

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

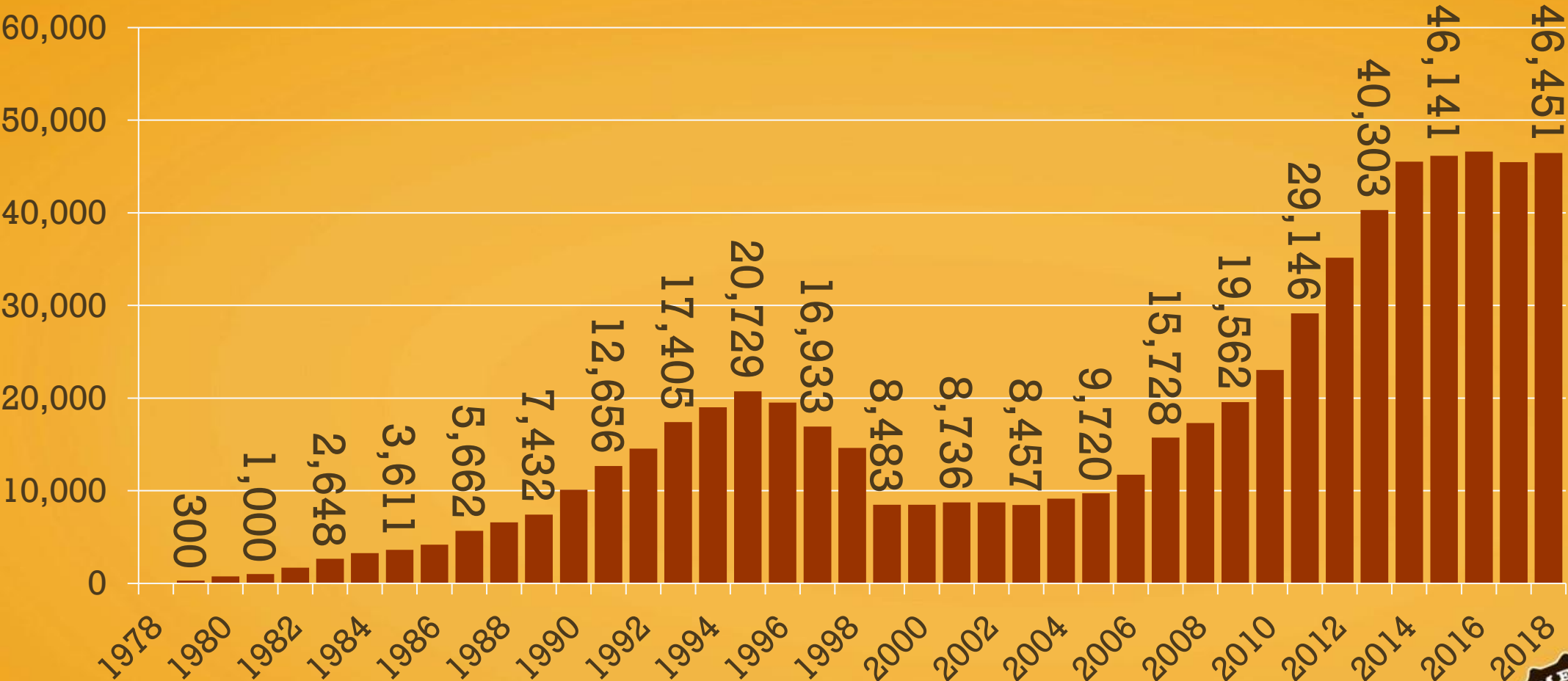
Homebrew Clubs: 2,242

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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](#)

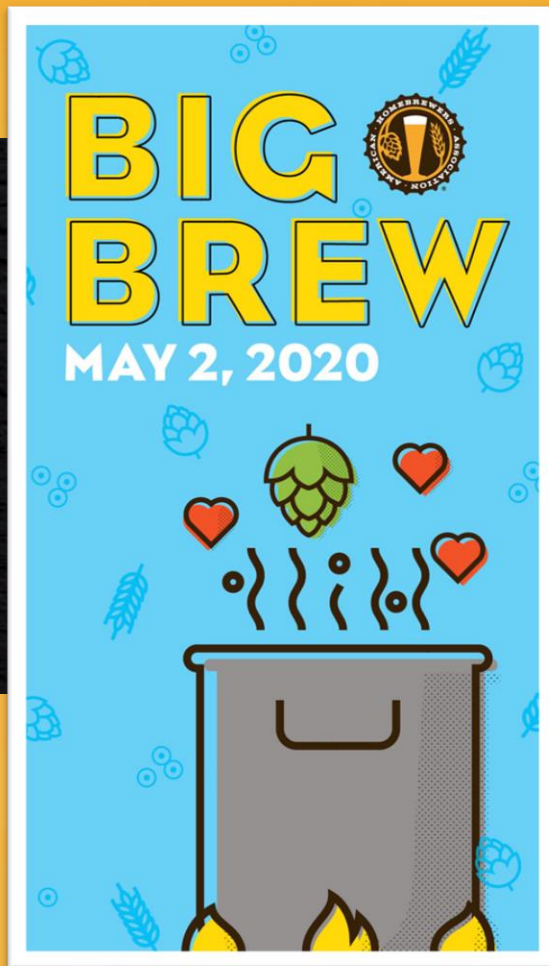


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AHA Event



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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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.)
 - Safely receiving bottles/packages & transfer of entries to judge teams



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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



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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

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

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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 **MAYTAKES5** (expires in 48 hours)**
- **Use in the box labeled “Have a Gift Card or Activation Code?”**
- **BrewCommune at a glance:**
 - Club size (as reported to West’s Insurance): 36
 - AHA membership needed for free insurance: at 78%
 - AHA membership as of 3.31.2020: 28

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