

# HEART OF THE VALLEY HOMEBREWERS



CORVALLIS/ALBANY OREGON  
WILLAMETTE VALLEY

Hello HOTV!

Please enjoy this edition of the December 2015 HOTV Newsletter.

## Presidents Corner



HAPPY DECEMBER everyone!!!

As 2015 winds down, I think most of us take pause to reflect on the year. My year has been the most rewarding yet challenging one that I have had so far. I am sure that life will only get more interesting for me and my family.

I have been elected to another year as HOTV president and I am hoping to keep our club thriving. I have a couple of goals that I would like to work on throughout the year. I would like to provide more educational opportunities, establish a better web presence and increase club participation. If you have ideas for these, please let me know.

Warm wishes for a joyous holiday season,  
Carrie Archer

PS – I got married last year and changed my last name to Archer and I have a new email address. [Carriearcher15@gmail.com](mailto:Carriearcher15@gmail.com)

## Secretary's Corner



I don't have a hamster but this picture is just TOO CUTE not to share.

Louis and I will be hosting the Christmas Party at our place in North Albany on December 12. The party starts at 6 PM but anyone who wants to see the farm in the daylight is welcome to come by anytime after 4 PM to take a tour and help decorate for the party.

After 3 or so years as club secretary, I am relinquishing the duties to Chris Cotton. This will be my last newsletter for the foreseeable future. I will instead be serving a term on the HOTV Board.

See you at the Christmas Party!

BTW – the hamster's name is "Little Bit"



## **Christmas Party**

December 12

6 PM

Louis and Karen's place in North Albany

Bring a potluck dish

Lots and lots and lots of beer

Name That Beer

Ring Toss

In-house Holiday Beer contest

Beer and Chocolate pairings

**Car pool to the party and if you want to leave before your ride, or if you drive and don't feel safe driving home, HOTV will pay for your cab ride home!**

## **Club Officer – and the winners are...**

President

Carrie Archer

Vice President

Dan Rickli

Secretary/Newsletter

Chris Cotton

Education Chair

Ron Hall

Treasurer

Patrick Gorman

Board Member

Karen Hans

Board Appointed:

Letter Czar

Barry Cooper

Competition Chair

Evelyn Squire

September Fest

Patrick Gorman

## **Monthly Meeting Minutes**

November Monthly Meeting

November 18, 2015

The meeting was called to order by President Carrie Archer at 7:30 PM

Thanks to Vice Pres Dan for hosting!

New members Patrick introduces himself

Christmas Party at Louis and Karen's house on December 12, 2015

Patrick Treasurer's report:

September Fest accounting is complete;

Decided at Board meeting on disbursement of funds after expenses were met; Donation will be made to Linn Benton Food Share, OSU Fermentation Science Scholarship, Glen Falconer Scholarship.

Club is considering the purchase of brew equipment for the Club members to borrow.

Bend Educational Tour

13 club members made the trip to Bend

Had a special tour of Alopethcary Ale

Club members also went to other breweries

Stayed at the Parish House at McMenamin's Old Francis School

Planning for another overnight Educational Tour to Hood River in 2016

Beer tasting in January 16 hosted by Kendall

Mazama's Dark Days January 9

Civil War Brew Off head to head with Cascade Brewing Society (Eugene Homebrew Club) Armand's brew was selected to represent HOTV with a Cascadian Dark Ale

Both beers available at Planktown on Friday November 20;

Block 15 will release on Sunday November 22 at South Town facility at 3 PM;

HOTV members are encouraged to promote contest

Must order both beers and vote for best;

Will be on tap at Plank Town, Block 15, and Beir Stein in Eugene;

HOTV club members are encouraged to attend PlankTown event on November 20

### Elections of Club Officers

And the nominations are...

President: Carrie Archer; Armand Schoppy

Vice President Dan Rickli; Armand Schoppy

Secretary; Chris Cotton; Armand Schoppy

Treasurer: Patrick Gorman; Armand Schoppy

Board: Karen Hans; Armand Schoppy

Competition Chair: Evelyn Squire; Armand Schoppy

Litter Czar; Barry Cooper; Armand Schoppy

September Fest Chair: Patrick Gorman; Armand Schoppy

Education Chair: Ron Hall; Armand Schoppy

Plus any other write in candidates

Members cast their ballots...

All nominated were elected

Although Armand received one vote in all positions except he got 3 for President

Litter Patrol on Sunday November 22 at 9 AM; meet at Hyak Park.

The meeting was adjourned at 8:15 PM

## Board Meeting Minutes

HOTV Board Meeting

November 4, 2015

### Holiday Party

Christiana will do "Name that Beer" - \$100

Beer & chocolate - \$125

Ring Toss - \$100

Beer for party from September Fest: \$50

Rent 25 -30 chairs and 4 tables; 2 -3 patio heaters – one from Patrick

Fire up the fire pit area

### Bus for Holiday Party

\$350 - \$375 for party: Albertsons parking in Corvallis & someplace in Albany

Unless the bus picks up from house, but may not encourage responsible drinking.

Hire Zoe Hans to drive people around.

Target Beaver Bus stops for HOTV pick up locations.

Offer cab service from party location back to town

Board decides offering cab rides home is best option.

### Civil War Brew Off

Split release on two days so people could be at both

Beers head to head on Civil War game day at???

Who blows the kegs first as who wins, assuming there is the same amount brewed

### Septemberfest disbursements

How much to charity: Food Share, OSU Scholarship, Glen Falconer,

Kiwanis Club: \$1500

OSU Foundation requirements are met; \$1250 (enough to cover this year's scholarship)

Glen Hay Falconer: \$1000

Linn Benton Food Share: \$25000

Hold back for HOTV club accounting and future September Fest expenditures \$3850

The meeting was adjourned at 8:15 PM

## September Fest

When I put together the October newsletter, my camera was being weird and I couldn't download pictures from September Fest. For whatever reason, it is working now. So....



A large crowd enjoys the music



Joel Rea's Gerstenslager "tap" van

## HOTV Trip to Bend

The HOTV Pub Crawl trip to Bend was a resounding success. We all had a great time and there were no injuries or arrests. Twelve of us stayed in the Parish House at McMenamins Old Francis School. With three more joining in, there were 15 for the tour of Ale Apothecary Brewery and tap room. After the Saturday morning tour, we split into smaller groups to divide and conquer the Bend Brewery scene. One group was treated to a "behind the scenes" tour of Good Times Brewery and left with free beer and hats! After touring around town, we returned to the Parish House where we could stumble out the back door to a huge party of the young and beautiful gathered around five fire pits and a cigar bar. A truly good time was had by all.

A tour of the Ale Apothecary Brewery



## Upcoming Local Beer Competitions

Not much going on in Oregon for the next few months, but...

For a full list of all the upcoming competitions in the known Universe see:

[http://www.bjcp.org/apps/comp\\_schedule/competition\\_schedule.php](http://www.bjcp.org/apps/comp_schedule/competition_schedule.php)

## Upcoming and on Going Beer Events

### Holiday Ale Festival

**December 2nd through December 6th, 2015**

**The Place:** Pioneer Courthouse Square

**Address:** 701 SW Sixth Ave.

**City:** PORTLAND OR

**Website:** <http://holidayale.com/festfacts.php>

**Holiday Ale Festival** annually gathers up dozens of these winter warmers for a joyous five-day celebration. As a result, this quintessential Portland event has earned a reputation as the premier winter beer tasting venue on the West Coast.

Held in the heart of downtown Portland, the **Holiday Ale Festival** keeps attendees warm and dry under a large clear top tent that covers Pioneer Courthouse Square while allowing for views of the city lights. Gas heaters create a cozy ambience under the boughs of one of the region's largest decorated Christmas trees.

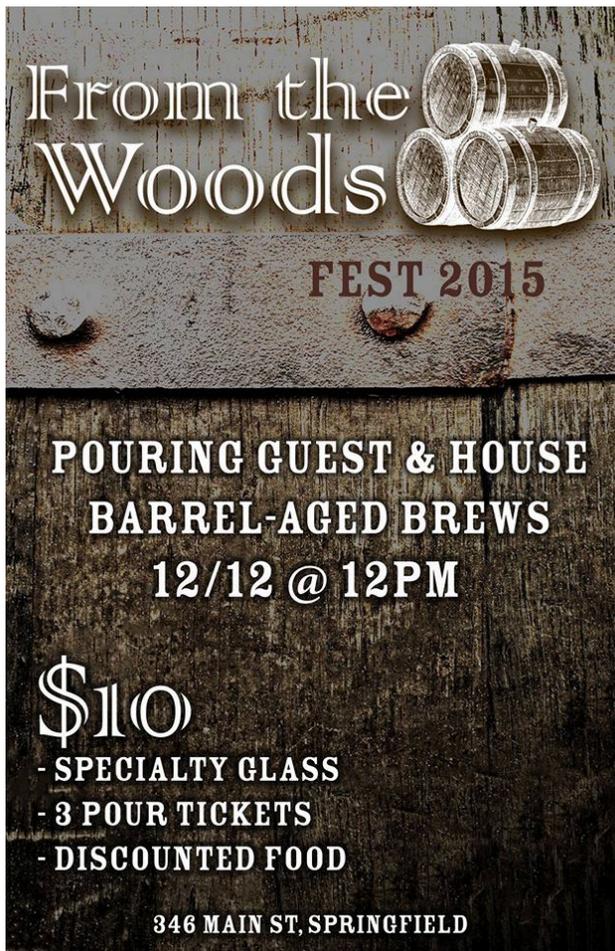
More than 50 potent winter ales are featured at this year's event, all of which are created specifically to bring warmth and cheer to the holiday season. These aren't beers you'll find in the supermarket - our brewers have put together special recipes just for the **Holiday Ale Festival**. From Belgians and Barleywines to Stouts and Sours, these beers are rich, robust and full of complex flavors.

**\*FREE\*** re-admission into the Festival all 5 days with wristband and current year's mug.

To enter and taste beers, the purchase of an initial tasting package is required. The package includes a souvenir mug, 12 beer tickets and costs \$35 at the door (**CASH ONLY**). Those that are **VISIBLY INTOXICATED** will not be served.

Additional beer tickets can be purchased for \$1 each. Previous years' mugs cannot be used and will not be filled; however, current year mugs can be reused on subsequent visits within the same yearly festival.

**Advance VIP and General Admission tickets will go on sale in October (follow us on Facebook and Twitter for updates).**



## Barrel-Aged Fest at Planktown

Join us for a barrel-aged extravaganza! Featuring extra special barrel-aged brews from: Plank Town Brewing Company, Agrarian Ales, Oregon Trail Brewery, Vagabond Brewing, Alameda Brewing Co., Oakshire Brewing, Stickmen Brewing Company, Santiam Brewing Co., Hop Valley Brewing Co., Viking Braggot Company, and WildCraft Cider Works.

## Beer News

### Beer Truck Takes Instant Revenge On Alleged Thief By Running Him Over

Police in Columbus, GA say the driver of a Coors Light beer truck left it parked and running while he went into a Circle K in the wee hours of Monday morning, reports [WRBL.com](http://WRBL.com). When he came back out, he realized his 18-wheeler had gone missing and called the police.

Officers located the stolen semi-truck and caught up to the suspect driving it. The chase ended up near a Bojangles restaurant, where the man tried to get away and jumped out of the truck while it was still rolling, according to [WTVM](http://WTVM). The vehicle ran over his leg during the attempted escape, police said. The 56-year-old suspect was arrested and is facing at least two charges connected to the incident. He was taken to the hospital before jail to treat a serious wound and a possibly broken leg.

### Pilgrims rocked the beer on Thanksgiving

DO YOU know the first words spoken by Native-Americans to the Pilgrims after they landed at Plymouth Rock? "Welcome Englishmen . . . I'll have a beer."

Or something to that effect, according to an account (see sidebar) of the first visit to the Pilgrims' village by an Algonquin named Samoset.

The greeting comes to mind this season because it was those words that eventually led to the first Thanksgiving in America. That's right - though our nation's annual feast is traditionally washed down with wine, it actually began with beer.

The date was March 16, 1621.

The Pilgrims, essentially English religious separatists, had arrived in the New World the previous November following a 65-day voyage aboard the Mayflower. They eventually disembarked at Plymouth because they were running out of onboard supplies, notably beer.

Beer was a matter of survival for these settlers because no one could be certain if the local water was drinkable. Earlier American settlements had been wiped out by disease from drinking poisoned or dirty water. Beer, the Pilgrims knew, wasn't merely safe to drink, it was a source of much-needed nourishment.

That first winter was brutal, as 45 of the 102 Mayflower Colonists succumbed to disease, starvation and lack of shelter. With few able-bodied men and little more than muskets for protection, they understandably kept their distance from the Native-Americans who populated the region.

So, when Samoset (his name means He Who Walks Over Much) wandered into their camp a few days before the arrival of spring, he was met with apprehension and suspicion.

The feeling should have been mutual, for the English were widely hated for kidnapping the locals and selling them into slavery.

Samoset, however, seems to have been naturally curious about the newcomers. He'd first met Englishmen in the fishing colonies they had established in what is now Maine, learning their language . . . and sharing their beer.

He is described in a diary of those early days as "a tall straight man, the hair of his head black, long behind, only short before, none on his face at all." He arrived in the settlement naked, except for a fringed leather covering around his waist.

"He saluted us in England [sic], and bade us welcome," the diary reads.

And then he asked for beer.

It's tempting to interpret Samoset's request in a modern context - that he was trying to be sociable, to break the ice. In fact, he was probably just thirsty.

Nonetheless, I like to think of it as an attempt to bond over a bracing brew, for that meeting was the first of a string of fortuitous events that both rescued the haggard settlers from certain death and ultimately brought the Pilgrims and Native Americans together in peace.

In quick order, Samoset introduced the Pilgrims to a Native American from the Patuxet tribe named Squanto, who taught the settlers how to catch eel and grow corn. It was Squanto who would serve as an interpreter in the Pilgrims' peace treaty with the Wampanoag leader Massasoit.

Sometime between September and December of 1621 - barely a year after they'd landed - the Pilgrims would celebrate their successful first harvest with the Wampanoag in a feast now regarded as America's first Thanksgiving.

So, a simple beer gave us Thanksgiving.

And from the Washington Post...

## **How pot and hippie beer explain the future of the American economy**

Oregon's breweries and dispensaries offer lessons for how policymakers might nurture a small-business comeback.

LAKE OSWEGO, Ore. — At first, Jon Turner was just a software guy who really liked to brew beer. He cooked up two batches a week in his kitchen and kept his hard-drinking friends well supplied. He once brewed one pale ale over and over for a year to get it just right. In 2011, at a national conference of home brewers, he fell under the spell of a panel called “Going Pro.”

This is how Turner came to cash out a large chunk of his retirement savings and launch a 16-tap brew pub on the shores of a private lake in a swanky suburb south of Portland. He and his co-owner, Tim Schoenheit, have kept their tech jobs and worked nights, weekends and assorted off hours to bring their 80-employee operation, Stickmen Brewing, to the brink of profitability.

Drive around the Portland area today and you'll see dozens of stories just like Stickmen's — small pubs and breweries that have sprung to life in the past half-decade and endured, in spite of fierce competition from rivals large and small.

In the past month, Portland has seen a similar proliferation of start-ups in the cannabis industry, ignited by a new state law that allows legal marijuana sales to the general public.

Microbreweries and pot dispensaries aren't the major drivers of Portland's economy, but they loom much larger here than in most U.S. cities. In both those industries, small start-ups are thriving.

That's a sharp contrast to the American economy at large. Don't let Silicon Valley fool you: The nation has long had a start-up problem. The rate at which new businesses are formed has fallen steadily since 1984, a trend that accelerated during and after the Great Recession, according to research by University of Maryland economist John Haltiwanger and several co-authors. Since the recession ended, more businesses have failed every year than have sprung to life.

Breweries and dispensaries offer lessons for how policymakers might nurture a small-business comeback in the United States. But they offer very different lessons, one focused on government intervention, the other on reducing hurdles for entrepreneurs to enter a market — and their ultimate lesson could prove to be, the big guys tend to win in the end.

In Oregon's sin industries, "We've had a renaissance of start-ups, which is almost the exact opposite of what we've seen almost everywhere else in the economy," said Joshua Lehner, a state economist in Oregon. "It's going to be challenging to maintain this."

America's start-up slowdown began in the 1980s and '90s, when much of the drop-off was concentrated in the retail trade and service sectors. A lot of new mom-and-pop groceries and bookstores were pushed out of business or were kept from starting up in the first place by the emergence of Wal-Mart, Barnes & Noble and other large chain retailers. In the 2000s, the trend spread to other industries, most notably high tech, which has seen its start-up rate decline over the past 15 years.

Economists can't say for sure what's driving that trend, but one theory has to do with market power. As big companies get bigger — in retail or tech or anything else — they find ways to shield themselves from competition, often by lobbying the government.

Here's an Oregon example: Google and Facebook have each received tens of millions of dollars in property tax reductions from cities on the state's rural eastern side, where those companies have built huge warehouses filled with servers to store user data. It's unlikely that a small-time social-media rival could win the same deal, which means that small company would face higher costs than Facebook does to store its data — a powerful advantage for the large incumbent.

The beer industry is more dominated by big players than almost any other in the United States. Its four largest companies account for nearly 90 percent of all sales. That's a function of a wave of brewery consolidation in recent years, culminating in an announcement last month that the world's two largest beer companies, SAB Miller and Anheuser-Busch InBev, plan to merge.

And yet, for all that market power, the beer giants are acting scared of their smallest competitors — perhaps because there are more of them every day, especially in Oregon.

The number of breweries and brew pubs in Oregon has roughly quadrupled since 2001, to more than 200 today. Since the end of the recession, the state's total beer production for consumption by Oregonians has grown from about 30,000 barrels a year to nearly 50,000. All but a few drops of that increase has come from start-up brewers, according to state statistics.

There are simple reasons why brewing is so friendly to start-ups, all of them on display at the Stickmen facility in Lake Oswego. It doesn't cost much to learn to brew — just \$100 or so for a starter kit and a handbook, more for hops and grains when you begin to experiment, as Turner did when he returned to his native Oregon in the late 1990s after a stint in the Navy. It also doesn't cost much to start a brewery, relatively speaking.

Turner practiced his art on the side from his software job until he was hosting annual beer bashes with 30 varieties on tap. When he decided to go pro, he tried to get a government small-business loan. When it fell through, he and Schoenheit borrowed close to \$200,000 from a company called Brewery Finance, which paid for steel tanks and other brewing supplies they needed.

The other reason it's easier to start a brewery in Oregon is that Oregonians really love beer, and they're willing to pay a premium for new and interesting varieties or for better beer closer to home. Stickmen chose Lake Oswego because there weren't many brew pubs in town. He also had a stock answer for the people who asked whether he was worried the area was being saturated by beer start-ups.

"Does anybody ever ask," Turner said, "if there's too many muffler shops in Portland?"

Stickmen struggled through its first winter, when foot traffic slowed and the restaurant, which did up to \$15,000 a day in business during the summer, was lucky to bring in \$600 some days. Some weeks Turner had to ask employees to wait to cash their paychecks.

But the beer was good enough to get noticed around town, and it eventually won its way into some of the city's hottest spots for beer nerds. Stickmen hired a distributor and a full-time brewer. Next year, it's on track to produce 1,000 barrels of beer, largely IPA; this year should be the first it clears a profit.

Turner says government regulations of his brewery are minimal and that other small producers help one another out — all advantages in a start-up culture. “It’s not like we’re competing with each other,” he said, “as much as we’re competing with the big guys.”

Some beer bloggers, though, have begun to worry that lax government oversight could endanger start-up brewers, whom the large players are targeting on multiple fronts. AB InBev has bought a string of craft brewers across the country, including one called 10 Barrel in Oregon.

It’s also buying beer distributors, a move that could eventually choke off smaller brewers’ ability to grow by shipping to cities just beginning to warm to microbrews. So far, according to published reports, only California officials are investigating potential anti-competitive implications of those purchases.

In the early days of Oregon’s legal marijuana industry, state officials are already taking steps to keep any big guys out of the game. They have proposed limits on the size of growing operations, along with mandating that they be majority-owned by Oregon residents — a move widely expected to limit outside investment in the industry. They’ve also approved annual licensing fees, from \$4,000 to \$6,000, for growers and retail vendors.

Many of the rules won’t be final until next year, but the uncertainty hasn’t stopped hundreds of cannabis entrepreneurs from setting up storefronts around the state. Portland-area billboards are plastered with ads for dispensaries whose names run heavily toward puns. (A few of the pun-ier ones in the area: La Cannaisseur, Yer Best Bud and The New Amsterdam.)

Some of the industry’s more established players — veterans of the state’s smaller medical-marijuana trade, which has been legal for nearly two decades — warn that the mom-and-pop newcomers will struggle to survive once the market matures, and they say state regulators will inevitably loosen size and ownership restrictions.

“You’re going to see some consolidation, and you’re going to see the small players either get out of the market or learn to operate at a higher level,” said Shane McKee, the co-founder of Shango, which runs four commercial growing operations and three dispensaries in the state.

Shango employs 47 people in Oregon, McKee said. Seven of them work on licensing and compliance: “The barriers are pretty high to do it right. You start looking at regulations, you look at legal fees, you look at licensing — they’re pretty intense.”

In that way, the pot industry’s approach to start-up cultivation is the opposite of the beer industry — higher barriers to entry, coupled with strict regulations. And yet, some cannabis entrepreneurs think they can copy a (quintessentially Portland) secret of microbrewers’ success: artisanal differentiation.

In Oregon, said William Simpson, the president and founder of Chalice Farms, which operates four dispensaries that are decked out like Pinot Noir tasting rooms, “People didn’t understand there could be so many varieties of beer, cannabis or wine.”

“There is a market for your large corporate product as well,” he said, “but I don’t think it’s going to be that big in the Northwest.”

In other words, consumers don’t want a Miller High Life of marijuana. They want the equivalent of a fresh-hop IPA.

Jim Tankersley covers economic policy for The Post. He’s from Oregon, and he misses it.