

2013 AHA GC Sub-Committee Updates:

The following includes the current AHA Governing Committee sub-committees and their

- Mission
- Members (Those who are listed in italics are not on the AHA Governing committee, but are AHA member volunteers)
- Overview
- Accomplishments
- Challenges
- Next steps & goals

Club Support Subcommittee

The mission of the AHA Club Committee is to provide the AHA with ideas and advice to support and enhance current and potential AHA recognized homebrew clubs.

Members: Justin Crossley & *Curt Stock* (Co-Chairs), Drew Beechum, Fred Bonjour, Roxanne Westendorf and *Stuart West*

Overview: Sub-committee activity has been minimal throughout the 2012 – 13 year. Most activity has taken place via email inquiries from existing and prospective clubs. In such cases, answers were typically delivered quickly and accurately by Janis Gross, and additionally by sub-committee members when further input seemed helpful.

For the most part, club inquiries from AHA members are asked and discussed in the “Homebrew Clubs” sub- topic in the AHA Forum and self-regulated by the community there. This, in addition to direct email inquiries to Janis and the committee, seems to be efficient and prudent given the large number of members utilizing the forum and sharing information.

Accomplishments: Accomplishments were made in the form of direct answers to questions from current and prospective members. No problems left unsolved.

We were tasked to create a forum “sticky” in the “Homebrew Clubs” topic outlining common steps and advice to creating a homebrew club. Based on a revue of email questions and forum topics throughout the year, it is questionable that such a need for a “sticky” going forward. Many of the recurring issues are of a different nature and seem of greater priority.

Challenges (faced by clubs, for us to be aware of and look to assist with): The recurring challenges faced by clubs based on forum input and direct emails are more of a legal nature than anything else. These include:

- Meeting Places for Clubs: As the hobby grows in all areas, so does the size of many clubs. As this happens they move from houses to commercial locations as meeting places and face legal

challenges (state by state) with regards to liquor laws. This is indicated in several forum posts from several states with clubs looking for common answers to such challenges.

- Liability Insurance: There is still a common question among clubs in how to address liability insurance for meetings, events, etc. Coupled with fast growth and evolving alcohol laws as described above, clubs are increasingly concerned about liability.

Next Steps and Goals

- Determine if a “starting a club” sticky is still necessary for the forum and if so, devise a plan to accomplish quickly and efficiently.
- Work with Gary Glass and the AHA to generate current and future answers to legal questions clubs have with regard to meetings and homebrew outside of the home.
- As with the rest of homebrewing, growth within homebrew clubs is happening across the board. Determine existing common solutions as well as new ideas to this problem to assist clubs in easing through the growing pains

Competitions Subcommittee

The competition subcommittee sets the rules for the National Homebrew Competition

Members: Tom Schmidlin (Chair), Fred Bonjour, *Bruce Buerger*, *Steve Cook*, Harold Gulbransen, Ron Price, Susan Ruud, *Curt Stock*, *Gordon Strong*, *Peter Twigg* and Jamil Zainasheff)

Overview: The first round of the competition this year had several issues caused by overwhelming interest in the competition. The committee is working to address this in various ways, and we expect the competition next year to be significantly different from this year.

Accomplishments:

- In order to address the anticipated demand for the competition, several changes were made to the rules for 2013, including eliminating the Canadian qualifier and limiting entrants to no more than 15 entries each. This allowed a 26% increase in the number of homebrewers who entered the competition, compared to 11% annual growth since 2006.
- A new database system was also rolled out to allow easier registration and reduce the back end work required.
- Due to the overwhelming demand for the competition, drastic changes will be required for next year. The committee is actively discussing what can be done to improve the competition for our membership for 2014 as well as 2015 and beyond.
- A National Homebrew Competition survey was created to determine what AHA members feel are the most important aspects of the competition. The results of this survey are helping to guide the changes that are made to the competition for future years.

Challenges: The biggest challenge is one of growth. We do not even know what the maximum demand for the competition is and how many entries we would get if everyone could enter as much as they want. This breaks down to the following limitations:

- The number of first round sites available
- The number of entries each first round site can judge well
- The number of entries the final round site can judge well

There are currently 8250 entries available for over 35,000 members or less than one entry for every four members. All other issues stem from demand for the competition. For example, some problems occurred this year because the new database was not able to handle the load during registration; however these issues have been identified and will be fixed through software updating and load testing.

The committee is working to determine the best way to balance the demand for the competition with the goal of maintaining the NHC as the premier homebrew competition in the world. We will select several strategies to increase the number of entries and entrants in the competition while not compromising the quality of judging.

While the exact number and magnitude of the changes have not yet been determined, there will likely be significant changes to several aspects of the competition in order to increase availability for our members

Homebrewers Conference Subcommittee

The Homebrewers Conference Sub-Committee mission is to assist the local volunteer committee and BA event in any capacity we are capable of

Members: Bob Kauffman (Chair), Fred Bonjour, Harold Gulbransen, Jamil Zainasheff, *Curt Stock*, Roxanne & *Rob Westendorf* , Tom Schmidlin *and Jim Homer*

Overview: We have not been asked for very much in the last few years, partly because we have had very competent local organizers, and also the AHA/BA has taken a much more active role than in the past due to growth of the conference.

Accomplishments: Since 2007, the AHA conference has been profitable and successful from both the AHA viewpoint and attendees as well. The committee takes no specific credit for this except in the case of members of the sub-committee who were part of specific conference local committees. The conference has had an amazing transformation in size while maintaining camaraderie, good homebrew, seminars, etc.

- Revised the new attendee's advice column.
- Added with the assistance of the survey committee an item to help determine what the real demand is for the HBC.
- Assist, with the other GC members, at the NHC

Challenges: The committee's role in assisting in the planning of conference events has diminished. Challenges include:

- Understanding sub-committee's role assisting in conference planning and execution in the future (location identification, identifying local member support, local flavor, ETC.)

- Identifying conference size impacts/restraints as it grows
- Assist in the determination of best method to ensure members have fair access to conference registration
- Propose that the committee take a more active role in speaker selection for upcoming conferences to provide more of a “Big Picture” outlook to picking speakers from year to year.

Industry Subcommittee:

Foster better communication between the AHA and industry entities, as well as provide resources, assistance, and guidance to the AHA based on concerns brought forward by said members of the homebrewing industry

Members: Jake Keeler Chair (AHAGC, Brewers Supply Group), Justin Crossley (AHAGC, Brewing Network), Chris Graham (AHAGC, BA Board Designee, More Beer), *Reed Antis* (Saratoga Zymurgist), *John Blichmann* (Blichmann Engineering), *David Kidd* (Midwest Supplies/Northern Brewer), *Juno Choi* (BSG Handcraft), *Chris Opela* (Brewmaster USA), *Chris Sjothum* (Brewcraft USA), *Brian Wright* (LD Carlson), *Duke Geren* (FH Steinbart), *Michael Dawson* (Wyeast), *Brad Smith* (Beersmith).

Overview: The Retailers Subcommittee was formed during the National Homebrewers Conference of 2010. 2012/2013 saw the Industry subcommittee grow in participation and scope of what we hoped to get done. Building off the last two years, we worked to create a professional element to the “industry” component of HBC 2013. 2011 and 2012

Retailers Roundtable events were successful in building interest and momentum, 2013 marks the arrival of expanded programming and a new energy and focus. We believe we have successfully bridged a gap of communication and participation from the industry with the AHA. We’re now focused on using this momentum to further assist the AHA in reaching its goals, as well as exploring the possibility of a trade organization forming out of out the AHA.

Accomplishments:

- Expanded programming for the Industry Workshop (formally called Retailers Roundtable)
- Increased attendance to above event
- Building serious interest in exploring the idea of a Trade Organization of some kind perhaps through the AHA
- The Industry subcommittee has become a list of “who’s who” in the industry a place for important players to share ideas, build and strengthening relationships together and with the AHA.
- In conjunction with the AHA’s efforts (we don’t take explicit credit for these points, but we thinking our efforts assisted) increased participation in the AHA Shop Survey
- 275 shops respond to the 2013 survey —a 32% increase from the survey conducted in 2012. When applicable, this report compares 2013 survey data to the 2012 & 2011 survey data.
- Increased sponsors at NHC 2013 to 69 and increased exhibitors at NHC 2013 to 61
- API to allow online retailers access to select portions of AHA member data to help verify membership at POS (in the works)

Challenges:

- Where does the Industry component for the NHC go from here? It can only get bigger, but how big should it be? Could it interfere with the spirit of the conference?
- Trade Organization is it needed? And, is it the AHA?
- “Old Boys Club” - we have a lot of members, who for the most part all contribute how can we keep our blood fresh?

Next Steps and Goals

- Assess the Industry Workshop 2013 what worked and what didn't?
- What do shops/industry folk want out of us and the AHA? We should develop some clear deliverables.
- Get shop and other industry entities involved in survey efforts, membership drives, and spreading the word of homebrewing this needs to be a two way street, and there is serious potential
- Expand the Industry component of NHC in 2014.
- Tackle the question of forming a Trade Organization.

The Industry subcommittee is building steady momentum towards solidifying a lasting relationship and partnership between the AHA and the homebrewing industry at large. We have accomplished our goal of strengthening communication.

Further, we have helped develop an Industry track for the HBC, as well as dedicated attention and resources from and within the AHA aimed at working with the industry to strengthen mutual goals. Long term, we must tackle the question as to the formation of some kind of trade organization. Does this come from the AHA? Or, is it created outside of the AHA? Consensus is that in either case, the AHA would want to take part in some capacity, and support.

The subcommittee members are active and dedicated to building off of what we have done in the last 3 years, and exploring how it can further assist the AHA in reaching its goals.

Radegast Club Award Sub-Committee

The mission of the Radegast Club Subcommittee is to establish a new award based around rewarding clubs who are doing great things both with homebrewing and their community, and to vet proposals from clubs who submit for the award.

Members: Drew Beechum, chair, Tom Schmidlin, Jamil Zainasheff, Debby Cerda, Ron Price

Overview: The purpose of the committee is to establish the name, rules and purpose of the award. The goal was to launch the award for the 2013 NHC, but due to the chair's distractions, this was missed.

Accomplishments: Defined the name of the award away from the initial jokey “Awesome Club of Awesomeness” award.

- Name is now the “Radegast Club of the Year” – name was chosen to continue the mythological theme of award names. Radegast is the Slavic god of beer and hospitality.
- Award will be given on the basis of reports / presentation and judged by the committee
 - Criteria based around efforts by the club in the areas of education, homebrewing promotional efforts and/or charitable/philanthropic activities.
 - Committee members with conflicts will recuse themselves.
- Final rules / prizes:
 - Stipend for charity and/or club totaling \$1,000
 - Recognition Plaque
- First Award to be presented at 2014 HBC Grand Rapids

Challenges: Hammering out the guidelines and what the award means and is intended to reward. Delays induced by the chair’s schedule.

Next Steps and Goals for 2013/2014

- Promote the Award
 - Setup Group Communications for the judging panel
- Award first winner

Research & Education Fund (R&EF) Subcommittee

Mission is to provide a new member benefit, create a unique and sustainable source of learning’s for members, offset member’s costs of providing fermentables at AHA NHC presentations, and adds content to the AHA member properties

Members: Chris Frey (Chair), *Martin Brungard*, Debby Cerda, Harold Gulbransen, Jake Keeler, *Adam Lauer*, Randy Mosher, *Aimee Richard*, Susan Ruud, *Troy Stevens*, Roxanne Westendorf, Sandy Cockerham

Overview: Conceived in 2012, the R&E officially launched this year when AHA Web Coordinator (Duncan) was hired to the AHA. The R&EF is a new benefit that provides reimbursement AHA members whose submit proposals that are vetted by the sub-committee and approved. Members are reimbursed when they submit satisfactory research results suitable to share with AHA members. Members can request reimbursement when final research learning’s has been submitted and deemed acceptable by the sub-committee.

Accomplishments The sub-committee has made numerous program structure decisions, including the following key points:

- Development and implementation of on-line application forms
- Proposals assigned a specific coach who follows to completion

- Timing/gating of proposals to occur every 60 days, with proportional budget allocated to each period.
- Determination of property disposition acquired for proposals
- Addition of four AHA member volunteers (and we have had additional requests) to the sub-committee that possess excellent credentials including a Biomedical research scientist with a Ph.D. in Pharmacology, another with a Ph.D. in Microbiology, another with a Ph.D. in Experimental Physics).

Challenges:

- Containing enthusiasm until we have had an opportunity to vet out some initial proposals to ensure appropriate processes and guidelines are in place.
- Ensuring adequate qualified coaches available (shouldn't have issues with this).
- Finding the appropriate balance between hobby and analytical research.
- Ensuring submitted projects are tracked, coached and brought through to publication.

Next Steps and Goals:

- Build awareness and participation through multi-channel resources available through the AHA
- Continue to refine structure, processes
- Maintaining effective oversight and keeping things rolling

Once the sub com has received a few finalized research results, a full court press will occur to market the program. Anticipated marketing includes:

- Overview at AHA Member meeting in Philadelphia
- Lead story with finalized research results published on early project
- Addition of the finalized projects onto AHA website
- Possible Zymurgy write-up
- Posts to the AHA Forum
- Fodder for AHA member email
- Continued updates to the membership in all the above regarding any new processes

The program is still very new, but it has the potential to differentiate the AHA (another "more than just Zymurgy" bullet in membership benefits), create excitement and be a total win-win for both the AHA and its members. Low dollar amounts and reimbursement priority makes it a low-risk proposition.

Survey Subcommittee:

The Survey Committee provides support for any survey/learning needs that the AHA and its committees have, ranging from developing questions based on learning needs to analyzing results as appropriate. Representation includes the AHA GC, AHA Staff and Industry to ensure broad perspective.

Members: Roxanne Westendorf (Chair), Chris Frey, Chris Graham *David Kidd (Mid West Brewing Supplies)*, Steve Parr (AHA staff)

Overview: Provide support for other subcommittees and helped with the standard annual surveys, as well as starting the process for a broader homebrewer survey.

Accomplishments:

- Support and recommendations for the annual member’s survey and the post conference survey.
- Support (developing specific questions based on learning needs) for the NHC first round feedback.
- Planning for the homebrewers survey that will be run within the next year.
- Developed question areas for the recently completed homebrewer survey

Challenges

We have not done much in-depth analysis. In the past – this hasn’t been an issue, but as the AHA grows and survey participation increases, going beyond the surface analysis will be important. This requires getting broader access to the actual database – whether within Survey Monkey or via other database files.

Next Steps and Goals

- Continued support of current annual surveys. If possible to be able to work with the database – go beyond the surface analysis.
- Homebrewer Survey through shops and websites. Analyze and summarize the results of the homebrewer survey. Work with AHA staff to determine next steps based on the survey and frequency of future surveys.
- Support for other committees and the local Conference Committee. As needed.

While the subcommittee has provided adequate support over the past year – there is potential for our committee to do even more if we can analyze the surveys in more detail. The broader homebrewer survey is a great chance for us to be able to get into more details. Additional access to the relevant data files in the Survey Monkey account will help us add details to our annual surveys.

Web Subcommittee

The mission of the web subcommittee is to generate ideas for the AHA’s web presence and help the AHA test and implement those ideas

Members: (Denny Conn (Chair), Drew Beechum, Fred Bonjour, Debbie Cerda, Justin Crossley and Ron Price)

Overview: Since the opening of the new AHA website and forum a couple years ago, the role of the subcommittee has been minimal. It has consisted mostly of helping the AHA keep things running smoothly on the web by reporting and helping diagnose any problems that have arisen.

Accomplishments: The key accomplishment of the subcommittee has been the establishment and maintenance of the AHA Discussion Forum. Since its inception a couple years ago, the forum has grown to tens of thousands of members and is widely recognized as not only the best source of homebrewing information on the web, but also as having a friendly, collegial atmosphere that encourages membership and participation.

Challenges: Maintaining what we've got in the website and forum while at the same time making additions and changes to keep things fresh and interesting.

Next Steps and Goals:

- Finding a way to use social media to drive traffic to the website and forum
- Continuing to grow the membership of the forum
- Finding interesting new topics and ways to present them
- Beta testing for the new website and offering opinions, whether the IT staff wants to hear them or not!
- Quarterly conference calls to discuss new ideas or issues with the website and forum

As mentioned, the role of the subcommittee has been diminished since the new website and forum opened. But we need to keep looking ahead, anticipating trends, and finding ways to add value to AHA membership through the website and forum.

Zymurgy Content Subcommittee

The mission of the Zymurgy subcommittee is to aid the Editorial staff in hunting out content and themes for the magazine

Members: Drew Beechum (Chair), Debby Cerda, Denny Conn, Tom Schmidlin, Gordon Strong, Roxanne Westendorf and Jamil Zainasheff

Overview : The purpose of the committee is to assist the editorial staff with the magazine. Overall only a small portion of the committee is actively engaged with the task. This points to a need possibly change the focus of the committee to be a discovery group that can funnel ideas to the editorial staff as our form of active engagement.

Accomplishments: Lot of interesting content in the magazine, some of it driven by the committee, but again the group needs more time to hunt/discuss and offer ideas/authors to staff.

Challenges: Increased communication all around

Next Steps and Goals:

- Setup Group Communications with the subcommittee
- Setup group common documentation for subcommittee to proffer leads, topics, data for staff.

Communication is key and we need to define the role to be miners of the vast homebrewing world. The results should be available to staff on an ongoing basis for their use.