

THE BLUE GRAY BREWSLETTER

Editor - Deb Lorenz

Feb 10th, 11th, 12th, 13th, 2010

WELCOME TO the 31st B--I--G SHOW!! It's the 75th ANNIVERSARY of the BEER CAN!

The Blue Gray Show Committee, BCCA and other hosts are really excited to welcome all of you to the biggest breweriana show in the East this year. The added excitement is due to the fact that we are celebrating the 75th Anniversary of the Beer Can. We look forward to seeing all of the same faces and the addition of many new ones to this year's show. Our hosts include: Capital City Chapter, Richbrau Chapter, Rusty Bunch Chapter, BCCA, Sports Can Chapter, Microcosm Chapter and NABA. **We welcome each and every one of you to this extra special Show!**

We are happy to say that Rob Leonard, Owner/Brewer of New England Brewery and Bruce Doelling, Director of Brewery Sales for The Ball Corporation will both be *guest Banquet speakers* this year.

Some of the breweries are producing a *CANniversary Beer* and I'm happy to inform you that you will be enjoying some of them on tap. Among those that have brewed these special beers are Devil's Backbone in Roseland, VA; Battlefield Brewing Company in Fredericksburg, VA and Front Street Brewery in Wilmington, NC.

Be sure as you walk around this year, trading, buying, conversing and just plain drinking beer, to introduce yourself to the many micro-brewery representatives in attendance and thank them for continuing to make the Hospitality Room one of the best in the East or the West.

Brews to you!
Rayner Johnson

Room - to - Room Trading all day and all night from Wednesday, February 10th until Sunday, February 14th! Don't miss out on that one 'item' you have to have!

WELCOME FROM JOHN FATURA, BCCA PRESIDENT

Hello Fellow Collectors,

Several members of the Brewery Collectibles Club of America have gathered at the Blue Gray Show this year to show their support and celebrate the 75th Anniversary of the Beer Can. The beer can became reality right here in the state of Virginia very close to where we are celebrating this week.

A lot of early planning and design work for the BCCA 75th Logo was done by Jim Thole and the late Henry Herbst prior to Board approval and implementation of a program. It was decided early on to kick-off the yearlong celebration at CANvention 39 in Springfield, Illinois and conclude with activities at CANvention 40 at Valley Forge, Pennsylvania.

Many of our members are also celebrating the 75th at Chapter Shows which started in mid-January, just prior to the January 24th birthday of the beer can.

The activities this week take our collecting hobby to a new level of camaraderie amongst our collectors. It also provides us with an ongoing relationship and support of the brewery industry. My experience this week will definitely be one to be remembered.

I would like to extend a BIG thanks to Rayner Johnson and his crew of many volunteers for providing us with a memorable occasion such as this week.

The Hospitality Room is open 24 hours a day, beginning on Wednesday at 12:00 noon and ending at noon on Sunday.

BRUCE DOELLING

Bruce Doelling is the Director of Brewery Sales for the Ball Corporation. He joined **Ball Corporation** in 1980 in the Glass Container Group with moves to Muncie, IN; Cincinnati, OH; and Grand Rapids, MI. He joined the Metal Beverage Group in Broomfield, CO in 1984 as Regional Sales Manager. He has held a variety of Sales and Administrative positions with account responsibilities throughout North America.

His current account responsibilities include Miller, Coors, Anheuser-Busch, InBev, Molson, Labatt, NA Breweries, City Brewing, New Belgium, Oskar Blues and over 35 craft brewers throughout the US and Canada. He has also done course work with the Master Brewers Association of the Americas and is a company member of the Beer Institute.

He was an avid beer can collector at age 13, but unfortunately, did not keep the collection past his teenage years! He is 51 years old, married to Patty Doelling, and has two sons. He received his BS at Purdue University and his MBA at Xavier University

When you see Bruce, be sure to introduce yourself and thank him for the commemorative cans. *The contribution of the Ball Corporation to the 75 years of the beer can's celebration is greatly appreciated.*

TRADE FLOOR TABLES

As always, we are setting up tables in the Hotel Lobby on Thursday and Friday so that the collectors in the other Hotels can participate in the room-to-room trading. The tables are **ONLY** for collectors **not** staying in the Ramada Inn and those in the **back building, (all odd numbered rooms from 301-341 and from 401-441)**. Collectors in the main building and on the front side of the back building will have their room open for the room-to-room trading. **So check out all of the outside rooms!** On Saturday, the tables are open to **ALL** collectors **EXCEPT** those who have inside rooms (open to the Atrium of the Ramada).

THE BREWERY TOUR IS BACK!

This year's brewery tour will visit the city of Richmond. Known throughout the beer can collecting circles as the debut spot for the beer can, Richmond also has a rich brewing history and currently supports several brewpubs. We'll start our visit at **Extra Billy's Smokehouse Brewery** located just outside Richmond in Midlothian. Next stop is lunch at **Legend Brewing Company** on the banks of the James River, directly

across from downtown.

Following lunch, we'll cross the river to downtown Richmond. Due to the narrow cobblestone and brick lined streets of the historic Shockoe Slip downtown area, our drop off and pick up location will be a short walk to **Richbrau Brewing Company** and several other beer bars including **Capitol Ale House** and **O'Neill's Penny Lane Pub**. There will be a couple of hours available to walk between several destinations, all within easy walking distances. Had enough brews? Richmond has a wonderful walkway along a canal by the James River. Maps of the downtown area will be provided with these and a few other spots marked.

We'll leave from the hotel lobby mid-morning **Thursday** and return just before 6pm. Cost is \$18 (lunch not included). Please check with the registration desk or with tour guide, Jim Plant, for the departure schedule or any other questions.

Please remember to wear your Badge at all times as this is a private party and people that do not have their Badge on will be asked to leave. This has to do with the State Liquor Law and remember, you are responsible for your own behavior and that of your guests.

CANNIVERSARY GIVEAWAYS!

We were really excited about being able to give our Blue Gray attendees such great give aways this year. **Ball Corporation** has come out with a Blue Gray 75th anniversary can. Rayner visualized a **Krueger Ale can** as a can giveaway to everyone in attendance – the best way to celebrate the 75th anniversary of the beer can. Along with the can, we also are handing out **Blue Gray and BCCA coasters**. We hope that you truly enjoy the **Blue Gray 75th CANNiversary pint glass** from the Blue & Gray Brewery and many thanks to Jeff Fitzpatrick for his assistance with the production of this glass.

The Blue & Gray Brewery is located 9 minutes from the hotel (4.83 miles away). They offer free tastings and retail sales on Wednesdays from 2 pm-6 pm, Fridays from 3 pm-8 pm and Saturdays from 10 am – 1 pm. Tours are available on Saturdays from 10 am – 1 pm. If you haven't been, you simply *must* make this a stop.

BACK BAR DISPLAY

The Back Bar Display is back again with another diverse round of rare, premium quality, and lighted breweriana of Pre-pro to early 1950s vintage. As in previous years, there will be a Best of Show Contest with prizes and ribbons for the winners - please remember to stop by the display and cast your vote. When visiting and viewing the display, there are front-row seats where you can sit, relax and listen to lots of memorable tunes from the 1930s and 1940s "Big Band" era while you enjoy a cold draft beer from the Blue & Gray hospitality room. This year, there is a new Back Bar lounge where you can enjoy your beer and meet and chat with the display organizer (John Bain) and other display participants. In addition, there will be numerous 1930s to 1950s lighted signs for sale and trade in the lounge.

Schedule:

Thursday 8 pm: Display viewing begins

Friday 9 am - midnight: Open for viewing

Saturday 8 am-4pm: Open for viewing

9 am: Deadline for submitting Best of Show Contest votes

11 am: Group photo of participants

11:30: Contest winners announced and awards presented

MARGARITA MADNESS

Hey anyone out there who loves Margaritas, meet Deb Lorenz on Friday afternoon in the lobby at 1:00 p.m. and we'll walk or ride down to Pancho Villas Mexican Restaurant for margaritas and chips! Running late? We'll meet you there!

FRIDAY NIGHT PIZZA PARTY

Friday night, be sure to get in line for the Pizza Party! Tom Chegash will be there to ensure the line is orderly and that you each get a share of great pizza. Be nice, or the *Pizza Dude* might make you go to the end of the line and wear a "dunce" cap or make a "citizen's" arrest! The line forms on the second floor of the Ramada outside the Hospitality Room at the Registration desk at 8:00 p.m.

EXCITING MEET UPS!

This year once again, the Presidents of all four breweriana clubs, the BCCA, NABA, ECBA and ABA will be meeting during the Blue Gray Show.

In addition, there are a group of micro-brewers getting together for the second meeting of the VA Craft Brewers' Guild. The purpose of the Guild is for craft

brewers in the state to work together keeping each other informed about legislative and marketing issues that affect brewing in the Old Dominion, and also networking to help each other out when desired, and for social purposes.

MICROBREW FULL BOTTLE EXCHANGE

For those of you who enjoy tasting and trading new "brews" in the bottle don't miss out on the Full Bottle Trade on Saturday morning at 9:00 a.m. in the Banquet Room. Bring your fresh micro-brewery beer from your area to trade. Minimum required is a six-pack and the maximum is a whole case.

WINE GODDESS WINE TASTING

The Wine Goddess Chapter will hold their annual Saturday Afternoon Wine Tasting at 1:00 p.m. in the Garden Terrace Restaurant. All ladies are invited to attend. Just bring a bottle of wine and an appetizer to share. Any questions, see the Wine Goddess President, Debbie Eib!

BANQUET INFORMATION

Be sure and stop by the Blue Gray Registration Desk if you have not signed up for the Banquet on Saturday night yet. The food will be delicious, the conversations will be great, and the drinks will be cold. Rob Leonard from New England Brewing Company will be speaking and Bruce Doelling, Director of Brewery Sales for The Ball Corporation, will be putting on a Power point presentation.

CANNIVERSARY CAKE

Matt Menke baked a tremendous CANniversary Cake to celebrate this wonderful occasion of the 75th Anniversary. You won't want to miss out on this scrumptious treat. So be sure to report to the lobby area near the pool on Saturday immediately following the banquet. Hey, we really CAN have our cake and eat it too!

HEY WILL, CAN YOU REPAIR MY CAN!?

Will Hartlep has brought along his can repair and lidding equipment for the first time this year. Those of you who have had him repair cans at Larry Handy's shows in the past and to those of you who haven't yet, you might want to bring your can projects to him in room 114.

BLUE GRAY WEBSITE AND FACEBOOK

The Blue Gray show is catching up with the times. If you didn't already know, you can go to www.bluegrayshow.com for information, but did you know we are also on *Facebook*? Just go to Facebook and type in Blue Gray Show. Upload your photos, collecting requests & more!

BCCA SUPPLY TABLE

Doug Groth, BCCA Supply Chairman, will be manning the Supply Table during the show. He will be selling some Aluminum Bottle totes, He is down to just 5 or 6 of the other size totes, but we still have some 12's and 24's so there will be totes available. He will be selling can wraps, **75th Anniversary of the Beer Can T shirts** and Polo's, and smaller assorted items. He is also bringing 75th Anniversary pins. In addition, he will also have the USBC Books, and some tote stands. So be sure to stop by Doug's table and get your CANniversary T-shirts and more!

MERRY BOCKSTERS SUPER RAFFLE #2

The Merry Bocksters are holding their Super Raffle #2 and the winner will be drawn at this Blue Gray Show! They are offering an *A-1 Bock can as a first prize*, a *Krueger Bock can as a second prize* and a *Frankenmuth Bock can as a third prize*. Tickets are half the cost of last year's raffle at **\$10 each**. There are only 600 tickets being sold *and less than 70 still available*. Tickets will go on sale at the Chapter Sales Table on **Thursday morning**. *You can also purchase NEW T-shirts celebrating 75 years of beer cans*. Last year's Super Raffle #1 at the Blue Gray saw Jim Dixon win a fantastic Jacob Ruppert Instructional Bock can. This year, we are offering **three** chances to win these fantastic cans, so take advantage of this offer and buy a ticket so you can get a great can!

CAPITOL ALE HOUSE

The Ale House is located in Historic downtown Fredericksburg at 917 Caroline Street. It is housed in a 200 year old building. Highlights include an 80' long concrete bar, fireplace, a lounge with leather couches and dart boards, and a display beer cellar which is controlled to the perfect cellaring temp of 55 degrees! It is an upscale-casual dinner house that features 62 craft and import beers on draught and over 300 selections of bottled beer. If you're a beer enthusiast, you won't want to miss a stop at the Capitol Ale House. It is a 10 minute drive (5.12 miles) from the Ramada.

HUNGRY?

There is a **great breakfast buffet** and lunch and dinner available at the Garden Terrace Restaurant at the Ramada Inn. There will be a **Hotdog Stand** available on Thursday, Friday and Saturday from noon to 3:00 p.m. After that, there is good bar food available at **Muggsey's Bar** in the Ramada. **Hooters Restaurant**, the **Pancho Villas Mexican Restaurant** and **Ruby Tuesdays** are just a short walking distance away.

SATURDAY IS IMPORTANT

Rayner thought it was important to remind everyone that the reason we get such good rates for the hotel is because we promise them so many booked rooms every night. Therefore, it is imperative that you stay over Saturday night. If we can't deliver on Saturday nights, we may lose the rights to having just our people at the hotel. The more outside registered guests there are, the more chance that complaints will be made regarding the open drinking that goes on. It is against VA laws to drink openly but the police have not had to enforce this since we are classified as a private party and no one has complained. The Registration rules state that you must stay over Saturday night to stay at the Ramada Inn. Times are changing and enforcements need to be done. So plan on staying and attending the banquet this year and definitely plan on it in the years to come!

A THANK YOU IS NEEDED

Once again this year, at this time I would personally like to thank, Rayner Johnson, the Blue Gray Committee, our hosts, and everyone who donates beer, sets it up, registers guests, in fact, everyone who gives something of themselves to set up this show. Thanks to all of the hotel staff who go out of their way to ensure that we have a great time before, during and after the show. I think sometimes it is too easy for us to find fault with the little things that occur during a show. Anyway, what I am trying to say is *please don't take everything for granted*. Thank someone who helps you or does something for you this week at the show.

Even though many of were fortunate enough to be present at the **50th Anniversary of the Beer Can**, you might not have known that the reason Rayner was inspired to put on the 50th CANniversary show in the first place was a gentleman by the name of **Roger Kirkpatrick**, who at the time was a Professor at Marietta College. Thank you Professor and you, too Rayner!

- Deb Lorenz

75th ANNIVERSARY OF THE BEER CAN & 31ST BLUE GRAY SHOW "HOPPY" HAPPENINGS!

Wednesday - February 10th

24 Hour Hospitality Room opens at noon - Room-to-Room Trading All Day and All Night!

Thursday - February 11th

24 hour Room-To-Room and Hospitality Room!

1:00 p.m. Table Set up (Hosted by Richbrau Chapter) but ALL are invited and encouraged to help!

Tables are ONLY for registered participants staying in other hotels as well as those staying in the ODD numbered rooms in the back section of the Ramada Inn (301-341, 401-441) NO EXCEPTIONS!

8:00 p.m. - Back Bar Display Opens!

Friday - February 12th

24 hour Room-To-Room and Hospitality Room! Complimentary Donuts and coffee are available in the morning from 8:00 a.m. - 10:00 a.m.

Trade Tables are available ONLY FOR "eligible" participants - NO EXCEPTIONS!

9:00 a.m. - Back Bar Display until midnight

10:00 a.m. - Olde Frothingslosh Chapter Picture - Meet outside Brian Williams' and Jim Romine's Room

9:30 a.m. - NABA Board Meeting

1:00 p.m. - Margarita Madness - For you guys and gals, who are Margarita Lovers, meet Deb Lorenz in the lobby at 12:45 p.m.. We'll walk or ride to Pancho Villas Mexican Restaurant for 1 or 2 margaritas and chips!

8:00 p.m. - PIZZA Night with the Pizza Dude! Great Hospitality Room treat!

Saturday - February 13th

24 hour Room-To-Room and Hospitality Room! Complimentary Donuts and Coffee are available in the morning from 8 a.m. - 10:00 a.m.

7:00 a.m. - 12:00 p.m. - Trade Floor Open to All - EXCEPT - Dealer Inside Room Occupants

8:00 a.m. - 4:00 p.m. - Back Bar Display

9:00 a.m. - Full Bottle Trade in the Banquet Room. Bring some fresh microbrewery beer from your area to trade. Minimum-one six pack, maximum-one case. (must be 21 or older)

9:00 a.m. - Deadline for submitting Back Bar Display Best of Show Contest Votes

11:00 a.m. - 12:00 p.m. - Back Bar Display Participant Photos and Awards

1:00 p.m. - Wine Goddess Chapter Wine Tasting - This is for the Ladies! Meet at the hotel's Garden Terrace Restaurant. Bring one bottle of wine and an appetizer to share. This awesome event is hosted by Debbie Eib.

7:00 p.m. - Banquet

Cutting of the CANniversary Cake - Immediately following the Banquet

9:30 p.m. - Rusty Bunch Chapter Meeting and table tear-down immediately thereafter!

Sunday - February 14th

Hospitality room closes at noon. Have a safe trip home.

Don't forget to wish your honey a Happy Valentines Day!

Complimentary Donuts and coffee are available in the morning from 8:00 a.m. - 10:00 a.m.!

Have a Safe trip home and see you next year!