

# Vision & Mission



## Vision

To be the recognized technical community for the global brewing industry.

## Mission

To assist the brewing industry in continually improving their processes and products by providing and communicating technical information and innovation through the provision of professional development and support.

# Strategic Plan



- Build a dynamic and global membership organization serving the brewing community
- Facilitate the exchange of knowledge to improve technologies and encourage innovation
- Provide valuable educational opportunities
- Maintain a strong professional organization

# Member Engagement



## Encourage Participation at the District Level

### Promote Volunteerism: Ways to Contribute to MBAA

- Become a volunteer leader on a committee or with a District
- Contribute to the *Technical Quarterly* and the new Brewpedia
- Presenters, speakers, moderators
- Visit: [mbaa.com/membership/engage/Pages/Volunteer](http://mbaa.com/membership/engage/Pages/Volunteer)



## Districts Best Practices Ad Hoc Task Force

- Enhance communication channels and support for District efforts and activities
- Document best practices and create training guides

# Communication



## Avenues of Communication

- *MBAA Communicator*
- MBAA website
- Facebook and Twitter
- MBAA calendar
- District websites
- BOG representatives
- Executive Committee
- MBAA staff

# President Report



- Austin Conference Registrants: 612 (as of 10/21)/**675 final !!!**
- Current membership is 3075. This is an 11% increase in membership from 3<sup>rd</sup> quarter FY12 to 3<sup>rd</sup> quarter FY13
- Networking opportunities for members via website portal
- Broad-based engagement with other established brewing communities
- Rapid and strategic response capability to changing brewing environment
- 501(c)(3) implications

# 1<sup>st</sup> Vice President Report



- Seeking BOG continued support in 2014 to promote the MBAA Brewery Award of Excellence
  - Applications are being accepted now! Apply online at:  
<http://www.mbaa.com/membership/awards/Pages/MBAA-Brewery-Award-of-Excellence.aspx>
- Seeking BOG to support Volunteer drive:
  - MBAA goal of 50% improvement from 2013 (from 85 to 135 committee volunteers)
  - Actively sponsor new committees
  - Get your District members to volunteer for MBAA committees
  - Report your District volunteer efforts
  - Support budget for reward of best volunteering District

# 2<sup>nd</sup> Vice President Report



- Move to 501(c)(3) will require a revamp of the bylaws.
- ASBC/MBAA Steering Committee moving forward on WBC.
- Mike Adler is the new Membership Committee chair.



# Technical Director Report



- Beer Packaging, second edition out in print early 2014!
- Brewpedia online resource compilation launched on [mbaa.com](http://mbaa.com)
- New short course: Brewing Engineering and Utilities, September 2014
- Ad Hoc committee formed to review surge in brewing programs

# Beer Steward



- **Introduction of Beer Steward Manager**
- **14 *Understanding Beer Flavors* seminars in 2013**
- **Focus on in-house training next year**
- **Studying online presentation formats**



- **Launched early October**
- **Member built resource compendium**
- **Look under the Brewing Resource tab**
- **Member only access**

# Treasurer's Report



## MBAA 2012 Audited Financial Statement

- Net Income was \$400,565:
  - \$369,141 better than budget
  - \$282,206 more than last year

## Total Revenue was \$1,326,512:

- \$275,904 more than budget but \$130,393 less than the prior year.
  - Revenue was over budget due to:
    - WBC Meeting (\$124,628)
    - Brewing and Malting Science and Brewery Packaging Technology Course (\$87,776).
    - Membership (\$44,071)
- Revenue was under the prior year primarily due to accounting for the WBC meeting. The net income of the meeting was \$82,618 better than the prior year.

# Treasurer's Report



## **Total Expenses were \$1,028,270:**

- \$9,086 more than budget but \$326,927 less than the prior year.
  - The variance to the prior year is related to the accounting for the WBC meeting. As noted with the revenue, the joint expenses of the WBC meeting are paid by ASBC and the net income shared between ASBC and MBAA.

**The financial statements received an unqualified or “clean” opinion with no significant comments from the auditors.**

# MBAA Reserves



**Total investments held at TIAA-CREF at August 31, 2013 were \$1,699,262 excluding the District Investments (\$126,641) and excluding cash in the checking account (\$606,323).**

**The investment allocation is 75% fixed income and 25% equities. Interest income earned for the first eight months of the year was \$21,679 with realized and unrealized gains on investments of \$15,818.**

**For the year ended December 31, 2012, interest income was \$37,927 with realized and unrealized gains on investments held of \$102,323 . This resulted in a 6.83% return (after fees) for the year and 4.90% from February, 2006 (date of transfer to TIAA-CREF) to August 31, 2013. The return is slightly above expectation (.4%) for its total asset allocation selected by the Board.**

# MBAA District Tax Status



**Of the 17 MBAA U.S. Districts 10 have received their non-profit tax id number and will file a 990 non-profit tax return for the year ended December 31, 2013.**

**The remaining Districts are at various stages in the process as follows:**

# MBAA District Tax Status



**Milwaukee – need to pass non profit bylaws**

**Philadelphia – complete but needs to file paperwork with MBAA National**

**Western New York – nearly final**

**St. Louis – voting on November 8**

**New York – early stages**

**Minneapolis/St. Paul – needs a complete district vote on the non profit bylaws**

**If no action is taken before YE 2013 the above mentioned districts will need to file a corporate tax return for the year end December 31, 2013.**



# Volunteer Goals and Award



## **Goal: 50% increase in volunteers**

- From 90 in 2013 to 135 in 2014

## **Reward: Monetary award to District with best volunteer efforts**

- Criteria in development—BOG to vote on allowance

# MBAA Committee Meetings



## Committees meeting at Conference

- Brewery Excellence Recognition Award Ad Hoc
- Brewpedia Editorial Ad Hoc
- District Best Practices Ad Hoc Task Force
- Editorial and Publications Committee
- Education Committee
- Food Safety Ad Hoc
- Foundation and Scholarship Subcommittee
- Heritage Committee
- Membership Committee
- Technical Committee

# Best Oral Presenter Tom Nielsen

