



# The Guild Bulletin

1st Quarter, 2006

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## President's Report

Belated Happy New Year to everyone in the land of Michigan Beer. Having recently completed a successful and content-filled Annual Conference, we're looking forward to our Winter Beer Festival in Lansing later this week.

First, a recap of the Annual Conference. It featured speakers from across the country and was an incredible resource for the more than 100 participants. I came away from it charged with ideas and energy for 2006 and beyond. I'd like to thank everyone that contributed including the Guild's Board of Directors, Alec Mull and the Board of Directors of the MBAA-Michigan, Charlie Papazian, Shan Lau-Parkins, and all of our speakers and sponsors. Your support makes us better and we thank you.

As this newsletter goes to press we're releasing several items to print production. In the near future, all of you will be receiving order forms for our Point-of-Sale items and promotional merchandise. One thing that I hope you'll notice and be able to share with your customers is that promoting Michigan beer isn't just about cold-hard advertising. It makes sense on many levels. As a group, we've developed a segment of diverse and interesting beers that provide enjoyment, culture and value to our customers. Whether those customers are drinkers, pubs, the retailers or the wholesalers; the beers of Michigan's brewpubs, microbreweries and breweries are beers with value.

As I mentioned at our Gala Dinner, the boundaries of our state map isn't what makes "Michigan Beer" distinctive. It's the people, the breweries and the beer that has set it apart. Do you know that we're ranked 6th in the nation in terms of the number of breweries per state? That translates to selection, diversity and tourism opportunities. Do your customers know? What about your vendors? I encourage you to spread the word that Michigan is a beer destination and a source of unbridled creativity in beer and brewing. Hopefully, the tools we provide will assist you in your efforts.

The last year has been a busy one, and for the board, filled with decisions. We've changed our format a little, making our general meetings more of a presentation than a decision-filled rehash of board meetings. I believe that is an improvement and will help us bring new content into the meetings, increasing attendance and providing educational opportunities. I'd like to make clear, however, that this change is not intended to limit the opportunity for input by any members of the Guild. I encourage any and all members who are interested in participating in shaping the direction of the Guild, to reach out on the phone, in email, on our blog ([mbgmash.org](http://mbgmash.org)) or at any of our "always-open" board meetings. The Board Meeting in March will feature a members-only review of our first year with staff at 1pm.

Speaking of opportunities for input, membership passed a proposal to establish a structured Governmental Affairs Committee, currently chaired by Brett VanderKamp. People interested in serving on this committee should reach out to Brett immediately as they are establishing the final seats prior to March's general meeting. For everyone else, if you have issues you'd like the Guild to discuss or questions you'd like answered, submit them to the committee and they'll address them. Look for a Meet Your Legislator day in the near future.

Thanks again to everyone that makes Michigan the Great Beer State – we'll see you in Lansing!!

Cheers,

## Upcoming Events

### Winter Beer Festival planned for Old Town in Lansing.

The Michigan Brewers Guild and The Old Town Commercial Association (OTCA) are pleased to announce the First Annual Winter Beer Festival and Old Town on Ice. The events will take place Saturday, February 25, 2006 on the streets of Old Town.

This unique event offers an opportunity to enjoy an outdoor celebration of barrel-aged, cask and big beers from Michigan's craft brewing community.

"We are ecstatic that the Brewers Guild chose Old Town for their first winter festival," said Jamie Schriener-Hooper, Executive Director of the OTCA. "I'm sure that this will be a great partnership for years to come. Festival goers will be able to sample Michigan brews and then try a variety of Old Town foods, including Mexican, pizza and breadsticks, gourmet snacks and hearty soups."

The Michigan Brewers Guild First Annual Winter Beer Festival will take place under a tent on Turner Street in Old Town from noon until 5 p.m. In conjunction with the Beer Festival, the Old Town Commercial Association will host the first Old Town on Ice, a progressive food sampling with Old Town restaurants from 3 p.m. until 6 p.m.

"Old Town is the perfect location for our festival," said Fred Buelmann, President of the Michigan Brewers Guild. "It has character, history and an eye for the arts. We are also proud to support the retailers, distributors and consumers in the Lansing area that continue to develop it into an interesting and desirable craft beer market."

Tickets for both the Winter Beer Festival and Old Town on Ice are available at the Old Town Commercial Association, select Old Town businesses, various Guild member brewpubs and [www.michiganbrewersguild.org](http://www.michiganbrewersguild.org).

It's sure to be a great event and an ideal complement to our Summer Beer Festival in Ypsilanti. Don't miss it.

### Orbitsuns Set to Rock at Winter Beer Festival.

If Elvis, Johnny Cash and Hank Williams had recorded London Calling, we might not need the Orbitsuns. But here they are — Detroit's version of blues, honky tonk and old time rock and roll, full of hellfire and brimstone.

Formed in 2000 after songwriter and vocalist Vinnie Dombrowski found himself with a collection of finger blisterin' country songs, the Orbitsuns have been entertaining audiences throughout the U.S ever since. With Detroit music scene veteran Tim Duvalieron guitar, lap steel and vocals; Jimmy Paluzzi on drums; and Bob Hecker on bass, The Orbitsuns have built quite a following.



With their high energy live shows, sense of humor and down home attitude, the Orbitsuns are not your typical Detroit "garage band." They'll be sure to rock the house — the tent? — at the Winter Beer Festival. In fact, their sound will be a perfect match for the big and bold brews we'll all be enjoying.



## Beer Briefs

### Scenes from the 2006 Conference.



Charlie Papazian gives the keynote.



Alec Mull, Master Brewers of Michigan.



All in! Poker tournament action.

### Showcase your Brewery!

The Guild's Michigan Beer Nut/Enthusiast tours are a great way to showcase your special brew. One great benefit the Guild offers Enthusiast membership is the opportunity for a private, behind-the-scenes look at craft brewing in our state. Our member breweries offer special tours just for Enthusiasts, providing a way to learn more about their brewing processes and get to know the people behind your favorite craft beer. The tastings and the conversation make these tours something our Enthusiasts will remember.

A schedule of Enthusiast tours is below. To schedule a tour at your brewery now, call the Michigan Brewers Guild office at 517.327.5004.

Detroit Beer Co. 1529 Broadway Detroit, MI  
Saturday, March 11, 2006 – 1:00PM - 3:00PM

Dragonmead Microbrewery 14600 E. Eleven Mile Warren, MI  
Saturday, March 25, 2006 – 12:00PM - 2:00PM

Big Rock Chop & Brew House 245 S. Eton Birmingham, MI  
Saturday, April 22, 2006 – 12:00PM - 1:00PM

Schmohz Brewing Co. 2600 Patterson SE Grand Rapids, MI  
Saturday, April 29, 2006 – 1:00PM - 3:00PM

Rochester Mills Beer Co. 400 Water Street Rochester, MI  
Saturday, May 6, 2006 – 12:00PM - 2:00PM

Dark Horse Brewing Co. 511 S. Kalamazoo Marshall, MI  
Saturday, June 17, 2006 – 12:00PM - 1:00PM

### Specs and setup information for the Winter Beer Festival.

Winter Beer Festival brewery setup starts at 8 AM on Saturday, February 25th. If you think you need more time, advance setup is possible on Friday, Feb. 24th — contact Shan at the Guild offices. For each brewery, we are providing a table and ice. We ask that you bring along any other table pouring maintenance equipment, including CO2.

The brewery check-in location is at 1217 Turner Street (Message Makers). Look for Donna.

- Each brewery will be given 4 Personnel Laminates (4 per table).
- Money and tickets will be collected from all ticket outlets.
- Donna will issue checks for beers purchased from Brewpubs.
- All other money matters will be resolved.

Auction items can be taken to Allison Buhs, who will be at Creole Gallery at 1218 Turner Street. Eric Briggeman from Mustang Bar will handle Beer Distribution. Eric can also be found at Message Makers. You can find these locations on your event program. If you have any questions regarding the festival, contact Shan at 517.327.5004. Looking forward to seeing everyone on the 25th!



**2006-2007 Schedule of Events**

- January 4-6 Winter Conference and Annual Meeting, Grand Rapids
- February 14 Board Meeting, Guild Headquarters, 10am
- February 25 Winter Beer Festival, Lansing
- March 21 Board Meeting, Harpers Brewpub, 10am  
General Meeting, Harpers Brewpub, 2pm
- April 18 Board Meeting, Guild Headquarters, 10am
- May 5 Summer Festival Ticket Kick-Off, Ypsilanti
- May 16 Board Meeting, Guild Headquarters, 10am
- June 13 Board Meeting, Guild Headquarters, 10am  
General Meeting, Harpers Brewpub at 12pm
- July 11 Board Meeting, Guild Headquarters, 10am
- July 21-22 9th Annual Summer Beer Festival
- August 22 Board Meeting, Guild Headquarters, 10am
- September 12 Board Meeting, Guild Headquarters, 10am  
General Meeting, Harpers Brewpub, 12pm
- October 10 Board Meeting, Guild Headquarters, 10am
- October 21 1st Annual Great Beer and Food Symposium (location TBD)
- December 5 Board Meeting, Guild Headquarters, 10am
- January 10-12, 2007 Winter Conference and Annual Meeting (location TBD)

