CREATING A COMMUNITY OUT OF THIN AIR
What can we learn from Michael?

Road Brewer

"Have rubber boots, will travel and brew." Brewmaster Teri Fahrendorf shared her adventures while she camped her way across the nation in Big Buddy, her 15-foot trailer. As the west coast's unofficial craft beer 'Goodwill Ambassador,' Teri visited and brewed with professional brewers all across the USA.

WEDNESDAY, SEPTEMBER 5, 2007

100th Post: News From The Road

Sign up: Road Brewer Ramblings or Pink Boots Society e-News

Email:  

Go

June 4 to October 20, 2007

Map Legend: BLUE=Oregon to Maine; RED=Return to Oregon -- EMAIL: teri@roadbrewer.com -- -- --

WEBSITE: www.terifahrendorf.com --

Click on any photo to enlarge.
1998 (Feb) – first Internet computer/email-DOS
Email: personal letter replacement then bus.use
2002 – Started creating websites for Steelhead.
2005 – Brewers Association Forum started.
2007 (Feb) – plan Road Brewer trip, start blog.
2007 (Jun) – seed for PBS is planted.
2007 (Aug) – my website goes up from road.
2007 (Sep) – Constant Contact from road: Road Brewer Ramblings & PBS e-News.
2007 Brewers Association Forum

Moderated news forum for Brewers Association Members.
Received by over 2600 brewing industry professionals daily.


New:
1. Bob Beckley - Update on Casey Gwinn, Three Rivers Brewery Head Brewer
2. Teri Fahrendorf - Have Rubber Boots, Will Travel
3. Scott Cramlet - Stainless Draft Line Equipment Wanted
4. John Watts - Investment in Brewery
5. Jaime Jurado - Beer Historian and Writer Alan Eames' Obituary
6. Rix Samford - Keg Washer
7. Tim Suprise - Regional Sales Manager at Arcadia Brewing
8. John Fahimian - Head Brewer Wanted at Haverhill Brewery
9. Melissa Mesenbrink - Job Posting at Widmer - Brewing Department

Reply:
Road Brewer: 02/01/2007 – 03/01/2007

Have Rubber Boots, Will Travel

“Not all who wander are lost.”
~ J.R.R. Tolkien

After 19 years as a professional brewer, and nearly 17 years as Steelhead’s Brewmaster, it is time for me to move on.

With my beloved husband (Jon Graber)’s encouragement, I plan to follow the clouds of wort steam across the country, towing my camper behind me.
Last Day: March 9, 2007
Trip Planning

“My favorite thing is to go where I have never gone.” - Diane Arbus
2007 Brewers Association Forum

Moderated news forum for Brewers Association Members. Received by over 2600 brewing industry professionals daily.


New:
1. Julia Herz - National Beer Wholesaler Craft Beer Garden 'Call for Commitment'
2. Ben Millstein - DARE
3. Teri Fahrendorf - Landing Spots Needed
4. Dan Sobotki - Pump Seal

Reply:
5. Mike Fuerst - Re: Bungs for Hoff Stevens 1/2 Barrels Wanted
6. Ted Miller - Re: Business Plan Pro

NBWA Daily News Updates

Use the following information to access the Forum Archives!
Membership Number: !FIELD1!
Jun 4, 2007: First of 12,656 Miles

“Have rubber boots, will travel and brew.” Brewmaster Teri Fahrendorf shared her adventures while she camped her way across the nation in Big Buddy, her 15-foot trailer. As the west coast’s unofficial craft beer “Goodwill Ambassador,” Teri visited and brewed with professional brewers all across the USA.

“Miracles happen to those who believe in them.” -Bernard Berenson
Recognized the need to start a List of Women Brewers

Saturday, June 16, 2007

Pink Boots at Stone

"Don't stay at home and putter around the house. You need a change of scene." -David M. Ogilvy

June 4 to October 20, 2007

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WEBSITE: www.terifahrendorf.com --
Click on any photo to enlarge.

Blog Archive (In Trip Order)
February (1)
Determined need for Website

Road Brewer: Moose Jaw Pizza - Mozilla Firefox

Most Visited Getting Started Suggested Sites Web Slice Gallery

MONDAY, JULY 16, 2007

Double Trouble! Pinks Boots at Wisconsin Dells

Society e-News

Email: [input field]

Go

June 4 to October 20, 2007

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Click on any photo to enlarge.

Blog Archive (In Trip Order)

February (1)
The Mash Hoe

Above are pictures of a garden hoe and a white thermoplastic (or high molecular density plastic) cutting board. Imagine bolting the cutting board to the blade on the garden hoe. That's the basic idea behind the mash hoe.

I've seen a lot of breweries on my trip so far. Larger breweries normally have rakes that push out the spent grain. Brewpub brewers generally use a mash hoe, a garden hoe, a shovel or a canoe paddle (might as well use a laddle).
Complete Itinerary: 2007 Trip

Blue Line: Oregon to Maine (June to August).
Red Line: Maine back to Oregon (August to October).
Realized the need to Publish List of Women Brewers as a Resource
A home for my “List of Women Brewers” – Pink Boots Society

Pink Boots Society

We have our own website now! Please visit us at www.pinkbootssociety.org.
Realize need to keep my Readers

camped her way across the nation in Big Buddy, her 15-foot trailer. As the west coast's unofficial craft beer “Goodwill Ambassador,” Teri visited and brewed with professional brewers all across the USA.

FRIDAY, AUGUST 31, 2007

Drive to Hyannis and Coastal Cape Cod

“What people say you cannot do, you try and find that you can.” -Henry David Thoreau
Sep 5, 2007 - Road Brewer Ramblings: 901.
Sep 7, 2007 - Pink Boots Society e-news: 2,766 subscribers as of Feb 8th e-news. (Last 90 days)
2009 - Burned Brewer Network: 21 members.
Oct 20, 2007: Trip ends, Communication continues

Saturday, November 3, 2007

Arrive Home in Eugene, Oregon!

“The discovery of a new dish does more for human happiness than the discovery of a new star.” – Anthelme Brillat-Savarin

Sign up: Road Brewer Ramblings or Pink Boots Society e-News

Email:  

June 4 to October 20, 2007

Map Legend: BLUE=Oregon to Maine: RED=Return to Oregon -- EMAIL: teri@roadbrewer.com -- -- -- WEBSITE: www.terifahrendorf.com -- Click on any photo to enlarge.
If somebody had told me in January 2007 that I would quit my brewmaster position at Sierra Nevada after nearly 17 years and depart on a five-month road trip visiting brewers and breweries across the USA, I would not have believed it. Yet that is exactly what I did.

I posted to the forum announcing my trip and encouraged brewers to e-mail me if they wanted me to visit their breweries. More invited me than I could visit, but I tried to fit in as many as I could.

My route was somewhat dictated by where relatives live. In all, I visited 70 breweries, and brewed with 27 of them.

Along the way, I observed a lot of expansion, innovative beer styles, equipment upgrades and the impact and availability and prices of malt and hops.
Increasing Brewery Tourism

by Teri Fahrendorf
the Road Brewer
Dear Teri,

Welcome to the first Road Brewer Ramblings e-newsletter. I've included several types of articles here, so please scroll down till you see one you like. At the bottom I ask for feedback so you can get what you want. Thanks for reading!

Cheers, Teri

Editorial

Home Safe!

In each issue, this section will focus on where I'm at right now.

Arrived safe and sound at home in Eugene on October 20, 2007 after nearly 5 months on the road. (139 days and 12,656 miles to be exact.) Click here to see all...
Greetings!

Welcome to the first Pink Boots Society e-newsletter.

Several women brewers have asked where to get pink steel-toed boots. Since Christmas is coming I needed to get this info out to you now.

Send me some feedback and I will keep the e-newsletter discussions going. Thank you for participating!

Cheers, Teri
2008: PBS votes to go from List to Professional Organization
Pre-Facebook = Yahoo Groups
Facebook: 696 (members only group)
Twitter: 2,125 followers

Pink Boots Society
@pinkbootsbeer
Created to inspire, encourage and empower women to become professionals and advance their careers in the Beer Industry, mainly through education. Everywhere - pinkbootsociety.org

Follow Pink Boots Society
Full name
Email
Password
Sign up

Tweets: 956
Following: 115
Followers: 2,125
2012: PBS Australia
2008: First PBS Meeting
16 Attendees
2013: PBS Meeting
140 Attendees
Pink Boots Society
January 2014

The Pink Boots Society is an international professional association and USA 501(c)3 nonprofit. We inspire, encourage and empower women beer professionals to advance their careers through education. Our 1,000+ members are the female beer industry leaders of tomorrow, and they inspire women consumers to choose beer as their adult beverage of choice.

In This Issue

Scholarship Window Open!
CBC Meeting
Volunteer Needed
IWCBD - 30 Breweries!

We’ve got a lot going on, and more to come!

- Siebel Concise Course Scholarship
- 2014 Scholarship Schedule
- Craft Brewers Conference Meeting
- Welcome new Scholarship Administrator
Current Digital Communications

- Brewers Association Forum very active.
- www.roadbrewer.com blog not active but online.
- www.terifahrendorf.com popular but mostly static.
- Road Brewer Ramblings currently not publishing.
- Pink Boots Society e-newsletter very active.
- www.pinkbootssociety.org is now a social media-driven community where members can friend, groups.
- Yahoo Groups Forum used but not very active.
- Facebook very active: Main group, IWCBD, and regional PBS chapters.
- Twitter is on fire because our Moderator rocks.
Other Communities: 2009 BBN

2009 Brewers Association Forum
Moderated news forum for Brewers Association Members.
Received by over 3400 brewing industry professionals daily.

Brewers Association Forum Vol. 15-0616.

New:
1. Karl Ockert - Shorts in the Brewery?
2. Leslie Henderson - Final Runnings for Mash Water?
3. Teri Fahrendorf - Announcing the Burned Brewer Network
4. Tony Forder - ASN Tasting Panel
5. Todd Ashman - Hoff Steven/Golden Gate Converted Sanke's & Brewpub Wholesale Distribution

*************************************************
The New Brewer - Trade Directory Supplier Listing
*************************************************

Classified Ad: Tosca Limited Kegs For-Sale

By: W.M.
Started 2011: Barley’s Angels
Bring Mom Out for a Beer Day

By Kimberly Bowker

Mom has been through Mother’s Day before. She is used to flowers, Hallmark cards, brunch, and breakfast in bed. So this year, why not surprise her a little. Why not take mom out for a craft beer?

That’s what Teri Fahrendorf, president of the Pink Boots Society, is planning to do on May 8. Bring Mom Out for a Beer Day, a grassroots effort launched by Teri, aims to expose moms to new tastes in beer culture. Breweries worldwide are celebrating Mother’s Day with tours, free brews, and special food pairing events. It is also a new and creative way to show mom your appreciation.

“There are a lot of appreciation things going on,” according to Teri. “We are appreciating beer, appreciating beer history, appreciating the brewery by seeing how beer is made, and appreciating mom. And, it’s good for business.”

This Mother’s Day, Teri will be taking her mother in-law to a local Portland, Ore. brewery for a tour and a meal.
2014: International Women’s Collaboration Brew Day: March 8

#IWCBD - International Women’s Collaboration Brew Day

List and locations of participants for #IWCBD to be held March 8th.
www.iwcbd.org for details.

- Dogfish Head Craft Brewery Inc
- EDGE Brewing Co
- Welbeck Abbey
- Triple f Brewing Company
- Metalman Brewing
- One Love Brewery
- Adnams Brewery
- Arizona Wilderness Brewing Co
- Spinnakers Gastro Brewpub
- Ballast Point
- Ossett Brewing Ltd
- Riverhead Brewery Tap and Dining
- Microbrasseiro Lara
- Intergalactic Brewing Company
- La Badia Birraria

Base map: Google Maps Engine
Dear Teri,

Are you dreaming up your mid-winter and spring seasonal beers? Check out our new malts, listed below...

BEST MALZ RED–X from GERMANY

How cool is a completely red colored beer? Best Malz Red-X is a 12 Lovibond Munich type malt that has seen just enough roaster action to develop a deep red color. It can be used at 100% of the grist, and at that rate it provides the lovely red color you see in the photo at left.
Future: PBS & IWCBD

INTERNATIONAL WOMEN’S
COLLABORATION BREW DAY
SATURDAY, MARCH 8TH