

MBAA District-Milwaukee Meeting

Location: The Best Place – Pabst Blue Ribbon Room: Milwaukee, WI

Date: 5/17/2012

Officers Present:

- Kris Kalav
- Tom Volke
- Gretchen Kalav
- John Kretsch
- Andy Jones
- Jerry Hilton
- Randy Thiel
- Erin Eller
- Joe Walts

Officers Absent:

- Mike Scanzello

Randy called the meeting to order and welcomed everybody to Old Timer's Night at The Best Place and thanked them for their hospitality and tour. Jim (owner) gave an excellent tour of the 2nd floor and an extensive history of the building, surrounding buildings, brewery, people, etc.

Secretary's Report (Erin Eller):

- Presented the minutes from the previous meeting which were seconded and accepted. March meeting minutes were not posted on the website; Gretchen is checking into why and will make sure they are posted promptly (along with May's).

President's Report (Randy Thiel):

- Turned over to Kathy Kenton for an update on World Brewing Congress.
 - Lots of speakers and information will be presented
 - Theme is the future of brewing: "Imagine Brewing in 2020"
 - Portland Brewers Fest is the week prior
 - Book your hotel rooms now!
- Attended the WIBG draught quality seminar and it was excellent. It was run well. They covered cleaning, analyzing off flavors, had 4 smaller seminars. Wholesalers and brewery sales people were in attendance.

Treasurer's Report (Tom Volke):

- The Emmett's meeting had a net gain of \$50 and they donated the beer.
- District Checking Acct @ \$5,883.00, Savings @ \$24,953.00 for a total of \$30,837
- March earnings: \$166; April earnings: \$204

P.R. & Arrangements Report (Gretchen Kalav, Jerry Hilton, John Kretsch):

- Thanks to Pabst

- Thanks to John Kretsch and Joe Walts for sending e-mails to the WI and IL Brewers Guilds inviting members to the meeting
- Thanks to Old Timers for coming.
- Thanks to Jerry Hilton for the historic display including books, pictures, the MBAA District Milwaukee past president line up and more.
- Midwest Technical Conference:
 - First notice will go out soon
 - Golf event will be held at Pleasant View Golf Course. Tee Off at 10:32am
 - Hotel rooms are reserved at the Holiday Inn & Suites West in Middleton, WI
 - There is a dinner planned for Thursday evening with an alternative plan for spouses/children for Friday during the conference
 - Friday afternoon is a surprise – more details to come
 - In need of beer donations for hospitality suite and swag donations
 - Mary P offered MillerCoors has a hop farm about 45 minutes away for a destination if interested
 - Kris is handing off the golf trophy on Thursday night

Technical Chair Report (Andy Jones):

- MWTC speakers:
 - MillerCoors (Sarah Willis, QA Engineer) – Acid washing yeast
 - Gorst Valley Hops – low temperature drying
 - UW Madison – tracking lager yeast
 - Bell's Brewery (John Mallet) – capacity planning tools for your brewery
- Will have a trouble shooting panel and possibly 1 or 2 more speakers.
- Thank you to Joe Walts for speaking on brewhouse water chemistry.

Membership Report (Joe Walts):

- No new members for March.
- 1 new member in April.

District Governor's Report (Mike Scanzello):

- Was absent but sent files of the BOG 3/21/12 Meeting Highlights (were available at the meeting and posted online).
- Mary Pellettieri also gave an update from National:
 - Held a day long meeting in Minneapolis and spent a lot of time going through goals, reinstating goals, discussed ideas for engaging local brewers, etc.
 - The website is being updated by volunteers – districts will be 100% responsible for their district page, posters and info on speakers will be posted, possibly a brewpedia/Wikipedia type tool will also be available.
 - Annual wards are being developed for breweries i.e. most sustainable, community, technical aptitude. Awards would be international and for any size brewery; ideal for free press. Idea is to share what these breweries do, build camaraderie, etc.
 - New officers have been proposed and the approval will take place at the BOG meeting at WBC 2012.

Old Business:

- We donated \$250 in lieu of donating food for the Craft Brewers Conference MBAA hospitality suite. 102 and people came through the door of the suite. The CBC will be in Washington DC in 2013.

New Business:

- Mary Pellettieri proposed having at least one Friday MBAA-Milwaukee meeting per year. Joe Walts seconded, the motion was accepted.
- Milwaukee's own Jerry Hilton will be awarded with the 2012 MBAA Distinguished Life Service award.

The meeting was adjourned, followed by a Technical Presentation given by Joe Walts of Ale Asylum Brewery in Madison, WI on "Better Living Through Brewhouse Water Chemistry" and how water ions and acids affect things like mash pH, alkalinity and calcium. Plus an outline of some benefits of targeting a mash pH range that's slightly lower than what many small craft brewers believe is ideal. This was followed by a tour, dinner, and lively conversation.