

Ideas for Great Club Events

Matt Bolling

American Homebrewers Association Event Planner

matt@brewersassociation.org | 720-473-7696

**Take \$5 off your AHA membership with
Activation Code SUDZERS**



/homebrewassoc



@homebrewassoc



@homebrewassoc

Take \$5 off your AHA membership with Activation Code SUDZERS

A little bit about the American Homebrewers Association...



- 501©6 Not-for-Profit Association
- Subsidiary of the Brewers Association
- Established in 1978
- 43,000 Members Worldwide
- Publish *Zymurgy* Magazine
- Homebrew Con
 - June 18 – 20, 2020: Nashville, TN
- National Homebrew Competition
- AHA Member Deals
- Brew Guru



/homebrewassoc



@homebrewassoc



@homebrewassoc

Take \$5 off your AHA membership with Activation Code SUDZERS

Zymurgy Magazine



Take \$5 off your AHA membership with Activation Code SUDZERS

Zymurgy Online Archives



20 years of issues in the
Zymurgy Online archives

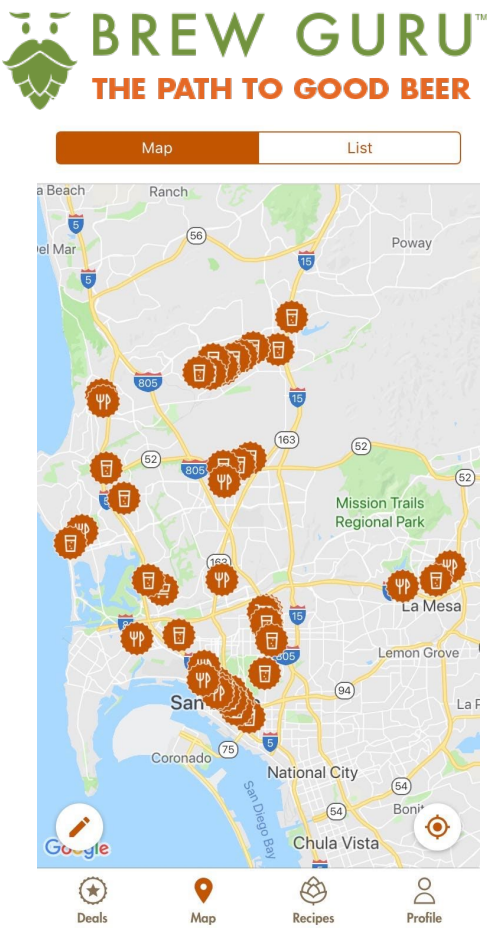
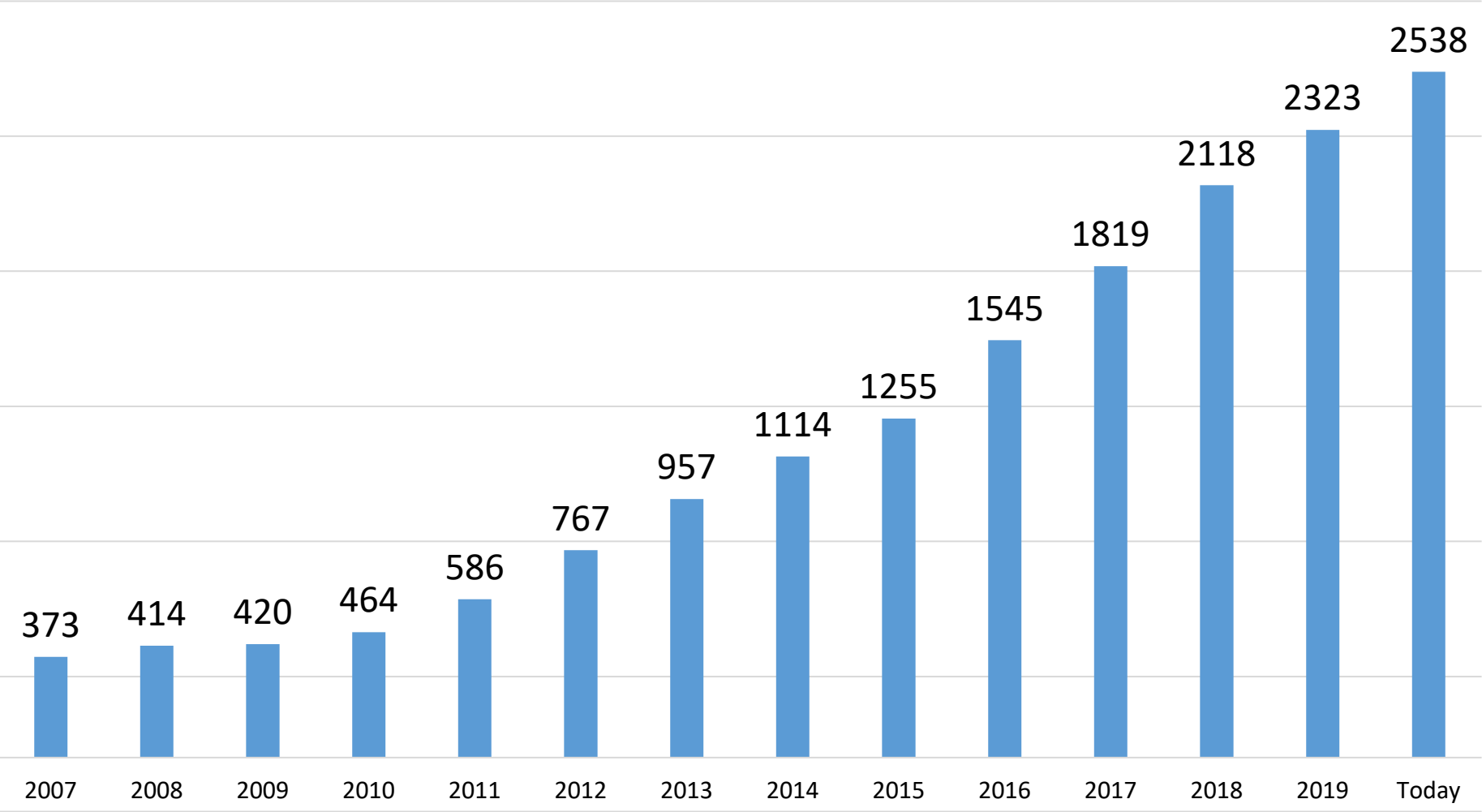
120+ total issues

Zymurgy issues dating
back to Jan. 2000

Zymurgy en Español
available as of Jan. 2017

Take \$5 off your AHA membership with Activation Code SUDZERS

2,538 AHA Member Deals



Take \$5 off your AHA membership with Activation Code SUDZERS

Over 1,000 recipes on AHA website & in Brew Guru



Take \$5 off your AHA membership with Activation Code SUDZERS

Frequent speakers:

- Annie Johnson (3)
- Brad Smith (4)
- Charlie Papazian (3)
- Dick Cantwell (5)
- Denny Conn (6)
- Drew Beechum (10)
- Gordon Strong (10)
- Jamil Zainasheff (5)
- John Mallett (3)
- John Palmer (8)
- Kara Taylor (6)
- Ken Schramm (5)
- Michael Fairbrother (6)
- Michael Tonsmeire (3)
- Mike "Tasty" McDole (3)
- Mitch Steele (4)
- Randy Mosher (4)
- Ray Daniels (4)
- Stan Hieronymus (6)

437 Homebrew Con seminar recordings in the HomebrewersAssociation.org archives

40th ANNUAL
HOME BREW CON
2018

PORTLAND | JUNE 28-30, 2018

Range of Beer Recipe Design
A spectrum of choices...

Deliberate - Mechanical Artistic

BEER RECIPE DESIGN Brad Smith, PhD

Take \$5 off your AHA membership with Activation Code SUDZERS

AHA Events



LTHD 2020: Nov. 7

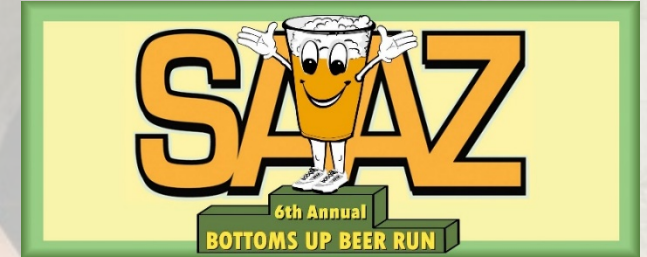
Idea #1...

Let's the
ideas flowing!

**Take \$5 off your AHA membership with
Activation Code SUDZERS**



Bottoms Up 4k Beer Run



Spacecoast Associates for the Advancement of
Zymurgy (SAAZ) – Brevard, FL

- Club members stationed at different pour stations along the run route to pour 4 oz samples for “race” competitors (21+)
- By the end of the race, each competitor has consumed 1 beer (12oz)
- Proceeds from the run benefit St. Baldrick’s Foundation, which is dedicated to fighting childhood cancer
 - More Info: [Bottoms Up Beer Run](#)
- Alternative idea: Adventure Brewing Co (Fredericksburg, VA): 0.5k Couch Potato Run

Take \$5 off your AHA membership with Activation Code SUDZERS

Yeast Give-Away

Live Oak Brewing Co. – Austin, TX

- Most commercial breweries re-pitch yeast in 15 – 18 fermentations
 - Once a yeast is no longer viable, breweries simply dump it
- Homebrewers bring pre-sanitized vessels to take home ready-to-go yeast starters for their next brew
 - CAUTION: Be careful if yeast is going in to mason jars or glass growlers. Active fermentation can cause them to explode.

A woman with brown hair tied back, wearing a yellow t-shirt and a blue lanyard with a badge, is shown in profile drinking from a glass. She is at a beer festival, with other people and beer glasses visible in the background. The text 'Guess-the-Beer' is overlaid in a large, orange, outlined font.

Guess-the-Beer

- Easy-to-implement game for monthly club meetings
 - Guess the style: 1 point
 - Guess the ABV: 1 point
 - Guess the SRM: 1 point
 - Guess the exact beer/brewery: 3 points
- Winner gets _____ (free beer, pint glass, a puppy, etc)

Wort Share

Surly Brewing Co. – Minneapolis, MN

- Homebrewers take home 5 gallons of brewery-produced wort to ferment at home.
 - Can be designed in many ways: post-mash OR post-boil/chill
- Careful with state laws – many states will only allow an event like this when the yeast is pitched once that the wort has left brewery premises
 - BrewingTV.com video (2009): [Surly Wort Give-Away AHA Rally](#)

Continuously- Hopped IPA

Wynkoop Brewing Co – Denver, CO

- Club members each receive 1-2 oz of hops, with a timestamp
 - Host brewery brews a batch of IPA
- Brewery emcee calls up attendees to pitch hops every 1-2 minutes throughout the event
 - Video (skip to 2:00): [Wynkoop AHA Rally](#)

Community Hopped Beer

Hardywood Park Craft Brewery – Richmond, VA

- **Hardywood Community Hopping Project:** A collaboration to create an IPA with hops grown by local homebrewers
- Every spring, Hardywood gives out 1,000 hop rhizomes for interested growers to plant throughout Greater Richmond.
- Growers harvest the hops, and bring them back to brew [RVA IPA](#)
- Additional example: [Denver Beer Co Neighborhood Hop Swap](#)

Fantasy Homebrew Draft

Fermentation Nation Podcast

- Standard homebrewing ingredients are 'drafted', and the recipe can only contain the ingredients that the brewer drafted
- Similar to fantasy football, but instead of drafting Le'Veon Bell with the first pick – you're drafting 2-Row malt (probably)
- More Info: [Fermentation Nation Fantasy Homebrew Draft](#)

The background of the slide features a close-up, slightly blurred photograph of two glasses of beer with thick white foam. In the foreground, there are several slices of citrus fruit, including a large pink grapefruit and a green lime, resting on a wooden cutting board. The overall lighting is bright and natural, creating a fresh and inviting atmosphere.

Iron Brewer

Bloatarian Brewing League— Cincinnati, OH

- Entrants specify their yeast prior to a specific date
- Malt bill and special “iron brewer” ingredient are revealed that day
- Competition entrants must use all of the ingredients specified, but can add any additional ingredients as desired
- Download full competition rules: <http://bit.ly/2GddqpV>



Forage for Local Ingredients


Bitter & Esters Homebrew Shop – Brooklyn, NY

- Homebrewers were led by a trained botanist through Central Park in NYC to gather potable ingredients
- Stan Hieronymus visited the shop and was presented with a series of homebrews made with local ingredients that were inspired by his book, *Brewing Local*
 - More Info: <http://bit.ly/2FVIYzz>
- Alternative idea: [Midwest Morel Fest](#) features a homebrew tasting

A background photograph showing people participating in a 'Growler Paint Night' event. In the foreground, a person holds a dark glass beer growler decorated with a colorful pattern of small dots. To the right, another growler is being painted with a green palm tree design. The setting is outdoors, likely on a patio or deck, with a table holding paint supplies and other growlers visible in the background.

Growler Paint Night

- Other beer vessel painting ideas: Mugs, Bottles & Kegs
- Alternative idea: Ceramic/Glass Mug Painting studio
- Ideas for other family-friendly activities in homebrewing: [Zymurgy Live- Rad Brew Dads: Cutting Time, Improving Quality, and Competing at a High Level](#)



Brew Day Crawl

- Similar to a pub crawl – but instead of stopping at pubs, the group stops at various club member's houses as they are brewing
- Backcountry Homebrew Club Fall Homebrew Crawl features 6 club member's houses, each with an ongoing brew day and food. The club also creates custom glasses to commemorate the event each year.

Take \$5 off your AHA membership with Activation Code SUDZERS



Fingerprint Brew

SPARGE Brew Club – Northampton, MA

- All club members brew the exact same recipe
- Club members taste all variations together to compare how each one tastes, while discussing the reasons for contrasting results
- Each beer is slightly different in various ways (i.e. each beer has a different “Fingerprint” of the brewer who made it)
 - Recipe: [SPARGE Brew Club Fingerprint APA](#)

Take \$5 off your AHA membership with Activation Code SUDZERS

Club Collaboration

Cascade Brewers Society – Eugene, OR
Heart of the Valley Homebrewers – Corvallis, OR
Oregon Brew Crew – Portland, OR

- Each club was asked to brew 20 gallons of whatever they wanted that fit the guidelines: “dark” and “Belgian”
 - None of the clubs knew what the other 2 were going to brew
- All 3 beers were mixed together into a single 55-gallon rye whiskey barrel from Oregon Spirit Distillers in Bend, OR
- The final result was tapped at Homebrew Con 2018 Club Night
 - More info: [Three Oregon Homebrew Clubs Collaborate](#)

Advent Calendar Exchange

Plainfield Ale & Lager Enthusiasts (PALE) – Plainfield, IL

- Club members sign up to each brew four different beers with a firm deadline to have them bottled & ready to drink.
- Bottles are delivered, and sorted into mixed cases of homebrew.
- Each person participating receives 20 different beers, and 4 of their own beers in the cases which are (in theory) enjoyed each night of December leading up to Christmas.
- More from PALE: [Sharing Beer is Just the Beginning: Homebrew Club Activities](#)

Take \$5 off your AHA membership with Activation Code SUDZERS

A musician with long curly hair and a beard is playing a guitar and singing into a microphone. The image is slightly faded to serve as a background for the text.

Brew Day Playlist

Hophead Hardware Homebrew Club - Online

- Collaborative homebrew day playlists (via Spotify or similar music streaming service)
- Any member can add songs... You can see how terrible your club members' taste in music REALLY is!
 - Hophead Hardware's collaborative brew day playlists:
<https://www.hopheadhardware.com/p/brewday-playlists.html>
 - Recommended: Pain Relivaz "Pinchin' Pennies"

Take \$5 off your AHA membership with Activation Code SUDZERS



Why you should join the American Homebrewers Association...

Member Benefits:

- Six (6) issues of *Zymurgy* magazine per year
- Access to 20 years of issues via *Zymurgy* online and the *Zymurgy* app
- Discounts at over 2,500 breweries for card-carrying members
- Over 1,000 recipes on HomebrewersAssociation.org
- More than 430 Homebrew Con seminar recordings for members

Your membership dues also help us to:

- Fight for homebrewing rights through the AHA's work on state and federal legislation issues pertaining to homebrewing
- Support growth of the hobby through the AHA efforts to expand the visibility of homebrewing
- Be the exclusive provider of the only liability insurance plan in existence that is designed specifically for homebrew clubs

Take \$5 off your AHA membership with Activation Code SUDZERS

Join the AHA now!

- **Take \$5 off your AHA membership with Activation Code **SUDZERS****
- Use in the box labeled “Have a Gift Card or Activation Code?”
- Silicon Valley Sudzers at a glance...
 - Club size (as reported to West’s Insurance): **38**
 - AHA membership needed for free insurance: **29** (75%)
 - Current AHA membership as of 3.31.20: **21** (55%)

