

Take \$5 off your AHA membership with Activation Code MAYTAKE5 (expires in 48 hours)

# The AHA



- 501©6 Not-for-Profit Association
- Subsidiary of the Brewers Association
- Established in 1978
- 42,000 Members Worldwide
- Publish *Zymurgy* Magazine
- Homebrew Con
  - June 18 – 20, 2020: Nashville, TN
- National Homebrew Competition
- AHA Member Deals
- Brew Guru

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## AHA Staff

- Gary Glass – Director
- Duncan Bryant – Assistant Director
- Dave Carpenter – *Zymurgy* Editor
- John Moorhead – Competition Manager/Gov't Affairs Specialist
- Megan Wabst – Projects Coordinator



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# Homebrewer Population

**1,100,000** make beer at home in the US

**Economic Impact: \$756 Million**

**US Homebrew Retailers: 609**

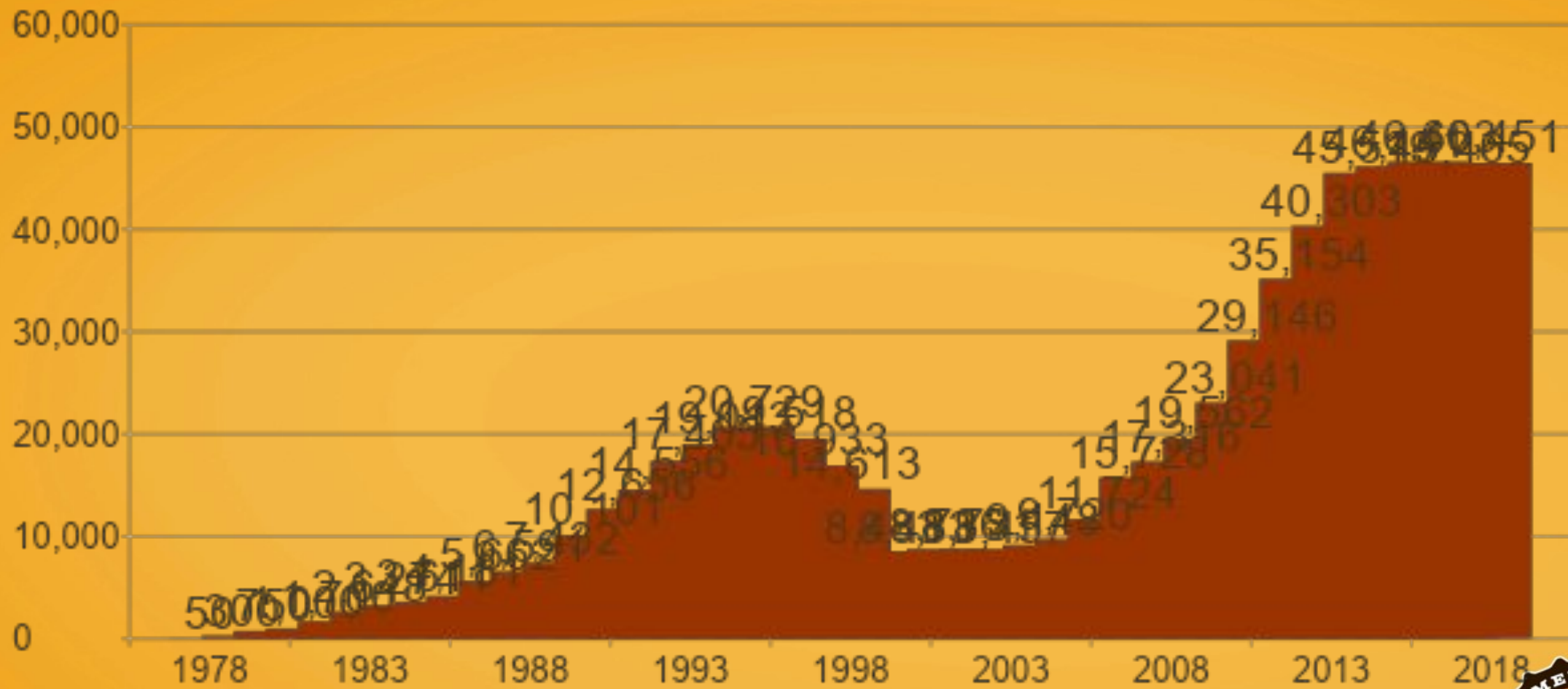
**Homebrew Clubs: 2,242**

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# AHA Membership



Average Annual Growth 2005-2014: 19%

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# Club Insurance Overview

- **General & Liquor Liability Insurance**
  - 450 participating clubs
  - Enrollment: July 1 – Sept. 1, 2020
  - Sept. 1, 2020 – Sept. 1, 2021
  - \$3.75 per member/year
  - Coverage: \$1 mm/occurrence, \$3 mm aggregate
    - Events up to 1,000 people
- **Insurance Premium Reimbursement**
  - Clubs with 75%+ AHA members=full reimbursement
  - AHA reimbursed over \$6,900 in 2019-2020
  - [Club insurance information](#)

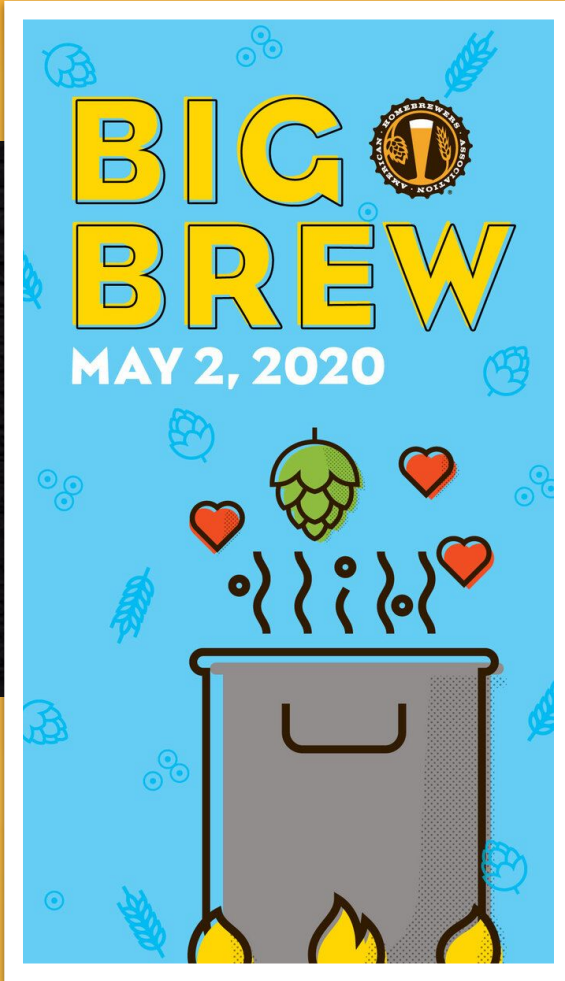


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# AHA Event



LTHD 2020: Nov. 7

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# State Government Affairs



Arkansas



South Dakota



Ohio



Nevada



New York



Idaho



Wisconsin

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# Federal Affairs

- Congressional visits discussing the homebrew industry, and important industry issues
- Annual “Homebrew on the Hill” event
- AHA presence at Capitol Hill Congressional Receptions
- Annual Hill Staff Homebrew Competition



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# Judge Training & Sensory: Where to Start

- Homebrew...a lot
- Start stewarding competitions
  - Then judge...a lot
- Training Materials
  - BJCP, Cicerone, YouTube
- Cicerone & BJCP Entrance Exam
- Contact BJCP Regional Rep.
- Determine a specific program/group goal



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# Judge Training & Sensory: Keepin' it Goin'

- CraftBeer.com's [Beer 101 Course](#)
- [BJCP Exam Center](#)
- [Competition Calendar](#)
- [Off-Flavor Kits](#)
- [Cicerone](#)
- [Beer Books](#) (brewing, specific styles)
- Practice. Practice. And Practice.



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# National Homebrew Competition

- Began in 1979 with 31 entries
- Grown to 9,200 entries in 2019
- Largest non-professional beer competition
- 13 First Round Judge Centers
  - Run by volunteer site organizing teams



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# Competitions in a COVID World

- Areas to consider:
  - Health & Safety/Responsibility
  - Operations, Logistics, Planning
  - Finances
  - Setting Expectations
  - Local, state, and federal guidelines and restrictions



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# Competitions in a COVID World

- Health & Safety – Is it responsible and safe to go on?
  - Consider: Judges, Stewards, Volunteers, Organizing Team, Host locations, Other
  - Limited Contact & Social Distancing
  - Available PPE (masks, gloves, sanitizer, disinfectant wipes, etc.)



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# Competitions in a COVID World

- Setting Expectations
  - Adjusted timeline
  - Judging expectation
  - Expectation to entrants
  - What is considered a success

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# Competitions in a COVID World

- Operations, Logistics, Planning
  - Shipping/drop-off locations
  - Receiving entries/packages
  - Precautions during check-in/sorting/storage
  - Logistics of handing off beer to judges
    - Oversight on quality and integrity
  - Delivery of feedback to entrant
  - Virtual Judging



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# Competitions in a COVID World

- Finances
  - Identify changes in budget
  - Entry fee adjustment
  - Other considerations



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# Competitions in a COVID World

- Local, State, Federal Restrictions
  - Moral and ethical balance, along with viability and goals determine if a competition can go on
  - Continuously monitor and assess



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# www.HomebrewCon.org



- 20 Live Sessions
- Virtual Homebrew Expo
- Homebrewer Meet-ups
- Sponsored Demonstrations
- Virtual Happy Hours
- Annual Awards Announcement and Prize Drawing

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Join the AHA now!

- Take \$5 off your AHA membership with Activation Code **MAYTAKE5** (expires in 72 hours)
- Use in the box labeled “Have a Gift Card or Activation Code?”
- Merrimack Valley Homebrew Club at a glance:
  - Club size (as reported to West’s Insurance): 38
  - AHA membership needed for free insurance: 29
  - AHA membership as of 3.31.2020: 25 (66%)

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