out your order form. Try out a wine or cheese making kit for something new.
- Support your favorite restaurant, bar and/or liquor store. Quite a few places are open and taking orders for pick up or delivery of food and growlers. Many liquor stores are open for business as usual as they are essential businesses!

Missing your favorite fish fry, wings or pretzels to have for our meeting? Clifford's is open for take out. Visit their website <https://www.cliffordssupperclub.com/> for their menu and number.

Milwaukee Pretzel Company is offering FREE home delivery (\$20 minimum Milwaukee, Ozaukee and Waukesha counties) and FREE nationwide shipping (\$25 minimum) on their authentic Bavarian soft pretzel products. They also recently released an eleven inch one pound heart pretzel and are donating \$1 of every sale to Feeding America. Visit www.milwaukeepretzel.com to order today!

As far as planning for the future, here are a few updates on festivals and events as they stand at the moment. Mind you, things may change, but this is the current situation as I know it.

- Beer Baron's bus trip Chicago - hoping to reschedule later in the year
- Chilton Wisconsin Micro-Brewer's Beer Festival - cancelled
- Kenosha Dairy State Beer and Cheese Festival - rescheduled for October 17th
- Stein and Dine - rescheduled for November 7th
- Germanfest and Stein Challenge Competition - cancelled
- Mobcraft Sour Fest - rescheduled for June 13th
- Crafts and Drafts - was on hiatus this year, planning on returning in 2021
- Bayshore WI Beer Lover's Festival - scheduled for June 20, currently "on hold"

Stay safe, be responsible and use common sense. Let's hope we can gather again in May!
Cheers!

Lori McDonald

Treasurer Report

Happy Brewing Barons.

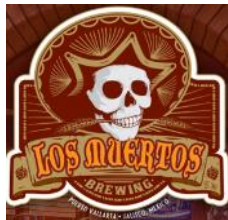
These are truly crazy times we are living in with Covid-19 around the world, and with many businesses and schools being closed in the United States. I hope you and your loved ones are healthy, and I hope you have had time to brew some beer, or at least enjoyed some.

Our club is in good financial health with a Club bank balance of \$12,952.88 as of 3/31/20.

There was no *Baron Mind* Newsletter in March, and there was no general meeting in March either. Thus, I am going to report on the statistics from the February general meeting (Twisted Path Distillery), in which we had 82 individuals attend and a deposit of \$1,283 for new membership and meeting fees. When comparing to attendance at the February 2019 General meeting, we had 80 individuals attend, and we deposited \$1,040 - so pretty close comparatively.

As you likely know, 2019 memberships have expired, and people have been renewing. At the end of March, we have 115 paid members for 2020. At the end of 2019, we had 166 members; however, I am expecting that like last year, we will continue to get others to sign up throughout the year.

In regard to the 2 beer festivals that our club normally charters a bus and sells tickets to every year, one (the Wisconsin Micro-Brewers Beer Fest, aka Chilton) has been canceled (with no new date announced), but the second (The Great Taste of the Midwest) is still scheduled to occur (I just checked the website as I wrote this article). The Great Taste of the Midwest (this year is the 34th Annual) is held at Olin Park on Lake Monona in Madison, WI and is scheduled to take place on 8/08/20. Keep an ear out for announcements in the near future for sign-up and costs. We do have a finite number of tickets that we receive for the Great Taste of the Midwest each year.



April - Did You Know???



I was supposed to go to Puerto Vallarta (PV), Mexico about a month ago, but unfortunately the trip was canceled because of Covid-19. It is a shame because I planned to visit some breweries in PV that I researched that were opened by US residents that enjoy good craft beer. Those 2 breweries are **Los Muertos Brewing**, and **Monzon Brewing**.

These 2 breweries are located within 2 blocks of each other and are close to (less than a mile) a popular beach called Playa Los Muertos, which means 'Beach of the Dead'. If you are saying to yourself, "Yea right PK, I'm really interested in traveling to Mexico to visit a real safe place called 'Beach of the Dead'- that sounds like a great time. Sign me up". However, in reality, this beach is arguably one of the most popular in PV. Legend has it that this beach received its name from pirates fighting on the shores searching for buried treasure, but the real story of how the beach got its name is because a cemetery was located near the beach (which has been relocated a long time ago).

Los Muertos Brewing plays off of the whole 'dead' theme, with their logo being a skull wearing a sombrero (see picture above), and most of their beers are named in that light as well. The owner's name is Conner Watts and is from Park City, Utah. He basically became an entrepreneur right after graduating from the University of Utah. Conner owned an online dating service, and then a bar before he and his wife decided to move to PV. They opened up their brewery in 2012, and have been perfecting it ever since. There are really good reviews about their pizza. (Below, I attached a July 2018 link to a podcast in which Conner speaks about the challenges of opening up a brewery in a warm climate and needing certain energy requirements).

Monzon Brewing opened up for business in 2017 and is owned by a married couple, Reid and Miranda Mortimer. The Mortimers are Seattle natives that have always liked to travel, including places such as Australia, New Zealand, India, other countries in Asia, and of course Puerto Vallarta Mexico. They lived in Mumbai, India for 2 years, where Reid worked for Mumbai's very first craft brewery. Every place they went to they tried to visit as many local breweries as they could, knowing that someday they would open up their own brewery. No matter where they went, they believed that beer had the power to unite people together regardless of cultural differences. They finally decided to move to PV and open up a brewery, which they named 'Monzon', which is the Spanish word for monsoon (it was in India, during the monsoon summer months, that they were inspired with the idea to open their own brewery).

Oh well, I guess I will just have to wait until I get down there to visit these establishments. If you ever get down there, and happen upon these establishments, let me know. I would love to hear what your thoughts on them.

Live Life & Enjoy Beer! PK

Podcast address:

<http://puertovallartatravelshow.com/index.php/2018/07/04/los-muertos-brewing-in-puerto-vallarta-mexico-with-conner-watts/>

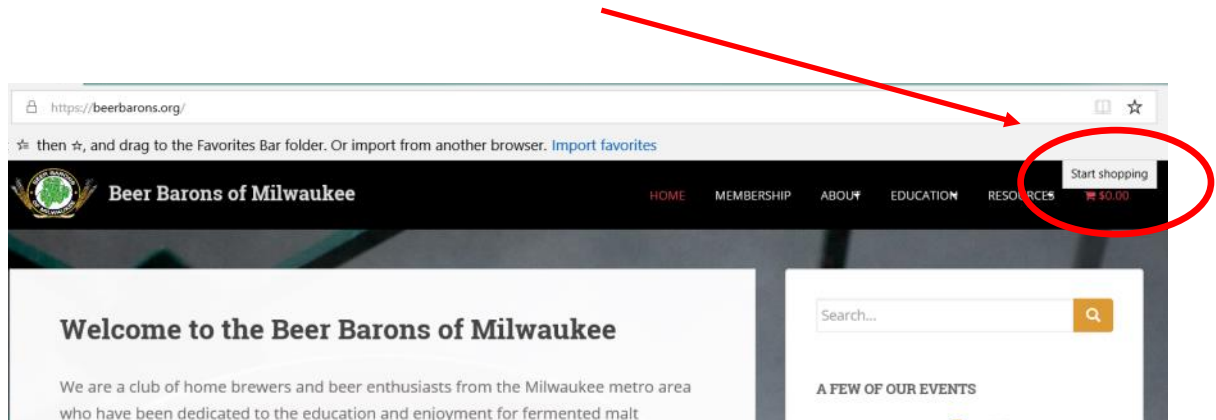
Membership Renewal Process

Just a reminder that 2019 memberships expired 1/31/20

Be Ready for May - Go Online and Pay!!

To Pay Online:

- Go to www.Beerbarons.org
- Click on the shopping cart icon in the upper left corner to be directed to the membership renewal page



Membership Renewal Options and Fees

| Type | Description | Annual Dues | Meeting Fee per Meeting |
|------------------|---|-----------------------------------|---|
| Single – Regular | Membership for 1 person | \$20 | \$10 |
| Single — Gold | Membership and Gold card for one person | \$20 + \$80 Gold card = \$100 | \$0 |
| Family — Regular | Membership for 2 people living in the same home | \$30 | \$10 per person |
| Family — 1 Gold | Membership for 2 people living in the same home—1 member with gold card | \$30 + \$80 Gold card = \$110 | \$0 for Gold card member \$10 for regular member |
| Family — 2 Gold | Membership for 2 people living in the same home, both members gold card | \$30 + \$140 2 Gold cards = \$170 | \$0 |
| Guest | Non-member meeting fee | N/A | \$15 |



Twisted Path
DISTILLERY

Thank you
Brian Sammons from
Twisted Path Distillery for
your interesting
presentation at our
February meeting!



1st round NHC Judging

Has been Cancelled



For more information and FAQs, please visit the NHC website at:

<https://www.homebrewersassociation.org/from-the-director/first-round-cancellation-due-to-coronavirus-covid-19/>

Stay tuned for more information as it becomes available

*And the
Winners are...*



Congratulations to the following Baron members!

2020 Midwinter Competition

Dan Schlosser 2nd—American Pale
Jared Sutliff 3rd—Oud Bruin
Mark Dufek 1st—Spice, Herb or Vegetable
James Werner 2nd—Winter Seasonal
Josh Strupp 1st—Specialty Wood-aged
Brian Marsh 2nd—Specialty Wood-aged



22nd Annual Drunk Monk Challenge

Jonathon Greene 1st—Scottish Light
Dan Schlosser 3rd—Trappist Quad

Jonathon Greene 1st and Best of Show
Helles and Brimstone—Classic Style Smoked Beer

Interested in attending the next Officer's Meeting?

The Board meeting is open to all members! It's a great place to find out what's happening with the club while trying a new place to drink.

Next Officer's Meeting: Format/Location To Be Determined

Wednesday, May 6, 2020 - 7:00pm

Watch email and Facebook for updates.



For more info and events, check out the Barons Website:

WWW.BEERBARONS.ORG



On Thursday, March 5th, the Beer Barons helped the Friends of the Hales Corners Library at the Tastes of Hales Corners Event.



Beer Barons - Code of Conduct

Our goal is to improve our members' knowledge of home brewing and its enjoyment. Please show your respect and courtesy to the people you have elected to do the business of this club and the guest speakers that are graciously giving their time to come and put on a presentation for you by being **QUIET** during the meeting.

- Nothing is to be removed from this room that YOU did not bring in (That means the club beers stays). Please leave all un-opened beer for others to enjoy at other events
- NO outside food is allowed to be brought into the meeting that was not purchased at Clifford's
 - Only exception is for snack items to enjoy with your beer
 - Pretzels, popcorn, nuts
 - Chips & dip
 - Cheese, sausage & crackers
 - Smoked or canned fish items

Please bring your own glass and clean up after yourself

- Everyone must check-in with the treasurer, show your membership card, and pay your meeting fee to receive a wristband
 - Please put your wristband on your wrist (not on your glass/horn)

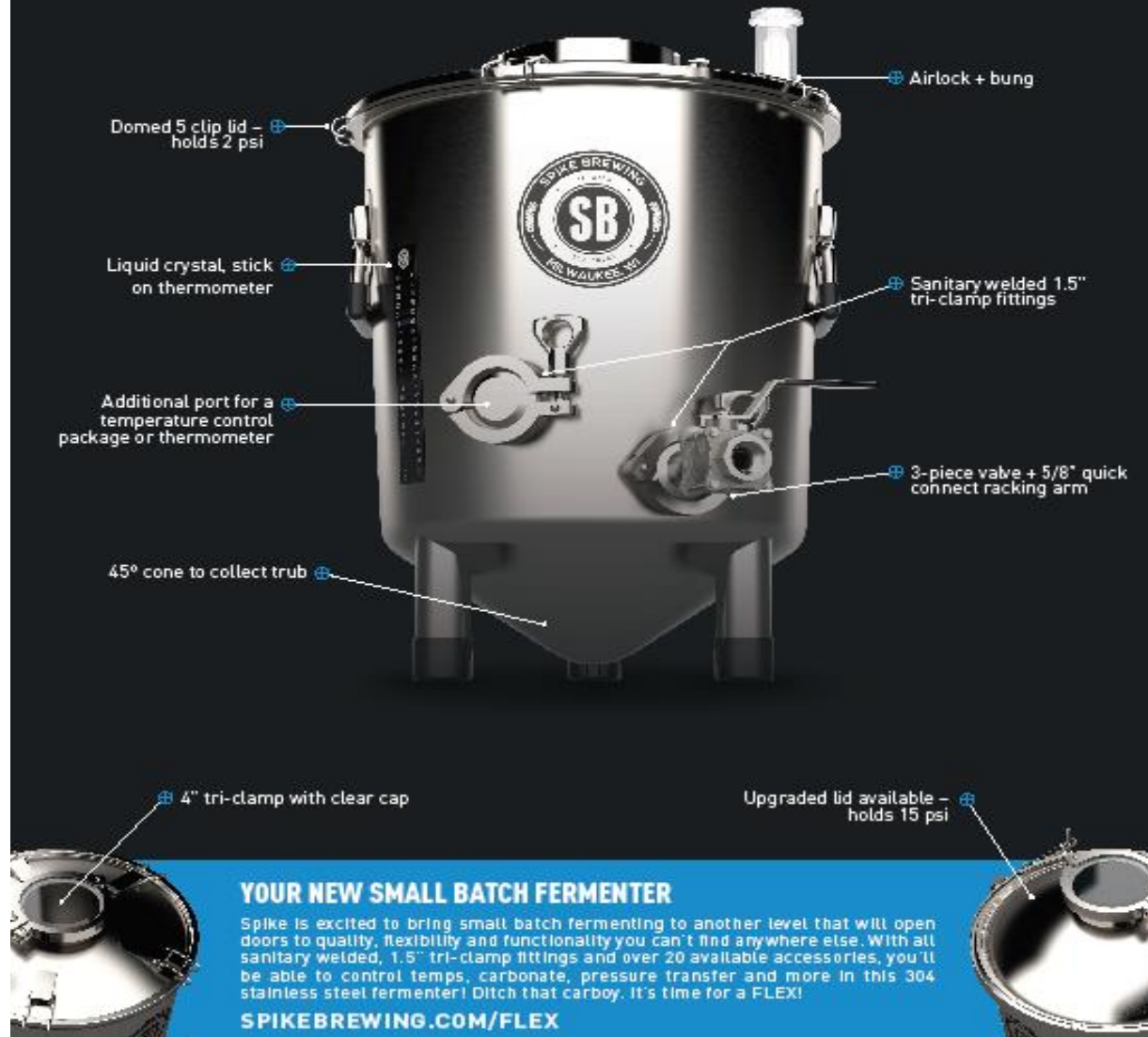
NO guns or weapons of any kind allowed in the meeting
NO SMOKING allowed in the building

Listen - Learn - Ask questions
Someone *will* have the answer
Enjoy the meeting & guest speakers



MEET THE

SPIKE FLEX



Nashville, TN
June 18 -20, 2020
Gaylord Opryland Resort and Convention
Center

Registration Now Open!!

<https://www.homebrewcon.org/register/>

Tired of beer festivals where you spend more time in line waiting for a beer than you do tasting them?

WORLD OF BEER FESTIVAL By Beer Nuts for Beer Nuts

Saturday June 6, 2020 1:00 - 5:00 PM

**Tickets on
Sale Now!**

\$50 admission, \$55 after March 31

\$70 VIP tickets, \$75 after March 31

VIB includes additional limited availability and rare beers

Old Heidelberg Park
at the Bavarian Bierhaus
Glendale, Wisconsin

- Free admission to designated drivers
- Shuttle buses from around the Metro Area
- Must be 21 to attend, no children or pets allowed



Terra Maps
and Graphics

Web Site



Information and tickets at
WWW.WOBFEST.COM

Tickets



Club Links

Website: beerbarons.org
Twitter: twitter.com/beerbaronsMKE
Facebook: www.facebook.com/BeerBarons
BrewBlog: brewblog.beerbarons.org/

Midwinter Brewfest: twitter.com/MidwinterHBC
World of Beer Fest: twitter.com/WorldOfBeerFest
www.facebook.com/WorldOfBeerFestival

IO Group: <https://beerbaronsofmilwaukee.groups.io/g/BeerBaronsOfMilwaukee>

2020 BOARD MEMBERS

| | |
|------------------|---------------|
| President | Rashal Kowal |
| Vice-President | Tom Nowalis |
| Treasurer | Paul Karcher |
| Secretary | Lori McDonald |
| Sergeant at Arms | Jason Otto |
| Member at Large | John O'Brien |
| Member at Large | Robert Hansen |

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

SUPPORT YOUR LOCAL HOMEBREW SHOP

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

Hop to It
(262) 633-8239
234 Wisconsin Ave, Racine

Smokin' Brew
(262) 729-3001
9 S. Wisconsin St, Elkhorn

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

***Purple Foot**
(414) 327-2130
5225 W Forest Home Ave,
Greenfield

Brews Wine and Spirits, 1256 Capitol Drive offers a 5% discount to Members
Rock Bottom, 740 N. Plankinton offers a 10% discount on food to Members
Milwaukee Ale House, 233 N. Water offers a 10% discount to Members



**BIG thanks to Andy and Cheryl Hemken for allowing us to
store our club trailer on their land at:**

Hemken Honey Co.

W229 S7120 Guthrie School Rd. Big Bend, WI
Business phone: 262-662-2843

Visit their website for information on their
products and where to find them:
<http://www.hemkenhoney.com/>



We are a family owned Honey Producer in Big Bend, WI.

We promote the art of beekeeping and benefits of using local honey through education of consumers,
new beekeepers,
school groups and community programs.

In 1996 Andy started with 2 beehives, he currently admits to 500.

After 30 years of safety and ergonomics consulting, he followed his passion and made beekeeping his full
time career.

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.

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 65 Cent Wings
Karaoke Every Wed, Fri, & Sat-9:30pm

Clifford's offers the use of their
banquet room to the Beer Barons at a
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Brewer
Classes](#)



What's on Tap??

Check out
The Barons Website
For more info
www.beerbarons.org

UPCOMING BEER BARONS MEETINGS, EVENTS AND VOLUNTEER OPPORTUNITIES

Wednesday, April 22: Virtual Monthly Meeting - 7:30 pm - An Evening with Brad Smith

Wednesday, May 6: Officer's Meeting @ TBD - 7:00 pm

Wednesday, May 27: Monthly Meeting @ Clifford's - 7:30 pm - East Troy Brewing/March Madness

Wednesday, June 3: Officer's Meeting @ TBD - 7:00 pm

Saturday, June 6: World of Beer Festival - Bavarian Bierhaus, Glendale

Meeting Locations, Topics and Times Subject to Change



**Register
your Big
Brew Day
beer at:**

<https://www.homebrewersassociation.org/aha-events/national-homebrew-day/>

THE WORLD'S LARGEST VIRTUAL
BIG BREW
MAY 2, 2020

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BARON MIND

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