



®



2014 | Stewardship Report



2014 NUMBERS
AT A GLANCE



2,447 Operating
U.S. brewery
members

50

States where
homebrewing
is legal



60,000+

Attendees at BA events

8 Million

Page views on BA websites



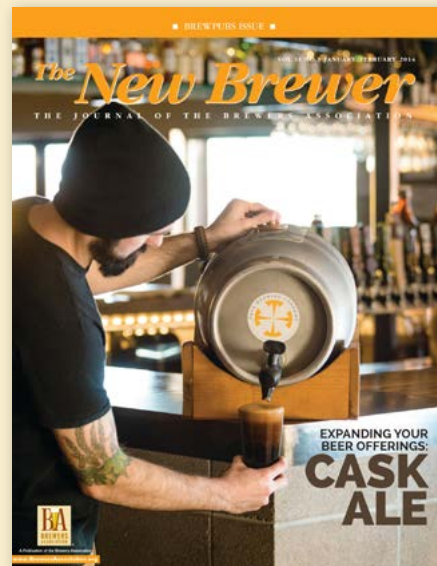
44,274

American Homebrewers
Association® members



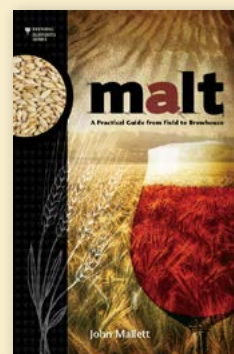
181 & 46

House (181) and Senate (46) co-sponsors of H.R. 494 and S. 917, legislation to recalibrate small brewer excise tax



66,475

Combined circulation of Zymurgy and The New Brewer



202,484

Copies of Brewers Publications books sold



74%

Of operating breweries are members



800+

Credentialed journalists attending BA events



One of the Brewers Association's goals is to be a transparent organization. This stewardship report serves as a summary of Brewers Association board, committee, staff and member activities in the 2014 calendar year. The Brewers Association is a 501(c)(6) not-for-profit trade association.

Purpose

To promote and protect American craft brewers, their beers and the community of brewing enthusiasts.

Mission

By 2020, America's craft brewers will have more than 20 percent market share and will continue to be recognized as making the best beer in the world. *We will:*

- Promote access to raw materials and markets.
- Support research and advances in safety, sustainability, education, technology and raw materials.
- Exercise political influence to secure fair legislative and regulatory treatment.
- Foster the commitment to quality.
- Educate consumers to understand and champion beer from craft brewers.
- Cultivate new ideas and a commitment to a living and active beer culture among craft brewers, homebrewers and beer enthusiasts.

Core Values & Beliefs

At the Brewers Association we believe in:

- Promoting and celebrating the small, independent, traditional and innovative culture of American craft brewers
- Vigorously defending our industry and providing craft brewers with a unified voice
- Fostering transparency within our own organization
- Supporting and encouraging the responsible enjoyment of beer
- Providing stewardship for 10,000 years of brewing history
- Educating brewers and consumers about the diversity, flavor and quality of beer
- Improving the economic health of American craft brewers
- Working to build a collegial community of brewers, homebrewers and brewing enthusiasts
- Promoting ethical and legal trade practices
- Building relationships and collaborating with our industry partners

Professional Membership & Member Education

As of December 31, 2014,
74% of U.S. operating breweries were
Brewers Association members.

Membership Development

U.S. operating brewery members of the Brewers Association grew from 1,977 to 2,447 in 2014.

The New Brewer

The Brewers Association produced six bi-monthly issues focused on technical brewing, government affairs, operations and marketing and management features.

The Brewers Association communications committee includes a subcommittee to discuss *The New Brewer* content, sponsorship and long-term management direction. *The New Brewer* is available in online format to members as *The New Brewer* online. This convenient resource offers easy access to back issues from 2000 to present.

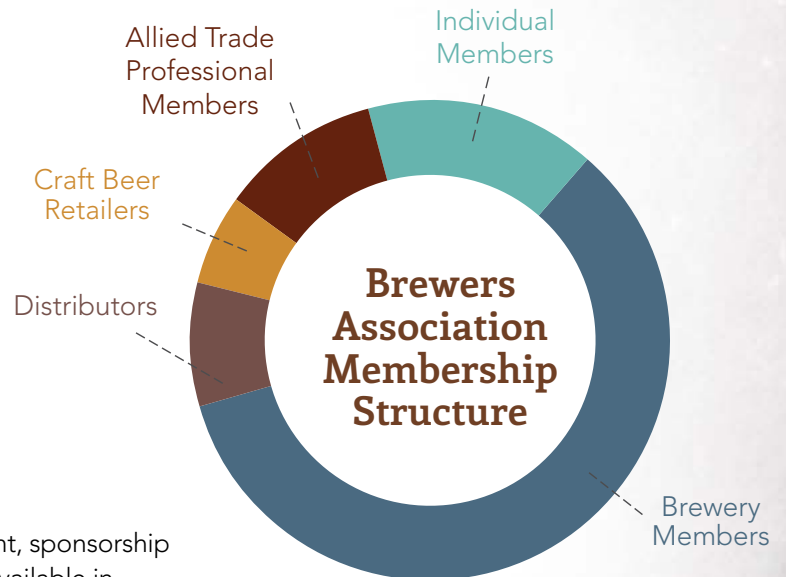
Beer Industry Statistics

The Brewers Association's Beer Industry Production Survey yields a comprehensive collection of annual production numbers for breweries in the United States. Every brewery in the nation is asked to participate in this annual project. The survey is the basis for the statistics that the Brewers Association provides to its members and media. The results of the survey are first released at the Craft Brewers Conference, as well as in the industry review issue of *The New Brewer* trade publication and on BrewersAssociation.org.

BrewersAssociation.org

BrewersAssociation.org is the definitive online resource for professional craft brewers, media and beer industry organizations. The website provides statistics, updates on industry growth and information on government affairs—both legislative and regulatory—to the media, members and potential new members.

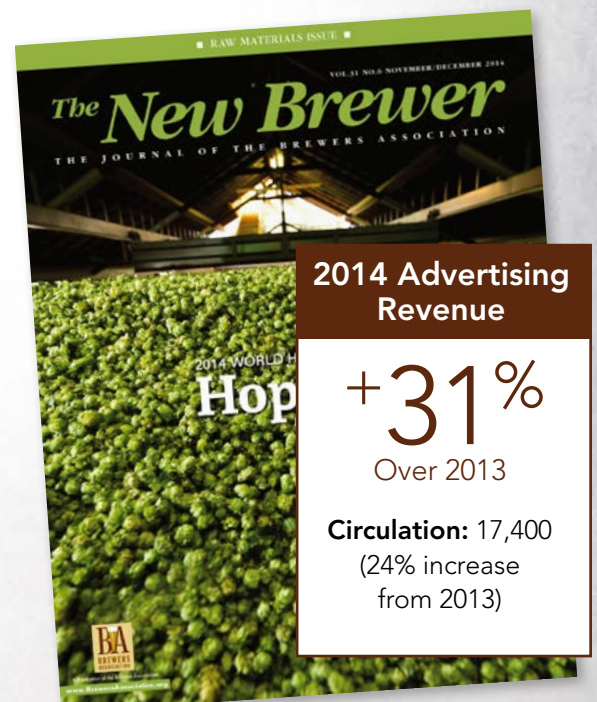
The BA website also offers an expansive and growing selection of members-only content, including technical data on hops and malt production, industry statistics, a message board, and Power Hour webinar archives. Members can also view marketing resources and brewery survey data. Over the course of 2014, BrewersAssociation.org saw more than 1.2 million sessions and 2.9 million page views—a 10 percent and 16 percent increase from 2013, respectively.



Brewers Association
Professional Membership

6,764
Total Members*

*as of 12/2014



Craft Brewer Defined: An American craft brewer is small, independent and traditional.

Small Annual production of 6 million barrels of beer or less (approximately 3 percent of U.S. annual sales). Beer production is attributed to the rules of alternating proprietorships.

Independent Less than 25 percent of the craft brewery is owned or controlled (or equivalent economic interest) by an alcoholic beverage industry member that is not itself a craft brewer.

Traditional A brewer that has a majority of its total beverage alcohol volume in beers whose flavor derives from traditional or innovative brewing ingredients and their fermentation. Flavored malt beverages (FMBs) are not considered beers.

Power Hour Professional E-Conference Series

The Brewers Association presented nine hour-long educational seminars (webinars) in 2014 for members, featuring guests Art DeCelle, Marc Sorini and Chris Lahiff (McDermott Will & Emery LLP), Peter Reidhead (GuestMetrics), Dan Wandel (IRI), Peter Kruger (Bear Republic Brewing Company), Matt Bailey (Odell Brewing Company), Leo Schempp (Stone Brewing Co.), Ian Ward (BSG Select Ingredients), Ken Anderson (USI Colorado) and Jeff Fanno (Stone Brewing Co.).

Topics covered in 2014 include:

- Craft Beer Consumers: Who Are They, Where Are They and What About the Future?
- 2014 Malting Barley Crop Report
- Confined Spaces in Breweries – Best Management Practice
- Craft Brewing & Mid-Year Category Sales Review
- Get a Grip on Water – Tools for Measuring and Managing Water in Your Brewery
- Recent TTB Formula Exemptions: What They Mean for Your Brewery
- On Premise Insights for Craft Brewers
- The Food Safety Modernization Act: What Every Brewer Needs to Know
- 2013 Beer Category and Craft Beer Review

Craft Brewers Conference & BrewExpo America®

Over 9,000 professionals attended Craft Brewers Conference in Denver, where they networked and participated in over 80 seminars. The keynote session featured Michael Pollan, author of *The Omnivore's Dilemma* and *Cooked: A Natural History of Transformation*. BrewExpo America provided the opportunity to shop for equipment and services from 490 exhibiting companies over two days.

The Brewers Association presented Mitch Steele with the Russell Schehrer Award for Innovation in Craft Brewing, Teri Fahrendorf with the Brewers Association Recognition Award and Jester King with the F.X. Matt Defense of the Small Brewing Industry Award.

Brewers Association Forum

16,600
Participants

(19% increase from 2013)



Government Affairs

Legislative

At the end of 2014, there were 181 House co-sponsors and 46 Senate co-sponsors of H.R. 494 and S. 917, the graduated small brewer excise tax reduction legislation. These bills sought a recalibration of the small brewer excise tax rate on the first 60,000 barrels to \$3.50 per barrel and also provided for reducing the upper tax rate to \$16 per barrel on beer production above 60,001 barrels up to 2 million barrels for brewers with an annual production of less than 6 million barrels.

In May, 104 state guild representatives and small brewers representing 48 states conducted almost 300 individual Congressional meetings.

House and Senate Small Brewers Caucuses

There were 29 members of the Senate Bipartisan Small Brewers Caucus and 166 members of the House Small Brewers Caucus as of December 2014.

Brewers Association Director Paul Gatza addressed a joint meeting of the House and Senate Bipartisan Small Brewers Caucuses to discuss the FDA's proposed rules for spent grain handling as part of the Food Safety Modernization Act.

State Brewers Associations

The Brewers Association continued its support of state associations with meetings at the Craft Brewers Conference, Great American Beer Festival® (GABF) and the 2014 Washington, D.C. Legislative Hill Climb. Additionally, 18 guilds participated in the Support Your Local Brewery Guilds Pavilion at GABF. BA staff attended 41 guild meetings, including national and regional meetings in 2014.



« **Small Brewers Hill Climb**
In May 2014, 104 state guild representatives and small brewers representing 48 states conducted almost 300 individual Congressional meetings to discuss the contributions that their businesses and the industry make to their communities.





Idaho Brewers United (IBU) State Guild.

All 50 states and the District of Columbia had organized associations/guilds in 2014 and the Brewers Association supported continuing development in all state associations with focused resources/consultation provided to:

- Alaska (staff hiring)
- Arizona (barrel caps; retail privileges)
- Arkansas (tied-house prohibitions)
- California (launch of Organic Brewers Guild)
- Florida (container size legislation)
- Georgia (bylaws; committee structure; branding)
- Hawaii (reorganization)
- Idaho (self-distribution; internal organization)
- Illinois (off premise distribution; barrelage caps; distributor relations)
- Indiana (barrel caps; state economic impact data)
- Iowa (economic impact study; nonprofit budget guidance)
- Kentucky (distribution; self-distribution)
- Louisiana (membership issues)
- Maine (Senate Caucus recruitment)
- Massachusetts (membership issues)
- Michigan (regional guild meeting)
- Minnesota (dues structures; staff hiring)
- Mississippi (three-tier relations)
- Missouri (issues concerning distributors lending/leasing equipment to retailers)
- Nebraska (barrelage cap; membership issues)
- New Mexico (state economic impact data; media relations)
- New York (festival issues)
- North Carolina (state excise tax; self-distribution cap; festival issues)
- South Carolina (reorganization)
- South Dakota (self-distribution; social media guidelines)
- West Virginia (franchise law)
- Wyoming (formation; organizational issues)

Legislative Receptions

In 2014, the Brewers Association hosted two Capitol Hill Congressional receptions, the Celebration of American Craft Beer reception in May and the Holiday Cheers reception in December. These craft beer and food pairing events drew members of Congress and 700-800 staffers from both the House and Senate. Both featured beer from 23 BA small brewery members from across the country.

Support Your Local Brewery

Support Your Local Brewery is a communication network that informs beer enthusiasts about issues that impact small brewers and organizes grassroots activity to defend the interests of small brewers. The network grew to more than 116,000 direct contacts and over 1.4 million total contacts by the end of 2014.

2014 Support Your Local Brewery (SYLB) Issue Alerts (7 total):

- **Alabama:** Activists were asked to contact key state legislators in an effort to amend two bills that excluded Alabama's small brewers from the increased economic opportunities offered to out-of-state businesses.
- **Florida:** Activists were asked to urge their legislators to vote no on a bill that would place burdensome and punitive restrictions on breweries and their tasting rooms.



South Carolina Brewer Association (SCBA).

- **Kansas (2):** Homebrewers and beer activists were rallied to change a state law barring homebrew to be served outside the home for events like homebrew club meetings and homebrew competitions.
- **Maryland:** The state's beer activists were asked to voice their support for a bill allowing Maryland brewers to sample and sell their beer at farmers markets, county agricultural fairs and various events around the state.
- **Mississippi:** Beer activists were asked to voice their opposition to legislation that threatened the viability of the state's craft beer industry.
- **West Virginia:** Beer enthusiasts were asked to contact members of the Senate Judiciary Committee to oppose bills that would unfairly strengthen the ability of beer distributors to control a brewer's brands, pricing, and other business decisions.

Regulatory

Alcohol and Tobacco Tax and Trade Bureau (TTB)

As a result of a petition filed by the Brewers Association in 2006 and continuing calls for recognition of commonly used ingredients and processes in brewing, TTB approved exempting malt beverages made with over 30 ingredients and three processes from formula requirements.

The Brewers Association, represented by President Charlie Papazian, worked with House Small Brewers Caucus co-chair Representative Peter DeFazio to visit TTB headquarters to continue discussions around modernizing regulations and streamlining current practices.

Food and Drug Administration

The Brewers Association made two separate comment filings on the federal Food and Drug Administration's proposed rule concerning the regulation of spent grain used for animal feed as part of the Food Safety and Modernization Act (FSMA). The comments focused on an already existing exemption for alcohol beverage facilities in FSMA, the need for "bright line" guidance respecting compliance responsibility and clarity concerning the inspection authority of FDA or state-contracted officials.

The Brewers Association signed onto three alcohol industry coalition comments pertaining to proposed rules governing accreditation of third-party auditors to conduct food safety audits of foreign food entities, verification that imported human and animal food have been produced in a manner that provides the same level of public health protection required of domestic food producers, and requiring domestic and foreign facilities to address vulnerable processes in their operations to protect the food supply against intentional adulteration caused by acts of terrorism.



Export Development Program

In 2014, the Brewers Association received \$600,895 from the United States Department of Agriculture (USDA) Market Access Program, as well as an additional \$45,000 from the Emerging Markets Program to conduct research on the Mexican beer market and prepare a study for EDP members. The BA's Export Development Program (EDP) began in 2004 with a grant from the USDA's Market Access Program. Breweries pay an annual subscription fee to participate in EDP activities.



Its objectives include:

- Educating international trade and media about the quality and diversity of products offered by the U.S. craft beer industry and about U.S. craft beer culture
- Informing EDP member breweries about opportunities for their products in key international target markets
- Complementing the industry's own efforts to increase international distribution
- Taking a lead position on disseminating the message on quality beer
- Helping all Brewers Association member breweries to increase sales in domestic and international markets

Educating International Trade and Media

- **American Craft Beer Ambassador to Europe:** In 2014, Andreas Fält continued to spearhead American craft beer education and promotion activities in Europe. He led the BA's expanded presence in festivals and competitions, and conducted trade and consumer seminars.
- **European Media Coverage:** The EDP has retained Lotte Peplow (Peplow PR) on an ongoing basis to assist with generating media exposure for American craft beer in the United Kingdom and other key European markets. Lotte was selected due to her extensive media contacts and success working with the EDP on certain UK projects in the past. Thanks in part to Lotte's efforts, the EDP has seen a significant increase in European media coverage on American craft beer recently. Most notably, Lotte played a key role in getting influential members of the media to attend food and beer pairing lunches at Club Gascon in London and Gondolen in Sweden. Media coverage from the Club Gascon lunch reached 1.2 million readers and viewers.
- **Mexican Trade Mission:** The BA and nine member breweries spoke about American craft beer at the invitation of the USDA's Agricultural Trade Office in Mexico City. The trade mission was designed to educate breweries about export opportunities in Mexico and introduce them to key retailers, buyers, and distributors. Over the course of three days, participants visited 10 craft beer retailers and met with over a dozen importers and distributors.

Informing EDP Members About Market Opportunities

- CBC/GABF seminars: 2014 seminars covered export opportunities in Mexico, Japan, Thailand, Singapore and Sweden, as well as a panel discussion on export opportunities.
- Trade lead: The EDP issued trade leads to its members about qualified sales opportunities in Austria, Canada, China, Germany, Japan and Taiwan.

Complementing Industry Efforts to Increase International Distribution

- Trade Shows: The EDP offered product exposure opportunities at trade shows including the Barcelona Beer Festival, Braukunst Live (Munich), Great British Beer Festival, Shanghai International Beer Festival, Sinan Mansions Beer Festival (Shanghai) and the Stockholm Beer and Whisky Festival.
- Competitions: The EDP supported American craft beer entries in the Australian International Beer Awards, Brussels Beer Challenge, European Beer Star and the Stockholm Beer Competition.

Helping All BA Members Increase Sales in Domestic and International Markets

- The EDP fostered widespread media coverage for the craft beer industry in domestic and international publications.

Craft Beer Program

In 2014, the Craft Beer Program worked to educate the public and support member breweries by sharing information on small and independent craft brewers through member programs, data dissemination, seminars, tastings and media relations.

CraftBeer.com

CraftBeer.com provides the inside scoop on the U.S. craft beer movement. The site offers numerous resources for enthusiasts and retailers. It is home to CraftBeer.com Beer & Food Course, American Craft Beer Week®, Support Your Local Brewery program, CraftBeer.com's annual list of Great American Beer Bars, CraftBeer.com's Beer 101 Course and has the most extensive U.S. brewery finder and cooking with craft beer online recipe database.

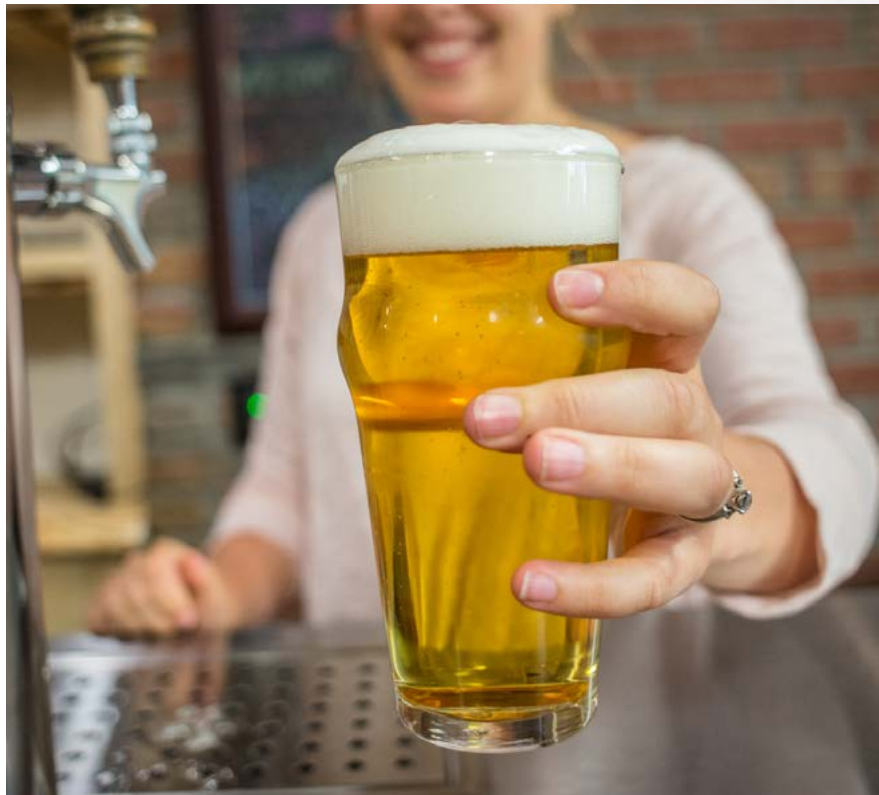
Over the course of 2014, CraftBeer.com saw more than 1.8 million visits, a 10 percent increase from 2013. It also had over 3.3 million page views and has 47,000+ Facebook followers and 37,000+ Twitter followers.

Marketplace Presentations

The Craft Beer Program conducted tastings and presentations for beer lovers, distributors, retailers and journalists to further their understanding of small and independent craft brewers and emphasize craft beer and food pairings. Presentations and tastings included: Beer Bloggers Conference, Big Beers, Belgians & Barleywines, Colorado State University, Metro State University, Pizza Expo, Nightclub & Bar, Craft Brewers Conference, Great American Beer Festival®, SAVORSM: An American Craft Beer & Food Experience, American Homebrewers Association National Homebrewers Conference and more.

American Craft Beer Week®

American Craft Beer Week (ACBW) is a nationwide platform to celebrate our country's beer culture and small and independent craft brewers. In 2014, the program saw more than 1,000 posted events in the official ACBW calendar and celebrations happening in all fifty states. Additionally, American Craft Beer Week's Facebook page exceeded 60,000 likes. CraftBeer.com continues to promote more than 50 other U.S. beer weeks.





Media at BA Events

More than 800 journalists were credentialed for key BA events, including Craft Brewers Conference, GABF and SAVORSM: An American Craft Beer & Food Experience.

Statistics and Media Relations

We annually publish statistic press releases that share vital information on the craft brewing segment. The Craft Beer Program also hosted desk-side and on-premise tastings for journalists throughout the year. The Rosen Group sends seasonal craft beer samples on behalf of the Craft Beer Program to top-tier journalists four times per year.

Media List for Brewery Members

Up-to-date media lists containing thousands of beer, food, wine and business contacts are available to U.S. brewery members at BrewersAssociation.org. Each brewery member can request one state list, as well as the national list, once per year.

Craft Brewer Pavilions

The BA organized craft brewer pavilions at the International Pizza Expo and Nightclub & Bar Show where member breweries served craft beers to attendees.



Events

Great American Beer Festival®

This year, GABF had 710 breweries pouring their beers in the hall. The public had the opportunity to sample over 3,500 beers in the festival hall—a record breaking number. 5,507 beers from 1,309 breweries were judged in the competition's 90 categories. The Belgian-Style Fruit Beer, Historical Beer and Kuyt categories were added to the competition.

GABF continues to provide educational opportunities like the State Guild Pavilion, Brewers Studio Pavilion, You Be the Judge Pavilion and the Beer & Food Pavilion. Pavilions offered educational opportunities in the main hall during all sessions, covering a myriad of topics. The Farm to Table Pavilion showcased breweries and chefs offering food and beer pairings in a VIP area overlooking the Rockies.

SAVORSM: An American Craft Beer & Food Experience

Part of the BA mission is to promote small and independent craft brewers and their craft brewed beers to audiences around the country. SAVOR elevates craft beer's image by focusing on craft beer and food pairings.





In 2014 SAVOR returned to the National Building Museum in Washington, D.C. Over the course of two nights, 4,000 attendees, including media, sampled a selection of craft beers from 76 small and independent brewers, paired with food from a menu designed by BA culinary consultants Chefs Adam Dulye and Kyle Mendenhall. Attendees were personally served by the faces behind the brands.

The event continues to draw media and consumer interest and returns to Washington, D.C., June 5-6, 2015.

World Beer Cup®

Held every other year since 1996, the World Beer Cup continued its tradition of judging some of the world's best beers in conjunction with Craft Brewers Conference (CBC). This year saw notable growth over 2012, with 1,403 participating breweries, 4,754 entries and 58 countries represented—the largest-ever World Beer Cup. A Gala Awards Reception was held on the final day of CBC in Denver, with more than 2,700 brewing industry professionals in attendance. A European awards ceremony was also held in May in Cologne, Germany, hosted by World Beer Cup Partner Sponsors Barth-Haas Group and Sahm GmbH & Co., Kg.



Allied Trade Partners

Contributions to the Brewers Association

The Allied Trade contributes significant financial support and technical expertise to the Brewers Association:

- Membership dues in the Brewers Association.
- Advertising in *The New Brewer*, *Zymurgy*, Craft Brewers Conference program, Great American Beer Festival® program and AHA National Homebrewers Conference programs.
- Sponsorship of the Great American Beer Festival, World Beer Cup®, Craft Brewers Conference and National Homebrewers Conference, National Homebrew Competition and other programs and services.
- Participation in technical forums, Power Hour presentations, Craft Brewers Conference seminars, committees, magazine content and key performance guidelines development.
- Helping brewers make better beer and manage their companies more effectively by providing valuable services and products that meet small brewer needs and innovate with new beers and processes now and in the future.

BrewExpo America® at Craft Brewers Conference

- North America's largest beer industry trade show.
- 490 companies exhibited at the 2014 BrewExpo America, providing direct customer access to products, demonstrations and representatives.

Brewers Publications



BP's top sellers through NBN were:

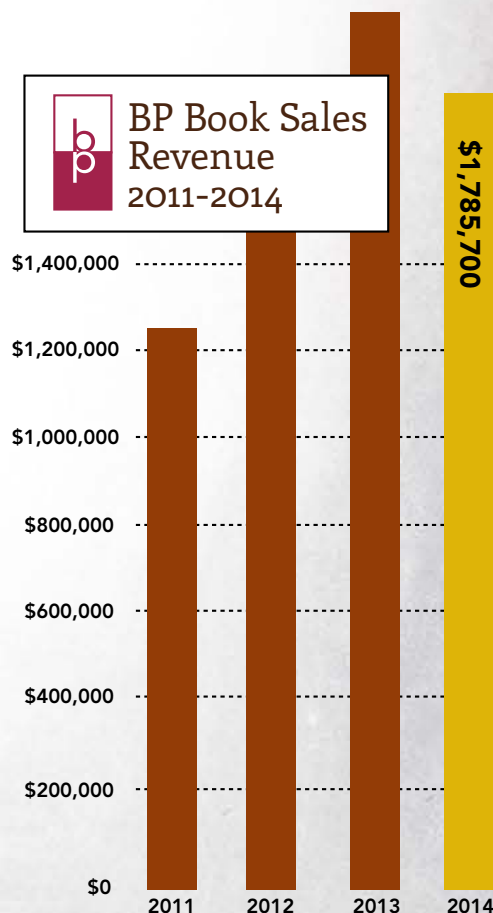
- #5 *How to Brew* by John Palmer
- #25 *American Sour Beers* by Michael Tonsmeire (debut)
- #26 *Yeast: The Practical Guide to Beer Fermentation* by Chris White and Jamil Zainasheff
- #28 *Designing Great Beers* by Ray Daniels
- #31 *Water: A Comprehensive Guide for Brewers* by John Palmer and Colin Kaminski
- #34 *For the Love of Hops* by Stan Hieronymus
- #47 *Malt: A Practical Guide from Field to Brewhouse* by John Mallett (debut)
- #53 *Brewing Classic Styles* by Jamil Zainasheff and John Palmer
- #73 *Radical Brewing* by Randy Mosher
- #77 *The Compleat Meadmaker* by Ken Schramm

Brewers Publications (BP) supports the mission of the Brewers Association by publishing books of enduring value for amateur and professional brewers as well as titles that promote understanding and appreciation of American craft beer by consumers.

Revenue generated by Brewers Publications' titles exceeded \$1.7 million. New titles in 2014 were *American Sour Beers: Innovative Techniques for Mixed Fermentations* by Michael Tonsmeire and *Malt: A Practical Guide from Field to Brewhouse* by John Mallett.

Amazon sales again surpassed \$1 million in net revenue. Net sales at the National Book Network (NBN) were up 5% and returns were up by 1.5%.

The newest book, *Malt: A Practical Guide from Field to Brewhouse*, sold a staggering 18,400 copies in December and contributed to the largest sales month on record for Brewers Publications.



American Homebrewers Association®

Membership in the American Homebrewers Association finished the year at the highest level in the organization's history, up 5.5 percent. Membership was at 44,274 total members at year-end.

Zymurgy®

The Brewers Association produced six issues of Zymurgy magazine in 2014. Circulation finished the year at more than 49,000 copies per issue, an increase of over 4,000 copies per issue since 2013. Distribution includes AHA members, BA brewery and allied trade members, newsstands and homebrew supply shops.

Zymurgy Apps

The AHA's mobile apps, complemented by eZymurgy, provide offline access on both Apple and Android devices. Like eZymurgy, the apps offer all issues of Zymurgy dating back to the January 2000 issue. AHA members enjoy access to 15 years (91 individual issues) of Zymurgy magazine online and with the apps.

HomebrewersAssociation.org

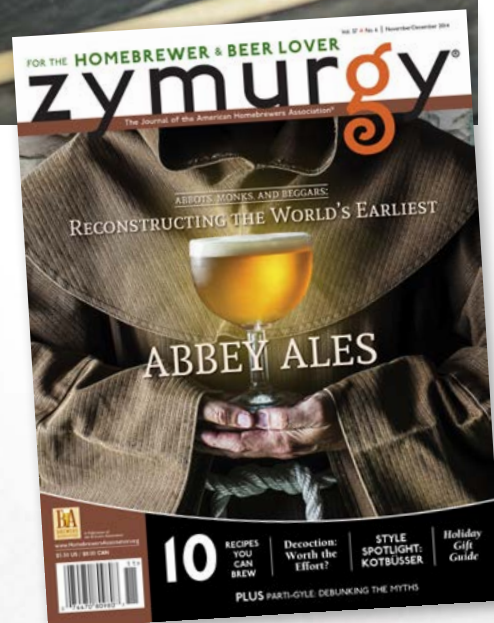
HomebrewersAssociation.org provides a fun, rich user experience through accessible, informative content and community tools that allow users to learn from each other and share their knowledge. Over the course of 2014, the site saw more than 3.4 million visits, a 27 percent increase from 2013.

AHA National Homebrew Competition

The 2014 National Homebrew Competition had a record-setting 8,172 entries from 3,181 entrants—the largest group of entrants in the competition's 36-year history. The American Homebrewers Association awarded the best homebrewers for their efforts at the conclusion of the National Homebrewers Conference.

AHA National Homebrewers Conference

The 2014 AHA National Homebrewers Conference, held in June in Grand Rapids, Mich., drew 2,700 attendees. Attendees enjoyed 60 educational presentations, highlighted by keynote speakers Dave Engbers and Mike Stevens of Founders Brewing Company. The National Homebrewers Conference is the only event of its kind, drawing homebrewers from across the nation and around the world to learn, exchange ideas, share homebrew and have fun.





AHA Rallies

AHA Rallies are membership generators and “thank you” events for AHA members. These Rallies are hosted by BA member breweries. Current AHA members attend for free, while non-members get in for the price of a discounted AHA membership. In 2014, the AHA held 31 Rallies across the country, bringing in 582 memberships, 76 percent of which were new memberships. All told, 4,450 people connected with the AHA at a Rally, up from 1,740 attendees in 2013.

Government Affairs

The AHA assisted homebrewers in California, Kansas and Minnesota to pass homebrewing rights legislation.

Homebrew Club Insurance

In 2014, the AHA launched an affordable, nationwide insurance program for homebrew clubs, with both liability and liquor liability coverage. By the end of the second enrollment period, 215 homebrew clubs, representing 11,490 club members, had enrolled in the new insurance program. The AHA does not receive any financial benefit from this program, but saw the need for affordable club insurance and worked to find a product that would suit the needs of homebrew clubs.

AHA Governing Committee

The AHA Governing Committee is made up of 15 members elected by the AHA membership. Drew Beechum, Martin Brungard, Jeff Rankert, Aimee Richard, Susan Ruud, Tom Schmidlin, Roxanne Westendorf and Kim Wood were elected to the Governing Committee in 2014. Two Governing Committee members are selected from the group to serve as AHA representatives on the Brewers Association Board of Directors. In 2014, Chris Frey and Jake Keeler served as the Governing Committee representatives on the Brewers Association Board of Directors.



Media Outreach

The American Homebrewers Association worked with The Rosen Group, our media relations agency, to increase the AHA's reach in 2014. With the firm's help, the AHA sent 35 press releases and garnered over 450 individual media hits with more than 300,000,000 impressions for the year.

AHA Member Deals

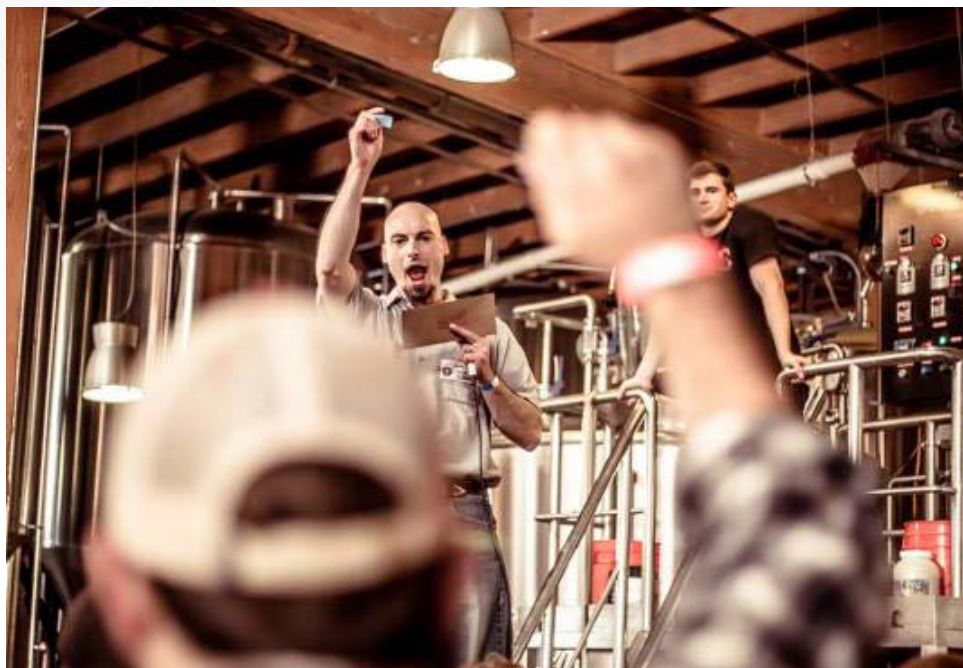
The AHA continued to expand the number and variety of AHA Member Deals offered through this popular loyalty program benefit. At the end of 2014, 1,123 breweries, taprooms, bars, restaurants, homebrew shops and more offered deals to AHA members. This is a 17 percent increase over 2013 and the first time Member Deals locations surpassed the 1,000 mark.

Great American Beer Festival®

The 2014 Great American Beer Festival included the ninth annual GABF Pro-Am Competition, in which BA member breweries entered commercial versions of award-winning AHA member homebrew recipes. The competition was another success with 89 entries judged. All of the entered beers were featured in the festival hall at the GABF Pro-Am booth.

Other AHA Programs

- **Retailer Program:** Allows businesses to sell pre-paid AHA membership cards. The program generated 1,510 new memberships in 2014.
- **Web Banners:** In 2014, AHA web banners generated 489 new memberships.
- **Zymurgy Resale Program:** Allows retailers such as homebrew supply shops, bookstores and newsstands to sell Zymurgy magazine.
- **Big Brew:** A simultaneous worldwide brewing event held on the first Saturday of May to celebrate National Homebrew Day.
- **Mead Day:** A national event to celebrate the art of mead making held the first Saturday of August.
- **Learn To Homebrew Day:** A day to inspire and instruct new homebrewers on the first Saturday of November. In 2014, Learn to Homebrew Day broke records with 317 registered sites and more than 5,500 participants.
- **AHA/BJCP Sanctioned Competition Program:** The AHA and Beer Judge Certification Program work together to sanction and promote homebrew competitions.
- **AHA Clubs Programs:** The AHA maintains a database of registered homebrew clubs. The AHA also awards the annual AHA Homebrew Club of the Year and Gambrinus Club Awards, as well as the Radegast Club of the Year award.



Financials

2014 Financial Statement (Consolidated)

	2014 <u>ACTUAL</u>	2013 <u>ACTUAL</u>
REVENUE:		
ADVER. & SPONS. REVENUE	3,500,938	3,024,529
BOOK/MERCH. SALES	2,191,467	2,331,508
MEMBERSHIP REVENUE	3,686,511	3,134,696
EVENT REVENUE	10,830,690	8,280,603
GOV'T GRANT FUNDING	552,151	542,776
ALL OTHER REVENUE	388,088	286,499
TOTAL REVENUE	\$21,149,845	\$17,600,611
EXPENSES:		
GEN. OFFICE/ADMIN. EXP.	-585,719	-434,807
DEPREC. & AMORT.	-271,040	-158,425
SALARIES & BENEFITS	-4,650,790	-4,143,487
INSURANCE EXPENSE	-140,182	-144,771
LEGAL FEES	-438,717	-446,187
RENT EXPENSE	-175,665	-241,158
EVENT OPERATIONS	-4,105,885	-3,875,579
SALES & MARKETING	-1,053,401	-946,953
PRINTING	-623,024	-527,383
POSTAGE & SHIPPING	-723,466	-611,491
COST OF GOODS SOLD	-502,757	-495,988
TRAVEL	-1,114,028	-805,461
OUTSIDE SERVICES	-1,584,126	-1,500,904
ALL OTHER EXPENSES	-942,190	-765,299
TOTAL EXPENSES	(\$16,910,989)	(\$15,097,893)
NET SURPLUS	\$4,238,856	\$2,502,718

December 31st, 2014 abbv. Balance Sheet

ASSETS:	12/31/14	12/31/13
CASH	\$2,831,611	\$2,500,649
RESERVES	\$8,153,933	\$8,152,466
ACCOUNTS REC.	\$2,119,336	\$1,585,699
INVENTORY	\$624,055	\$521,222
PREPAID EXPENSES/OTHER	\$393,405	\$980,293
TOTAL CURRENT ASSETS:	\$14,122,340	\$13,740,329
LONG-TERM ASSETS	\$2,339	\$9,779
FIXED ASSETS	\$5,290,125	\$446,987
TOTAL ASSETS:	\$19,414,804	\$14,197,095
LIABILITIES:	12/31/14	12/31/13
ACCOUNTS PAYABLE	\$503,435	\$566,243
DEFERRED DEPOSITS	\$6,881,371	\$6,006,297
OTHER	\$328,598	\$162,011
TOTAL CURRENT LIAB.	\$7,713,404	\$6,734,551
RETAINED EARNINGS	\$7,462,544	\$4,959,826
CURRENT YR. EARNINGS	\$4,238,856	\$2,502,718
TOTAL LIABILITIES:	\$19,414,804	\$14,197,095

Upcoming Events

Brewers Association Professional Division

2015

Craft Brewers Conference & BrewExpo America®
April 14-17, 2015, Portland, OR

NBWA-BA Legislative Conference Reception
April 26, 2015

Celebration of Craft Beer Legislative Reception
June 4, 2015

SAVORSM: An American Craft Beer & Food Experience
June 5-6, 2015, Washington, D.C.

American Craft Beer Week®
May 11-17, 2015

Great American Beer Festival®
September 24-26, 2015, Denver, CO

Brewers Association Holiday Reception
December 2015, Washington, D.C.

2016

Craft Brewers Conference & BrewExpo America®
May 3 – 6, 2016, Philadelphia, PA

SAVORSM: An American Craft Beer & Food Experience
2016 dates TBD. Washington, D.C.

American Craft Beer Week®
May 16-22, 2016

Great American Beer Festival®
October 6-8, 2016, Denver, CO

American Homebrewers Association®

2015

National Homebrew Competition
March-April, 2015

National Homebrew Day
May 2, 2015

National Homebrewers Conference
June 11-13, 2015, San Diego, CA

Mead Day
August 1, 2015

Learn to Homebrew Day
November 7, 2015

2016

National Homebrew Competition
March-April, 2016

National Homebrew Day
May 7, 2016

National Homebrewers Conference
Dates & location TBA

Mead Day
August 6, 2016

Learn to Homebrew Day
November 5, 2016

Our Staff

Charlie Papazian
President

Bob Pease
Chief Executive Officer

Tom Clark
Finance Director

- Katie Brown
Finance Accounts Manager

Paul Gatza
Brewers Association Director

Julia Herz
Craft Beer Program Director

- Andy Sparhawk
Craft Beer Program Coordinator

Jill Redding
The New Brewer Editor

- Amahl Turczyn
The New Brewer Associate Editor

Pete Johnson
Programs Manager

- Acacia Coast
State Brewers Association Coordinator

Chris Swersey
Technical Brewing Projects Manager

- Chuck Skypack
Technical Brewing Projects Coordinator

Bart Watson Ph.D.
Chief Economist

- Sarah Wolf
Projects Coordinator
- Erin Glass
BA Membership Coordinator

Gary Glass
American Homebrewers Association Director

- Janis Gross
NHC Director/AHA Project Coordinator

- Duncan Bryant
AHA Web Coordinator

- Matt Bolling
AHA Events and Membership Coordinator

Steve Parr
AHA Assistant Director

- John Moorhead
AHA Administrative Assistant

Jill Redding
Zymurgy Editor

- Amahl Turczyn
Zymurgy Associate Editor

Nancy Johnson
Event Director

- Bradley Latham
Senior Event Manager

- Chris Williams
Event Manager

- Kathryn Porter Drapeau
Event Manager

- Chris Swersey
Competition Manager

Stephanie Johnson Martin
Graphics/Production Director and Operations Manager

- Luke Trautwein
Art Director
- Kerry Fannon
Senior Designer

- Jason Smith
Magazine Art Director

- Ashley Peck
Graphic Designer

- George Myler
Warehouse/Shipping Manager

Dan Goloback
Member Services Manager

- Graham Rauch
Member Services Specialist/Shipping Assistant

- Jennie Olson
Member Services Specialist

Barbara Fusco
Sales & Marketing Director

- Jeb Foster
Marketing Coordinator

- Tom McCrory
Business Development Manager for Advertising & Sponsorship (East)

- Kari Harrington
Business Development Manager for Advertising & Sponsorship (West)

- Joe Damgaard
Advertising & Sponsorship Associate

- Marc Preo
Special Projects Coordinator

- Kristi Switzer
Brewers Publications Publisher

- Mark Snyder
Export Development Program Manager

Cindy Jones
Web Director

- Nate Zander
Senior Web Developer

- Meghan Storey
Web Editor

Ryan Farrell
Human Resources Manager

- Tara Forster
Office Manager

Shane Wood
Information Technology Director

- Mike Lun
Data and Systems Analyst

Governance

Brewers Association Board of Directors



February 2014 – February 2015

- Gary Fish (Chair) Deschutes Brewery (OR)
- Rob Tod (Vice Chair), Allagash Brewing Company (ME)
- Mark Edelson (Secretary/Treasurer), Iron Hill Brewery & Restaurant (DE)
- Sam Calagione (Past Chair), Dogfish Head Brewery (DE)
- Steve Bradt, Free State Brewing (KS)
- Larry Chase, Standing Stone Brewing Company (OR)
- Chris P. Frey, AHA Representative (MI)
- Ken Grossman, Sierra Nevada Brewing Company (CA)
- Steve Hindy, Brooklyn Brewery (NY)
- Kim Jordan, New Belgium Brewing Company (CO)
- Jake Keeler, AHA Representative (MN)
- John Mallet, Bell's Brewery, Inc. (MI)
- Nick Matt, Matt Brewing Company (NY)
- Scott Metzger, Freetail Brewing Company (TX)
- Cyrena Nouzille, Ladyface Ale Companie, LLC (CA)
- John Pinkerton, Moon River Brewing Company (GA)
- Eric Wallace, Left Hand Brewing Company (CO)

Board of Directors Elections

Eligible brewery members of the Brewers Association elected three packaging brewery board members and three pub brewery in December 2014.

Executive Committee

- Gary Fish (Chair), Deschutes Brewery (OR)
- Rob Tod (Vice Chair), Allagash Brewing Company (ME)
- Mark Edelson (Secretary/Treasurer), Iron Hill Brewery & Restaurant (DE)
- Sam Calagione (Past Chair), Dogfish Head Brewery (DE)

Government Affairs Committee

- Sergio Barrios, Mark Anthony Brands
- John Carlson, Colorado Brewers Guild
- Gary Fish (Co-Chair), Deschutes Brewery
- Jeff Hamilton, Sprecher Brewing Company
- Steve Hindy, Brooklyn Brewery
- Kim Jordan, New Belgium Brewing Company
- Dan Kleban, Maine Beer Company

- Dan Kopman, Saint Louis Brewery, Inc.
- Jim Koch, Boston Beer Company
- Andrew Lemley, New Belgium Brewing Company
- Garrett Marrero, Maui Brewing Company
- Nick Matt, Matt Brewing Company
- Brandon Mazer, Shipyard Brewing Company
- Tom McCormick, California Small Brewers Association

- Gene Muller, Flying Fish Brewing Company
- Scott Newman-Bale, Short's Brewing Company
- John Pinkerton, Moon River Brewing Company
- Kathi Reinstein, Boston Beer Company
- John Rubbo, Yonkers Brewing Company
- Patrick Rue, The Bruery
- Rob Tod (Co-Chair), Allagash Brewing Company
- Jason Wilson, Back Forty Brewing Company

- Sean Lilly Wilson, Fullsteam Brewery
- Staff Liaisons: Paul Gatz, Pete Johnson, Charlie Papazian, Bob Pease

American Homebrewers Association® Governing Committee

- Roxanne Westendorf (Chair)
- Drew Beechum (Vice Chair)
- Susan Ruud (Secretary)
- Fred Bonjour
- Martin Brungard

- Debbie Cerda
- Denny Conn
- Justin Crossley
- Chris P. Frey
- Jake Keeler
- Ron Price
- Jeff Rankert
- Aimee Richard
- Tom Schmidlin
- Kim Wood
- Staff Liaisons: **Matt Bolling**, **Duncan Bryant**, **Gary Glass**, **Janis Gross**, **John Moorhead**, **Steve Parr**
- Members Emeritus: **Fred Eckhardt**, **Ray Daniels**, **Randy Mosher**

Events Committee

- **Steve Bradt (Chair Person)**, Free State Brewing
- **Tomme Arthur**, Port Brewing and The Lost Abbey
- **Dave Brouder**, Rock Bridge Brewing Co.
- **Fred Bueltmann**, New Holland Brewing Company
- **Bill Butcher**, Port City Brewing Company
- **Sam Calagione**, Dogfish Head Brewery
- **Bill Covaleski**, Victory Brewing Company
- **Leslie Henderson**, Lazy Magnolia Brewing Company
- **Mike Lawinski**, Fate Brewing (Boulder)
- **Jeff Mendel**, Left Hand Brewing Company
- **Scott Metzger**, Free Tail Brewing Company
- **Barnaby Struve**, Three Floyds Brewing
- Staff Liaisons: **Nancy Johnson**, **Charlie Papazian**, **Bob Pease**

Brewpubs Committee

- **John Pinkerton (Chair Person)**, Moon River Brewing Company
- **Larry Chase**, Standing Stone Brewing Company
- **Tom Dargen**, Craft Works Brewery Restaurant Group
- **Mark Edelson**, Iron Hill Brewery & Restaurant
- **Paul Kavulak**, Nebraska Brewing Company
- **Andrew Leager**, Boylan Brewing Co.
- **Dave McLean**, Magnolia Gastropub and Brewery
- **Scott Metzger**, Freetail Brewing Company
- **Cyrena Nouzille**, Ladyface Ale Companie
- **Tony Simmons**, Pagosa Brewing Company & Grill
- **Sebastian Wolfrum**, Natty Greene's Pub and Brewing Company
- **Mark Younquist**, Dolores River Brewery



- Staff Liaisons: **Paul Gatza**, **Erin Glass**, **Charlie Papazian**, **Bob Pease**, **Bart Watson**, **Ph.D.**

Communications Committee

- **Chris P. Frey (Chair Person)**, American Homebrewers Association Representative/BA Board of Directors
- **Dave Brouder**, Rock Bridge Brewing Co.
- **Bill Butcher**, Port City Brewing Company
- **Steve Crandall**, Devils Backbone Brewing Company
- **Fred Czuba**, Saxco Pacific Coast, LLC
- **Gary Fish**, Deschutes Brewery
- **Renee Greff**, Arbor Brewing Company
- **Sierra Grossman**, Sierra Nevada Brewing Company
- **Stan Hieronymus**, Beer Travelers & Labinsky
- **Stephen Hindy**, Brooklyn Brewery
- **Mike Lawinski**, FATE Brewing Company
- **Randy Mosher**, Randy Mosher Design
- **Matt Rattner**, Karl Strauss Brewing Company
- **Jill Redding**, Brewers Association
- **Susan Ruud**, American Homebrewers Association Governing Committee
- **Barnaby Struve**, Three Floyds Brewing
- **Sumit Vohra**, Lonerider Brewing Company

This committee has one subcommittee:

- **The New Brewer Content**: **Dick Cantwell**, **Bill Covaleski**, **Paul Gatza**, **Brett Joyce**, **John Mallett**, **Tom Nickel**, **Jill Redding**, **Chris Swersey**
- Staff Liaisons: **Paul Gatza**, **Gary Glass**, **Cindy Jones**, **Charlie Papazian**, **Bob Pease**, **Jill Redding**, **Chuck Skyeck**, **Kristi Switzer**

Governance Committee

- **Steve Bradt (Chair Person)**, Free State Brewing Company
- **Gary Fish**, Deschutes Brewery
- **Kim Jordan**, New Belgium Brewing Company

Public Relations & Marketing Committee

- **Steve Hindy (Chair Person)**, Brooklyn Brewery
- **Sam Calagione**, Dogfish Head Brewery
- **John Cochran**, Terrapin Beer
- **Doug DeGeest**, Cold Spring Brewing Co.
- **Kim Jordan**, New Belgium Brewing Company
- **Chris Justema**, Cascade Lakes Brewing Company
- **Greg Koch**, Stone Brewing Co.
- **Jim Koch**, Boston Beer Company
- **Liz Melby**, Harpoon Brewery
- **Randy Mosher**, Randy Mosher Design
- **Charlie Papazian**, Brewers Association
- **Jessica Paar**, Boston Beer Company
- **Jeremy Ragonese**, Boulevard Brewing Company
- **Hugh Sisson**, Heavy Seas
- Staff Liaisons: **Paul Gatza**, **Julia Herz**, **Charlie Papazian**, **Bob Pease**, **Andy Sparhawk**

Export Development Program Subcommittee

- **Eric Wallace (Chair)**, Left Hand Brewing Company
- **Heather Douglas**, Shipyard Brewing Company
- **Ryan Glenn**, Ballast Point Brewing Company
- **John Green**, Founders Brewing Company
- **Ron Jeffries**, Jolly Pumpkin Artisan Ales
- **Adam Lambert**, New Holland Brewing Company
- **Fred Mendes**, Boston Beer Company

- **Jim Mills**, Caldera Brewing Company
- **Eric Rosenberg**, Bryant Christie Inc.
- **David Thibodeau**, Ska Brewing Company
- Staff Liaisons: **Bob Pease**, **Mark Snyder**

Market Development Committee

- **Fred Matt (Co-Chair)**, F.X. Matt Brewing Company
- **Eric Wallace (Co-Chair)**, Left Hand Brewing Company
- **Kirk Coco**, NOLA Brewing
- **Steve Crandall**, Devils Backbone Brewing Company
- **Gregg DeBoever**, New Belgium Brewing Company
- **Tommy Gannon**, Sierra Nevada Brewing Company
- **Jessica Jones**, Ninkasi Brewing Company
- **Chris Lacey**, Pelican Pub and Brewery
- **Anna Nadasdy**, Great Divide Brewing Company
- **Jonathan Schwartz**, Harpoon Brewery
- **Todd Stevenson**, Lagunitas Brewing Company
- **Rob Tod**, Allagash Brewing Company
- **George Ward**, Boston Beer Company
- Staff Liaisons: **Paul Gatza**, **Julia Herz**, **Charlie Papazian**, **Bob Pease**, **Bart Watson Ph.D.**, **Sarah Wolf**

Technical Committee

- **Ken Grossman (Co-Chair)**, Sierra Nevada Brewing Company
- **John Mallett (Co-Chair)**, Bell's Brewery, Inc.
- **Travis Burge**, New Belgium Brewing Company
- **Dick Cantwell**, Elysian Brewing Company
- **Cheri Chastain**, Sierra Nevada Brewing Company
- **Tom Flores**, Brewer's Alley
- **Jamie Floyd**, Ninkasi Brewing Company

- **John Harris**, Full Sail Brewing Company
- **Larry Horwitz**, Iron Hill Brewery & Restaurant
- **Charles Kyle**, Sierra Nevada Brewing Company
- **Geoff Larson**, Alaskan Brewing Company
- **Matt Meadows**, New Belgium Brewing Company
- **Matthew Moberly (BIECC co-representative)**, Bell's Brewery, Inc.
- **Travis Morrison (BIECC co-representative)**, New Belgium Brewing Company
- **James "Otto" Ottolini**, The St. Louis Brewery
- **Jason Perkins**, Allagash Brewing Company
- **John Pinkerton**, Moon River Brewing Company
- **Matt Stinchfield**, Ploughshare Brewing Company
- **Katie Wallace**, New Belgium Brewing Company
- **Dave Wilson**, Alaskan Brewing Company
- **Neil Witte**, Boulevard Brewing Company

This committee has four subcommittees:

- **Draught Beer Quality**
- **Pipeline**
- **Safety**
- **Sustainability**
- Staff Liaisons: **Paul Gatza**, **Pete Johnson**, **Charlie Papazian**, **Bob Pease**, **Chuck Skyeck**, **Chris Swersey**, **Shane Wood**

Finance Committee

- **Mark Edelson (Chair Person)**, Iron Hill Brewery & Restaurant
- **Chris Banks**, Odell Brewing Company
- **Larry Chase**, Standing Stone Brewing Company
- **Chris P. Frey**, American Homebrewers Association Representative to BA Board
- **Scott Metzger**, Free Tail Brewing Company
- **Scott Newman-Bale**, Short's Brewing Company
- **Christine Perich**, New Belgium Brewing Company
- **Jeff Schrag**, Mother's Brewing Company
- **Peter Skrbek**, Deschutes Brewery
- **Brock Wagner**, Saint Arnold Brewing Company
- Staff Liaisons: **Tom Clark**, **Bob Pease**



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