



# NABA is coming to Philadelphia!

July 27-Aug 1

by Mike Michalik,  
NABA Vice President  
and Convention Chair



This summer not only marks NABA's 55th convention, but our very first in historic Philadelphia.

Pictured at top: The Liberty Bell and Independence Hall will host celebrations commemorating America's 250th anniversary.

Pictured above: The famous painting of General George Washington at Valley Forge by Eric Glaser. Valley Forge National Historical Park is a short 10-minute ride from the convention hotel.

**T**his year is an especially notable one for the Philadelphia area. The city is celebrating our nation's 250th anniversary—the place where the Declaration of Independence was signed. Philadelphia also is hosting six different FIFA World Cup matches. And last, but certainly not least, The City of Brotherly Love is also hosting its first NABA Convention!

It is hard to believe that in NABA's 50+ year existence, we have never visited this city, with its rich brewing heritage and so many historic breweries. In past decades, NABA's membership has skewed to the Midwest. But Pennsylvania is now our third largest state in number of members and overall, we have had a surge of East Coast collectors joining our organization.

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# Convention Highlights

## CONVENTION HOTEL



The Alloy—Doubletree Hotel in King of Prussia, PA will be the site of NABA's 55th convention.

## The Alloy—Doubletree Hotel

Our host hotel, The Alloy—Doubletree, is conveniently located in the Philadelphia suburb of King of Prussia, just northwest of the city. NABA members will occupy much of the hotel, and our rooms will be grouped together to maximize the room-to-room trading experience.

King of Prussia offers a wide range of premium shopping, upscale dining establishments, and of course, several fine breweries! Von C Brewing, a convention partner, is located in nearby Norristown, while Bald Birds Brewing is a just few minutes away.

Perhaps King of Prussia is best known for its namesake mall. It boasts six major department stores and more than 450 shops, boutiques and restaurants, and is the third-largest mall in America.

American History buffs will want to check out Valley Forge National Historical Park. The place where George Washington and his Continental Army took refuge during the winter of 1777-1778 is less than 10 minutes from the convention hotel.

From a spectacular slate of a record seven home collection tours to absolutely one of the best historical brewery bus tours we've ever been able to provide, the 55th NABA convention promises to be the place for breweriana collectors to meet this summer!

## SEVEN SPECTACULAR HOME COLLECTION TOURS

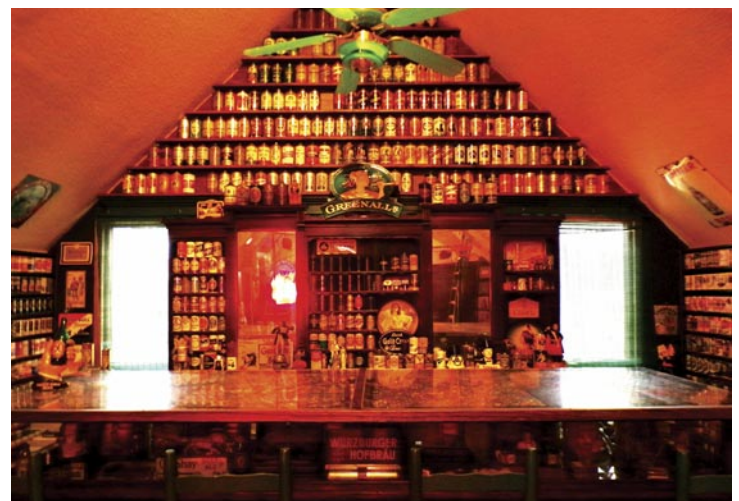
Seven house tours is a NABA record and with so many outstanding collections in the Philadelphia area, we could easily have had even more!

## MONDAY, JULY 27

### Jeff Lebo: 10:00 AM – 4:00 PM

Jeff had a house built specifically to house his massive beer can and sign collection. With over 99,000 cans, his collection is considered the largest in the world and is truly a sight to behold. His custom collection house is well-known in the breweriana collecting hobby and has been featured in magazines and on television. Don't miss your chance to enjoy this amazing assemblage of breweriana in person!

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Jeff Lebo Home Tour

## HOME COLLECTION TOURS



Greg Evans Home Tour



Dave Doxie Home Tour

### **Dave Doxie:** **10:00 AM – 4:00 PM**

Dave's robust collection focuses on his hometown of Reading, but he also has many outstanding signs from a wide variety of historic Eastern Pennsylvania breweries.

A visit to Dave's house is a memorable feast for the eyes. One of many prized pieces is a Poth's lighted "bubbler" sign, which took first place at NABA's Backbar Competition at the Pittsburgh convention in 2022.

### **Greg Evans:** **2:00 PM – 5:00 PM**

The "Evans Historic Corner Bar" is Greg's very fitting name for his home collection. Greg is on NABA's Membership Committee, and his collection is indeed historic—presenting both quality and quantity—including perhaps the finest assemblage of Philadelphia Pre-Prohibition lithographs in existence.

The Evans collection is varied, but chiefly focuses on the historic breweries of Philadelphia as well as the Adam Scheidt brewery that was in nearby Norristown.

## TUESDAY, JULY 28

### **Larry Handy:** **9:00 AM – Noon**

A renowned collection from a renowned collector. Larry's impressive assemblage of Philadelphia area breweriana has been carefully curated over his 50+ years of collecting.

A visit to his home presents a rare opportunity to see many exceptional and unique pieces, including an unmatched array of Horlacher breweriana from nearby Allentown.

### **Chris Watt:** **11:00 AM – 2:00 PM**

A member of NABA's Board of Directors, Chris Watt is a second-generation collector and NABA member with an outstanding display of beautiful breweriana, ranging from the Pre-Prohibition era through the 1950s. This includes many rare and highly sought after lighted signs made by Gillco—the Gill Glass Company of Philadelphia.

Chris and his late uncle Gerald Watt have spent many years meticulously building an outstanding collection that is focused primarily on Eastern Pennsylvania breweries.

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## HOME COLLECTION TOURS

### Mark Zeppenfelt: 1:00 PM – 4:00 PM

Mark's love for breweriana is evident in his elegant, newly-completed lower level, which is artfully adorned with some of the finest pieces from Eastern Pennsylvania (and other East Coast breweries) that you'll ever see.

Mark also is a second-generation NABA member, having inherited an appreciation for fine breweriana from his late father, Henry. Mark's home is a must-see on any collection tour.

### Daryl Ziegler: 3:00 PM – 6:00 PM

“Legendary” is a word that is often overused and in reality, typically an exaggeration. The same is true of the word “incredible.” But it is no exaggeration to say that Daryl has an absolutely legendary tray collection that is nothing less than incredible.

If you collect breweriana, a visit to the “Tin Tunnel”—Daryl's fitting nickname for his extensive tray collection—is a must. The Tunnel, profiled in the Fall 2017 issue of this magazine, often overshadows Daryl's broad collection of Pennsylvania breweriana, which alone is worth the visit.



Larry Handy Home Tour



Mark Zeppenfelt Home Tour



Chris Watt Home Tour



Daryl Ziegler Home Tour

# BUS TOUR

## WEDNESDAY, JULY 29

**SOLD OUT! GET ON THE WAIT LIST.**

### Historical Brewery Architecture and Craft Beer Bus Tour! 9:00 AM – 5:00 PM

*Note: This is an optional event with a \$69 charge to cover costs of transportation, lunch, and refreshments.*

One of the things that makes Philadelphia so special is that many of its historical brewery buildings are still standing. Local brewery expert Larry Handy has carefully curated a tour that makes the most of past and present.

Tour participants will also get the chance to see famous former breweries **Class & Nachod**, **Gretz**, **Ortlieb's**, **Esslinger's**, **Bergdoll**, **Poth**, the **Bergner & Engel** stables, **Adam Scheidt**, and **C. Schmidt's**.

The tour includes a visit to two craft breweries (**Human Robot** and **Philadelphia Brewing**) now housed in the historical brewery buildings of Finkenauer and Weisbrod & Hess.

A lunch at the popular **Yards Brewery** is included, and we'll also visit **Von C**, one of our partner breweries, run by descendants of C. Schmidt & Son, once Philadelphia's leading brewery.

This tour promises to be both highly memorable and entertaining. and with a limit of two buses and 110 participants.

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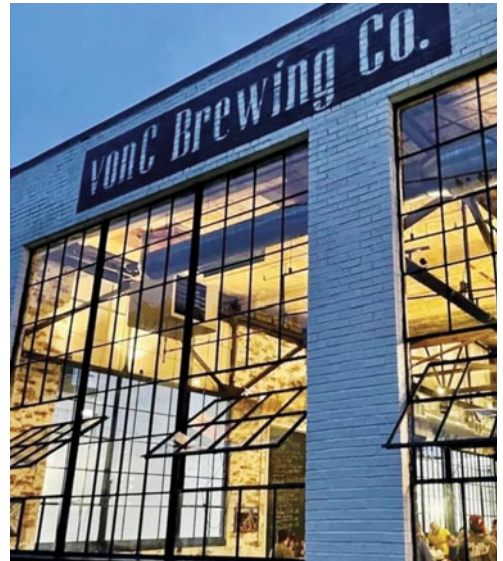
These former **Weisbrod & Hess** brewery buildings now house the **Philadelphia Brewing Co.**, a craft brewery stop on the bus tour.



The classic **Bergdoll** brewery is a stop on the bus tour.



**Human Robot**, a craft brewery stop on the tour, now occupies the historic Finkenauer brewery.



**Von C Brewing Co.** is one of the partners in the NABA convention and its spacious taproom will be a featured stop for refreshments.



The stately, historic **Class & Nachod** brewery building will be seen on the tour.



The massive former **Gretz** brewery complex is in the midst of a major transformation.

## SEMINARS

**THURSDAY, JULY 30**

### **Seminars: A NABA convention tradition providing education and entertainment.**

*Note: There is no cost to attend these programs.*

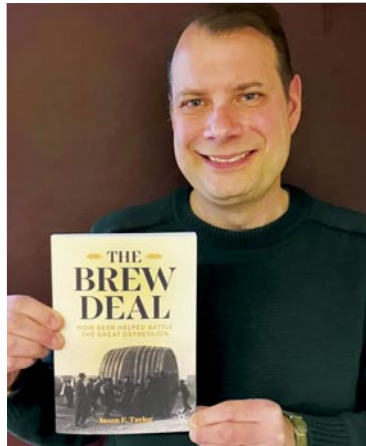
#### **Seminar #1. Beer & The Great Depression 9:15 AM – 10:15 AM**

Author and NABA member Jason Taylor, an economist and professor at Central Michigan University, will discuss his new book, *The Brew Deal: How Beer Helped Battle the Great Depression*. This talk will explore how beer became a symbol of renewed hope and optimism during one of America's darkest periods. *The Brew Deal* shares stories of breweries, people, politics, perseverance, and 3.2 beer's long-term impact on the evolving American beer scene.

#### **Seminar #2. Philadelphia Breweries after Prohibition 10:30 AM – 11:30 AM**

Before Prohibition, Philadelphia was a brewing powerhouse. After Repeal in 1933, there were 19 breweries that emerged in the city. But within just 20 years, only four remained. NABA members and local experts Greg Evans and Dale Van Wieren, author of *American Breweries II*, will detail the unfortunate fate of Philadelphia's Post-Prohibition breweries.

ACA | paper  
restoration



Author and NABA member Jason Taylor will discuss his new book.



#### **Seminar #3. The Art of Paper Restoration and Preservation 11:45 AM – 12:45 PM**

ACA Paper Restoration is located in Devon, PA, just five miles west of King of Prussia. For more than 40 years, the company has been restoring and preserving works on paper, including lithographs, prints, documents, posters, paintings, photographs, drawings, and maps. In addition, the company provides art sale/purchase consultation and insurance claim related services. ACA has been used successfully by many NABA members.

Company representatives will discuss the art and science of paper restoration and conservation and show before and after examples. Following the seminar, company representatives will answer questions and provide evaluations and cost estimates to NABA members who bring their pieces for potential restoration.

## HOSPITALITY

### A Taste of Philadelphia 12:30 PM – 1:30 PM

The Greater Delaware Valley Chapter, our local host chapter, welcomes you to their suite to sample local cuisine (did someone say cheesesteaks?), refreshments and fun! There is no cost to registered convention attendees as this event is generously sponsored by Morphy Auctions.

### First-Timer's Happy Hour 4:00 PM–5:00 PM

There's nothing like your first time—especially when it comes to a NABA convention!

A NABA tradition is to provide a Happy Hour for “First Timers” to come and meet the Board of Directors and hear news about our great club—all over a beer or two. And we'll also have a small gift to give everyone who is attending their inaugural convention.



### Brewmaster's Dinner: 6:00 PM–7:30 PM

**Note: This is an optional event—a gourmet meal with beer pairings: \$66.**

This affair has become an annual NABA convention highlight. This year's dinner features four sumptuous courses and a dual entrée of both filet mignon and chicken. Each of these will be thoughtfully paired with outstanding local beer varieties.

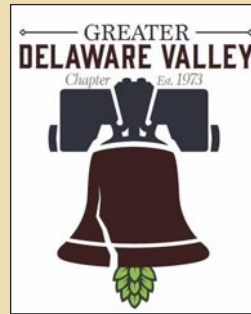
This year's host/presenter is local beer expert Brian Love. A seasoned beer professional and engaging presenter, Brian has a passion for



Local beer expert Brian Love will be our dinner host/presenter.



The beer selection at last year's dinner.



creating memorable dining experiences through thoughtful beer pairings.

Brian has spent many years working with Eastern Pennsylvania breweries including Imprint Beer Co. and most recently, Well Crafted Beer Co. and looks forward to partnering with the hotel's chef to plan a distinctive duet of food and beer.

Seating is limited and this dinner will sell out.

## FRIDAY, JULY 31

### Cornhusker Chapter Bloody Brunch 9:00 AM–Noon



Last year's Cornhusker Chapter's “Bloody Brunch” was such a hit that by popular demand, we are reprising it again this year, led by Bill and Laurie Baburek.

The chapter's suite will be stocked with all of the ingredients for made-to-order Bloody Marys, accompanied by craft beer, and a plentiful assortment of snacks, meats and cheeses. There is no cost to registered convention attendees as this event is generously sponsored by Morean Auctions.



## HOSPITALITY

### Annual NABA Celebration Banquet 5:30 PM -7:30 PM

The NABA Presentation Banquet has been a mainstay of our conventions for more than 50 years and is our biggest single event of the year. Enjoy a sumptuous buffet style dinner in the Alloy-Hilton's elegant ballroom. And importantly, see and hear all of the exciting developments happening in NABA.

Join 500 of your closest friends in this festive time and enjoy the camaraderie of our vibrant organization. Old friends reunite and new friends are made. Don't miss this great event, especially because **the cost is included as part of your registration fee.**



### After Party & Craft Beer Tasting 8:30 PM – 11:30 PM

Following the Banquet, the night is still young—especially for our After Party—which this year features a full slate of local craft beer to taste.

In a change, we are moving the craft beer tasting event to *after* the Banquet, so there is more time to sip, savor, and enjoy Philadelphia's finest brews while the evening's socializing continues.

The 55th convention's After Party will be graciously co-hosted by the Jersey Shore and Greater Delaware Valley Chapters.



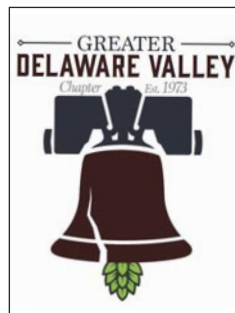
## SATURDAY, AUGUST 1

### Trade Show, Open Free to Public 9:00 AM–1:00 PM



Our big trade show—open FREE to the public—will feature over 200 tables of convention attendee sellers spread across two large ballrooms.

This show will be heavily promoted locally, and we have even secured a billboard to advertise the public show nearby on the heavily-traveled Pennsylvania Turnpike. Dealer setup begins at 7am.

**Note:** For those staying over Saturday night who might be interested in catching a minor league baseball game, the Lehigh Valley Iron Pigs and The Reading Fightin' Phils (both Phillies affiliates) are about an hour's drive from the hotel.



**Cut out and return form to NABA to register for the NABA 55th Convention**

	<p><b>NABA 55th Convention Registration Form</b></p> <p>Alloy King of Prussia - by Hilton 301 W. Dekalb Pike King of Prussia, PA 19406 Phone: (610) 337-1200 <b>July 27 – August 1, 2026</b></p>	
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Visit [www.nababrew.com](http://www.nababrew.com) & *The Breweriana Collector* magazine for convention details and schedule.

**Register before April 30<sup>th</sup>, 2026 to receive a free Philadelphia Convention TOC Sign!**

Member Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_ Zip \_\_\_\_\_ E-mail address \_\_\_\_\_ Phone \_\_\_\_\_

Registration is required for all members and guests to participate in the convention. Convention attendees must wear their badges as proof of registration. The Registration Fee includes refreshments in the Hospitality Room, Room-to-Room Trading, Seminars, Craft Beer Tasting Event, Friday Buffet Banquet, and early admission to the Saturday Public Show.

**MEMBER AND GUEST REGISTRATION**

- **Registration fee Member/Guest: \$95 each** Prior to July 1 / \$115 after \_\_\_\_ @ \$95/\$115 p/p \$ \_\_\_\_\_

Spouse/Non-Member Guest Full Name \_\_\_\_\_

Children pre-registration fee: Under 12 free. Age 12-18: Prior to July 1 - \$35 per child (\$55 after) \$ \_\_\_\_\_

Children's Names \_\_\_\_\_

- **Wed, July 29, Bus Trip to Historic & Current Philly Breweries** Tickets \_\_\_\_ @ \$69 p/p \$ \_\_\_\_\_
- **Thu, July 30, Brew Master's Dinner (craft beer and food pairings)** Tickets \_\_\_\_ @ \$66 p/p \$ \_\_\_\_\_
- **Sat, August 1, Public Show Tables** – Qty & Location based on availability. 1st come, 1st served.  
\$20 per CENTER table: Quantity \_\_\_\_\_ \$30 per WALL/POWER table: Quantity \_\_\_\_\_ \$ \_\_\_\_\_
- **NABA Annual Dues \$35 or \$90/3 years** - Membership must be current to attend \$ \_\_\_\_\_
- **Convention T-shirt order total from the other side of this form:** \$ \_\_\_\_\_

**TOTAL ENCLOSED: \$ \_\_\_\_\_**

**Enclose check payable to: NABA 2026 CONVENTION. Mail this pre-registration form and check to:**

<p><b>NABA 2026 Convention 55</b> 577 E. Chippewa River Rd., Midland MI 48640-8363</p>	<p>Cell/text: 989-631-7239 email: dalsgaard@charter.net</p>
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<b>VERY IMPORTANT-- PLEASE FILL OUT!</b>	
<p><b>I would like a room near elevators: YES/NO</b></p> <p><b>I will attend the Fri Banquet (included w/registration): YES/NO</b></p> <p><b>This is my first NABA convention: YES/NO</b></p> <p><b>Will you be staying at the Convention Hotel? YES/NO</b></p>	<p align="center"><b>Please circle YES or NO for all items!</b></p> <p><b>I plan to sell out of my room: YES/NO</b></p> <p><b>I want to be in a quiet area: YES/NO</b></p> <p><b>Are you sharing a room: YES/NO</b></p> <p align="center"><b>With who? _____</b></p>

NABA Convention Refund Policy - If the cancellation is received two weeks prior to the convention week a full refund will be issued - no questions asked. Any merchandise ordered will be shipped to you after the convention, and the cost of the merchandise and shipping will be subtracted from your refund.

Within two weeks of convention start, certain cost commitments have been made. Therefore, in general, no refunds will be issued within two weeks of convention start, except in the case of a death or illness. Other cancellation requests received within two weeks of convention start will be reviewed by the Convention Committee in the week following the convention, who will determine if a refund is applicable.

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# 2026 Convention T-shirt Order Form

Orders must be received by April 30, 2026



## Convention T-shirt

Our 2026 Convention T-shirt is a classic in dark blue with bright-colored graphics. The front left chest area features the NABA logo. The back showcases our Philadelphia 2026 Convention logo. This is a high quality, softstyle cotton blend T-shirt.

**ORDERS MUST  
BE RECEIVED BY  
April 30, 2026**

**T-shirts must  
be pre-ordered  
and pre-paid and  
are for pick up at  
Convention only.  
Sorry, no shipping.**

Sm. \_\_\_ Med. \_\_\_ Large \_\_\_ XL \_\_\_ \$20 ea.

2XL \_\_\_ 3XL \_\_\_ 4XL \_\_\_ \$23 ea. TOTAL \_\_\_\_\_



## Get this FREE TOC!

NABA members who register online by April 30, 2026 at [www.nababrew.com](http://www.nababrew.com) or via this Registration Form will receive this beautiful commemorative TOC sign FREE.

This TOC draws its inspiration from the iconic “Little Man” character used by Esslinger’s, Inc., Philadelphia PA, from 1929-1960. The design is by NABA Creative Director Barry Travis.

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