

NABA readies for another record convention!

by Mike Michalik, NABA Vice President & Convention Chair



Register now and get this free tin-over-cardboard sign!

Get this FREE TOC! NABA members who register before May 15, either online at www.nababrew.com or via the Registration Form co-packed with this magazine, receive this beautiful commemorative TOC sign free!

The TOC is 6.5 x 13 in. and has both embossed and debossed lettering. It is manufactured in the U.S. by the historic Scioto Sign Company of Kenton, OH. The sign will be available for pick-up only at the convention and will otherwise not be for sale.

Please note that if you plan to come to the convention and attend any of the events, including the home tours on Monday and Tuesday, you will need to register online at www.nababrew.com or complete the Convention Registration Form co-packed with this magazine and mail it in with payment. Some of the events have limited availability and are on a first come, first served basis.

Last year at this time, I wrote that our 2022 convention in Pittsburgh was on pace to set an attendance record for a NABA convention.

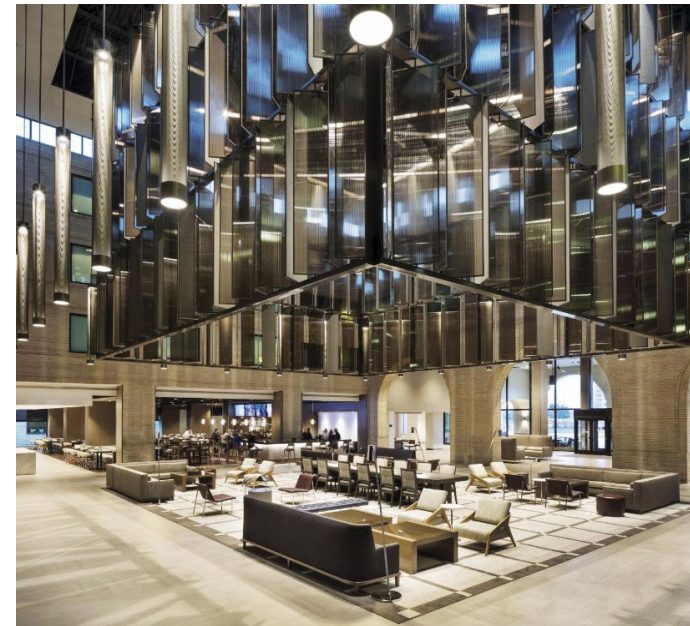
It sure did!

At 870 room nights, we shattered the record of 600 set at the 50th Convention in Milwaukee the previous year.

As we approach our 2023 convention in Chicago (Schaumburg) on Aug 1-5, last year's record hasn't just been exceeded, it's been obliterated. In fact, our room allotment at the Hyatt Regency in Schaumburg was boosted three times and at 1226 room nights, was sold out in October of last year. This year, we are expecting more than 500 attendees.

The Convention Hotel

The Hyatt Regency in Schaumburg is well suited to host a NABA convention. NABA attendee rooms will be grouped together on 3 floors, allowing for efficient room-to-room trading. And the Hyatt is located near the Woodfield Mall, the second-largest upscale shopping emporium in the country that also hosts a number of excellent restaurants. A free, local trolley to the mall conveniently makes regular stops at the hotel.



The Convention hotel is the Hyatt Regency in Schaumburg, IL.

And in addition to the wide selection of local beer that will be available in the NABA hospitality room, there is an outstanding craft beer bar called City Works just steps away from the hotel that features 90 craft beers on tap.

Monday Game and Home Visits

For those coming in early we have planned a group outing to historic Wrigley Field on Monday, July 31. NABA has acquired a limited block of tickets to see the Chicago Cubs take on the Cincinnati Reds.

Before the game there will be a home tour of John Friedmann's collection from 2-5PM. His home is only a few blocks away from the Cubs' free parking lot and shuttle to Wrigley Field.

Larry Bell has also invited members to his Wrigleyville home for a pre-game Happy Hour.



Monday night baseball features a game at historic Wrigley Field. There are a limited number of tickets, which may be purchased only through our website, www.nababrew.com.

Larry's home is farther away from Wrigley Field and there is no available parking in his neighborhood, so this will require a lengthy walk or ride service for those going to the game.

More details on these two pre-game home tours will be communicated closer to the convention date.

Game tickets are limited and available only by purchase through our website, www.nababrew.com. Tickets will NOT be available on the registration form and must be purchased separately. Attendees of both the home tours and the Cubs game must be registered for the convention and will need to arrange their own transportation.

Tuesday Home Tours

Our self-guided, local home tours begin on Tuesday, August 1. The stunning and diverse collections of noted Chicago collectors Don Hardy and Dave Lendy will be open for viewing. A third home tour is in the works and will be announced soon. Times and locations will be available to NABA members prior to the convention.

Tuesday-Friday Room-to-Room Trading

The hallmark of NABA's conventions is the always-popular room-to-room trading, where members set up in their rooms with breweriana merchandise and importantly, get to socialize. Trading begins on Tuesday and continues through Friday. We have intentionally limited the scheduled activities on Thursday and Friday morning/afternoon to focus on what our members say is their favorite element of NABA conventions. For security reasons, only registered, badge-wearing attendees may participate in room-to-room trading.

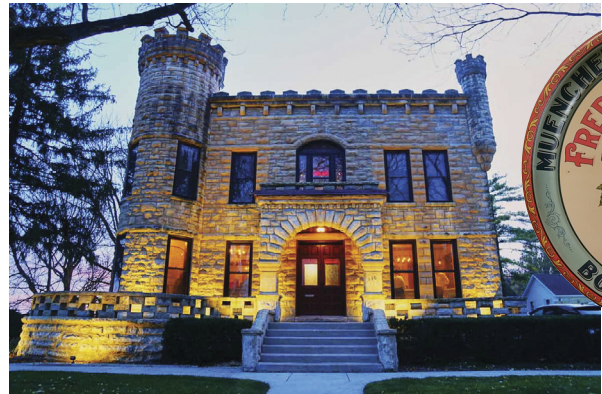
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Monday night home visits. For those venturing into the city, John Friedmann is hosting a reception at his home bar, pictured above, and Larry Bell is providing a pre-game Happy Hour at his home.



Wednesday Bus Tour also features visits to a few of Chicagoland's most outstanding craft breweries, including Werk Force Brewing Co., Skeleton Key Brewery and Miskatonic Brewing Co.



Wednesday Bus Tour

Another mainstay of NABA conventions is the highly popular Bus Tour. We have reserved two buses to visit one historical brewery site followed by tours and tastings from three of Chicago's finest craft breweries. Long time NABA member, former Board member, and local brewery historian John Bittermann will lead our tour. It includes a visit to the historic city of Joliet and the home of brewer Fred Sehring, which resembles a Medieval castle and is now the award-winning Bishops Hill Winery.

The tour includes an exploration of parts of the Pre-Prohibition era Sehring brewery, one of the oldest existing brewing sites in Illinois. By special arrangement, tour participants will have unprecedented access to the recently-discovered aging cellars built in the 1860s.

Local craft breweries on the tour include Werk Force (where lunch can be purchased), Skeleton Key, and Miskatonic breweries. The cost of this excursion is \$55 and includes the bus ride and two beers. Please reserve your seat via registering online at www.nababrew.com or by mailing in the Registration Form co-packed with this magazine.

Wednesday Brewmaster's Dinner

The annual Brewmaster's Dinner has become an extremely popular part of NABA conventions. This year we welcome premier beer expert and educator Marty Nachel as our host.



Wednesday Brewmaster's Dinner will be hosted by premier beer expert and educator Marty Nachel, one of America's top beer writers and a frequent judge at major national beer competitions.

Marty is one of America's top beer writers, judges major national beer competitions, and is the author of the famed "Beer for Dummies" and "Homebrewing for Dummies" books.

Marty will be pairing a special selection of Chicago area craft beers with a sumptuous four-course meal. The dinner price is \$67 and seating is limited to just 84 people. This event sells out very quickly, so reserve your spot NOW.

Thursday Morning Seminars

Thursday morning seminars are very popular and add value for convention attendees by featuring a range of interesting and educational topics in a 45-60 minute format. We have three exceptional seminars scheduled this year:

- 1. History:** Fittingly, the first one will be a presentation on the fascinating brewing history of Chicago, our host city. Details coming soon.
- 2. Insuring and liquidating your collection:** These two topics are especially important to today's collectors. This is not a sales pitch but an informational session presented by insurance expert Robert O'Connell, who has over 35 years of experience and is an internationally recognized fine art expert within the insurance industry. Joining him will be seasoned financial planner Richard Townsend,

who will address the topic of collection liquidation.

3. Paper conservation and restoration: This seminar presents the art and techniques of paper conservation and restoration and is presented by a representative of Joel Oppenheimer, Inc., a nationally renowned art paper conservation and restoration company founded in 1969. Oppenheimer has successfully restored and preserved brewery advertising prints and lithographs for many NABA members. Attendees can bring their paper items for a free conservation and/or restoration assessment, immediately following the presentation.

Thursday Afternoon "First Timers" Reception

At 4 PM on Thursday afternoon, the NABA Board will host a reception for those attending their first NABA convention. We are anxious to meet you and share a beer, announce some exciting news about NABA, and provide you with a small gift to commemorate your first convention.

Friday Craft Beer Tasting and Banquet

The annual Craft Beer Tasting event begins at 5 PM and precedes the Presentation Banquet, serving as the pre-dinner cocktail hour. Attendees can enjoy a diverse selection of fine craft beers from Chicago area breweries.

NABA's Presentation Banquet follows at 6 PM on Friday. Great food will be followed by a brief presentation on the exciting developments with NABA. **All attendees are invited to this celebratory event, the cost of which is included in the convention registration fee.**

Friday Night After-Party

Our Jersey Shore Chapter will host a post-banquet party from 8-11 PM. This great group of NABA members are legendary for their ability to throw a party, and there's always a theme, which is being finalized for announcement soon.



Before (above) and after (below)



Thursday seminars: one of the seminars will feature a presentation on paper restoration by Joel Oppenheimer, Inc., a nationally renowned art paper conservation and restoration company.

Saturday Morning Trade Show

Saturday is of course, show time! The traditional NABA Trade Show runs from 9 AM-1PM and is open to the public. This show will be heavily promoted locally and we anticipate a sizeable crowd of walk-ins. We have about 150 tables available, with a limit of two tables for each registered attendee. These tables will sell out quickly, so please reserve yours now.

Saturday Afternoon Brewery Tour

Our last event is definitely not the least. On Saturday afternoon, John Bitterman will lead "The Best of Bittermann," a guided tour of some of Chicago's finest breweries. As the journey progresses, we will provide our up-to-the-minute locations via the NABA Facebook page, so members can join the fun at any point in time. Attendees must

arrange their own transportation for this event.

I'm very excited for Convention #52 and greatly appreciate all of the assistance and teamwork by the great NABA members of the Chicago area in helping to build an outstanding convention. I hope you will consider attending and sharing in the fellowship of NABA.

If you do not have a reservation at the Hyatt Regency, please email me at therunningwaiter@yahoo.com to get on the waitlist. You may want to reserve a room at the Hyatt Place next door as a backup. See you in Schaumburg!



Saturday Trade Show provides attendees with an opportunity to sell breweriana to the general public. We expect hundreds of walk-ins as the show will be heavily promoted locally.