

Salute to MBAA — 100 Years

By Dori Whitney

About 90 master brewers gathered in Chicago on March 21, 1887, for the purpose of forming a national organization. There existed several local master brewer associations at the time, but these forward looking individuals felt that the local groups should be incorporated into a single association, thereby enabling a more effective exchange of ideas and bringing about an improvement in the general image of the master brewer.

A committee of three men — Louis Frisch, William J. Seib, and Charles J. Schmidt — was appointed to draft the Charter which was granted by the State of Illinois on April 14, 1887, and thus the Master Brewers' Association of the United States was born.

Embellishments on the objectives, several revisions in the constitution and bylaws, and two changes in the association's name have occurred since then, but this original charter has served as the foundation on which a 100 year legacy has been built.

Officers elected at this first meeting in Chicago were: L. Frish, president, Chicago; H. Guenther, first vice-president, New York City; William Gerst, second vice-president, Cincinnati; William J. Seib, secretary, Chicago; and Konrad Koppitz, treasurer, Detroit.

The Association flourished from the very beginning. At its second annual convention in New York in 1888, attendance had increased to 229, of which 173 were connected with local associations.

The third convention was held in Cincinnati in October, 1889, at which William Gerst became the Association's second president. The number of members had increased to 262. Christian Schneider of New York was elected president at the fourth convention held in Philadelphia in October, 1890. Schneider passed away before the fifth convention held in St. Louis in 1891, so Louis Frisch presided over this convention and was subsequently elected to serve as president again, this time for a two year term.

Leonhard Michel of Brooklyn was elected president at the sixth convention of the association held in Chicago on September 11-14, 1893. He served as president for the next five years, presiding over the seventh convention held in Baltimore in 1895; the eighth convention, held in Pittsburgh; the ninth annual convention held in Detroit in 1897; and the 10th convention held in Cleveland. At this convention, William F. Wurster of Pennsylvania was elected president.

During the Pittsburgh convention it was announced that 80 names had been removed from the rolls for nonpayment of dues, which reduced the membership

from 309 in 1895 to 229 in 1896. By 1897, however, the membership enrollment was back up to 311.

New York City was the convention site for the 11th meeting and at the 12th meeting, held in Buffalo in 1900, Leonhard Michel was again elected president.

The Charter

We, the undersigned, Louis Frisch, William John Seib and Charles J. Schmidt, citizens of the United States, propose to form a Corporation under an act of the General Assembly of the State of Illinois entitled 'An Act Concerning Corporations,' approved April 18, 1872, and all acts amendatory thereof; and for the purpose of such organization we hereby state as follows, to-wit:

- 1. The name of such Corporation is Master Brewers' Association of the United States.*
- 2. The object for which it is formed is to promote the mutual acquaintance of its members, to protect and further the interests of the brewing trade in every respect, thoroughly to develop by an interchange of views scientific questions relating to the brewing trade, to promote the training of competent brewers and to devote its particular attention to the matter of apprenticeship, to hasten and secure the progress, the development and protection of the brewing trade and its interests in the United States.*
- 3. The management of the aforesaid association shall be vested in a Board of twenty-one directors, who are to be elected annually.*
- 4. The following persons are hereby selected as the Directors to control and manage said Corporation for the first year of its corporate existence, viz., Louis Frisch, H. Guenther, William Gerst, William J. Seib, Konrad Koppitz, John Gund, Jr., L. Michael, K. Zimmerman, Franz Kranz, Ad. Meier, Fred Theurer, Charles Andre, A. Griner, F. Kruensler, F. Dick, T. Aug. Kastner, Andrew Wollenberger, Charles P. Anton, Charles Schmidt, Chr. Siebel and H. Roemhildt.*
- 5. The principal place of business is in the City of Chicago in the County of Cook, State of Illinois.*

*Signed: Louis Frisch
William J. Seib
Charles J. Schmidt*

Apprenticeship Question Priority Topic

During this 12-year period, the apprenticeship question was the main subject of discussion at the various conventions. In 1888, a recommendation was adopted that the apprentice term be two years and that a master brewer who employed 15 men could take but one apprentice. After finishing his term satisfactorily, the apprentice was to be given a "brewers' book" which was to equal a diploma.

At the 10th convention in 1898, a special committee was appointed to investigate this question more thoroughly by getting in touch with all districts and then contacting the employers as well as the union officials so that a satisfactory understanding could be reached as to the number of apprentices to be employed. Stressed also was the importance of these apprentices being men of good character, and sufficient education to enable them to attend brewers' school after serving their apprenticeship.

President Wurster's address at the 11th convention in 1899 dealt with the reports of the various locals on the apprentice question. The Committee reported at the 12th convention in 1900 that they had referred to the United States Brewers' Association the recommendation that apprentices should be at least 16 and not more than 20 years of age, that the term should be two years in the brewery and three months in the malthouse with wages of \$9.00 the first year and \$10.00 the second.

Although in the original constitution it was stipulated that all meetings and records were to be held in German, by 1901, at the 12th annual meeting held in Boston, it was recognized that meetings could be conducted in either German or English.

The question of apprenticeship, which was to be settled in cooperation with the United States Brewers Association, was deferred, as the latter organization had postponed its consideration. It was suggested at this meeting that the organization found a master brewers' school but this plan as well as that for a general death-benefit were abandoned in 1902.

Also at this meeting, the convention adopted a suitable resolution on the



The National Executive Board of the Master Brewers Association of America and the Executive Committee of District Milwaukee in charge of the direction of the association's 34th annual Convention and the first Brewing Materials & Equipment Exposition conducted by the MBAA. Seated (left to right) are Marcus Maegerlein, Clinton, IA; George Sippel, Cincinnati, OH; Herman A. Rosenbusch, Detroit, MI; John W. Russert, Milwaukee, WI; Ed Geisler, Chicago, IL; and Henry O. Sturm, Rochester, NY. Standing (left to right) are William Eisenbeiss, Calvin L. Korfmann, Adolph Huess, Waukesha, WI; Frank Hanke, Jr., Norbert Beerend, Joseph R. Wertin and Killian Weber, also of Waukesha. The others standing are all Milwaukeeans.

assassination of President McKinley.

By 1902, the membership had increased to 452. Inasmuch as the apprenticeship question was taken out of their hands, the master brewers turned to various subjects, both practical and technical. The Technical Committee gave very interesting reports on the developments of the year at the annual conventions, noted scientists read papers and it was soon a recognized fact that the Master Brewers' Association took the highest possible stand in the scientific investigation of brewing processes, materials and conditions.

The Association at that time published periodically a Brewers' Calendar in German — a reference book of technical information. By 1910 the membership had grown to 771 and the Association had 17 affiliated local associations (at that time they were called associations rather than districts).

The Dark Days

Conventions were held regularly and the Association continued to progress through 1916. Then came the war and the dark days of Prohibition.

The 28th annual convention of the Association was the last to be held prior to prohibition. This meeting took place in Buffalo, October 1-4, 1916. William Carthaus of St. Louis was president.

The 29th convention, scheduled for New Orleans, was cancelled due to the entry of the United States into World War I. A remarkable coincidence developed just a quarter of a century later. The 39th annual convention was scheduled for New Orleans and, just as back in 1917, it was cancelled because of war.

In June, 1917, William Carthaus resigned as president. A special meeting of the Board of Trustees was called in July and at that meeting Robert Weigel was selected to fill the unexpired term. Although president for almost nine years, Weigel never had the opportunity to preside over a convention of the Association.

He was succeeded to the presidency by Marcus Maegerlein who had the honor of presiding over the first conven-

tion to be held in 16 years. Both Weigel and Maegerlein did much to keep the Association alive during those trying times.

End of Prohibition

On February 10, 1931, a so-called mini-convention was called in Chicago with headquarters at the Germania Club. There was a good attendance considering the fact that so many master brewers were unemployed. At this time, with hopes of Repeal in the air, it was decided to start the "ball-a-rollin'" for future conventions.

The 29th annual convention (originally scheduled for New Orleans in 1917) took place in Detroit in October, 1932, six months prior to Relegalization. Reorganization took place, and the Association began to lay plans for the future. "The most important accomplishment of this convention," noted Frank P. van de Westelaken, the Association's 14th president, in reviewing this period, "was to instill courage and hope into the hearts of all of us."

The first convention following repeal was held in Chicago in 1933 along with the first post-prohibition Brewing Industry Equipment Exposition, held in the Coliseum under private management. Frank P. van de Westelaken was elected to the presidency, and in 1934, presided at the 31st annual convention held in New York.

It was at this convention that the Constitution and By-Laws were revised and the name of the Association was changed from the Master Brewers Association of the United States to the Master Brewers Association of America.

The aim was to transform the Association's membership from a strictly national group into an international group.

The Association had its feet on the ground again! Cincinnati was selected as the convention city for 1935, with President Westelaken presiding. George B. Sippel, as convention chairman, started plans for technical sessions which were to result in what has since been called the "Pioneering Convention." Technical sessions covering brew-

ing materials and brewery practice started the Association off on a program which has been developed and extended over the passing years.

It was at this convention that the Brewing Industry Historical Committee, made up of the editors of the brewing trade press, presented the Association with 12 historical paintings depicting the brewing industry from the time of the Babylonians to the present.

Also at this convention, the Master Brewers Association of Canada became affiliated with the Master Brewers Association of America. Herman A. Rosenbusch was elected president.

The 33rd annual convention took place in Philadelphia, and was dedicated to Louis Pasteur with a fitting ceremony developed commemorating him. "President Rosenbusch, always a stickler for proper procedure, turned (thumbs down) on room entertainment," recalled Phil Berkes, then president of District Philadelphia, "and inaugurated a plan calling for an entertainment center in which all delegates could gather."

First Materials and Equipment Exposition

The 34th convention, held in Milwaukee, meant much in the development of the Association, with the first Brewing Materials and Equipment Exposition officially sponsored by the Association. Other brewing industry expositions had been held in previous years; however, these had been privately operated.

John Russert succeeded Herman Rosenbusch to the presidency and presided at the 35th annual convention held in Buffalo in 1938.

The next convention was held in San Francisco. The Golden Gate International Exposition was in full swing, and little thought was given to possible war with Japan. George B. Sippel was elected to the presidency.

In 1940, the Second Master Brewers Materials and Equipment Exposition was held in St. Louis. This was to be the last exposition for some time to come! The next one was to have been held in

Chicago in 1943 at Navy Pier.

A new Constitution and By-Laws was adopted at this 37th convention which created an associate membership for men other than master brewers who were employed in an executive capacity in the brewing industry.

At the 38th annual convention held in Baltimore in 1941, a decision was reached to employ a permanent executive secretary in the person of Allan E. Beach, who at that time was eastern editor and manager of the *Brewers Digest*. The technical session in Baltimore inaugurated planned open forum discussion, an important step taken by the Association. Phil Berkes was elected to the presidency.

The Master Brewers Protein Research Fellowship was established during George Sippel's administration and continued up to the end of 1942, with Dr. Olof E. Stamberg doing the research work at Stanford University. This was carried on under the direction of Prof. J.W. McBain. At the end of 1942, the Fellowship was discontinued for the duration of the war.

Baltimore missed being a war convention by just three months.

Wartime Conferences

When World War II began, the Association was put on a wartime basis. The annual conventions were cancelled during the war years and replaced by three wartime conferences, the first in Cleveland in 1942, the second in Cincinnati in 1943, and the third in St. Louis in 1944. The attendance at these conferences was restricted to active members only and the discussions were limited to wartime production problems.

President Berkes described the first of these conferences: "Instead of a five day convention, we held a two day meeting, but crammed the program so full that more was done in those days than had previously been accomplished in



"The war is a challenge to the Master Brewers Association of America — and to every member. As the "service organization" of the Brewing Industry it has the opportunity of a lifetime to prove itself, and to prove its worth to the industry. This is an "all-out" war — our war. Part of winning it is in the ability of each and every one of us to operate our breweries successfully, in spite of all regulations and restrictions and continue to produce the real beverage of moderation so essential to our defense workers and our men in uniform and so necessary and vital to the welfare of our country and our people."

— Phil Berkes, April, 1943

five! Cleveland district had hoped for a full-sized convention, but they cooperated enthusiastically in developing the modified wartime program which called for the complete elimination of all frills. Discussions were in keeping with the times and questions dealt largely with possible shortages in both materials and equipment."

At the second wartime conference, the importance attached to the full recovery and utilization of brewers' yeast in the interest of America's war effort was stressed. Problems discussed also centered around equipment maintenance and labor shortages. It was at this meeting that the Western Canada Master Brewers Association was granted a charter and became District Western Canada of the MBAA.

The third wartime meeting included five sessions covering post-war reemployment, wartime production and technical problems and post-war planning. The Association at that time consisted of 21 Districts with a membership of over 850.

During these years, the Executive Committee authorized expansion of the

Master Brewers *Communications*. This was done in order to enable the membership to take up and discuss problems through it. Circulation of the *Communications* was also enlarged to include allied members. It was the opinion of the Executive Committee that never before had it been so important to include allied members in discussions of brewing problems, inasmuch as they were experts in their particular fields and in a position to render invaluable contributions toward the solution of many wartime problems.

Of special note: In the June, 1943, issue of the *Communications*, a brief covering the essentiality of the brewing industry and the master brewer was published, as information to supply to Selective Service officials. The brief concluded that beer is an essential product, brewing of beer is an essential industry, that the master brewer occupies an essential and irreplaceable position, and, thus, in the furtherance of the war effort, should be deferred from service in the Armed Forces.

In summing up the activities of these war years, MBAA Executive Secretary Allan E. Beach wrote:

"Under the guidance of President Phil Berkes, the Association set a wartime course that brought increased prestige not only to the Association but to the entire membership. In actuality, the Master Brewers Association became the "service organization" of the brewing industry. Solution of wartime production problems became its forte. Full credit must go to Technical Chairman Edward E. Neschke and his successor, Edward H. Vogel, Jr., both of whom asked and received splendid cooperation of the District technical chairmen and the membership."

Reconversion Conference

Well over 500 master brewers and allied members attended the two-day reconversion conference held in 1945 in Chicago. Although original conference plans, worked out prior to the Government's lifting of travel restrictions, had called for a rather limited attendance, the meeting was hastily expanded to include two technical sessions and an impressive Victory Dinner.

What may have been lacking in the



Leaders of the brewing industry gathered in St. Louis in December, 1946, for the formal presentation of the book, "The Practical Brewer," written by four St. Louis master brewers and published by MBAA. Shown above are (front row, left to right): Edward Hughlet, New York, recording secretary, CIO Brewery Workers of America; B.A. Poelhuis, president, MBAA, who is presenting one of the first copies to C.D. Williams, secretary, USBF; J.J. Hauser, St. Louis, secretary, Brewers and Maltsters Union, local No. 6; and Christian Rask, Chicago, president, American Society of Brewing Chemists. In the back row are Walker Pierce, St. Louis, president, Missouri Brewers Association; William O'Shea, Chicago, secretary, Small Brewers Committee; and John Berghoff, Ft. Wayne, president, SBC.

way of a formal program was more than made up by the informal exchange of views and information among master brewers and allied trades men. This was the first opportunity in four years for the majority of master brewers to gather in force. What most of them wanted to know was the outlook for early deliveries of badly needed equipment and the new developments in machinery. The Victory Dinner overflowed the Ballroom. Featured speaker of this event was Congressman Everett M. Dirksen.

President Berkes reported that the steadily increasing active membership had brought the MBAA roster to a grand total of 918 members.

After months of planning, the Master Brewers Association had to cancel its 39th convention - the first that would have been held since Pearl Harbor. The reason: strikes both within and outside

the brewing industry, according to Allan Beach. While this was extremely disappointing to the Association, and especially to District Pittsburgh who were to host this event, the national brewers had more pressing problems in 1946. A presidential order called for a 30% cut in grain usage.

The two national organizations of the brewing industry urged brewers to maintain quality at the cost of a reduced production volume in their compliance with the grain curtailment order. These recommendations received the sanction of the majority of brewers.

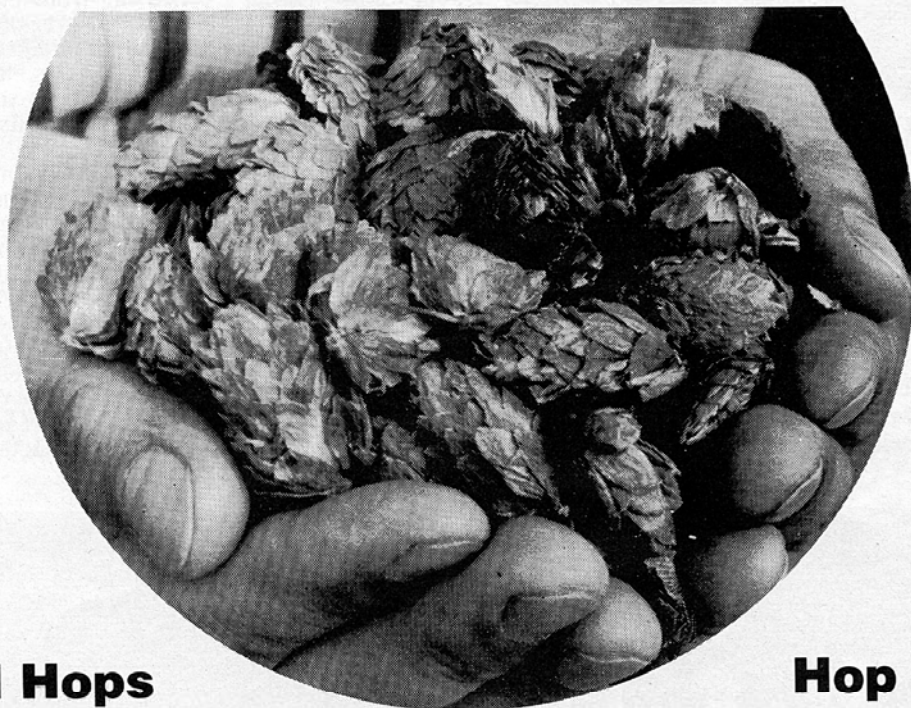
There was one bright spot that year. Edward H. Vogel, Jr. presented the first copy of "The Practical Brewer" to MBAA President B.A. Poelhuis at an MBAA business and dinner-dance meeting in St. Louis on December 7. It took Vogel, master brewer at Griesedieck Bros.

Brewery, and three other St. Louis master brewers - Frank H. Schwaiger, master brewer at Anheuser-Busch, Henry G. Leonhardt, assistant master brewer, Anheuser-Busch, and J. Adolph Merten, vice-president and general manager of the Columbia Brewing Co. - three years to prepare this volume, aided by a 21-member MBAA editorial board.

Post-War Growth

Representative manufacturers from every allied field were present at the International Brewing Industries Exposition held in Cleveland in 1947, in conjunction with the 60th anniversary convention. Close to 4,000 delegates attended this first post-war meeting/expo. Association officials led a procession through a great paper-mache beer tank into the exposition hall to officially open

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Part of the crowd enjoying the Ohio brewers' beer at the Beer Garden in the Convention Hall at the 60th anniversary convention – the first post WWII convention and exposition. Officers of the association are in the foreground.



New officers of MBAA elected at the 1953 convention in St. Louis (left to right): Allan E. Beach, executive secretary; Nicholas L. Schleifer, third vice-president; Albert C. Smith, first vice-president; Joseph S. Pickett, president; Karl H. Hennige, second vice-president; Joseph Spinka, treasurer.



The Honorable Richard J. Daley, mayor of Chicago, received a Certificate of Honorary Membership in District Chicago from Richard H. Seibold, general chairman, MBAA 69th Anniversary Convention. Taking part in the ceremony were, left to right: MBAA Executive Secretary Allan E. Beach; Convention General Co-Chairman Herbert N. Haberstroh; General Chairman Seibold; District Chicago President Herman A. Diekhoff; Publicity Chairman John Joerg; Mayor Daley; General Co-Chairman Joseph S. Pickett; and Earl E. Valentine, member of Publicity Committee.



*In attendance at the MBAA luncheon honoring the past-presidents and honorary life members of the association at the 1957 convention in Miami Beach (left to right), seated: Allan E. Beach, secretary, Arthur Schoenlein (honorary life member), F.W. Finger, Sr. (HLM), Louis J. Walther (HLM), Maj. Francis N. Ward (past-president), Richard Seibold (HLM), Henry R. Henius (HLM), Edward W. Huber (PP), Philip Berkes (PP), Albert E. Wesp (PP), Herman A. Rosenbusch (PP). Standing, left to right: Karl H. Hennige, president-elect of the MBAA; Felix P. Schmitt, general chairman of the MBAA convention; Nicholas L. Schleifer, first vice-president; Karl Strauss, second vice-president; Bernie Erf, publisher of *The BREWERS DIGEST* which had sponsored the first affair honoring the past-presidents in 1956; Ruben Schneider, third vice-president; Joseph A. Spinka, treasurer; Joseph S. Pickett (PP); and Albert C. Smith, Jr., retiring president.*

the exposition at which approximately 150 companies displayed their products and services. Albert E. Wesp was elected the new president.

The next convention was even more significant. For some years the Association had felt that the industry was in need of coordinated research. As a result, the Master Brewers Association Research Foundation Committee was formed in 1942, with Herman A. Rosenbusch of Detroit, MI, as its chairman. This committee remained dormant during the war years. However, at the conclusion of World War II, Edward W. Huber of Milwaukee, WI, was named chairman of the committee and initiated a thorough survey of the research organizations that existed in other industries.

At the 1948 annual convention in Boston, the Research Foundation Committee submitted a complete industry-wide research plan which was enthusiastically endorsed. The Association placed \$50,000 in escrow to be released at such time as other sources would contribute additional funds to satisfactorily finance the research organization. This formed the foundation for the subsequent creation of the Brewing Industries Research Institute.

Adventurous MBAA members took the "49er's Special Convention Train" to the 1949 convention held in Los Angeles. Leaving from Chicago, this train ride included various stops throughout scenic Colorado and California. Edward W. Huber was elected to serve as president for the next two years and District Cuba received its official charter at this convention.

A multi-million dollar display of brewing machinery and equipment, and technical sessions covering the range of brewery operations to which all registrants, not just the brewmasters, were invited to attend combined to make the 63rd anniversary convention and 4th exposition held in Philadelphia in 1950 a highly successful event. The social highlight at this convention was a symphonic concert of the Philadelphia Orchestra, conducted by Eugene Ormandy.

First Canadian President

Francis N. Ward, vice-president-production of Canadian Breweries Ltd. in Toronto, became the first Canadian president of the MBAA at the 1951 convention held in Detroit. In addition, District Mexico received its charter.

At this convention, as well as conventions over the next several years, technical sessions became more practical and "down to earth" in nature. At the same time attendance accelerated, with registration records being broken each year.

New Orleans finally was able to host an MBAA convention - the 45th annual convention held in 1952. At the 1953 convention held in St. Louis, Joseph S. Pickett was elected president. This convention, held in conjunction with the 5th exposition, recorded attendance of 4,900 for the expo and 1,807 for the convention. The "Big Apple" was the site of the 47th convention held in 1954, and at the 48th convention, held in San Francisco, Albert C. Smith, Jr., master brewer of The Lion, Inc., was elected president.

The 6th International Brewing Industries Exposition - themed "Operation Opportunity" - attracted well over 5,000 registrants, while the 48th convention drew 1,750 people. At this convention the Past-President's Breakfast was initiated to honor these men, as well as the President's Reception which met with the approval of all. By this 69th anniversary year, the MBAA convention was attracting brewers from all parts of the world, making it a truly international affair.

A "Bavarian Night" and a "Night in the Tropics" were features of the 70th anniversary convention held in Miami Beach in 1957. Karl H. Hennige of Globe Brewing Co., Baltimore, was sworn in as president. At the 1958 convention held in Cincinnati, plans were in the offing for the next exposition to be held in Cleveland in 1959. This 7th exposition drew over 5,000 registrants and 200 exhibitors. Exhibiting for the first time was the Brewing Industries Research Institute.* Nicholas L. Schleifer, technical director of the Falstaff Brewing Corp., was elected president at the 72nd anniversary convention.

Prior to this convention, a meeting had been held between committees of the Master Brewers Association of America and the American Society of Brewing Chemists regarding the formation of a society to embrace all people working in technical capacities in the brewing industry.

At the 73rd anniversary convention held in Los Angeles, a total membership of 3,400 was reported for the Association, covering the brewing industry

**Dedicated to research for the general benefit of the entire brewing industry, the Brewing Industries Research Institute was formed in January, 1952, and sponsored by the United States Brewers Foundation, the Small Brewers Association, the MBAA, the American Society of Brewing Chemists and the Barley and Malt Institute. Representatives of each of these organizations formed the Institute's board of directors.*

Best Wishes to MBAA on its 100th Anniversary

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throughout the Western Hemisphere, including Hawaii and the Philippine Islands as well as a foreign membership extending to Europe, Australia and New Zealand.

In 1961 the annual convention was held in Montreal, Que., with close to record attendance. This was the first convention to be held outside the borders of the United States. Karl Strauss was elected president, and at the business meeting, District Caribbean was granted its charter.

In 1962, the Association celebrated its 75th anniversary with a Diamond Jubilee convention and its 8th International Brewing Industries Exposition held in

Chicago. By this time the Association had grown to 1,200 active members, 500 associate members, 1,600 allied members and 70 foreign members, for a total membership of 3,370.

Merger discussions were still brewing and during this year, an MBAA-ASBC Constitution Drafting Committee was formed to draft an acceptable constitution for an amalgamated society.

Districts Cleveland, Pittsburgh and Western New York held their first Tri-District meeting in 1963, thereby starting a trend toward multi-district gatherings. It was also in the same year that Executive Secretary Allan Beach recommended that a technical quarterly pub-

lication be published and that it be partly financed through advertising.

Publishing of such a magazine was approved at the 1963 convention in Baltimore. At this 76th anniversary convention, Ruben Schneider of General Brewing Co. in Salt Lake City, UT, was installed as president.

In January of 1964 the *Technical Quarterly* of the Master Brewers Association of America made its initial appearance. Texas hosted its first convention in 1964 — the 77th anniversary convention held in San Antonio.

Technical Director Appointed

Approximately 6,000 brewery and allied people attended the 78th anniversary convention and 9th exposition held in Chicago in 1965. The appointment of MBAA's first technical director — Dr. William D. McFarlane — was announced at this convention. One of the highlights at the convention took delegates almost 100 miles away from the Windy City for "A Day in Milwaukee." Carl W. Neubauer, vice-president-production of the Burger Brewing Co. in Cincinnati, was elected president.

Early in 1966, the year that MBAA held its 79th Anniversary convention in Philadelphia — the City of Brotherly Love — a merger between the ASBC and MBAA was voted down by both associations. Results of the voting on the proposed constitution, which had been submitted to the membership of the two groups the year before, revealed the following:

ASBC:

(407 ballots returned — 81.2% — of 502 ballots sent to active members)
 In favor of merger 156 (38.3%)
 Not in favor of merger 251 (61.7%)

MBAA:

(724 valid ballots returned — 63.3% — of 1142 ballots sent to active members)
 In favor of merger 353 (48.8%)
 Not in favor of merger 371 (51.2%)



Winners at the ladies' hat show at the 1958 convention in Cincinnati (left to right, seated): Mrs. R.J. Amberg, Mrs. Laura Laugel, Mrs. Charlotte Luttenberger, and Mrs. Joseph Spinka. Standing: Mrs. Ludwig Schuller, Mrs. Joseph Reis, and Mrs. Herman K. Rosenbusch.

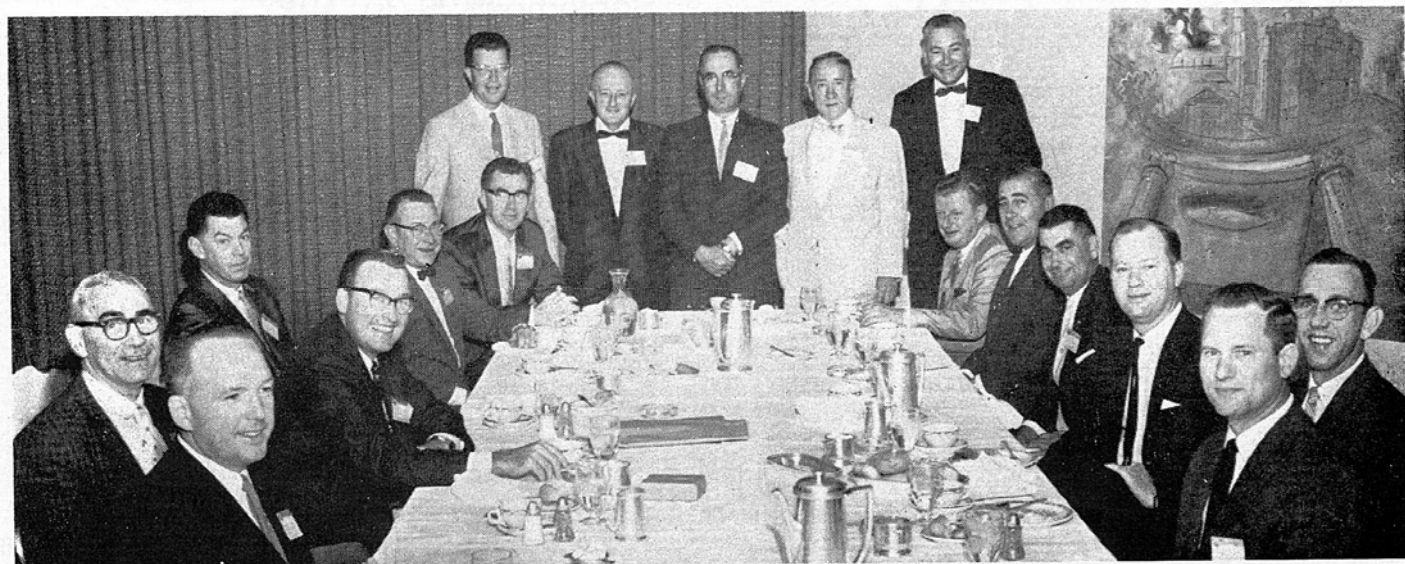
In 1967 the second convention to be held outside the boundaries of the U.S. was held in Mexico City, and was truly one of the most memorable of the 80-year-old Association's conventions. The attendance exceeded 1,100, with guests from the U.S. and other parts of the world enjoying the majesty and warm hospitality of Mexico for the first time.

Herman K. Rosenbusch, director of brewing for the Stroh Brewery Co., Detroit, was elected president, succeeding to the position his father (Herman A.) had held 32 years earlier. Also during 1967, the Spanish edition of "The Practical Brewer" became available.

MBAA's 81st anniversary convention was held in Detroit, in conjunction with the 10th exposition, Expo-Cobo in 1968. By resolution of the Detroit City Council,

the name of Washington Blvd. — Detroit's main thoroughfare — was changed to Master Brewers Blvd. for the week of the convention. President Rosenbusch presented Allan Beach, executive secretary of the association since 1941, an Honorary Lifetime membership at this convention, and a charter was presented to the newly-formed District Columbia.

Technical Chairman Gustav Chyba of Anheuser-Busch, announced the winners of MBAA's "New Idea" contest. First prize (\$500) went to William F. Tily, Stroh Brewery Co., who suggested a simple method to meter at constant flow rate from a batch tank with a declining head. Second prize (\$300) went to August H. Haffenreffer, Jr. and Robert F. Rose of Millipore Corp., who suggested methods for the rapid determination of



The panel for the second technical session ("The Novel Idea Exchange") gather for breakfast prior to the 1960 convention held in Los Angeles. Left to right: (seated) Joseph Sperber, Mortimer Brenner, John Davies, James Fitzsimons, Fred Gettleman, Len Hunt; (standing) William Hipp, Herman K. Rosenbusch, Technical Chairman H. Ranulph Hudston, Martin Burger, Gerhardt Meng (moderator); (seated) George Hetzel, William Hensel, Al Thrift, Ken Easton, Ray McAdam, Joseph Lodoly.

viable and dead yeast in volumes of beer up to 16 ounces. Third prize (\$200) was awarded to Joe Hux of Falstaff Brewing Corp., who suggested an export case flap closer. These ideas, as well as the five fourth prize winning entries, were on display in an "Idea Exchange Center" at the exposition.

Sommers Named Executive Secretary

Daniel C. Sommers, hired as assistant executive secretary in June, 1968, was named executive secretary toward the end of this year. Beach stayed on for a year in a consultant capacity with his primary activity being production of the *Technical Quarterly*.

Toronto hosted the third convention to be held out of the U.S. in 1969. L.C. Jessop, vice-president-brewing, Canadian Breweries Ltd. was elected president at this 82nd anniversary convention.

Basic by-law changes were approved at the 83rd anniversary convention held in New Orleans in 1970.

To enable a greater number of members to assume positions of responsibility without disruption of the fulfillment of their normal corporate responsibilities, beginning with the officers elected in 1971, the terms of office would be only one year. The office of third vice-president was abolished, and officers



Past recipients of the Cincinnati Achievement Award with Dr. Lloyd Rigby (center), winner of the 1958 award (left to right): Philip Gray, Stephen Laufer, Eric Kneen and Kurt Becker. The award was given periodically by Distrit Cincinnati, MBAA, and included a \$500 check and an inscribed watch.

would be nominated by a three-man committee consisting of the immediate past-president and two representatives of the MBAA's board of governors, rather than by the entire board of governors.

To speed up new member application processing, rather than having districts other than the originating districts also approve the applications, these would go immediately to the national Membership Committee for action.

1971 was an exposition year for the MBAA, with Cincinnati hosting an expo for the first time. James W. Fitzsimons, vice-president and technical director of Kurth Malting Corp., was elected president at the 84th anniversary convention, making him the first maltster to hold this office.

Also in 1971, MBAA moved its head-

quarters from Chicago to Madison, WI. In comparing costs for operating out of the Chicago Loop and the new location, it was found that a substantial savings could be realized in all phases of the Association's activities by relocating.

The following year, Hans R. Timmermann, technical director of the Latrobe Brewing Co., was elected president at the 85th anniversary convention held in Milwaukee. In 1973, the Master Brewers met in Anaheim, CA, and Robert E. Pflugfelder, executive vice-president of Jackson Brewing Co., New Orleans, was elected president at the 86th anniversary convention.

MBAA held their first exposition in the west in 1974 attracting in excess of 3,000 registrants to the Houston event. At the 87th anniversary convention, Eugenio

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Retiring President Karl M. Strauss (third from right) turns over the gavel to President Ruben Schneider at the 1963 convention. The new officers are (left to right): Executive Secretary Allan E. Beach; First Vice-President Carl W. Neubauer; Treasurer Joseph A. Spinka; Schneider; Strauss; Second Vice-President Herman K. Rosenbusch; and Third Vice-President Leslie C. Jessop.

Gebauer, technical consultant to C.A. Cervecera Nacional of Caracas, Venezuela, became the first resident of Latin America to hold the office of president.

At this time, the Association had over 3,600 members, with 300 of these being outside the Western Hemisphere and representing 74 countries.

Clement G. Meyn, vice-president and master brewer of the Miller Brewing Co., Milwaukee, was elected president of the Association at the 88th anniversary convention in St. Louis in 1975. During that year, MBAA's technical director of the past ten years, Dr. William D. McFarlane, passed away. At the board of governors

meeting in St. Louis, Harold M. Broderick was selected to succeed McFarlane as MBAA technical director.

In 1976, members traveled to Lake Buena Vista, FL, for the 89th anniversary convention at which H. Ranulph Hudston, supervisory master brewer at Moosehead Breweries, St. John, N.B., Canada, was elected president.

In 1977, MBAA held its 4th meeting outside the U.S. in Vancouver, B.C. — "Canada's Gateway to the Pacific." At this 90th anniversary convention, William J. Stoud, brewing consultant with Anheuser-Busch, Inc. at the time, was named president. It was this year also that the MBAA technical director was made an officer of the Association and the second edition of "The Practical Brewer" was published.

At the 91st anniversary convention held in Denver, William A. Hipp, vice-president-production of C. Schmidt & Sons, Inc., became president.

The 13th International Brewing and Allied Industries Exposition held in conjunction with the 92nd anniversary convention in Milwaukee in 1979 was one of the most successful and well attended since 1965. Registration totaled some 4,600 people, despite the toll brewery consolidations and closing had taken on the industry. The decision to hold an exposition once every five years, rather than every three, had been fruitful. Peter Codd, president of Century Importers, and former president of Carling-National Breweries, was elected president of the Association at this meeting.



Fourth technical session speakers at the San Antonio Convention in 1964 (left to right), front row: Ray Young, C.A. Cerv. Nacional; Andrew Mrava, Theo. Hamm Brewing Co., Inc.; C. Leon Hyer, Bauer-Schweitzer Malting Co.; Eugenio Gebauer, C.A. Cerv. Nacional. Second row: Herbert Kern, Erie Brewing Co.; Clarence Geminn, Genesee Brewing Co., Inc.; Arnulfo Canales, A.M. Canales Co.; M. Hoth Iriondo. Third row: Matt Pitzl, Carling Brewing Co.; Phillip Schmidt, Olympia Brewing Co.; Frank Schille, Great Falls Breweries, Inc.; Albert Bush, Sicks' Rainier Brewing Co. Fourth row: John Malthaner, Standard-Rochester Brewing Co., and Joseph Schwaiger (moderator), Anheuser-Busch, Inc.

By-Laws Update

Several by-laws changes took place during the late 1970s to keep the Association viable with a changing industry. Bill Hipp made this one of his major concerns and was a prime mover in framing and achieving passage of amendments and rule changes that were, in his view, designed to make MBAA more democratic and more responsive to change.

"Periodic housecleaning of the by-laws is essential," he said, during a *Brewers Digest* interview in 1979. "The existing by-laws were well-conceived. But the brewing industry is undergoing

constant change. Our by-laws must be updated to deal effectively with today's world."

In 1977, the Association changed its name to the Master Brewers Association of the Americas, reflecting its increasingly international stature.

Approved at the 1978 national convention was a rules change that provides for a system of voting whereby each district governor is eligible to cast a predetermined number of votes proportionate to his district's active membership.

A by-laws change initiated in the spring of 1978 passed the mantle of leadership to the Board of Governors. For many years by-law amendments had required the approval of two-thirds of the association membership present in person or by proxy and entitled to vote at any annual or special meeting, or the same vote taken by a 30-day letter ballot. The same requirement applied to district withdrawals, expulsion of members and districts, approval of the annual budget and election of officers.

This constraint seriously hampered the Board's ability to expedite needed legislation. Important matters introduced at annual meetings or spring Board meetings were not acted upon until the next annual business meeting.

With the revision, any action of the Association, or as otherwise provided in the Constitution or By-Laws, may be taken by a majority vote of the Board of Governors either at any annual or special meeting or by a 60-day letter ballot sent to each Active member eligible to vote, with the decision to use a letter ballot at the discretion of the Board.

The by-laws can be amended by a two-thirds vote of the Board of Governors present at the annual business meeting and/or special meetings designated by the president, or by the same vote of the Board of Governors taken by a 90-day letter ballot. Preceding the vote, each district representative to the Board polls his district's Active members on the desire of the majority regarding the proposed amendment.

The annual business meeting thus became a forum where members could discuss the issues confronting the Association and suggest action for consideration by the Board.

Another amendment changed the fiscal year from a July 1 beginning to the calendar year, and a change in the dues structure was instituted. Other changes made it possible for retirees on withdrawal to retain Active status and voting rights, and under a student membership, trainees could join the Association at half rates. The term "foreign" members, designated to those individuals outside the Western Hemisphere, was changed to "International" members.

Awards Program

In 1980, the MBAA initiated an awards program designed to recognize achievements within and outside the membership. The first two awards to individuals were made at the 93rd anniversary convention held in Mexico City. Mortimer Brenner received the first MBAA Award of Merit to be given annually to an indi-

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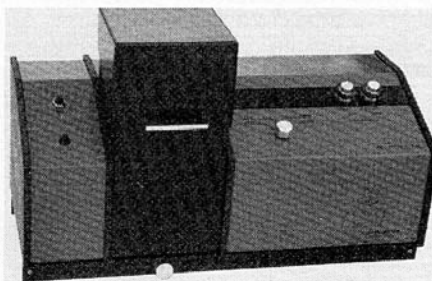
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vidual who has made an outstanding contribution to the brewing industry. William Hipp was the recipient of the first MBAA Award of Honor to be given annually to a member who had rendered outstanding service to the Association. Herbert K. Oehmichen, associate brewmaster at Miller Brewing Co., Irwindale, CA, was elected president at this second MBAA convention to be held in Mexico.

The second phase of the Awards Program - Presidential Awards for outstanding papers in several different categories - was initiated at the 1981 convention held in Washington, DC. The categories are: Best District Technical Programming; Outstanding Paper on Brewing; Outstanding Paper on Engineering; Outstanding Paper on Packaging and Outstanding Paper on General Brewing Technology.

At this meeting, Fred J. Gerhardt, technical advisor, Cerveceria Regional, Maracaibo, Venezuela, was elected president. The second MBAA Award of Honor was presented to James W. Fitzsimons, consultant to Kurth Malting Co., and the Award of Merit went to Karl Strauss of the Pabst Brewing Co.

John Piesley of Molson Breweries was elected president at the 95th anniversary

convention held in Toronto, Ont. in 1982. Arnulfo M. Canales, Cerveceria Cuauhtemoc, was the 1982 recipient of the Award of Merit, while the Award of Honor was presented to Leslie Jessop. Also in 1982, a by-laws change gave districts the option to elect allied members as officers, and the Association awarded its first scholarship from the Scholarship Fund established the previous year.

"Beer Packaging," a manual for the brewing and beverage industry, prepared under the auspices of the MBAA, became available for sale early in 1983. Over 2,200 copies were sold within the first 10 months.

Andrew J. Steinhubl, vice-president-brewing at Anheuser-Busch, Inc., was elected president at the 96th anniversary convention held in San Diego. The MBAA Award of Merit was presented to Dr. Miroslav Dadic, senior research chemist, Molson Breweries of Canada, and H. Ranulph Hudston was the recipient of the Award of Honor.

First BCOA Held

The year 1984 was memorable in the history of the MBAA as well as for



Members of MBAA Technical Committee along with several district technical chairmen met to discuss plans for 1970 convention. Seated (left to right): Michael R. Sfat; Daniel C. Sommers, MBAA executive secretary; Hans R. Timmermann; Gustav W. Chyba, past-technical chairman; John Compton, technical chairman; and Dr. W. D. McFarlane, MBAA technical director. Standing: L.A. Schmidt; R.H. Limburg; Walter Swistowicz; R.A. Moushey; K.R. Rockwell; R.C. Theault; and Gus Schmidtke.

the brewing industry. The Master Brewers Association of the Americas combined with the American Society of Brewing Chemists to hold the first Brewing Congress of the Americas and 14th International Brewing & Allied Industries Exhibiton. A record number of brewers and brewing chemists attended the concurrent technical sessions and the allied industry exhibitors, who attended 142 booths covering more than 46,000 sq. ft. of the spacious Cervantes Center in St. Louis, played host to the

1,515 convention registrants and more than 2,500 visitors to the exhibition.

The months of hard work put into making this event successful by the various committees paid off as it was evident to all who attended the BCOA that this alliance of the two major American technical associations represented an unparalleled opportunity for technical, cultural and social exchange.

Giorgio Segal became the president of the Master Brewers at this BCOA convention. The 1984 Award of Honor was

presented to Herbert Oehmichen.

A by-law amendment approved in 1985 facilitated an increase of Active members by including *all assistants* of a master brewer, master maltster or production/technical head, rather than just his *immediate assistant*.

During that same year, the Board of Governors voted to assume sponsorship of the Brewing and Malting Science Short Course and Brewery Packaging Technology Short Course previously sponsored by the U.S. Brewers Association.



Enthusiastic members of District Milwaukee who gathered to plan for the 1972 annual convention in Milwaukee of the MBAA included the following (standing, left to right): Jack Kegel, Fred Hicks, Kenneth Schauer, Ray Stewart, Fred Kessler, Emil Petrussek, Henry Czarnecki, Richard Kurth, Gavin Hansen, Jerry Hilton and Richard Barrett. Seated, left to right: Dan Sommers, Donald Ruff, Flory Muehl, James Fitzsimons, Mrs. Helen Muehl, Mrs. Wilma Ruff, Mrs. Bobby Poore and Mrs. Jane Kurth.



Group portrait of Association leaders and their ladies at the 1974 convention (seated, left to right): Mrs. Marjorie Hudston, Mrs. Florence Busch, Mrs. Helen Tschida, Mrs. Betty Reap, Mrs. Margaret Pflugfelder, Mrs. Anita Gebauer, Mrs. Marie Meyn, and Mrs. Joan Reuther. Standing, left to right: Ranulph Hudston, second vice-president; Alfred P. Busch, president of District Texas; Joseph Tschida, MBAA treasurer; Thomas A. Reap, general convention chairman; Father Culver; Robert E. Pflugfelder, out-going president; Eugenio Gebauer, newly elected president; Clement G. Meyn, first vice-president; and Hans Reuther, vice-president of District Texas.

In his message to the 1985 convention of the ASBC, President Sega proposed that the Liaison Committees of both associations work toward organizing brewing congresses similar to the 1984 BCOA. These would be held every five years in conjunction with expositions starting in 1992. Discussions on this are progressing.

The 1985 convention was held in Seattle - the Emerald City - and afforded members an opportunity to visit the Yakima Valley on a specially arranged post-convention hop tour. Thomas A. Reap, retired brewmaster of Anheuser-Busch, Inc., was elected president. At this 98th anniversary convention, Eugenio Gebauer was presented the Award of Honor and Dr. Michael J. Lewis received the Award of Merit.

Everyone became a cowboy or a cowgirl at the rodeo arranged for members attending the 99th anniversary convention held in San Antonio in 1986. At this convention, John C. Ehmann, executive vice-president at American Malting Co., was elected president. The Association's technical director, Harold Broderick, received the Award of Honor.

The Headquarters Office

A history of the MBAA would not be complete without recognition of the hardworking headquarters staff, who handle a wide range of administrative, coordinative and communications services at the Madison office. Executive



Clement G. Meyn (left) outgoing MBAA president, presents gavel to H. Ranulph Hudston, new president, at the 1976 convention. Other officers include (left to right): William J. Stoud, first vice-president, William A. Hipp, second vice-president, and Joseph Tschida, treasurer.

Secretary Dan Sommers, assisted by Irene Venn, who has served as secretary and administrative assistant since 1969, expedites all requests for information, maintains liaison with other associations, arranges for all meetings of the Executive Committee and the Board, maintains contact with both the foreign and domestic trade press, handles all accounting records, and is responsible for membership lists.

In addition, the Madison office acts as a clearing house for the review of applications for membership and produces an instruction manual to help district secretaries carry out their duties of office. Sommers also handles the

editorship of the bi-monthly *Communications* and sends out special bulletins to keep the membership up to date on such developments as district meeting schedules and program plans that can't always be covered in the *Communications*.

Technical Director Harold Broderick is responsible for the production of the *Technical Quarterly*. He also works with the Technical Committee in developing the technical program for the national conventions and visits districts to assist and advise their technical chairmen.

The Madison Group also acts as general liaison between the president, con-

(Continued on page 43)

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Tribute to MBAA

(Continued from page 29)

vention general chairman and technical chairman in developing the direction of the convention. During exposition years they act as general liaison between the president and exposition management.

The Centennial

Next month, the MBAA – with a membership of 3500 strong – will celebrate its 100 year anniversary in Milwaukee. Larry McClusky, general chairman for the 100th anniversary convention, told the San Antonio convention that “Milwaukee will be fantastic” and well it should be. All the committees have been hard at work to make this a memorable event. Jack McCabe and his technical committee have arranged for an excellent array of papers and Bill Hipp and his Exhibits Committee are preparing a comprehensive memorabilia exhibit.



MBAA officers (left to right) elected at the November, 1982, convention; immediate past-president, Fred Gerhardt; president, John Piesley; 1st vice-president, Andrew Steinhubl; 2nd vice-president, Giorgio Segal; treasurer, Joseph Tschida and technical director, Harold Broderick.

Harold Broderick will be retiring as technical director at the end of this year. A special committee, appointed earlier this year to secure a replacement, is in the process of screening candidates. They hope to submit their choice at the Milwaukee meeting.

The complete technical and social program for the 100th anniversary convention will appear in the September issue of the *Brewers Digest* as will a complete guide to the exhibitors at the

15th International Brewing and Allied Industries Exhibition.



Editor's note: Special thanks to research assistant Susan Luenser for hours of wccding and reading through past issues of Brewers Digest and earlier published documents, to help piece together this 100-year history of the MBAA.