

February 15, 2014

A one day symposium at the University of Kentucky showcasing writing in craft beer.

CREATING A COMMUNITY OUT OF THIN AIR



1

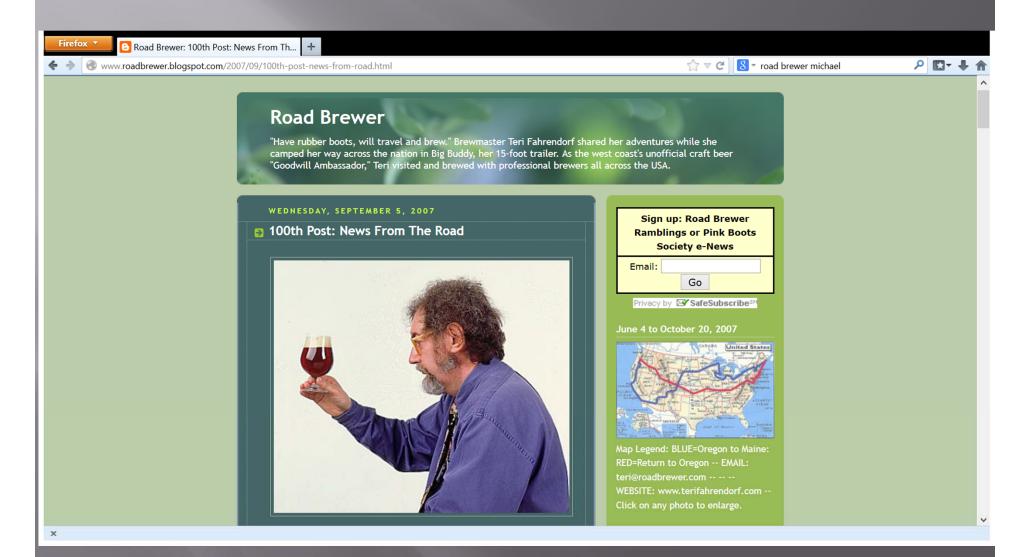
Welcome to Pink Boots Society

Membership Activity Feed About Us Events News Donate! Blog Contact Us

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936 members and counting...

What can we learn from Michael?



My Digital History

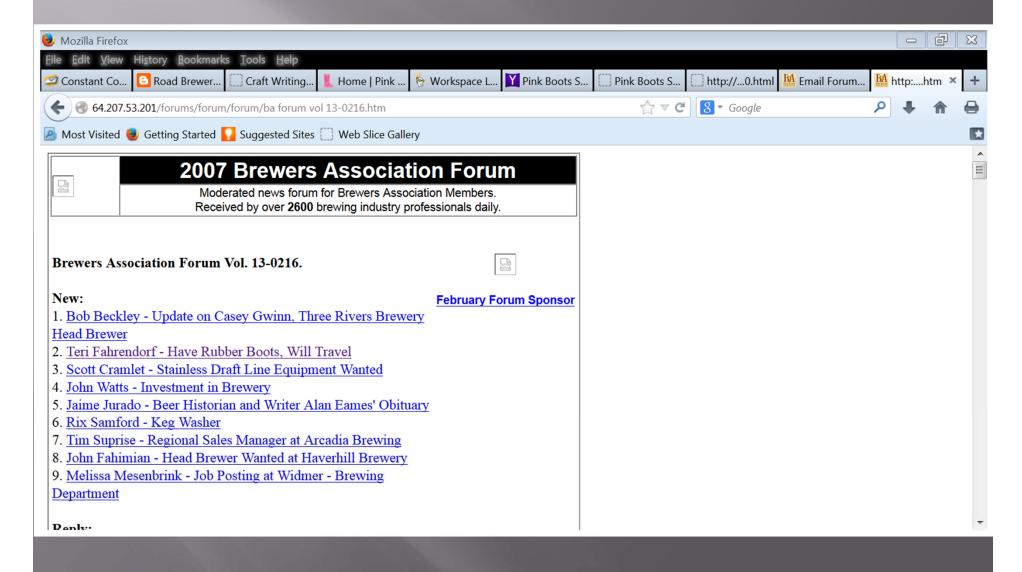
- 1998 (Feb) first Internet computer/email-DOS
- Email: personal letter replacement then bus.use
- 2002 Started creating websites for Steelhead.
- 2005 Brewers Association Forum started.
- 2007 (Feb) plan Road Brewer trip, start blog.
- 2007 (Jun) seed for PBS is planted.
- 2007 (Aug) my website goes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

Gave Notice: Feb 9, 2007

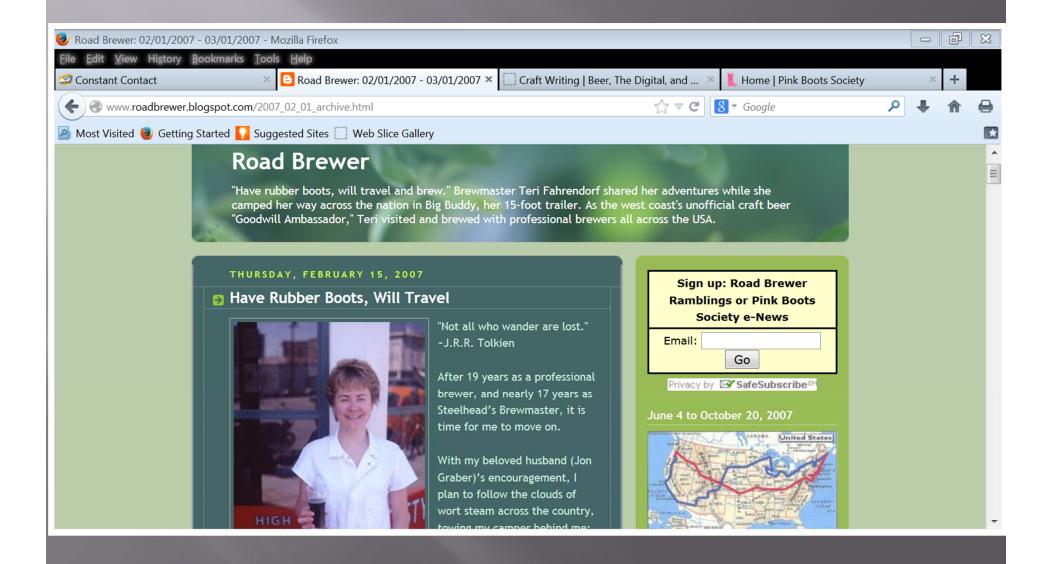


I quit my job
immediately
had an Identity
Crisis!

BA Forum: Feb 15, 2007



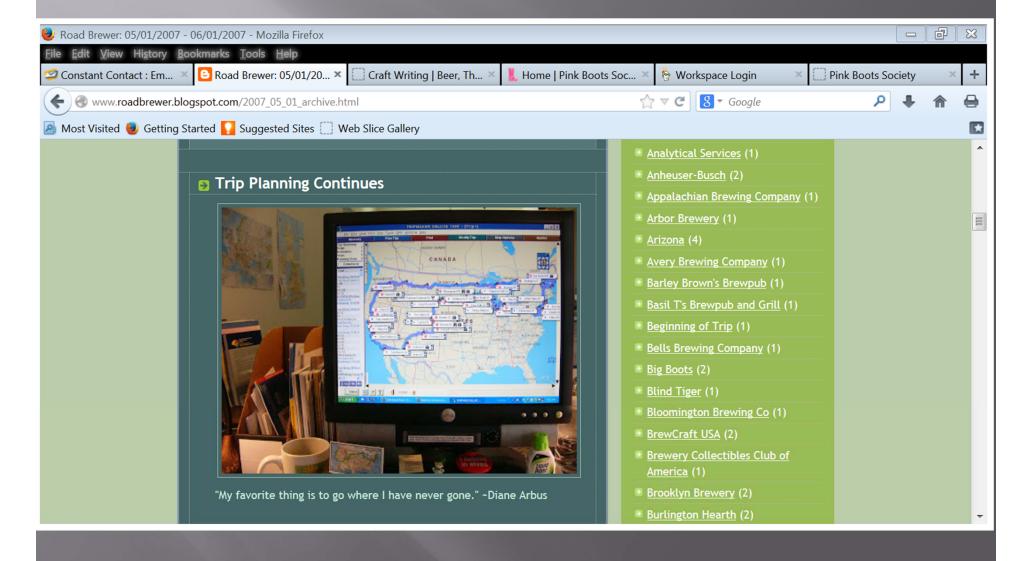
Road Brewer Blog same day



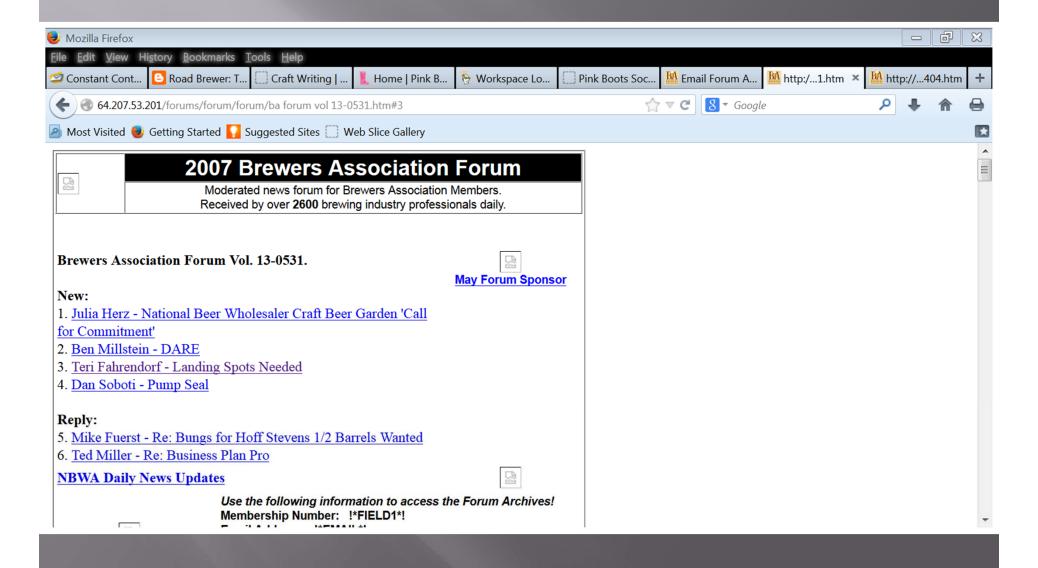
Last Day: March 9, 2007



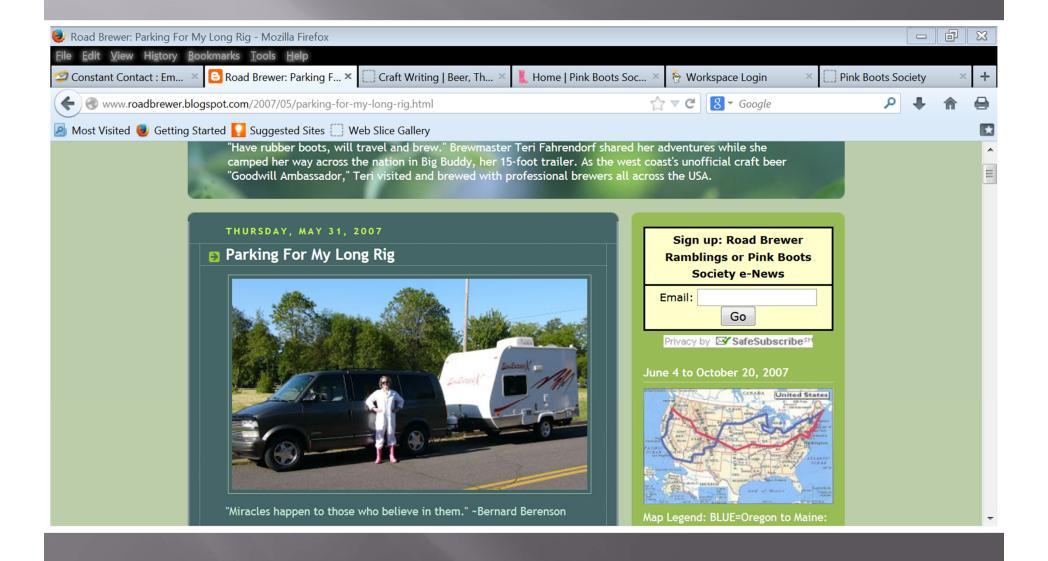
Trip Planning



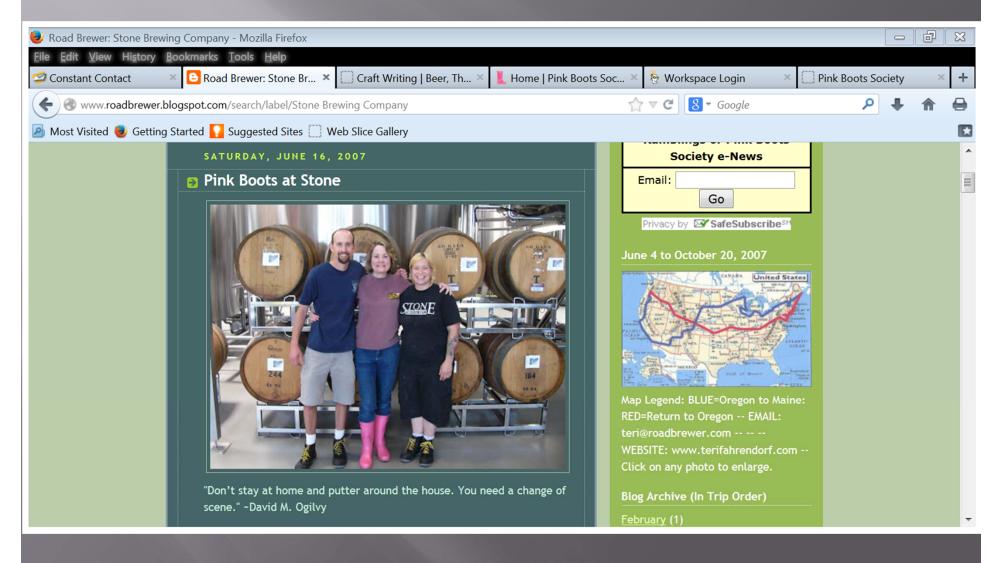
Need Landing Spots



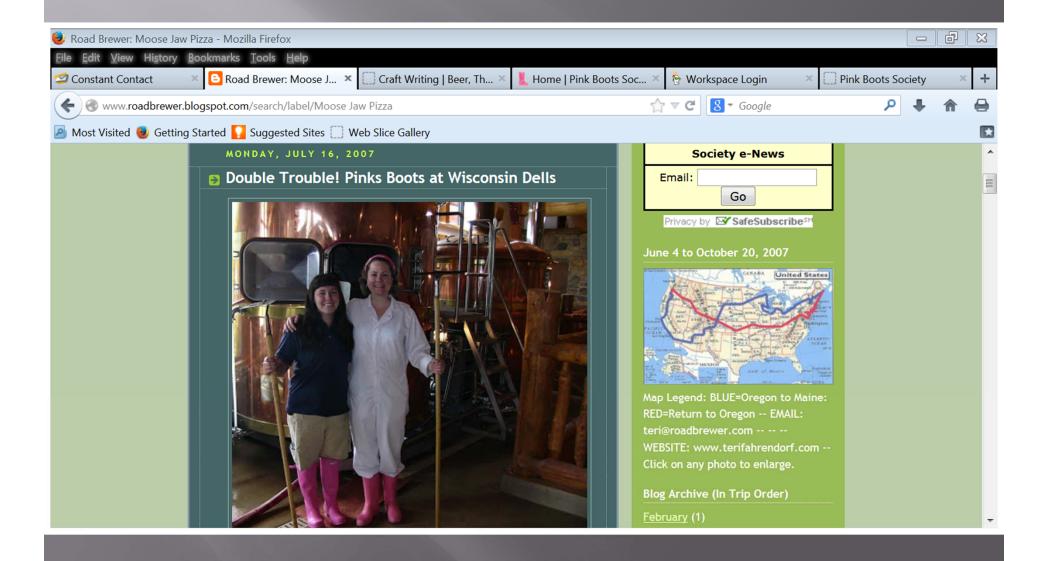
Jun 4, 2007: First of 12,656 Miles



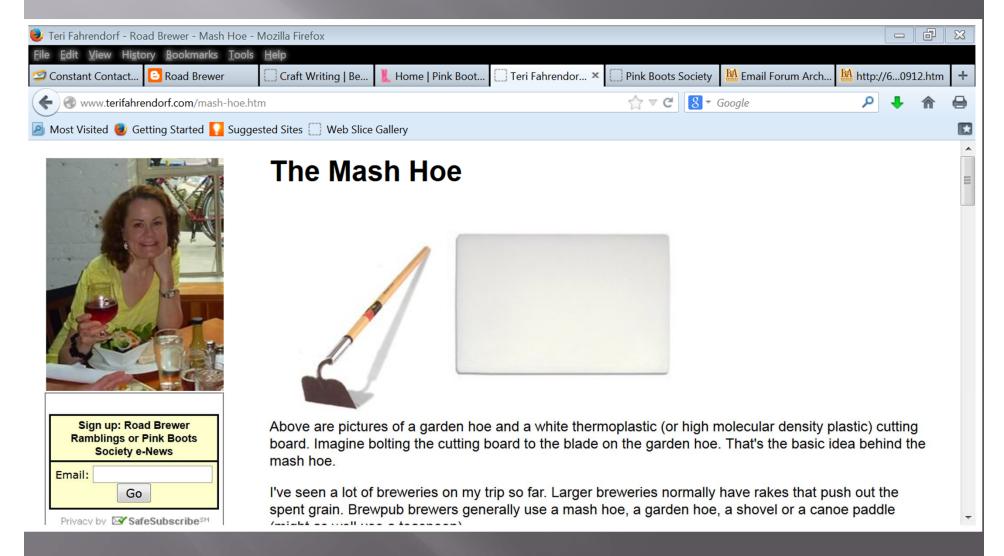
Recognized the need to start a List of Women Brewers



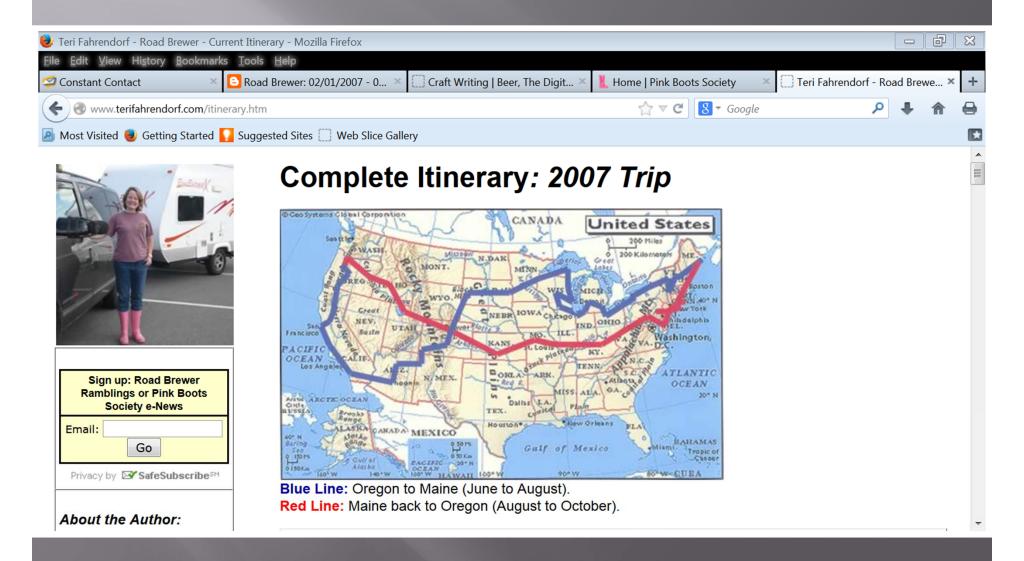
Determined need for Website



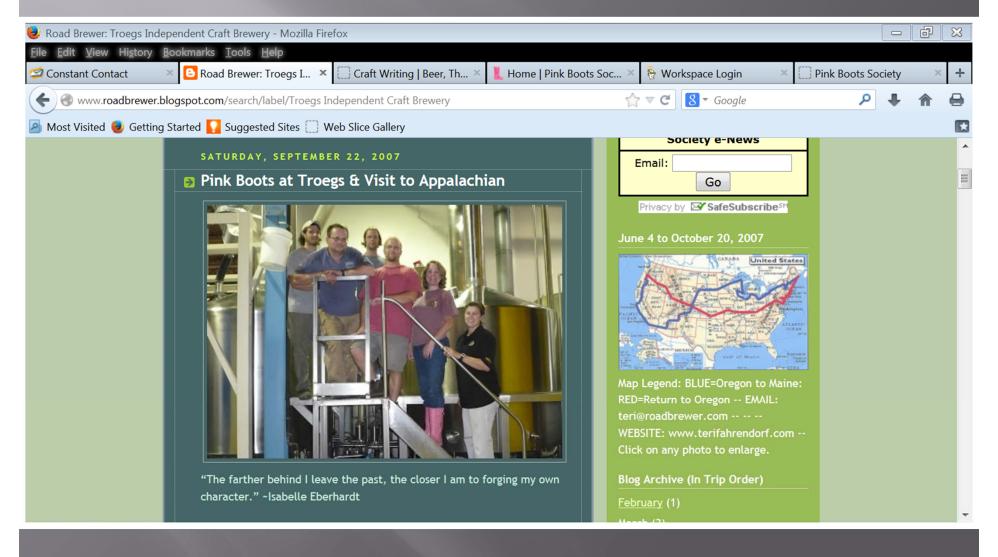
A home for Previously Published & New Brewing Articles



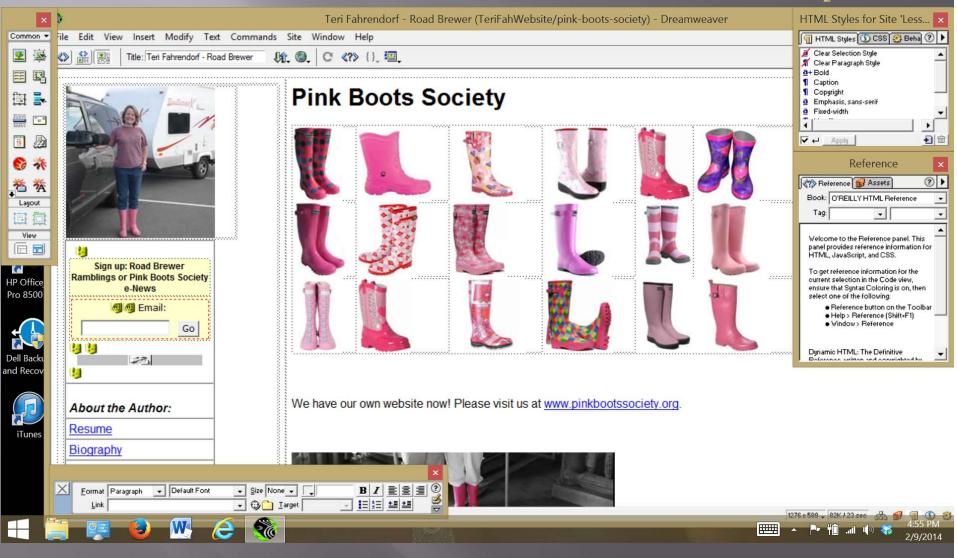
A home for Static Trip Info



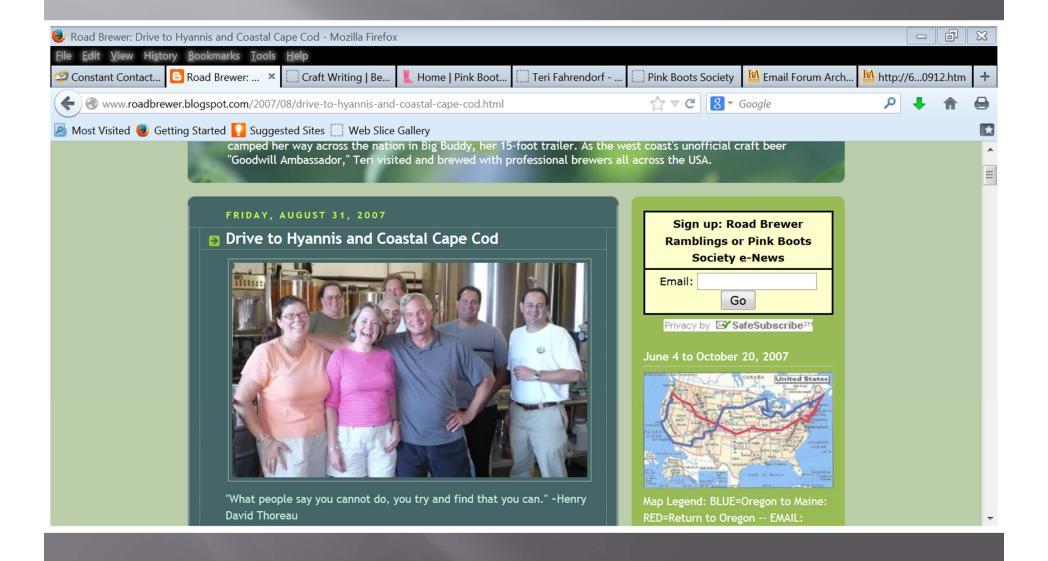
Realized the need to Publish List of Women Brewers as a Resource



A home for my "List of Women Brewers" - Pink Boots Society



Realize need to keep my Readers

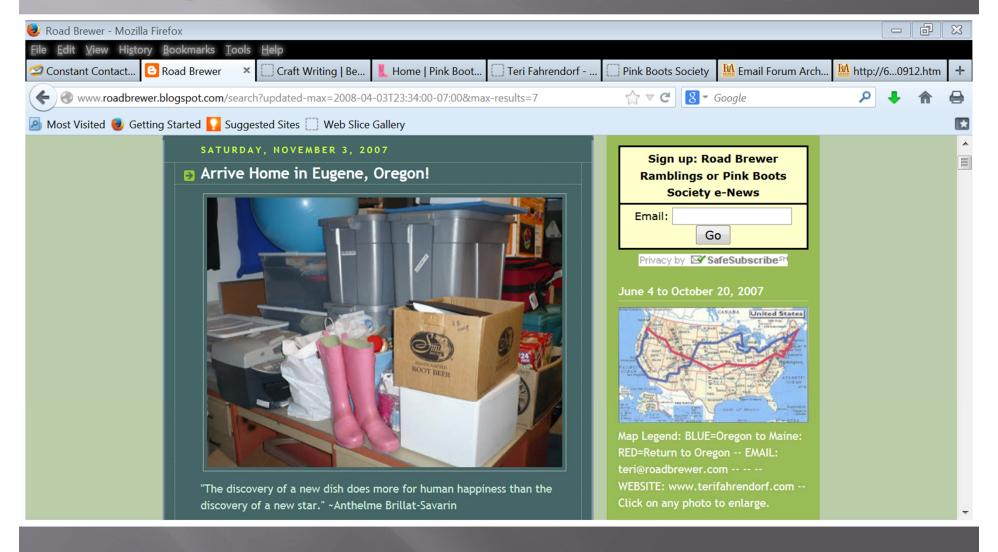


Constant Contact

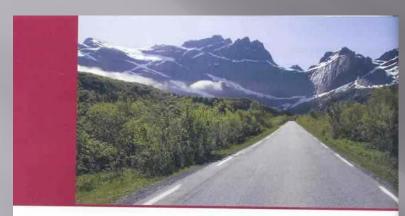
- Sep 5, 2007 Road Brewer Ramblings: 901.
- Sep 7, 2007 Pink Boots Society e-news: 2,766 subscribers as of Feb 8th e-news. (Last 90 days)
- 2009 Burned Brewer Network: 21 members.



Oct 20, 2007: Trip ends, Communication continues

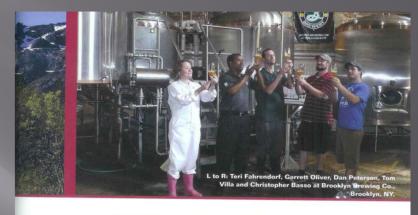


Magazine Article about Trip



Across America's
Beerscape





If somebody had told me in January 2007 that I would quit my brewmaster position at Steelhead 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.

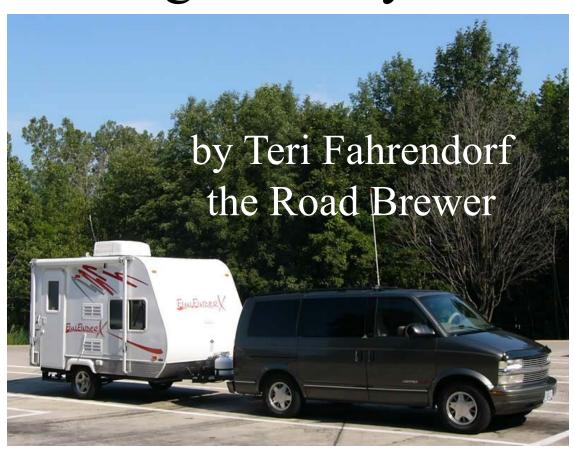
I posted to the Forum announcing my trip and encouraged brewers to e-mail me if they wanted me to visit their breweries. More invited me than I could visit, but I tried to fit in as many as I could. My route was somewhat dictated by where relatives live. In all, I visited 70 breweries, and brewed with 37 of those.

Among the way, the trends I observed involved expansion, innovative beer styles, equipment upgrades and the impact and availability and prices of malt and hops.

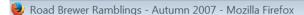


Craft Brewers Conference presentation about Trip

Increasing Brewery Tourism



First Road Brewer Ramblings



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In This Issue

Editorial - Home Safe!

Just My Opinion

Over the Wall - Experiments

Pink Ambitions

Brewpub Tech & Marketing Tips

How I Became A Brewer - Part

Pink Boots Society - Update

Feedback Loop

Quick Links

Road Brewer in the News Road Brewer Blog Website & Articles Who is the Road Brewer? Newsletter Archive - coming

Autumn 2007 - Issue #1

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

Home Safe!

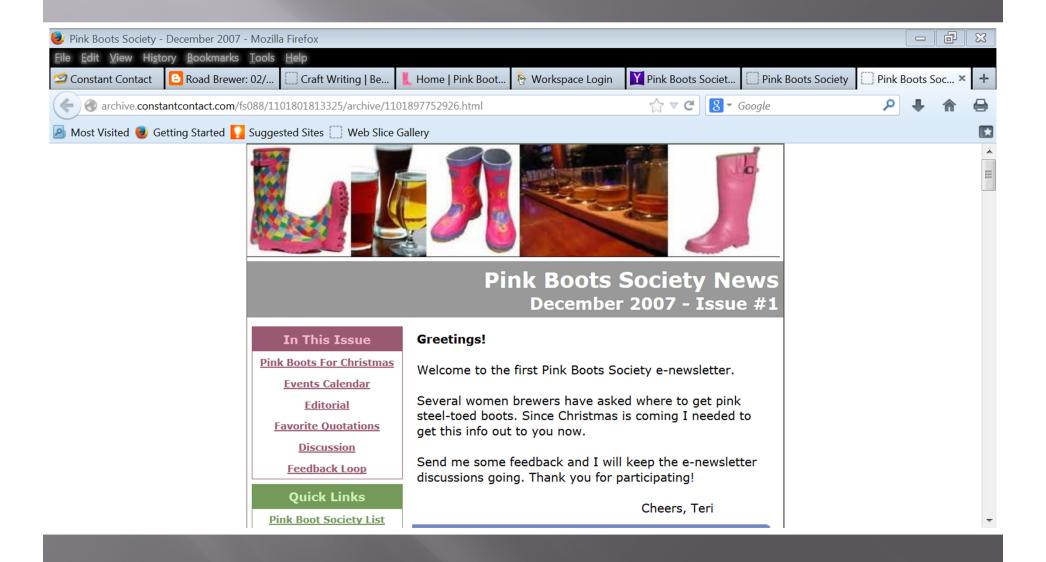
In each issue, this section will focus on where I'm at right now.

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



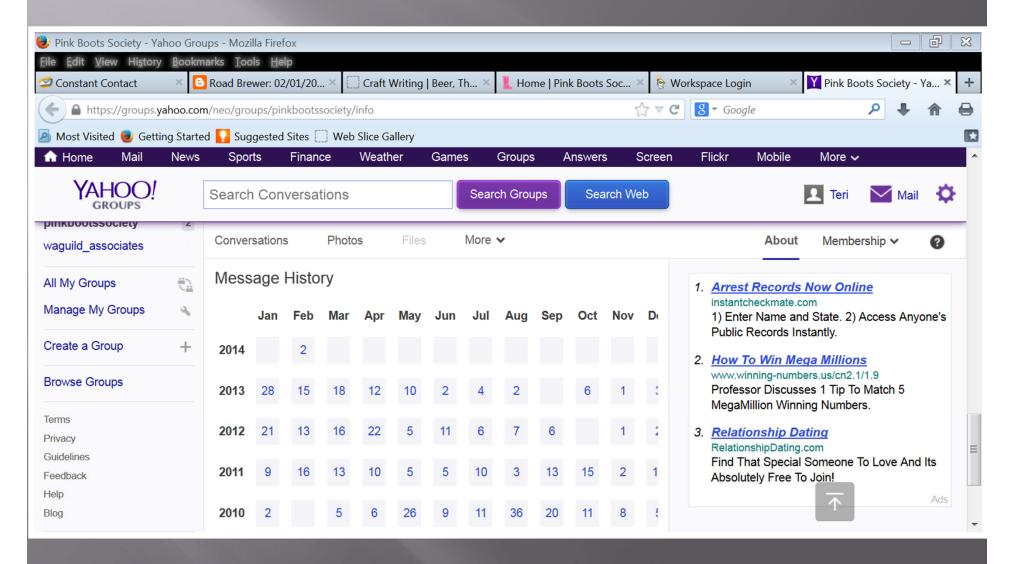
First PBS e-News



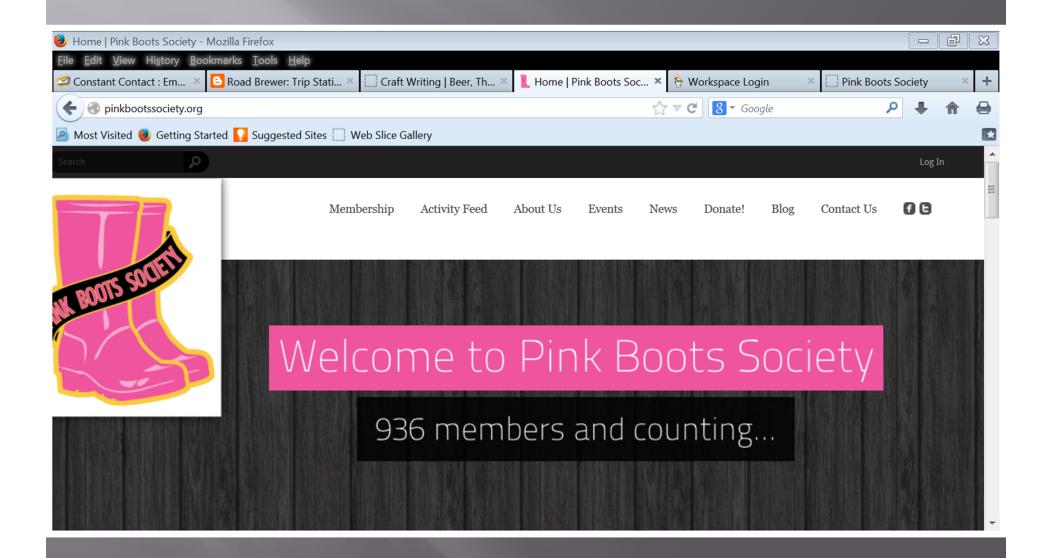
2008: PBS votes to go from List to Professional Organization



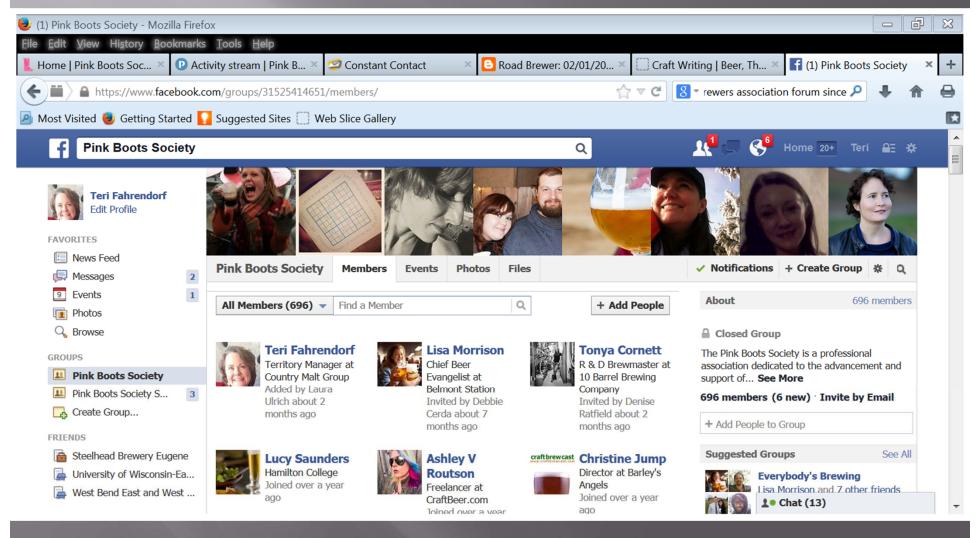
Pre-Facebook = Yahoo Groups



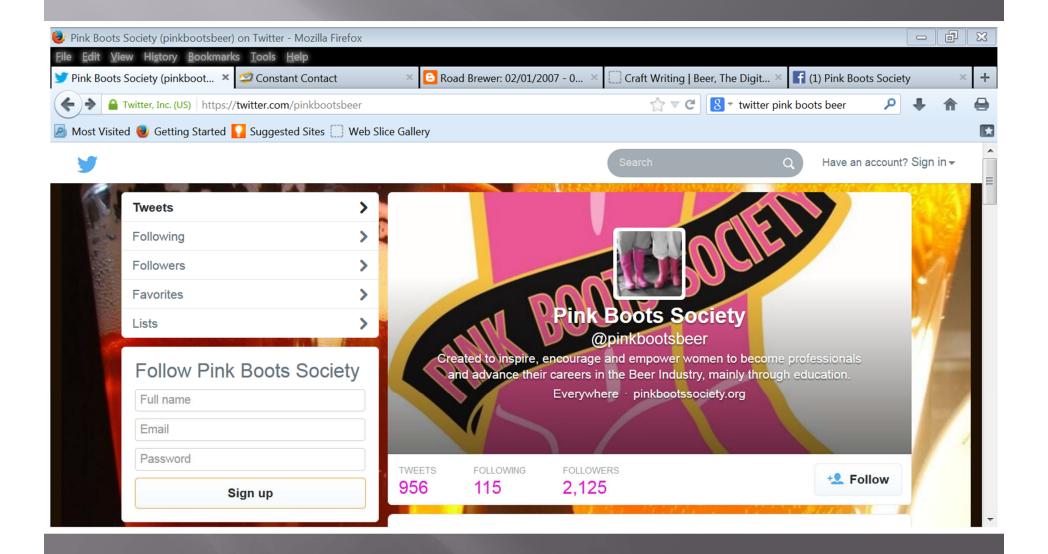
PBS moves from TLF website



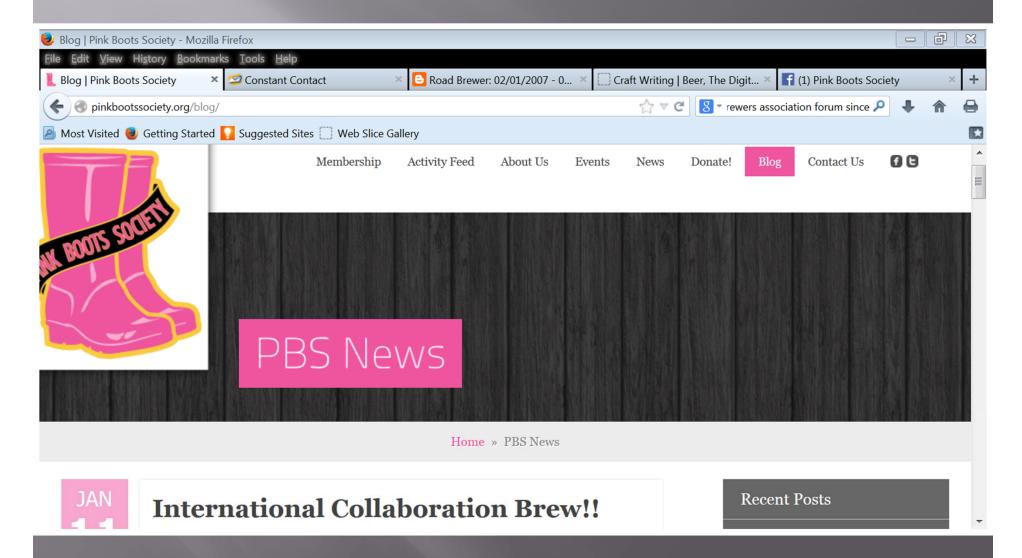
Facebook: 696 (members only group)



Twitter: 2,125 followers



PBS Blog: via PBS website



2011: PBS Argentina



2012: PBS Australia



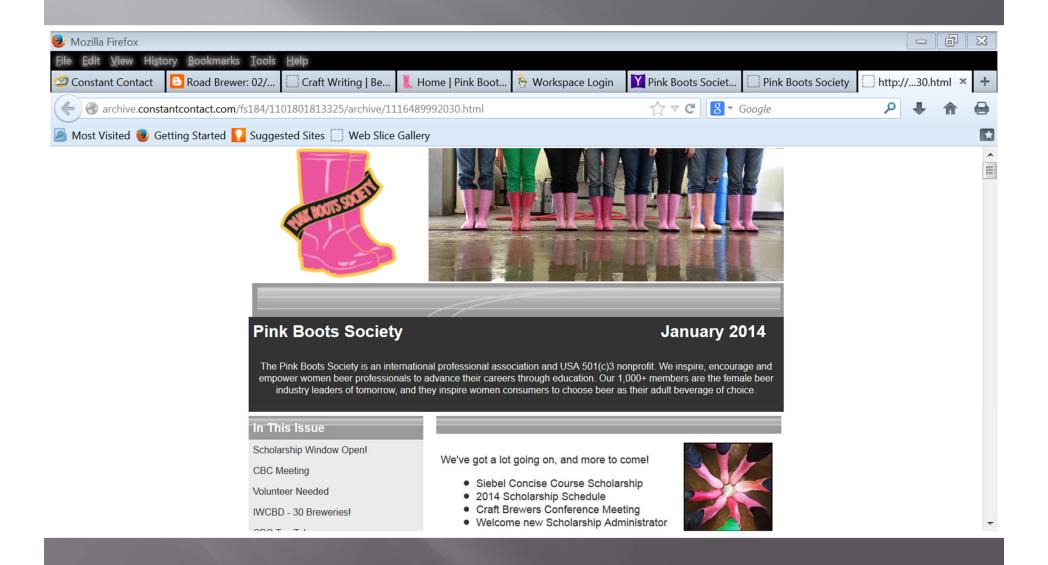
2008: First PBS Meeting 16 Attendees



2013: PBS Meeting 140 Attendees



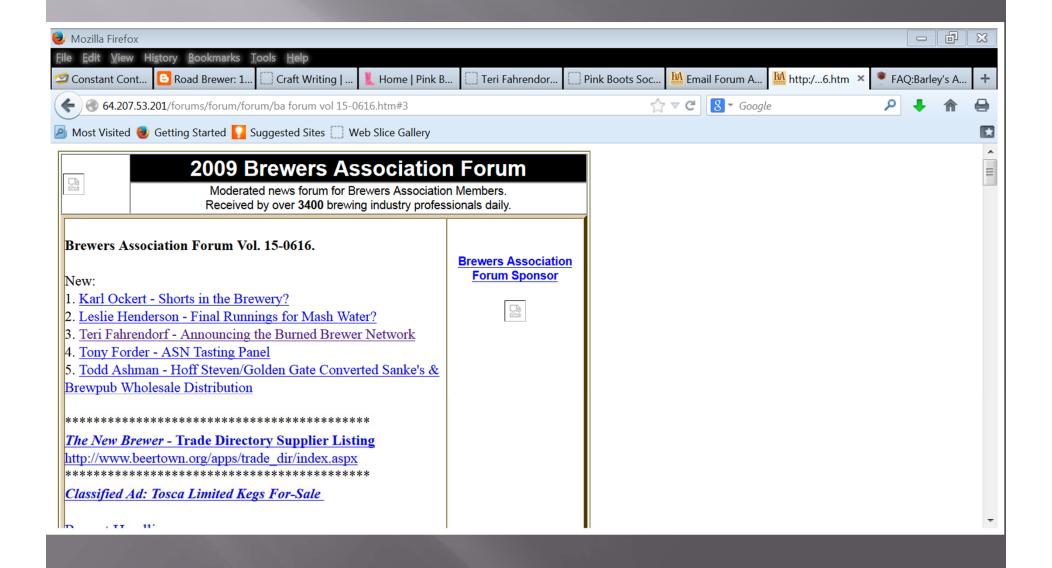
Latest PBS e-News: Feb 8, 2014



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.
- <u>www.pinkbootssociety.org</u> is now a social mediadriven 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



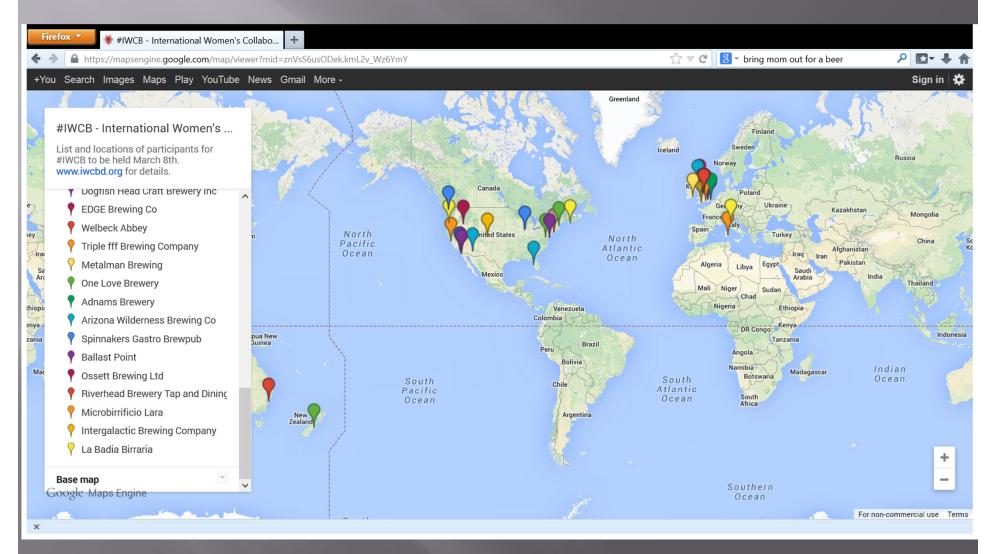
Started 2011: Barley's Angels



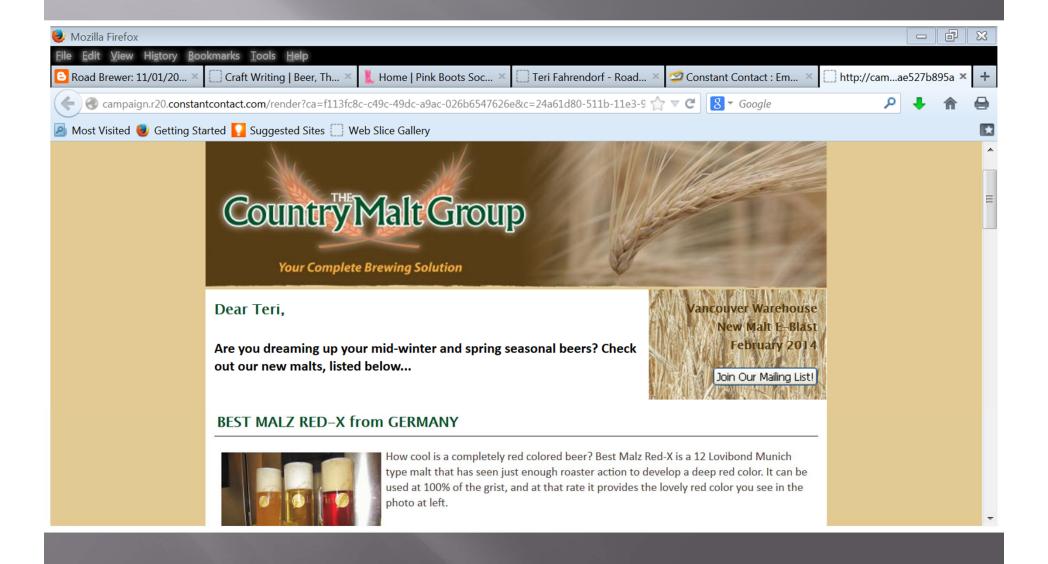
2010: Bring Mom Out For A Beer



2014: International Women's Collaboration Brew Day: March 8



Now: I write e-news for CMG.



Future: PBS & IWCBD



Questions?

