



2016 Stewardship Report



2016 NUMBERS
AT A GLANCE

3,667 Operating
U.S. brewery
members

46,600+

American Homebrewers
Association® members



20.6 Million

Page views
on BA websites



77,600+

Attendees at BA events

(60,000 GABF; 4,000 SAVORSM; 13,600 CBC)



27,560

Brew Guru™
app logins



BREW GURU



288 & 51

House (288) and Senate (51) co-sponsors of H.R. 2903 and S. 1562, legislation to recalibrate brewers' federal excise taxes



78,846

Combined circulation of Zymurgy® and The New Brewer®



127,965

Printed copies of Brewers Publications books sold

14,000+

e-books



72.57%

of operating breweries are members



1,000+

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 2016 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.

Strategic Objectives

1. Promote access to raw materials.
2. Support research and advances in education, technology and raw materials.
3. Exercise political influence to secure fair legislative and regulatory treatment, and access to markets.
4. Foster the commitment to quality and operational excellence including safety and sustainability.
5. Grow and educate the consumer base to understand and champion beer from craft brewers.
6. Cultivate new ideas and a commitment to a living and active beer culture among craft brewers and homebrewers.
7. Enhance and support a communications and transparency strategy for messaging to our members.

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.

Equal Opportunity: Brewers Association is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status.

Photos © Brewers Association

Professional Membership & Member Education

As of December 31, 2016, 72.57% of U.S. operating breweries were Brewers Association members.

Membership Development

U.S. operating brewery members of the Brewers Association (BA) grew from 2,921 in 2015 to 3,667 in 2016.

The New Brewer

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

The Brewers Association has a subcommittee to discuss *The New Brewer* content and long-term 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.

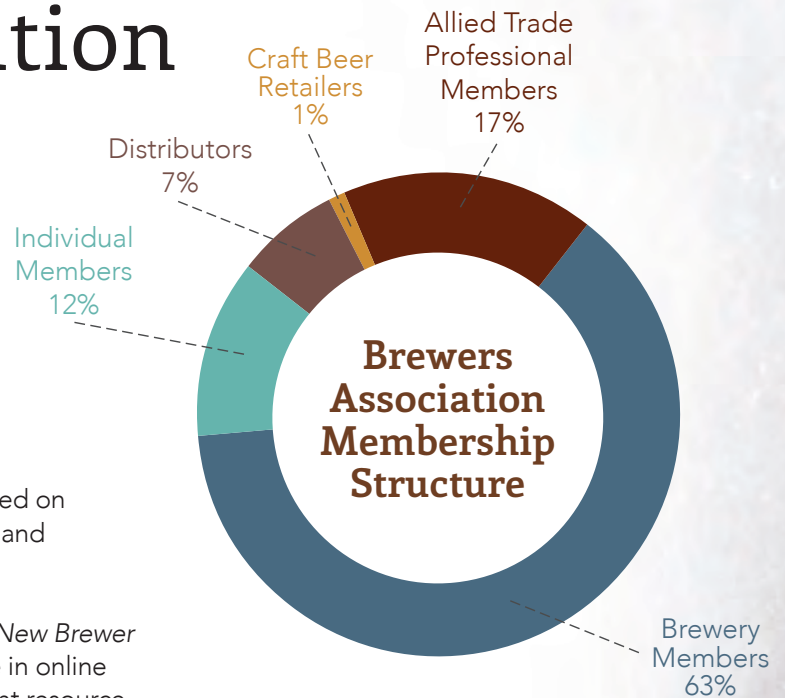
Beer Industry Statistics

The Brewers Association's Beer Industry Production Survey (BIPS) 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 members and media. The results of the survey are released at the Craft Brewers Conference as well as in the industry review issue of *The New Brewer* and on BrewersAssociation.org.

The BA conducts an annual hop usage survey. The results of the survey are released in the raw materials issue of *The New Brewer* and serve to inform dealers and growers about the specific needs and shortfalls experienced by craft brewers.

The Brewers Association also conducts a biennial comprehensive survey of America's craft brewers to compile brewery operations information specifically for small and independent brewers. The Brewery Operations Benchmarking Survey (BOBS) establishes and shares industry benchmarks, providing a valuable set of tools to BA members including salary, operations, financial and production information.

The association also produces state-by-state economic impact reports on a biennial basis. These reports are based on information collected during the BIPS and BOBS surveys and support government affairs work at the state and federal levels.



Brewers Association Professional Membership

8,882
Total Members*

*as of 12/2016

Circulation

23,543

16.5% increase
from 2015

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.

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 2016, BrewersAssociation.org saw more than 3.8 million page views—an 8 percent increase from 2015.

Brewers Association Forum

20,057

Participants

(11% increase from 2015)

Power Hour Professional E-Conference Series

The Brewers Association presented 10 hour-long educational webinars in 2016 for members, featuring guests Michael Webster, Alcohol and Tobacco Tax and Trade Bureau (TTB); Dan Wandel, IRI; Jamie Floyd, Ninkasi Brewing Company; Alastair Pringle, Pringle-Scott LLC; Cynthia Schultz, Florida Beer Company; Julia Herz, Brewers Association; Abby Berman Cohen, The Rosen Group; Dr. James Petska, Michigan State University; Dr. Paul Schwarz, North Dakota State University; Danny Brager, Danelle Kosmal, Caitlyn Battaglia, Nielsen Beverage Alcohol Practice; Tony McCrimmon, Occupational Health and Safety Technologist (OHST); Reva Golden, University Corporation for Atmospheric Research; Ian Ward, BSG Select Ingredients; John Stier, Brewers Association Sustainability Mentor.

Topics covered in 2016 included:

- Mysteries Revealed: TTB Label and Formula Submissions
- 2015 Beer Category and Craft Segment Review
- Good Manufacturing Practices for Craft Brewers
- Making the Most of Your Brand with the Media
- Fusarium Head Blight in Malting Barley
- Getting Inside the Mind of the Craft Beer Consumer
- Mid-Year 2016 Review of the Beer Category and Craft Segment
- Best Practices for the Management of Powered Industrial Trucks
- State of the Crop – Barley and Malt Insights, 2016 and Beyond
- How to Utilize the BA's Sustainability Benchmarking Tools

Craft Brewers Conference & BrewExpo America®

More than 13,600 professionals attended the Craft Brewers Conference in Philadelphia, Pa., where they networked and participated in more than 70 seminars across 11 tracks. The keynote session featured Billy Beane, executive vice president of baseball operations for the Oakland A's, who told his story of using innovation and fresh perspectives to compete with big-budget competitors—a familiar theme to many of America's small and independent craft brewers. BrewExpo America provided the opportunity to shop for equipment and services from 835 exhibiting companies (up from 600 in 2015) over two-and-a-half days.

The Brewers Association presented Jason Perkins, Allagash Brewing Co., with the Russell Schehrer Award for Innovation in Craft Brewing; Sam Calagione, Dogfish Head Craft Brewery, with the Brewers Association Recognition Award; Nick Matt, F.X. Matt Brewing Co. with the F.X. Matt Defense of the Small Brewing Industry Award; and Odom Corporation (Idaho) with the Craft Beer Wholesaler of the Year Award.

Government Affairs

Legislative

In 2016, the Brewers Association continued to expand its footprint in Washington, D.C. The BA and its brewery members grew relationships with members in the House and Senate and with agencies like the Tax and Trade Bureau, FDA, and Department of Justice. Brewers from across the country participated in federal legislative hearings on issues ranging from taxes to export development. The BA worked with multiple associations to advance the needs of small and independent brewers.

The Craft Beverage Modernization and Tax Reform Act (CBMTRA) continued to be a top priority. The legislation sought a recalibration of the small brewer excise tax rate on the first 60,000 barrels to \$3.50 per barrel and also reduces the upper tax rate to \$16 per barrel on beer production above 60,001 barrels up to two million barrels for domestic brewers with an annual production of less than two million barrels. In addition, it would lower the federal excise tax rates for all breweries that produce more than two million barrels of beer a year from \$18 per barrel to \$16 per barrel on the first six million barrels. The BA worked closely with a strong coalition of other associations from alcohol, agricultural and manufacturing trades to grow support for the bill. More than half of the United States Congress was a sponsor of the CBMTRA. At the end of 2016, there were 288 House co-sponsors and 51 Senate co-sponsors of H.R. 2903/S. 1562. Despite strong support, there was not a suitable piece of legislation to attach the bill to. In 2017, the Brewers Association and other members of our coalition will work together to introduce a new bill that has the same federal excise tax language for small and independent brewers.

The BA also worked with various members in the House of Representatives to get signatures for a letter to the USDA that encouraged the agency to support new investments in hops research. The goal of the letter was to increase hop related research to help develop new disease- and climate-tolerant hop varieties and diversify production around the country. In less than one month the BA and other supporters were able to gather more than 104 signatures for the letter. The strong response from legislators is a testament to the work the BA and our members have been doing on the Hill. The final letter was sent on December 1, 2016.

Advocacy

In June, more than 160 brewers, brewery owners/employees and state guild representatives were in Washington, D.C. to advocate on behalf of the craft brewing industry. They visited the offices of every member in the Senate and more than half of the House of Representatives—333 visits in total. These meetings were an opportunity for attendees to share their stories about how they started their businesses and the impact they have on their local communities, and to discuss how Congress could help the craft brewing industry continue to grow through legislation such as the CBMTRA.

House and Senate Small Brewers Caucuses

There were 38 members of the Senate Bipartisan Small Brewers Caucus and 209 members of the House Small Brewers Caucus as of December 2016. The House Small Brewers Caucus is one of the largest Caucus groups in Congress.

Small Brewers Hill Climb

In June 2016, 160 state guild representatives and small brewers representing all 50 states + D.C. conducted some 333 individual Congressional meetings to discuss the contributions that their businesses and the industry make to their communities.





The Brewers Association helped the House and Senate Small Brewers Caucuses arrange meetings to educate Hill staff about craft brewing. They featured:

- Casey Jones of Fair Winds Brewing Company, a former member of the Coast Guard who spoke about his time in the military service and how it prepared him for life as a brewer.
- Rep. Dan Newhouse (R-WA), a fourth generation hop farmer from Yakima Valley and Jeff Hancock of DC Brau Brewing Co., who spoke to the Caucus about the process of growing and buying hops.
- Gary Glass, the BA's American Homebrewers Association director, who spoke about the politics and growth of homebrewing throughout the years.

Other Activities

Throughout the year, the Brewers Association hosted bipartisan events and tastings for members of Congress and their staff. The association also helped facilitate events for Washington, California, Oregon, Nevada, Wyoming, Arizona, Colorado and Montana's state societies.

The Brewers Association also had a presence at the Republican and Democratic national conventions in Cleveland and Philadelphia. The BA co-hosted multiple receptions with groups like DISCUS, Bloomberg News and the Democratic Mayors Association. The majority of events exclusively featured beer supplied by small brewery members from across the country and in many cases were attended by brewery representatives.



The Brewers Association also hosted its first annual Hill Staff Homebrew Competition, a joint event created by the BA federal affairs manager and American Homebrewers Association staff. Staffers from the House and Senate brewed their own recipes individually and as teams. The winners were announced in conjunction with the AHA Caucus event and all entrants were invited to pour their beers at the Holiday Cheer reception.

Legislative Receptions

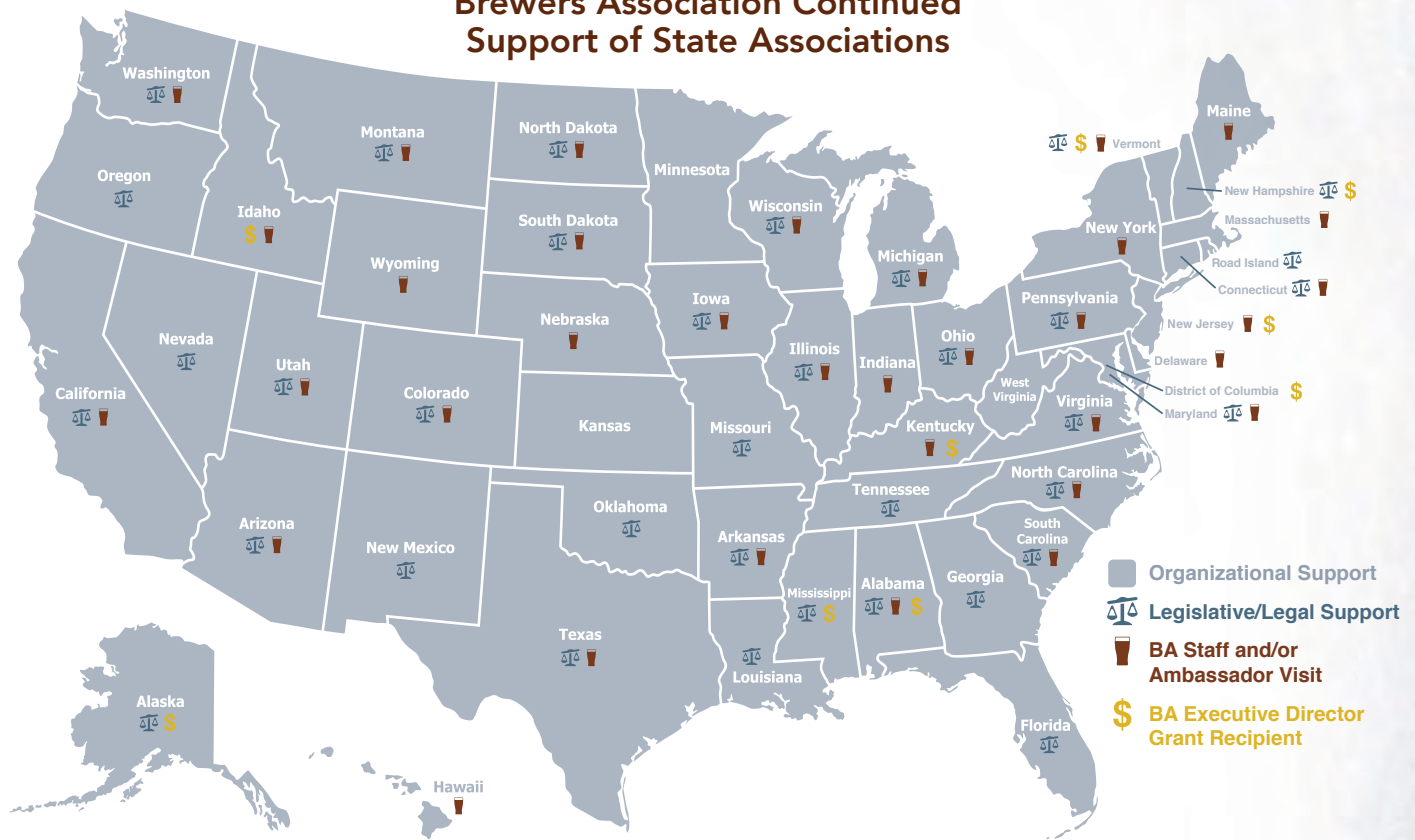
The Brewers Association hosted four Capitol Hill Congressional receptions: the American Craft Beer Week Reception in May, the Celebration of American Craft Beer reception in June, a joint CBMTRA reception with the Beer Institute, DISCUS, American Craft Spirits Association, Wine America and Wine Institute, and the Holiday Cheers reception in December. These craft beer

and food pairing events drew members of Congress and staffers from both the House and Senate. Both featured beer from 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 activities to defend the interests of small brewers. The network grew to more than 145,000 direct contacts and more than 1.7 million total contacts by the end of 2016.

Brewers Association Continued Support of State Associations



State Brewers Associations

The Brewers Association continued its support of state associations with meetings at the Craft Brewers Conference, Great American Beer Festival® and the 2016 Washington, D.C. Legislative Hill Climb. Members from 49 states climbed the Hill in 2016, and a record 20 guilds participated in the Support Your Local Brewery Guilds Pavilion at the 2016 GABF. Ten BA staffers attended 45 guild events in 33 states as well as multiple national and regional guild meetings in 2016.

Regulatory

Alcohol and Tobacco Tax and Trade Bureau (TTB)

Brewers Association staff met with the TTB administrator and senior staff several times to discuss how federal law and TTB regulations apply to modern day trade practice and category management issues.

Brewers Association staff created a member survey on the types of software used by breweries to generate operational reports to assist TTB in its effort to explore the feasibility of creating a tool that would enable electronic filing directly from software packages used by industry members.

Food and Drug Administration (FDA)

Menu labeling meetings between BA staff and the FDA Office of Nutrition and Labeling are ongoing and focused on the development of a means to use average nutrient values to meet FDA requirements. This reasonable basis of data would significantly reduce laboratory testing costs for small brewers and diminish potential market access impacts.

Department of Justice (DOJ)

The Brewers Association was extremely active in the DOJ's investigation of the proposed Anheuser-Busch InBev – SABMiller merger, conducting several in-person meetings in D.C. along with filing several rounds of comments during the process and gaining significant conditions to preserve fair competition and access to market for America's small and independent craft brewers in the agreement allowing the merger to proceed. Those conditions include prohibiting Anheuser-Busch InBev from instituting or continuing practices and programs that limit the ability and incentives of independent beer distributors to sell and promote the beers of Anheuser-Busch InBev's competitors, and precluding Anheuser-Busch InBev from acquiring beer distributors or brewers without allowing for DOJ review of the acquisition's likely competitive effects.

Export Development Program

In 2016, the Brewers Association received \$701,117 from the United States Department of Agriculture (USDA) Market Access Program.

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.

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 2016, Sylvia Kopp spearheaded American craft beer education and promotional activities in Europe. She led the BA's expanded presence in festivals and competitions, and conducted trade and consumer seminars in Europe.
- **European Media Coverage:** Lotte Peplow (Peplow PR) assisted the BA with generating media exposure for American craft beer in the United Kingdom and other key European markets. Since the BA retained Lotte in 2014, the EDP has seen a significant increase



in European media coverage on American craft beer. Most notably, Lotte played a key role in getting influential members of the media to attend a food and beer pairing dinner at Salon and a can-focused promotion at the King's Arm in London.

- **Executive Chef for the Brewers Association:** Adam Dulye coordinated and presented a beer and food educational dinner at Salon in Brixton in London and Jones in Paris.
- **Presentations at International Conferences:** The BA presented on American craft beer at the Seoul International Wine & Spirits Expo, PMA Beer Innovation Summit (London) and the Cerveza Mexico trade conference.

Informing EDP Members About Market Opportunities

- 2016 CBC seminars covered export opportunities in Australia, Korea, Norway and Sweden.

Complementing Industry Efforts to Increase International Distribution

- **Trade Shows:** The EDP offered product exposure opportunities at trade shows including the American Craft Beer Experience (Tokyo), Barcelona Beer Festival, Braukunst Live! (Munich), Bar Convent Berlin, Brau Beviere (Nuremberg), Cerveza Mexico Beer Festival, Great British Beer Festival, Paris Craft Beer Week, Seoul International Wine & Spirits Expo, Stockholm Beer and Whisky Festival and the Vancouver Craft Beer Week Festival.
- **Competitions:** EDP supported American craft beer entries in the Australian International Beer Awards, Brussels Beer Challenge, European Beer Star and Stockholm Beer Competition.

Helping All BA Members Increase Sales in Domestic and International Markets

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



Technical Programs

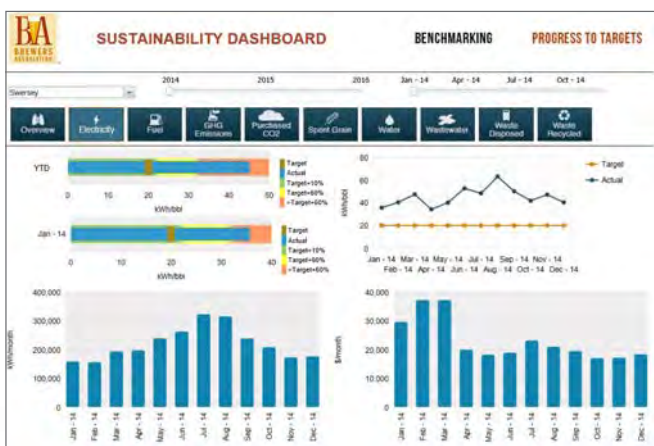
Brewery Safety Training

Building upon the successful launch of the Online Brewery Safety Training, the BA added four new lessons containing video and testing content developed by Grand Valley State University. Certificates of completion are available for all 14 courses. At year end, 4,000 users had completed 11,000 courses.

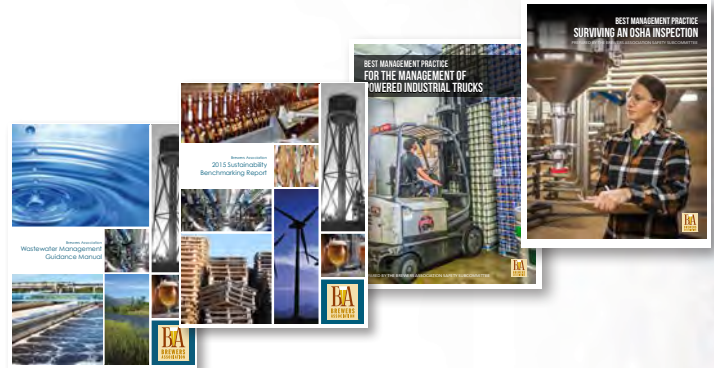
The Safety subcommittee published best management practice (BMP) documents related to surviving an OSHA inspection and the operation of powered industrial trucks in the brewery environment.

2015 Sustainability Benchmarking Report and Benchmarking Tools

2016 featured the release of the 2015 Sustainability Benchmarking Report. The report provides a platform for the craft brewing community to share best practices for identifying how to use water more efficiently, generating less wastewater and solid waste, decreasing total energy usage and reducing greenhouse gas emissions. Utilizing the Sustainability Benchmarking survey data, the Sustainability Benchmarking Tools can operate on both mobile and desktop devices for ease of input. Current data can be compared to results from (anonymous) brewers of similar size across the country. This members-only resource is unique in the sense that it can bring economic benefit to members operating any type of business model across all sizes of breweries.



The BA hired industry expert John Stier as sustainability mentor. Acting as a resource for BA brewery members wishing to both reduce their footprint and improve their bottom line, Stier assists BA members as they learn to utilize the BA Benchmarking Tools and to identify simple, quick and sustainable return-on-investment projects in their breweries.



Ambassador Program

The BA engaged Matt Stinchfield as safety ambassador and Dick Cantwell as quality ambassador to communicate brewery safety and quality program information to members. Stinchfield presented at state guild meetings in Ohio, New Jersey, Pennsylvania, Arkansas, Arizona, Illinois and Washington. Cantwell spoke to guilds in Texas, Indiana, Maine, Ohio, Virginia, Montana and Iowa. Both spoke at the 2016 Craft Brewers Conference.

Research Grants

The Brewers Association administered 22 research grants totaling approximately \$400,000 for research and supply industry sponsorships focused on ingredients important to craft brewers. Topics included studying disease in the Cascade hop variety, developing malting barley varieties better suited to all-malt beer production, and sustainability-related agricultural practices. The BA will administer 19 grants totaling more than \$500,000 in 2017.

Supply Chain Specialist

In support of the Brewers Association board of directors' strategic objective to "promote access to raw materials and markets," supply chain specialist Chris Swersey continued his work communicating craft brewers' raw material needs and goals to industry stakeholders including the Hop Research Council, Hop Growers of America, National Barley Improvement Committee, American Malting Barley Association, National Barley Growers Association and the Brewing and Malting Barley Research Institute.

Quality

The BA Quality subcommittee created Good Manufacturing Practices for Craft Brewers to act as a foundation for all quality and food safety programs in breweries and to serve as a representative guide to compliance with current U.S. Food and Drug Administration regulations.

Craft Beer Program

In 2016, 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 is the Brewers Association's website for beer lovers, designed to tell the stories of America's small and independent craft brewers and the cities that support them. In 2016, the site underwent a redesign, visually strengthening its connection to the BA and its members, as well as enhancing user-friendly features. The site remains home to a treasure trove of resources that elevate and educate beer lovers. Resources include the interactive Beer Styles page, Beer 101 and the CraftBeer.com Beer & Food Course. CraftBeer.com has the most extensive U.S. Brewery Finder and online database for craft beer recipes.



CraftBeer.com saw more than five million page views and engaged a social community of more than 200,000 followers across multiple platforms.

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 presented craft beer and food pairings along with marketplace trends. Presentations and tastings included: Beer Bloggers Conference, BevCon Charleston, Craft Brewers Conference, Culinary Institute of America, Great American Beer Festival, James Beard House, National Grocers Association Show, SAVOR: An American Craft Beer & Food Experience, VIBE 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. The program saw more than 1,700 posted events in the official ACBW calendar and celebrations in all 50 states. Additionally, a collection of small and independent breweries across

the country helped #MakeSmallBeerBig by brewing The Biggest Small Beer Ever.

Media at BA Events

Nearly 1,000 journalists were credentialed for key BA events including Craft Brewers Conference, GABF and SAVOR: An American Craft Beer & Food Experience.

Statistics and Media Relations

The BA publishes statistical 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, the media relations agency for the BA, sends seasonal craft beer samples on behalf of the Craft Beer Program to top-tier journalists four times per year.

Beer & Food

The Craft Beer Program continued to advance beer pairing and the demand for craft brewed beer by updating the CraftBeer.com Beer & Food Course. This free, 72-page course was written with culinary institutions, chefs and beer educators in mind. Through the program's work, along with executive chef Adam Dulye, the overall goal is to have more culinary institutions lead in beer and elevate their education to equal that of wine. Additionally, since publishing, more than 7,000 copies of this resource have been used by chefs, retailers and brewers. See CraftBeer.com/culinary.

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 supported craft brewer pavilions at National Grocers Association, International Pizza Expo, and Nightclub & Bar Show, giving small and independent breweries exceptional opportunities to serve craft beers to industry attendees.

Smithsonian American Brewing History Initiative

In 2016 the Brewers Association became the lead sponsor of the new three-year Brewing History Initiative that is part of the Smithsonian's National Museum of American History. Research and programming from the initiative will explore connections between brewing and broad themes including advertising, agriculture, industry, innovation, business, and community life. The bulk of their current collections date from the 1870s to 1960s and explore the important relationship between beer, brewing, and the American experience from the 19th to 20th century. This project allows for the collection, documentation, and preservation of brewing history and craft brewers history focusing on 1960 to today.

Events

Great American Beer Festival

GABF celebrated the 35th anniversary of the festival and the 30th edition of the GABF competition. GABF founder Charlie Papazian was honored with a celebratory plaque and medal by Colorado Governor John Hickenlooper. The festival also expanded to 780 breweries, and 7,227 beers were entered in the competition—a 9 percent increase over 2015. In the competition, 7,227 beers from 1,752 breweries were judged across 96 categories. That’s nearly 9 percent more than the 6,647 entries in 2015 and surpasses all previous participation records.



Due to its popularity among attendees and breweries, the Meet the Brewers section of the festival returned with roughly 120 brewery booths staffed exclusively by brewery employees (increasing 20 percent). The Paired pavilion featured beers and small bites from 21 participating craft brewery/chef collaborating teams. New in 2016, the festival featured a new pavilion area called “Heavy Medal,” where 71 beers were poured from 2015 GABF medal-winning breweries.

GABF continues to provide educational opportunities such as the Support Your Local Brewery Pavilion, Brewers Studio Pavilion, Beer & Food Pavilion and BeerX: The CraftBeer.com Experience. Pavilions offered educational opportunities in the main hall during all sessions, covering myriad topics.



**GREAT AMERICAN
BEER FESTIVAL®**



GABF photos by Jason Kaplan and BA

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 by focusing on craft beer and food pairings.

During the ninth annual SAVOR on June 3 and 4, 2016, some 4,000 attendees enjoyed an event like no other in terms of access to craft brewers, education and pairings at the National Building Museum in Washington, D.C. With a focus on discovery—given that 96 percent of the country’s breweries do not distribute outside their state of origin—attendees enjoyed beers from a variety of both established and emerging small and independent breweries from all corners of the U.S.

The event celebrates its 10th edition with a Grand Market concept and returns to Washington, D.C. June 2-3, 2017.



World Beer CupSM: The Most Prestigious Beer Competition in the World

The 2016 World Beer Cup awards were presented at the conclusion of Craft Brewers Conference & BrewExpo America in Philadelphia, Pennsylvania. This biennial “Olympics” of beer saw 6,596 beers from 1,907 breweries representing 55 countries—a 38.5 percent increase in the number of entries from the 2014 World Beer Cup, which had 4,754 entries. Entries were judged by an elite international panel of 253 judges from 31 countries. Judges awarded 287 out of 288 total possible awards, reflecting the chance for one gold, one silver and one bronze award in each of 96 beer style categories. A gold award was not presented in the *Fresh or Wet Hop Ale* category.



Allied Trade Partners

Contributions to the Brewers Association

Allied Trade Partners contribute significant financial support and technical expertise to the Brewers Association, including:

- 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 program.
- Digital advertising including banner ads on BrewersAssociation.org, HomebrewersAssociation.org and CraftBeer.com and sponsorship of email communications.
- Sponsorship of the Great American Beer Festival, World Beer Cup, Craft Brewers Conference, Homebrew Con, 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.
- Participation in BrewExpo America at Craft Brewers Conference, North America's largest beer industry trade show. Eight hundred and thirty-five companies exhibited at the 2016 BrewExpo America, increasing 39 percent over 2015 and providing direct customer access to products, demonstrations and representatives.

Brewers Publications



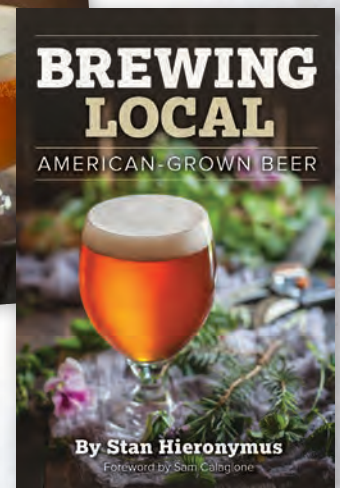
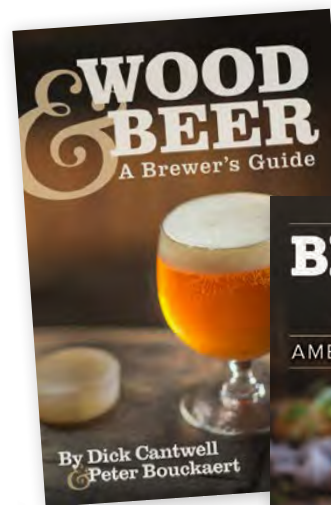
**BREWERS
PUBLICATIONS**

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 the understanding and appreciation of American craft beer by consumers. BP celebrated its 30-year anniversary and revealed a fresh new logo in 2016.

Revenue generated by Brewers Publications' titles was approximately \$1.3 million. New titles in 2016 were *Wood & Beer: A Brewer's Guide* by Dick Cantwell and Peter Bouckaert and *Brewing Local: American-Grown Beer* by Stan Hieronymus.

Brewers Publications' top sellers through National Book Network were:

1. *How to Brew* by John Palmer
2. *Yeast* by Chris White and Jamil Zainasheff
3. *Water* by John Palmer and Colin Kaminski
4. *For the Love of Hops* by Stan Hieronymus
5. *Designing Great Beers* by Ray Daniels
6. *Malt* by John Mallett
7. *Wood & Beer* by Dick Cantwell and Peter Bouckaert (debut)
8. *American Sour Beers* by Michael Tonsmeire
9. *The Compleat Meadmaker* by Ken Schramm
10. *Brewing Classic Styles* by Jamil Zainasheff and John Palmer

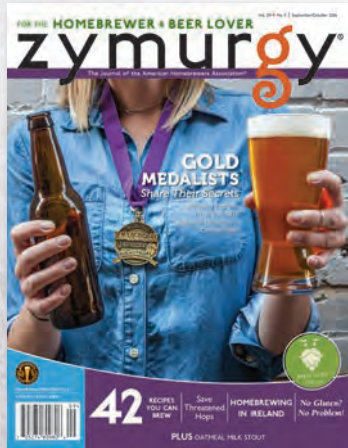


BP Book Sales Revenue in 2016

\$1,352,603

American Homebrewers Association®

Membership in the American Homebrewers Association finished the year at the highest level in the organization's history, up 1 percent. Membership was at 46,603 at year end.



Zymurgy

The Brewers Association produced six issues of Zymurgy magazine in 2016. Circulation finished the year at more than 54,000 copies per issue, representing a 6 percent increase in copies per issue since 2015. 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 16 years (97 individual issues) of Zymurgy magazine online and with the apps.

Brew Guru™ App

On August 24, the AHA released Brew Guru, the new free mobile app that delivers brewing knowledge, money-saving deals and local information on breweries,

bars and homebrew supply shops. The app's menu options include a locator for breweries, pubs and brewing supplies that highlights member deal locations; collections to improve your brew IQ with handpicked recipes and resources from Zymurgy magazine; and a robust dashboard and account profile.



In just over four months, 15,694 AHA members logged into Brew Guru and 10,452 trial memberships were launched via Brew Guru.

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 2016, the site saw more than 4.8 million sessions, a 22 percent increase from 2015.

National Homebrew Competition

The AHA's 2016 National Homebrew Competition (NHC) had 7,962 entries (a 4 percent increase) from 3,396 homebrewers located in 50 states, the District of Columbia and 14 other locations around the world. The AHA awarded the best homebrewers for their efforts at the conclusion of Homebrew Con. Over its 38-year history, the National Homebrew Competition has evaluated 126,873 brews. The first competition, held in 1979 in Boulder, Colo., judged 34 beers.





Homebrew Con

The 2016 Homebrew Con (also known as AHA National Homebrewers Conference), held in June in Baltimore, Md., drew 3,100 attendees. Attendees enjoyed 69 educational presentations, highlighted by keynote speaker Sam Calagione, the homebrewer who launched Dogfish Head Craft Brewery. Homebrew Con 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 gain admission for the price of a discounted AHA membership. In 2016, the AHA held 15 Rallies across the country, bringing in 497 memberships, 70 percent of which were new memberships. All told, 2,215 people connected with the AHA at a Rally in 2016.

Government Affairs

The AHA worked with homebrewers to help pass homebrew legislation in California, Colorado and Wyoming in 2016.

Homebrew Club Insurance

In 2014, the AHA launched an affordable, nationwide insurance program for homebrew clubs, with both liability and liquor liability coverage. Through the fall 2016 enrollment period, 301 homebrew clubs, representing 15,037 club members, have enrolled in the insurance program. The AHA does not receive any financial benefit from this program, but helps homebrew clubs obtain affordable insurance.

AHA Governing Committee

The AHA Governing Committee is made up of 15 members elected by the AHA membership. Denny Conn and Fred Bonjour were elected to the Governing Committee in 2016. Two Governing Committee members are selected from the group to serve as AHA representatives on the Brewers Association board of directors. In 2016, Chris Frey and Jake Keeler served as the Governing Committee representatives on the board.



BREWERS ASSOCIATION

Media Outreach

The American Homebrewers Association worked with The Rosen Group, its media relations agency, to increase the AHA's reach in 2016.

With The Rosen Group's help, the AHA sent 22 press releases and garnered more than 372 individual media hits with more than 368 million 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 2016, 1,543 breweries, taprooms, bars, restaurants, homebrew shops and more offered deals to AHA members, a 21 percent increase over 2015.

Other AHA Programs

- **Retailer Program:** Allows businesses to sell pre-paid AHA membership cards. The program generated 942 new memberships in 2016.
- **Web Banners:** In 2016, AHA web banners generated 702 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 2016, Learn to Homebrew Day broke records with 300 registered sites and more than 4,417 participants.
- **AHA/BJCP Sanctioned Competition Program:** The AHA and Beer Judge Certification Program work together to sanction and promote homebrew competitions.
- **AHA Club Programs:** The AHA maintains a database of registered homebrew clubs. The AHA also awards the annual NHC Homebrew Club and Gambrinus Club Awards, as well as the Radegast Club of the Year award.



Great American Beer Festival

The 2016 Great American Beer Festival included the 11th 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 88 entries judged. All of the entered beers were featured in the festival hall at the GABF Pro-Am booth.



Financials

2016 Financial Statement (Consolidated)

	2016	2015
	ACTUAL	ACTUAL
REVENUE:		
ADVER. & SPONS. REVENUE	4,518,892	4,174,032
BOOK/MERCH. SALES	1,715,488	2,042,575
MEMBERSHIP REVENUE	4,678,181	4,268,332
EVENT REVENUE	16,159,799	12,591,175
GOV'T GRANT FUNDING	701,117	600,776
ALL OTHER REVENUE	696,418	240,432
TOTAL REVENUE	\$28,469,896	\$23,917,323
EXPENSES:		
GEN. OFFICE/ADMIN. EXP.	798,316	641,870
DEPREC. & AMORT.	367,478	359,711
SALARIES & BENEFITS	6,337,818	5,218,776
INSURANCE EXPENSE	161,527	126,828
LEGAL FEES	728,989	609,041
RENT EXPENSE	214,944	143,974
EVENT OPERATIONS	6,247,733	4,768,338
SALES & MARKETING	1,440,513	1,350,882
PRINTING	724,172	711,631
POSTAGE & SHIPPING	801,053	786,715
COST OF GOODS SOLD	404,197	454,237
TRAVEL	1,680,271	1,083,336
OUTSIDE SERVICES	3,281,652	2,263,270
ALL OTHER EXPENSES	1,357,830	1,048,497
TOTAL EXPENSES	\$24,546,492	\$19,567,106
NET SURPLUS	\$3,923,404	\$4,350,217

December 31st, 2016 abbv. Balance Sheet

	12/31/16	12/31/15
ASSETS:		
CASH	\$1,224,618	\$2,918,483
RESERVES	\$18,760,863	\$13,436,846
ACCOUNTS REC.	\$1,836,734	\$1,835,847
INVENTORY	\$797,637	\$714,168
PREPAID EXPENSES/OTHER	\$665,790	\$785,975
TOTAL CURRENT ASSETS:	\$23,285,642	\$19,691,317
LONG-TERM ASSETS	\$0	\$0
FIXED ASSETS	\$5,134,565	\$5,246,068
TOTAL ASSETS:	\$28,420,206	\$24,937,385
LIABILITIES:		
ACCOUNTS PAYABLE	\$733,181	\$569,781
DEFERRED DEPOSITS	\$7,206,665	\$7,862,382
OTHER	\$505,340	\$453,606
TOTAL CURRENT LIAB.	\$8,445,186	\$8,885,769
RETAINED EARNINGS	\$16,051,616	\$11,701,400
CURRENT YR. EARNINGS	\$3,923,404	\$4,350,216
TOTAL LIABILITIES:	\$28,420,206	\$24,937,385

Upcoming Events



Professional Division

2017

Craft Brewers Conference & BrewExpo America

April 10 – 13, 2017,
Washington, D.C.

American Craft Beer Week

May 15 – 21, 2017

Celebration of Craft Beer Legislative Reception

June 1, 2017, Washington, D.C.

SAVOR: An American Craft Beer & Food Experience

June 2 – 3, 2017,
Washington, D.C.

Great American Beer Festival

October 5 – 7, 2017,
Denver, Co.

Brewers Association Holiday Reception

December 2017,
Washington, D.C.

2017

National Homebrew Competition

March-April, 2017

National Homebrew Day

May 6, 2017

Homebrew Con

June 15 – 17, 2017

Mead Day

August 5, 2017

Learn to Homebrew Day

November 4, 2017

2018

Craft Brewers Conference & BrewExpo America

April 30 – May 3, 2018,
Nashville, TN

SAVOR: An American Craft Beer & Food Experience

Dates TBD. Washington, D.C.

American Craft Beer Week

May 14 – 20, 2018

Great American Beer Festival

September 20 – 22, 2018,
Denver, Co.

2018

National Homebrew Competition

March-April, 2018

National Homebrew Day

May 5, 2018

Homebrew Con

June 28 – 30, 2018

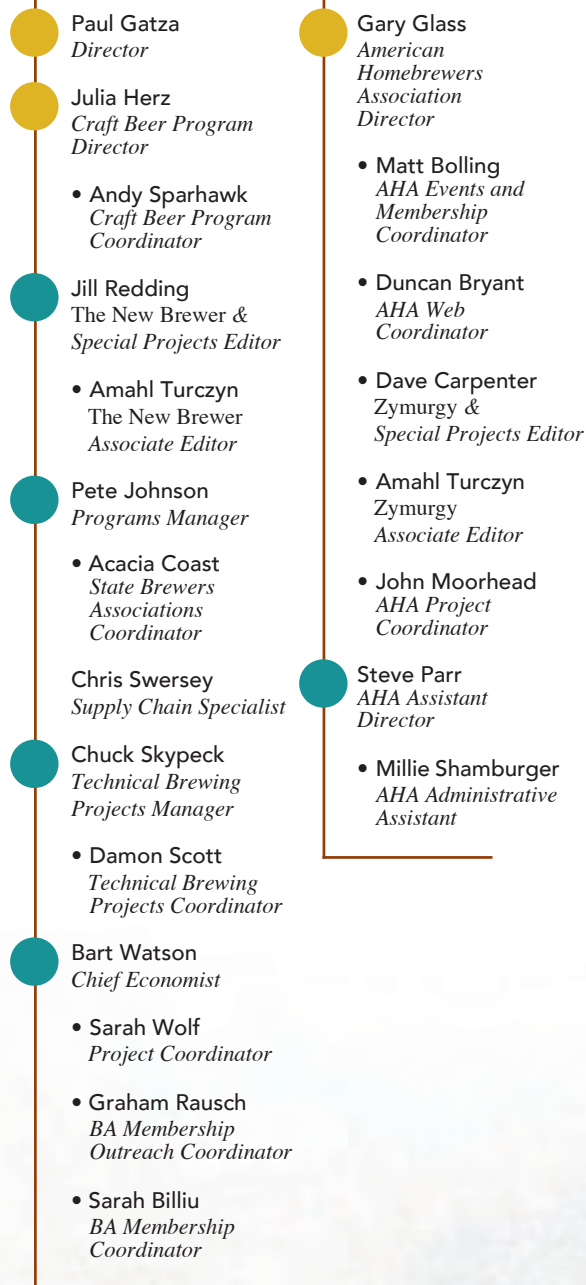
Mead Day

August 4, 2018

Learn to Homebrew Day

November 3, 2018

Our Staff



American Homebrewers Association

2017

National Homebrew Competition

March-April, 2017

National Homebrew Day

May 6, 2017

Homebrew Con

June 15 – 17, 2017

Mead Day

August 5, 2017

Learn to Homebrew Day

November 4, 2017

2018

National Homebrew Competition

March-April, 2018

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May 5, 2018

Homebrew Con

June 28 – 30, 2018

Mead Day

August 4, 2018

Learn to Homebrew Day

November 3, 2018

Charlie Papazian
Founder, Past President

Bob Pease
President & CEO

Tom Clark
Finance Director

Stephanie Johnson Martin
Operations Director

- Drew Rosanova
Senior Accountant
- Katie Brown
Finance Accounts Manager

Nancy Johnson
Event Director

Barbara Fusco
Sales & Marketing Director

Ryan Farrell
Human Resources Manager

Shane Wood
Information Technology Director

Cindy Jones
Web Director

- Bradley Latham
Senior Event Manager
- Chris Williams
Event Manager
- Kathryn Porter Drapeau
Event Manager
- Chris Swersey
Competition Manager
- Ashlee Clark
Event Administrative Assistant

- Jeb Foster
Marketing Manager
- Rachel Staats
Marketing Manager
- 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

- Tara Forster
Office Manager
- Mark Snyder
Export Development Program Manager
- Katie Marisic
Federal Affairs Manager

- Mike Lun
Programmer Analyst
- Aaron Schuette
Data & Systems Analyst

- Nate Zander
Sr. Web Developer
- Meghan Storey
Web Editor

Kristi Switzer
Brewers Publications Publisher

Luke Trautwein
Senior Art Director

- Sarah Baldwin
Digital Designer
- Ashley Peck
Graphic Designer

Jason Smith
Art Director

- Kerry Fannon
Senior Designer

Dan Goloback
Member Services Manager

- Jennie Olson
Member Services Specialist
- Rachel Heyne
Member Services Specialist

George Myler
Warehouse/Shipping Manager

- Stacey Wetzel
Warehouse/Shipping Assistant



2016 Governance



February 2016 – February 2017

- Rob Tod (Chair), Allagash Brewing Co. (ME)
- Eric Wallace (Vice Chair), Left Hand Brewing Co. (CO)
- Larry Chase (Secretary/Treasurer), Standing Stone Brewing Co. (OR)
- Tom Dargen, Gordon Biersch Brewery Restaurants/ CraftWorks Restaurants and Breweries (CO)
- Tom Flores, Brewer’s Alley Restaurant and Brewery (MD)
- Chris P. Frey, American Homebrewers Association Representative (MI)
- Leslie Henderson, Lazy Magnolia Brewing Co. (MS)
- Steve Hindy, Past Chair, Brooklyn Brewery (NY)
- Jake Keeler, American Homebrewers Association Representative (MN)
- John Mallett, Bell’s Brewery, Inc. (MI)
- Garrett Marrero, Maui Brewing Co. (HI)
- Cyrena Nouzille, Ladyface Ale Companie, LLC (CA)
- Wynne Odell, Odell Brewing Company (CO)
- Tony Simmons, Pagosa Brewing Company & Grill (CO)
- Steve Wagner, Stone Brewing Co. (CA)
- Scott Metzger (At-Large Representative), Freetail Brewing Co. (TX)
- Steve Bradt (At-Large Representative), Free State Brewing Co. (KS)
- Dan Kleban (At-Large Representative), Maine Beer Company (ME)
- Dan Kopman (At-Large Representative), Schlafly Beer/ The Saint Louis Brewery (MO)

Board of Directors Elections

Eligible brewery members of the Brewers Association elected three packaging brewery board members and two pub brewery members in October 2016.

Executive Committee

- **Rob Tod (Chair)**, Allagash Brewing Co. (ME)
- **Eric Wallace (Vice Chair)**, Left Hand Brewing (CO)
- **Larry Chase (Secretary/Treasurer)**, Standing Stone Brewing Co (OR)
- **Steve Hindy (Past Chair)**, Brooklyn Brewery (NY)
- **Bob Pease**, Brewers Association

Government Affairs Committee

- **Eric Wallace (Chair)**, Left Hand Brewing Co
- **Josh Aubuchon**, Florida Brewers Guild
- **Art DeCelle**, McDermott Will & Emery
- **Gary Fish**, Deschutes Brewery
- **Jeff Hamilton**, Sprecher Brewing Co.
- **Steve Hindy**, Brooklyn Brewery
- **Dan Kleban**, Maine Beer Co.
- **Dan Kopman**, Saint Louis Brewery, Inc.

- **Jim Koch**, Boston Beer Co.
- **Ryan Krill**, Cape May Brewing Co.
- **Andrew Lemley**, New Belgium Brewing Co.
- **Jose Mallea**, Biscayne Bay Brewing Co.
- **Garrett Marrero**, Maui Brewing Co.
- **Nick Matt**, Matt Brewing Co.
- **Brandon Mazer**, Shipyard Brewing Co.
- **Tom McCormick**, California Craft Brewers Association

- **Gene Muller**, Flying Fish Brewing Co.
- **Sara Nelson**, Fremont Brewing
- **Scott Newman-Bale**, Short’s Brewing Co.
- **Kathi Reinstein**, Boston Beer Co.
- **Rob Tod**, Allagash Brewing Company
- **Davis Tucker**, North By Northwest Restaurant & Brewery
- **Steve Wagner**, Stone Brewing Co.

- **Jason Wilson**, Back Forty Brewing Co.
- Staff Liaisons: **Acacia Coast**, **Paul Gatzka**, **Pete Johnson**, **Katie Marisic**, **Bob Pease**, **Bart Watson**, **Sarah Wolf**

American Homebrewers Association Governing Committee

- **Roxanne Westendorf (Chair)**
- **Drew Beechum (Vice Chair)**
- **Kim Wood (Secretary)**
- **Fred Bonjour**
- **Martin Brungard**

- Debbie Cerda
- Denny Conn
- Sandy Cockerham
- Jeff Rankert
- Aimee Richard
- Susan Ruud
- Tom Schmidlin
- Chip Walton
- Brewers Association Board Designates: **Chris P. Frey, Jake Keeler**
- Members Emeritus: **Ray Daniels, Randy Mosher**
- Staff Liaisons: **Matt Bolling, Duncan Bryant, Dave Carpenter, Gary Glass, John Moorhead, Steve Parr, Millie Shamburger**

Events Committee

- **Steve Bradt (Chair)**, Free State Brewing
- **Tomme Arthur**, The Lost Abbey
- **Fred Bueltmann**, New Holland Brewing Co.
- **Bill Butcher**, Port City Brewing Co.
- **Sam Calagione**, Dogfish Head Craft Brewery
- **Bill Covaleski**, Victory Brewing Co.
- **Jennifer Glanville**, Boston Beer Co.
- **Leslie Henderson**, Lazy Magnolia Brewing Co.
- **Mike Lawinski**, Fate Brewing (Colorado)
- **Jeff Mendel**, Left Hand Brewing Co.
- **Scott Metzger**, Free Tail Brewing Co.
- Staff Liaisons: **Charlie Papazian, Bob Pease, Nancy Johnson**

Brewpubs Committee

- **Cyrena Nouzille (Chair)**, Ladyface Ale Companie
- **Tom Dargen (Vice-Chair)**, Craft Works Brewery Restaurant Group
- **Kai Adams**, Sebago Brewing Company
- **Tim Brady**, Whetstone Station Restaurant and Brewery
- **Andrew Burns**, Emmett's Brewing Co.
- **Larry Chase**, Standing Stone Brewing Co.
- **Mark Edelson**, Iron Hill Brewery & Restaurant
- **Christopher Ericson**, Lake Placid Pub & Brewery
- **Kim Kavulak**, Nebraska Brewing Co.
- **Christina LaRue**, Worthy Brewing Co.
- **Mike Lawinski**, FATE Brewing Company
- **Andrew Leager**, Boylan Bridge Brewpub
- **Jared Long**, Altitude Chophouse and Brewery
- **Chase Medlin**, Twain's Brewpub & Billards
- **John Pinkerton**, Moon River Brewing Co.



- **Tony Simmons**, Pagosa Brewing Co.
- **Jeff West**, Great Lakes Brewing Co.
- **Mark Younquist**, Dolores River Brewery
- Staff Liaisons: **Sarah Billiu, Paul Gatzka, Bob Pease, Bart Watson, Ph.D., Sarah Wolf**

The New Brewer Subcommittee

- **John Mallett**, Bell's Brewery, Inc (MI)
- **Dick Cantwell**, Brewers Association Quality Ambassador
- **Larry Chase** (Secretary/Treasurer), Standing Stone Brewing Co (OR)
- Staff Liaisons: **Jill Redding, Paul Gatzka, Chris Swersey, Chuck Skyepeck**

Governance Committee

- **Steve Bradt (Chair)**, Free State Brewing Co.
- **Leslie Henderson**, Lazy Magnolia Brewing Co.
- **Wynne Odell**, Odell Brewing Co.

Public Relations & Marketing Committee

- **Steve Hindy (Chair)**, Brooklyn Brewery
- **Bryan Brushmiller**, Burley Oak Brewing

- **Sam Calagione**, Dogfish Head Brewery
- **Linus Hall**, Yazoo Brewing
- **Ben Hudson**, Brooklyn Brewery
- **Kim Jordan**, New Belgium Brewing Co.
- **Dan Kleban**, Maine Beer Co.
- **Jim Koch**, Boston Beer Co.
- **Randy Mosher**, Randy Mosher Design
- **Jessica Paar**, Boston Beer Co.
- **Joey Redner**, Cigar City Brewing
- **Hugh Sisson**, Heavy Seas Beer
- **John Thompson**, Smuttynose Brewing Co.
- Staff Liaisons: **Barbara Fusco, Paul Gatzka, Julia Herz, Bob Pease, Andy Sparhawk**

Export Development Program Subcommittee

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

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

Market Development Committee

- **Dan Kopman (Co-Chair)**, Saint Louis Brewery, Inc
- **Fred Matt (Co-Chair)**, Matt Brewing Company
- **Kirk Coco**, NOLA Brewing
- **Stacy Denbow**, Deschutes Brewery
- **Tommy Gannon**, Sierra Nevada Brewing
- **Archie Gleason**, Abita
- **Josh Hare**, Hops & Grain
- **Anna Nadasdy**, Great Divide Brewing Co
- **Mark Ruedrich**, North Coast Brewing Co.
- **Jonathan Schwartz**, Harpoon Brewery
- **Eric Smith**, Odell Brewing Co
- **George Ward**, Boston Beer Company
- **Evan Weinberg**, Cismontane Brewing Company
- Staff Liaisons: **Paul Gatzka, Julia Herz, Bob Pease, Bart Watson, Ph.D., Sarah Wolf**

Technical Committee

- **John Mallett (Chair)**, Bell's Brewery, Inc.
- **Justin Ainsworth (BIECC co-representative)**, Sierra Nevada Brewing Company
- **Travis Burge**, New Belgium Brewing Company
- **Dick Cantwell**, Brewers Association Quality Ambassador
- **Cheri Chastain**, Sierra Nevada Brewing Company
- **Tom Flores**, Brewer's Alley
- **Jamie Floyd**, Ninkasi Brewing Company
- **Ken Grossman**, Sierra Nevada Brewing Company
- **Larry Horwitz**, Four String Brewing Company
- **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.
- **James "Otto" Ottolini**, BrewHub
- **Jason Perkins**, Allagash Brewing Company
- **Brandon Smith**, Sierra Nevada Brewing Company
- **Matt Stinchfield**, Ploughshare Brewing Company
- **Katie Wallace**, New Belgium Brewing Company
- **Dave Wilson**, Alaskan Brewing Company
- **Neil Witte**, Boulevard Brewing Company
- **Chad Yakobson**, Crooked Stave Artisan Beer Project
- Staff Liaisons: **Paul Gatzka, Bob Pease, Damon Scott, Chuck Skyepeck, Chris Swersey, Shane Wood**

This committee has five subcommittees:

- Draught Beer Quality
- Supply Chain
- Safety
- Sustainability
- Quality

Finance Committee

- **Larry Chase (Chair)**, Standing Stone Brewing Co
- **Al Alvarez**, Cigar City Brewing Co.
- **Chris Banks**, Odell Brewing Co
- **Mark Edelson**, Iron Hill Brewery & Restaurant
- **Chris P. Frey**, AHA Representative to BA Board
- **Scott Metzger**, Free Tail Brewing Co
- **Scott Newman-Bale**, Short's Brewing Co
- **Christine Perich**, New Belgium Brewing Company
- **Jeff Schrag**, Mother's Brewing Co
- **Peter Skrbek**, Deschutes Brewery
- Staff Liaisons: **Tom Clark, Bob Pease**



Sarah Baldwin
Digital Designer



Sarah Billiu
BA Membership
Coordinator



Matt Bolling
AHA Events &
Membership
Coordinator



Katie Brown
Finance Accounts
Manager



Duncan Bryant
AHA Web
Coordinator



Dave Carpenter
Editor-in-Chief -
Zymurgy & AHA
Special Projects



Ashlee Clark
Event Administrative
Assistant



Tom Clark
Finance Director



Acacia Coast
State Brewers
Associations
Coordinator



Joe Damgaard
Advertising &
Sponsorship
Associate



Kathryn Porter
Drapeau
Event Manager



Kerry Fannon
Senior Designer



Ryan Farrell
Human Resources
Manager



Tara Forster
Office Manager



Jeb Foster
Marketing
Manager



Barbara Fusco
Sales & Marketing
Director



Paul Gatz
Director



Gary Glass
AHA Director



Dan Goloback
Member Services
Manager



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



Julia Herz
Craft Beer Program
Director



Rachel Heyne
Member Services
Specialist



Nancy Johnson
Event Director



Pete Johnson
Brewers Association
Programs Manager



Stephanie
Johnson Martin
Operations Director



Cindy Jones
Web Director



Bradley Latham
Senior Event
Manager



Mike Lun
Programmer
Analyst



Katherine Marisc
Federal Affairs
Manager



Tom McGro
Business Development
Manager for Advertising
& Sponsorship (East)



John Moorhead
AHA Project
Coordinator



George Myler
Warehouse/Shipping
Manager



Jennie Olson
Member Services
Specialist



Charlie Papazian
Founder, Past
President



Steve Parr
AHA Assistant
Director



Bob Pease
President & CEO



Ashley Peck
Graphic
Designer



Marc Preo
Special Projects
Coordinator



Graham Rausch
BA Membership
Outreach Coordinator



Jill Redding
Editor-in-Chief-
The New Brewer and
BA Special Projects



Drew Rosanova
Senior Accountant



Aaron Schuette
Data & Systems
Analyst



Damon Scott
BA Technical Brewing
Projects Coordinator



Millie Shamburger
AHA Administrative
Assistant



Chuck Skypack
Technical Brewing
Projects Manager



Jason Smith
Art Director



Mark Snyder
Export Development
Program Manager



Andrew Sparhawk
Craft Beer Program
Coordinator



Rachel Staats
Marketing
Manager



Meghan Storey
Web Editor



Chris Swersey
Supply Chain
Specialist/
Competition
Manager



Kristi Switzer
Brewers
Publications
Publisher



Luke Trautwein
Senior Art Director



Amahl Turczyn
The New Brewer &
Zymurgy
Associate Editor



Bart Watson
Chief Economist



Stacey Wetzell
Shipping Assistant



Chris Williams
Event Manager



Sarah Wolf
Projects Coordinator



Shane Wood
Information
Technology
Director



Nate Zander
Senior Web
Developer



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