

NABA plans for yet another record convention!

by Mike Michalik, NABA Vice President & Convention Chair



Register early and get this FREE tin-over-cardboard sign!

Get this FREE TOC! NABA members who register by May 8, 2024, either on-line at www.nababrew.com or via mailing in the Registration Form co-packed with this magazine, will receive this beautiful commemorative sign free!

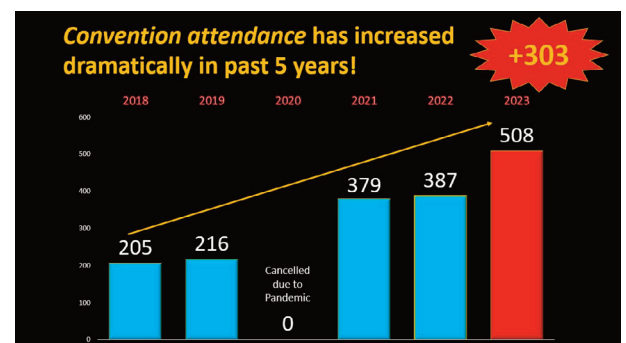
The TOC is 6.5 x 13 in. and has both embossed and debossed lettering and figures. It is manufactured by the historic Scioto Sign Company of Kenton, OH.

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 participate in any of the programming or events—including the home tours on Monday and Tuesday—you will need to register. Registration can be done on-line at www.nababrew.com or by mailing the Convention Registration Form co-packed in this magazine along with your payment.

NABA's 53rd convention, to be held from July 29 – Aug 4, 2024, in St. Louis, is fast approaching. And while the 2023 convention set attendance records, our next convention is expected to reach even new heights. This is not surprising, as St. Louis is a quintessential brewery town and we've got some incredible events for our members who are registered for the convention to enjoy.

The block of rooms, deeply discounted at the special NABA rate at the St. Louis Airport Renaissance, sold out within a few weeks of becoming available last fall. But don't let that discourage you from attending. If you haven't yet secured a room, please contact Joe Gula at joeffd@indy.rr.com, and get your name on the waitlist. There are sure to be cancellations and Joe can advise you as rooms become available.





The 2024 NABA Convention will be held at the Renaissance St. Louis Airport Hotel in St. Louis, MO.

The Convention Hotel

The Renaissance presents an excellent setting for our event. As always, NABA has ensured that our members will be grouped together. This makes room-to-room activity—a highlight of every NABA convention—much easier, while creating a highly festive and social atmosphere. The Renaissance is providing NABA members with free parking (normally \$20), and a free shuttle to the St. Louis airport for those members who are flying into town.

MONDAY, JULY 29

Roussin Collection Tour

Our convention programming begins with an amazing home tour and reception. Don and Mary Ellen Roussin are opening their home exclusively to NABA members who are registered for the convention from 1:00-5:00 PM. Don is a well-known authority on St. Louis brewing history and has amassed an enviable collection of breweriana. Don is one of the authors of the book, “St. Louis Brews, The History of Brewing in the Gateway City,” the seminal work on that topic.



Monday afternoon open house: Don and Mary Ellen Roussin have an incredible home collection to share.

St. Louis Cardinals Major League Baseball Game

After touring the Roussin’s home during the day, NABA is providing a limited opportunity to see the St. Louis Cardinals play the 2023 World Champion Texas Rangers at Busch Stadium, in downtown St. Louis.

NABA has secured a block of discounted tickets which are available for purchase directly by going to our website, www.nababrew.com on a first come, first served basis. Convention registration is required to purchase tickets from the NABA block, and members will need to provide their own transportation to and from Busch Stadium.



Monday night baseball will feature the St. Louis Cardinals hosting the Texas Rangers. Tickets for the NABA block of seats are limited and can be ordered only via the NABA website www.nababrew.com.

TUESDAY, JULY 30

Home Collection Tours

Our home collection tours have become “must-see” events and the offerings in St. Louis are truly exceptional:

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Dave Birk Collection



Dave Birk’s beautiful home features a remarkable collection of lithographs and etched glasses, presented in an unforgettable speakeasy setting.

Joel Gandt Collection



Joel Gandt has the finest and most focused collection of breweriana from the Wm. Lemp Brewery, featuring many pieces that are the only existing examples known.

Home tours are available exclusively to NABA members who are registered for the convention. Times and locations will be communicated to registrants prior to the convention.

Room-to Room Trading and Hospitality Room Opening

Tuesday also signals the official start of room-to-room trading. This is the hallmark of NABA conventions, where members visit, socialize, share information, and buy, sell and trade breweriana.

Room trading will continue throughout the week, concluding Friday afternoon so everyone can attend the Friday evening Presentation Banquet. Note that convention activities will be limited on Thursday to give more time and focus to room-to-room activity.

The famed NABA Hospitality Room also opens on Tuesday and continues to entertain our conventioners all week.

WEDNESDAY, JULY 31

Bus Tour to Brewpubs and Historical Brewery Sites: 9:00 AM – 5:00 PM

On Wednesday, July 31st, the annual bus tour sets off on a daytime excursion with stops at historical sites and current brewpubs and features a hot buffet lunch at the legendary Lemp Mansion. Here are the interesting stops we will make along this journey, which will go from roughly 9:00 AM – 5:00 PM. Note that the bus tour is a separate cost at \$58 per person.

1. Earthbound Brewing: Located in the former stock house of the historic Cherokee Brewing Co. Tour participants will have the opportunity to

Randy Huetsch Collection



Randy Huetsch presents a spectacular array of Pre-Prohibition breweriana from the St. Louis area as well as from his hometown of Waterloo, IL.

descend beneath the city streets and explore the cave network that was once used as aging cellars.

2. The Lemp Mansion: The opulent former residence of legendary brewery owner William J. Lemp is over 160 years old and is believed by many to be haunted. Attendees can explore the mansion and ask questions of the staff and explore the gift shop.

Wednesday Bus Tour



Earthbound Brewing (top) is located in the former stock house of the historic Cherokee Brewing Co. The tour will descend beneath the city streets and explore the caves that were once used as aging cellars.

A visit to the **Lemp Mansion**, (bottom) which features a hot buffet lunch, is one of the highlights of the Bus Tour.

Bonus: There will be a hot buffet lunch served to participants, which is included in the cost of the bus tour. Thanks to the generosity of NABA member Joel Gandt, the cost of this lunch was deeply discounted.

3. Bluewood Brewing: Located in the re-purposed former Lemp Brewery Stables, participants can enjoy a delicious craft beer while enjoying the architecture of this historic structure that dates from the late 1800s.

4. Friendship Brewing Co.: The bus will depart downtown St. Louis for Wentzville, MO, where brewery owner and NABA member Brian Nolan will greet participants. The beer and breweriana displayed at Brian's brewpub are outstanding.

Brian has graciously agreed to brew this year's NABA convention beer, and tour participants will get the first opportunity to sample it "on tap" at Friendship. The beer was created from a local Pre-Prohibition recipe and was named Alpen Bräu in honor of the former St. Louis brand.



Friendship Brewing (top) in Wentzville, MO is owned by NABA member Brian Nolan, and has a fantastic breweriana collection on display. NABA's version of **Alpen Bräu** is being custom-brewed for this year's convention by Friendship's Brian Nolan. Tour goers will be first to sample it on tap at the brewery. The beer was patterned after a local Pre-Prohibition recipe.

Bluewood Brewing (bottom) is located in the historic former Lemp Brewery stables, built in the late 1800s.



Wednesday Brewmaster's Dinner will be hosted by NABA member and Friendship Brewery owner Brian Nolan.

Brewmaster's Dinner: 6:30 – 8:30 PM

Wednesday evening will once again feature our annual Brewmaster's Dinner. An outstanding four-course dinner will be paired with four local brews. Friendship's Brian Nolan will host this year's event. Complete pairings will be provided soon.

THURSDAY, AUGUST 1

Seminars: 9:00 AM – Noon

The Thursday morning seminars run between 45-60 minutes and always draw considerable interest, giving our members a chance to learn about a variety of brewery and breweriana-related topics. Our three seminars this year are:

1. St. Louis Corner Signs, presented by Randy Huetsch: One of the St. Louis area's leading collectors, Randy will host a seminar featuring photographs and discussion of 80 different St. Louis corners signs, accompanied by their original Pre-Prohibition photos of them adorning saloons.

2. Restoration: Before and After: Professional sign restoration expert David Butler will discuss the process of one of his amazing restoration projects. David is well known among his fellow NABA members for his unique skills, learned through more than 40 years of sign making.

3. Exit Strategies: This seminar will present various options on liquidating your breweriana collection and how best to avoid tasking family members with that responsibility by making smart decisions while you are still able to do so.

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“First-Timer’s” Reception (4:00 – 5:00 PM)

Is Convention #53 your first NABA convention? If so, we’d love to both give you a special welcome and meet you! Please join NABA’s Officers and Board of Directors for an informal get together with some local craft beer. Learn more about your club and receive a small “First Timers” gift.

Note: Thursday’s activities are intentionally kept to a minimum so room-to-room trading is maximized.

FRIDAY, AUGUST 2

Room-to Room Activity: All Day

The morning and much of the afternoon hours have been freed up for our most popular pastime.

Craft Beer Tasting: 5:00 – 6:00 PM

This presents a prime opportunity for all registered attendees to sample a diverse selection of beers and beer styles from craft breweries in the St. Louis area. These can be enjoyed in a souvenir, commemorative taster glass provided by NABA’s partner, the Cone Top Brewery Museum.

Annual Presentation Banquet: 6:00 – 8:30 PM

The NABA Presentation Banquet has been a mainstay of our conventions for more than 50 years and our biggest single event of the year. Enjoy a luxurious three-entrée buffet style dinner and hear all of the exciting developments happening in NABA. This is a festive time for all convention participants to convene. Please note that you won’t want to miss this great meal, especially because the cost is included as part of your registration fee.

After Party: 9:00 PM – Midnight

This is the third year of the After Party. This year’s event is called “Woodstock Night,” and will be co-hosted by the Gateway Chapter of St. Louis and New Jersey’s Jersey Shore Chapter. The event has a fun, “Woodstock” theme, so be sure to change into your tie-dye T-shirt and/or any other “hippy wear” you like for this late 1960s-fashioned bash.

The After Party theme is “Woodstock Night”.



And of course, the party will be fortified by classic rock music from the late 1960s and early 1970s. As a special treat The two chapters will be serving a collaboration craft beer that is being brewed exclusively for this event.

SATURDAY, AUGUST 3

Public Trade Show: 9:00 AM – 1:00 PM



Jim Wolf (left) chats with John Cartwright at the Trade Show on August 4th, 2023 at the 52nd NABA Convention in Schaumburg, IL

Saturday morning kicks-off with our annual Trade Show which is open free of charge to the public and will be heavily promoted locally to encourage hundreds of “walk-ins.”

Tables always sell out, so reserve yours early. We anticipate heavy walk-in traffic.

Clydesdale VIP Experience 2:30 – 4:30 PM (Tentative Timing)

The final event takes place on Saturday afternoon. We’ve lined up several tour slots for a Clydesdale VIP Experience at Anheuser Busch. Meet the world-famous Budweiser mascots and leave with a good feeling and a selfie.



Our St. Louis Convention team is top-notch and has prepared a special experience that you shouldn’t miss. To quote the great Judy Garland, “Meet Me in St. Louis!”

If you do not have a Renaissance Hotel reservation email Joe Gula at joeffd@indy.rr.com to get on the waitlist. You do not have to stay at the convention hotel to attend the convention, but you do need to register for the convention.