



October 2016

President's Message

Hello Fellow Queen City Chapter Members and anyone else who loves to follow the latest happenings here in the Greater Cincinnati area.

I hope you are all getting ready for our upcoming Sunday after Thanksgiving Show on Sunday, November 27. It's been a mild fall this far and hard to believe colder weather is just a few days away, but it is.....and isn't that the best time to go through that tote of cans or box of goodies and lay out the strategy for your table at the show? Hope to see you there, bright and early (set up is at 8am, feel free to lend a hand.) The tables and benches are easy to move about and things go quick when there are a few extra bodies helping out. The show officially opens at 9 am. Do Not Expect To Waltz In At 8 or 8:30. If you are there to help, see you at 8:00 and I will bring the donuts. You can't rent a table till they are all set up and Hank Estes says "GO." Otherwise please feel free to come at 9. We always seem to have a couple of people who think they are going to get in early. It Ain't Happening This Year. The facility conducts business as usual the night before and set up can only occur early in the morning before we open. But by all means, stick around for the raffle at 12 noon. Promises to be a good one.

OK, now on to a more pleasant hello! In this update, you will find messages from your Vice President Tom Waller, your Treasurer Ken Stidham, and even a short update from Secretary Jason Herbort.

First, let me share with you that I was fortunate enough to get to attend both of the two major breweriana shows in the country this year. NABA up in Indianapolis and BCCA in Portland. Both were stocked with assorted beer items, old and new. \$1 items and \$10,000 items.

We have passionate collectors all over this great country and from all four corners of the world. BCCA CANvention had members from Europe, South Africa, Japan, Australia and Argentina. Gary Schmeh was nice enough to drive Ken, Jason, and myself up to Indy for NABA. Tom had been there for a few days and helped with their auction. I know Beer Dave and Carey and Robin were in attendance, along with other QC members. Was good to support the cause and see old friends.

Speaking of friends, Beer Dave and Carey and Robin were also in Portland. I look forward to hearing about Carey and Robin's 2 week adventure out west. Beer Dave heads up the CANvention committee and they did a fantastic job hosting the event a long ways from home. The attendance was much greater than anticipated which goes to show you this great hobby has great people who will go anywhere to buy, sell, trade, BS, golf, and oh ya, try a few new craft beers. (bet you didn't know the BCCA has an annual golf outing)

Speaking of CANvention, it's official and hot off the press. CANvention 47 will be just up the road in Cleveland. So start thinking about making your way up there and join over a thousand other enthusiasts for a fun, fun week. Aug. 24-26, 2017

Those of you who know me realize I am not the world's greatest authority of craft beers. Not even close. But boy have I have some good local stuff lately. Your QC board recently held a meeting at Fig Leaf Brewing in Middletown. The place was not even open yet, (we met Oct. 5, their Grand Opening was the 8th), but when approached about using the facility, our hosts were insistent we get the VIP tour and pre- opening tour. They were not selling beer just yet, but we managed to taste test most everything they had and can vouch for their fine products. Rife Denlinger had wondered in weeks ago and made friends with owners. Good job Rife – a nice example of Goodwill. They gladly took our literature for the November show and tacked it to the walls and are handing out flyers on our behalf. If everyone who reads this passes out a few flyers, BAM! we will have lots of new faces at the show. (Flyers can be downloaded from the chapter website www.queencitychapter.com) It's less than 6 weeks away. See you there.

Cheers,

Doug Groth
truckwashdoug@aol.com

From the Vice president

Showtime:

I hope everyone is charged up about the upcoming November show. We are expecting a good showing and I challenge everyone to set up this year. There has to be something you are ready to part with. What better way to do it? I look forward to seeing everyone, bright and early, on **November 27.**

Grieving:

Recently, the local hobby has been rocked by the passing of two of our dear friends and long time collectors; Denny Thayer and Roger Roy.

Denny passed away on September 5, at the age of 70. For many years, Denny was a teacher and coach for the West Carrollton Schools and the Warren County Career Center. Denny was a member of the BCCA and the Miami Valley Chapter. He was an eclectic collector who shared a passion for both Dayton and Cincinnati breweriana. He also liked the ladies and collected "pretty lady" breweriana pieces from all over. He and his wife, Sandy, have been a big part of the MV Chapter and their annual Convention show. Both worked non-stop to insure its success. Although putting in long and strenuous hours, both of them always had a welcoming smile that made you happy just to be there. They also hosted many chapter meetings at their beautiful home where all of us were awe struck by their collection and how it was displayed. His passing leaves a loss to everyone and our thoughts and prayers go out to Sandy, Patrick, Jess, and the rest of the Thayer family.

Only 19 days later we were again rattled by the loss of longtime Cincinnati collector Roger Roy. He passed away September 24, 2016, at the age of 61. Roger and his wife of 33 years, Barb, were fixtures at local breweriana shows for many years. He was a member of both BCCA and NABA and was active in both the Queen City and the Miami Valley Chapters. Barb and Roger had just hosted the July Miami Valley Chapter meeting at their home. Those of us who attended know that Roger was struggling then. But it was obvious it was just something he had to do, and that he enjoyed doing it. Roger collected all things pre-prohibition and had a special fondness for both pretty lady lithographs and brewery glasses. His collecting interests also included whiskey shot glasses and he had amassed a large collection spanning the US.

For many years Roger was a professional drummer and traveled on the road with his bands. He also was a long time coach of youth baseball. In 2005 he was given a heroism award by the local sheriff's office for attempting to rescue a man from a burning car. Roger suffered burns during his effort.

At the time of his death he was the Procurement Manager for ECU Corporation. His passing came after a heroic three year battle with a debilitating disease; Idiopathic Pulmonary Fibrosis. Besides his wife, he leaves his adoring boys Ryan and Aaron, and his daughter-in-law Mindy. His loss leaves a giant void in the collecting community. We will miss his infectious smile, sense of humor, and the enthusiasm he brought to our hobby.

We are so much better for having known both of them.

Publicity:

Shortly after the 2014 Luck o'-the-Irish show I spoke with Chapter President BeerDave Gausepohl about show publicity. Dave was so busy with other obligations and I thought I could take some of the workload off of him. Dave was more than happy to have the help and I set out upon the task of "getting the word out."

I contacted the major breweriana clubs and was able to get events listed in both their magazines and websites. We also attempted to get more show flyers into the hands of potential collectors and these were distributed to craft breweries and other related venues.

After accepting the position of vice president, myself, President Doug Groth and Treasurer Ken Stidham began the task of e-mail "blasts," not only to chapter members, but to hundreds of other collectors. This was a daunting challenge that necessitated going through membership directories and setting up the lists. There were no short cuts. Unfortunately, many of our messages bounced back as e-mail addresses had been changed and not updated by the members.

Currently, you will see quarter-page paid ads in the magazines of the two national organizations we are affiliated with. We are also lucky to have the tremendous support of our Dayton friends just up the road.

We are working hard to expose our hobby to potential members. The unbelievable growth of micro, and now, craft breweries has created a whole new group of breweriana collectors, and potential collectors. The promotional products produced by this growing industry are indeed legitimate collectibles themselves. Last year at the annual Luck-o'-the Irish show we invited some of these breweries to attend our show. Mad Tree Brewery was there and setup. A lot of interest was shown in their advertising products and they were nice enough to even donate items for the raffle.

We are also working with the Over-the-Rhine Brewery District to inform them of who we are and what we do. We believe there are potential new members within their organization. (See separate story elsewhere in this update.)

But I believe the best source of publicity is you. Yes, you can get the word out. Do you know somebody who collects but is not active in a club? What about that craft brewery enthusiast? Please get the word out to them. Hang a show poster in your favorite brewery or tavern. E-mail, texting, and social media are all great ways to do it. You can even still pick up a telephone and call someone. If everyone invited

just one person, we would increase our participation exponentially. Imagine if we each contacted even more people.

It is your chapter, your show, and your hobby. For our continued growth, please consider promoting our show and getting more people involved. Thank you.

Over-the-Rhine Brewery District:

As we all know, the Cincinnati area has a rich and colorful brewing history. Most of us in the hobby are collectors of breweriana of some type. I think we would all agree that at some time or another we have all delved into the history of our pieces and the breweries they come from.

We are so fortunate in Cincinnati to have so many former brewery buildings still remaining. Yes, we have lost some over the last few years, but considering their age, we are still very lucky. Many of these pre-prohibition locations are even still involved in brewery operations, like the former Moerlein Brewery (Rhinegeist) and the former Kaufman Brewery (Christian Moerlein). The former Schoenling Brewery (1934) serves as one of three homes for the Samuel Adams Boston Brewery.

At one time Cincinnati was a major center of beer production in the United States and seventeen 17 breweries operated in just the Over-the-Rhine (OTR). I'm not sure, but I believe we have a higher percentage of old breweries remaining standing than in any other major brewing center. Most of these are concentrated in the OTR area of Cincinnati, an area so named by early German immigrants as it was situated north of the Miami Erie Canal, nicknamed the "Rhine" after the famous river in the Fatherland.

With a vision of preserving this rich history, a handful of forward thinking visionaries formed the OTR Brewery District in 2003. This volunteer driven organization has taken on innumerable tasks and challenges with a goal of not only preserving the remaining brewery properties, but likewise, improving the entire OTR area. Major projects have included repurposing of properties, improving safety, obtaining historic signage, and their annual Beer Barons Ball and Hall of Fame.

But no venture has been so large, and so advantageous, as their goal of establishing a Brewing Heritage Trail through the OTR. This trail, similar to the Freedom Trail in Boston, will offer interactive stations where those walking the trail will be able to learn about the OTR breweries and the people connected with them. Unlike other trails, many of these sites will actually have remnants of the buildings. The OTR Brewery District describes it as "The Brewing Heritage Trail will be an urban trail that celebrates the City of Cincinnati brewing heritage and creates a positive, marketable image for the city." The diverse stakeholders and friends of the Brewery District have worked hard to make this capstone project a reality and it is scheduled to begin operations next year.

There is so much we collectors, and historians, have in common with the fine folks of the OTR Brewery District. They strongly encourage anyone and everyone to share their brewing history with them. This includes stories and memorabilia. No, they don't want to take our breweriana, just the pictures of it.

This past August they held a “Digital brew” event where images of breweriana were scanned for inclusion in the Public Library’s digital images library.

With so much in common, it became apparent that an alliance of some type is needed between our two organizations. We are one of the oldest chapters in the hobby and affiliated with the two premier national clubs; The Breweriana Collectors Club of America (BCCA) and the National Association of Breweriana Advertising (NABA). We are fortunate to have many long time collectors who have impressive collections as well as a wealth of brewing history knowledge. We can share this, while at the same time encouraging others to join our hobby. As they say; “The more the merrier.”

We have been working behind the scenes to nourish this relationship. As a chapter, we have joined their organization. October 19 we had a joint meeting with their Board of Directors. On November 9, we will attend the OTR BD regular meeting being held at the Moerlein Malthouse. We will do a brief presentation on the hobby and display some of our breweriana for everyone to see. At the same time, we will encourage everyone to attend our Sunday After Thanksgiving Show (Nov. 27) to see what we are all about. This annual show is held in the same Moerlein Malthouse, located in the OTR.

We encourage all collectors to visit the OTR Brewery District website at

<http://www.otrbrewerydistrict.org/> There you will find so much more about their history, work, and vision. Collectors are also encouraged to support of their effort by joining their organization and attending their monthly meetings. These meetings are held at various sites in the area and are free and open to members and non-member alike. All of this information is available on their site.

We hope this relationship will be the beginning of a friendship, and an alliance, that will be of benefit to all of us, now and into the future.

Happy Collecting,

Tom Waller
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From the Treasurer:

At the current time the club is on solid financial footing and we are working to keep costs under control. As you are probably aware, your annual dues help support club efforts such as our fantastic shows and raffles. We plan to keep annual dues at \$6 per year for 2017.

Speaking of dues and shows, your \$5 entry fee to the after Thanksgiving show will count as your 2017 annual dues (so you won't be hearing from me later). Not only do you effectively get free admittance to the show, you save \$1 off your annual dues....What a deal!

Lastly, I'd like to touch on the membership roster and ask that when you fill out sign-up sheets or other membership documents please be sure that you provide an updated email address. Email is our primary form of communication and this will help to ensure you are receiving timely information.

Ken Stidham
Beersignguy@gmail.com

From the Secretary:

Greetings to all! I would like to update everyone about the progress of the chapter.

We would like to start providing a regular newsletter to keep club members up to date on local happenings but we are in need of an editor. If you are willing to assist with producing a chapter newsletter please let one of the board members know.

Everything is set for the November show at the Moerlein tap room on Moore St. the Sunday after Thanksgiving. We are looking forward to seeing many familiar faces and hopefully new ones as we are promoting the show via email blasts, word of mouth, and flyers at various locations throughout the tri-state.

As Doug mentioned earlier, our latest meeting was at the new brewery called Fig Leaf Brewing, located in Middletown Ohio. They were very welcoming to us and excited to have us meet at their establishment. We all enjoyed their new craft beers to the world. It was delicious and we recommend stopping by for a flight or a pint.

Until next time, please be safe.

Many thanks,
Jason Herbort
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Questions?

If anyone has any questions or comments about anything covered in this update, or any other club issues, please let us know. Feel free to contact any of your officers anytime.