

BCCA Chapters Matter Jan/Feb 2020

1. The BCCA and Politics - Our hobby has always fostered a sanctuary environment where members can escape the stress of work, politics, religion, home life, etc... and engage other collectors and beer enthusiasts in a pure collecting environment. We, as the BCCA, try our best to keep our club this way. It is hard to find a time in which the political climate in America has not been so divisive, and sadly it seems politics has even crept into our hobby. The BCCA is a 501(c)(3) nonprofit organization that must stay neutral and will never engage in any political discourse.

These are the baseline rules that the BCCA will maintain when it comes to politics:

1. The BCCA will keep any political commentary out of all business and hobby-related communications.
2. The BCCA will never ask a member to be actively involved with any partisan political campaign or elections, candidate, cause, or issue as a representative of the BCCA.
3. The BCCA will delete any political-related items posted on BCCA associated social media (Facebook, etc.).
4. The BCCA will not authorize the use of the trademarked BCCA logo in any political-related media (email, documents, etc.).

However, the BCCA cannot tell its members and Chapters what they can discuss or post in their publications and social media. We recognize that Freedom of Speech is a fundamental right that we share. But before you post, please keep in mind that how we handle political discourse can make a difference in retaining members and how we enjoy this hobby we all love. We should work on adding members, not chase them away because they hold different political thoughts and ideas. We are an organization of individuals who like beer stuff ... which, to many of us, is a pleasant diversion from politics and the everyday world.

The BCCA will continue to maintain and promote its core values as outlined in the BCCA Code of Ethics:

- to treat all members with mutual respect,
- to promote the history of breweries and breweriana and the hobby of breweriana collecting to all members and individuals,
- to conduct all hobby-related activities in a fair and ethical manner,
- to conform to all ethical standards of advertising,
- to neither buy, sell, trade nor possess any item of breweriana of which the ownership is questionable,
- to neither knowingly sell, trade nor produce any reproduction or copy of any item of breweriana that is not clearly marked as such,
- to neither knowingly sell, trade nor produce any altered, repaired or restored item of breweriana without representing it as such,
- to represent any item of breweriana as genuine only when, to the best of my knowledge, it is authentic.

2. BCCA YouTube Channel and 85 Years of Canned Beer – The BCCA officially has a YouTube channel https://www.youtube.com/channel/Uck3zx_LEg2BuBuy6lpxo-2A The first posting was of an extremely well-done video of 85 Years of Canned Beer. Many hours went into the production to ensure the video was historically correct, informative, and a pleasure to watch. The video is just over fourteen minutes long, but worth the time. Grab a beer or coffee and sit down and watch it <https://www.youtube.com/watch?v=VXgpyEDI0eQ> We welcome comments and feedback. The BCCA YouTube channel will continuously be updated with videos from breweriana related shows. If members

have photos or videos they would like posted, please send them to BCCA Vice President Keith Kerschner #11507 keithker@hotmail.com Here are the statistics of the YouTube Channel in the first month:

Brewery Collectibles
Club of America



Creator since 01-2020
64 subscribers



3. Hotel for CANvention 50 – The early announcement of the hotel details for CANvention 50 was quickly seized upon by many members, and the rooms were booked rapidly. At this time, all allocated rooms in the Marriott St. Louis Grand hotel have been filled. The BCCA CANvention committee continues to work hard at this time to fill those that secured partial bookings (i.e., booked Wednesday and Thursday but need to secure rooms for Friday and Saturday). If Chapter members fall into that category, please ensure they reach out to Beer Dave Gausepohl (beerdave@fuse.net), and he is aware of their status. The CANvention committee is working hard to secure other hotel rooms within the immediate area to accommodate members that might have missed the initial reservations. If you are aware of any of your members still needing reservations for CANvention, please have them contact Beer Dave Gausepohl ASAP. With all of the events happening in St Louis during our CANvention we would suspect that NO Rooms will be available by the end of April. Please don't let your members be discouraged. The BCCA will do it's best to ensure members can come and enjoy the 50th CANvention. They just need to act fast to inform us that they are planning to attend and require lodging.

4. Chapter Tables at CANvention 50 – We encourage Chapters to take advantage of the exposure at CANvention 50 to entice fellow members to join their Chapters. A limited number of tables will be available at the CANvention entryway. More details to follow.

5. Can-Totes – The BCCA has added the 50th logo to the Can-Tote. Note there has been a slight increase (now \$18) in the baseline cost of the totes due to additional costs (shipping, etc.) not associated with the other logo being added. Please get the word out to your members about the new totes.



6. Chapter Events and Upcoming Shows – Please ensure your Chapter events and upcoming show details have been provided to ensure the information is available to fellow members. Members will often visit the BCCA events webpage, and this is an excellent opportunity to inform fellow members of shows in various locations.

7. Chapter Logos and Chapter History - Thanks to all the Chapters that have submitted Chapter logos to add to the BCCA webpage. They will also be used on the Chapter History Banner that will be used in the Chapter historical display at the 50th CANvention. We will do our best to ensure all BCCA members have an opportunity to learn about all Chapters, past and present, and their impact on the hobby and the BCCA. We'd still welcome those that would even like to submit any in time for the CANvention. It could be as simple as scanning in a Chapter patch. You're welcome to send me any patches so they could be scanned or used in the CANvention Chapter display. Here are the ones we still need:

Bama Cannas
Aztec
Golden State
Gem State
Reisch Brew Crew
Hoosier
Mardi Gras
Cornhusker
Simon Pure
Renner Old Oxford
Coal Cracker
Keystone
Brewed In Dixie
Grand Prize
Cowboy
First Wives' Club
Laphroaig
Old Style
Playboy

Kangaroo

We could use any updated version of these Chapter logos for the following Chapters:

CAN-ecticut Red Fox
Officer Suds

8. Chapter Renewals and Updated Information - Thank you to the Chapters that have submitted their renewals. The BCCA webpage <https://www.bcca.com/chapters/> has been updated with your information. Please take the time to look to ensure the information is correct. Please send any updates to Cheryl Boyles crboyles@sbcglobal.net

Also, ask your members to make sure their information (mailing address, email address, etc.) is as up-to-date as possible to ensure we can keep them informed as much as possible.

9. Chapter Newsletters Awards – The BCCA Board of Directors has approved to increase the prize totals awarded for the Chapter Newsletter Contest from \$25/\$15/\$10 to \$50/\$35/\$15 dollars.

10. BCCA Board of Directors members and meetings – The BCCA nominating committee is continuing the campaign to attract members to become BCCA Board of Directors members. We ask that you encourage members that might have an interest in becoming a BCCA BOD member to reach out to Cheryl Boyles crboyles@sbcglobal.net. The next BOD meeting will be March 21, 2020, at the Radisson Cincinnati Riverfront, Covington, KY, during the Luck of the Irish Show at 2:00 PM EST. The remaining BOD meetings for the rest of the year will be:

- May 16, 2020, at the Bullfrog Chapter show in Wauconda, IL 1:00 PM CST

- July 17, 2020, at the Michigan Chapter Summer Swap Frankenmuth, MI show on Friday at 2:30 PM EST

- September 10, 2020, at BCCA CANvention 50 St Louis, MO 08:30 AM CST

We look forward to seeing anyone that could attend the BOD meeting so we can hear comments and feedback.