



Start a Guild Discussion:

Find more information and example guild documents on BrewersAssociation.org.

Introductions

Why have a state craft brewers guild?

STRUCTURE:

- Mission statement (advocacy of state politics, promotional purposes, educational support?)
- Process of nominations for board of directors (from there, elect officers), and how the guild will be organized
- Volunteers vs paid guild staff. Why hire an executive director?

MEMBERSHIP:

- How will dues & membership tiers be most optimally structured for your state?
 - Dues rates – a sliding scale based on production vs flat rate?
 - Membership tiers – voting members vs non-voting, including associate & allied trade members, retail members, enthusiast members, more...
- Compile phone and email list for contacting guild members and maintaining all-inclusive communication between meetings – is there a tech-savvy volunteer for setting up a group distribution list?

LEGAL CONSIDERATIONS:

- Establish a committee to begin compiling bylaws that spell out how business will be conducted.
- Discuss legal support to review bylaws, provide state-based legal considerations, and file paperwork such as Articles of Incorporation and not-for-profit 501(c)6 trade association status - who can help with this in the legal field?

PROTECTION:

- For consideration - prior to the guild pursuing legislation, what's the value of building the state craft brewing community's relationships, and building the public awareness of the guild brand?
- Legislative issues of importance to the state's brewery businesses?

PROMOTION & EDUCATION:

- How to fundraise to pay for the association operations & goals?
- How to build and establish the guild brand?
- Explore setting up and maintaining a website, social media presence, and/or newsletter to help build consumer awareness of guild activity and events.

Guild meeting frequency (monthly, quarterly + best days/times)?

Date/time/place for the next meeting?

Action Steps

Take a group photo & have a beer!