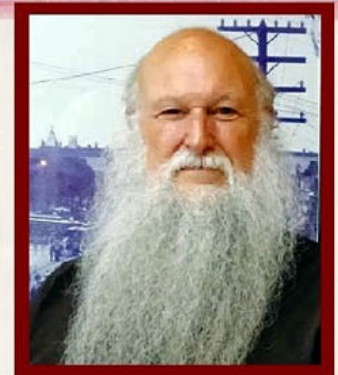


# John Hohenadel Brewery, Inc.

CONRAD STREET - INDIAN QUEEN LANE - RDG. RWY.

## President's Message



We're approaching "Reading on the 9s", and entering into our 50<sup>th</sup> and final year as an independent club for collectors of breweriana. A few of our members have been with us every step of the way. Many, such as me, joined in the 70s and 80s when collecting had matured a bit from teenagers too young to drink gathering up beer cans. More than a couple of our established members began collecting because their teens started collecting beer cans.

There are big things to look forward to with our Reading convention. Yes, it is going to be a party. We are opening early with a sock hop dance. There will be prizes for best 50s costumes. We have both a nostalgic bus tour to Yuengling (the first brewery I ever toured back in 1971) and a bus trip to the local craft breweries. The Yuengling tour will be exclusively for our group, not the general public. The hotel is beautiful, and along with the beer tasting, there will be a talk about Reading brewing history and the ice cream social. We will have plenty of time for room to room, and an excellent trade floor on Saturday. Saturday night, we have booked a section at the Reading Phillies ballpark, complete with a buffet. On the front end, several Reading area members will be hosting open houses to see their collections. More on that and a firmer timetable in the next Keg.

There is one thing I want you all to give some serious thought. What happens next? The melding of the ECBA into the ABA has been deliberately structured so that the ECBA can continue as a vigorous regional component of the ABA with east coast shows and maybe mini conventions. But to borrow a line from Roger Levesque, these things don't just happen. While your current officers will no doubt remain active in the hobby after 2020, most will step back from leadership positions. Do a little soul searching and think if you may be one of the elite corps who will step up to lead us toward 75 years! We will be doing a lot in the forthcoming year figuring out a structure that will prepare us for the future.

Meanwhile, get ready to party like its 1999, or 2009 for that matter. Reading on the 9s is always a big turnout and a good time. The commemorative shirts are beautiful this year, be sure to order one (or more) on line. Also, chances are available at \$5 each to win the hardbound edition of American Breweries II, autographed by most of the officers involved in the project, and of course yours truly. You needn't be present to win, and can order tickets direct from me at **749 Allentown Road, Lansdale PA 19446**. Be sure to include your e-mail address so we can acknowledge receipt. Make checks payable to the ECBA.

It is just possible that this is the first issue of the keg since about 1980 in which I haven't had an article. Larry gave me the issue off as he had such a wealth of material he had no room.

*Dale*

