

# Rotary



# Club of Wauwatosa

## Welcome to the Rotary Club of Wauwatosa

Rotary is an organization of business and professional leaders united worldwide who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

Rotary club membership represents a cross-section of the community's business and professional men and women. The world's Rotary clubs meet weekly and are nonpolitical, nonreligious, and open to all cultures, races, and creeds.

Rotary membership provides the opportunity to: Become connected to your community. Work with others in addressing community needs. Interact with other professionals in your community; assist with RI's international humanitarian service efforts. Establish contacts with an international network of professionals. Develop leadership skills. Involve family in promoting service efforts.



## Best Coffee In Town!

By John C Ericson on Saturday, August 29, 2020



### Club Meeting

Wauwatosa  
Meets at Radisson Hotel Milwaukee West  
2303 N. Mayfair Road  
Wauwatosa, WI 53226  
Time: Wednesday at 12:00 PM

### Events / Speakers

September 16th  
[Noted Milwaukee Psychologist, Dr. Julie Helmrich](#)

### Club Leaders



[Rick David Steinberg](#)  
President



[Anne Ruttger Neafie](#)  
President - Elect



[John A Sebald](#)  
Vice President



[Robert P. Niedermann CPA](#)  
Treasurer



[Peter M. Skanavis](#)  
Public Relations Chair



[Richard Frenn](#)  
Sergeant-at-Arms



[Jonathan Lorenzen](#)  
Sergeant - at - Arms



[Aaron D. Sebald](#)  
Sergeant - at - Arms



[John C. Ericson](#)  
Club Executive Secretary  
Webmaster

# Newsletter - September 9, 2020

By John Edward Bauer

September 9, 2020

President Rick convened our meeting on this rainy day by leading the group in the Pledge of Allegiance.

The invocation was offered by Paul Vandeveld who reminded us that above all the clouds and gloom we are currently experiencing, the sun is always shining.

There were no birthdays or anniversaries to observe this week, so the necessity of singing was eliminated from our agenda.

Among items of happy and sad news, Bill Makal reported with uncharacteristic glee that his kids are back in school.

Pat Meylor, a frequent target of scams, phishing, and calls from his long, lost nephew, encountered another devious ploy over issues with his new computer. Numerous members told him to get an Apple Mac.

Paul Vandeveld reported on the grand time had by Rick Steinberg, Bob Nelson, John Bauer, and himself at the Mayfair Rotary Golf Outing. He was quite proud that we finished at three-under-par, not mentioning the fact that the first-place team came in at 13 under par!

Your humble bulletin editor reported that the Mayfair Rotary will be hosting Bonnie Lee, Republican candidate for the 14<sup>th</sup> Assembly District this Thursday and Robyn Vining, incumbent Democrat candidate on the 17<sup>th</sup>. Those interested in attending should let John Bauer know so he can inform Mayfair of the count for breakfast.

Tom Kirchen announced that our annual nut sale campaign is underway. Five orders have already been received, the first from former member Michele Grall. Wauwatosa Rotary coffee is also available. Members are encouraged to think beyond their use for both these items and to market both products to friends, family, customers, enemies, and anyone else they can think of.

President Rick raised the issue of our club's attendance policy. A recent email exchange initiated by Robert Niedermann suggested that we align our attendance policy with that of Rotary International, which in essence, did away with attendance requirements. Club members seemed to resonate with the idea.

Rick also asked a question on behalf of the club's foundation to guide them in deciding whether to support an international student exchange or a local nonprofit such as the Next Door Foundation. Although not binding, the almost unanimous advice communicated by those in attendance was to support the Next Door Foundation.

Program chair for the day, Richard Frenn, invited Mr. Jim Klisch, owner and founder of the Lakefront Brewery. Launched 32 years ago in a garage, Lakefront Brewery is now located at 1872 N. Commerce Street under the Holton Street Viaduct.

This being his 4<sup>th</sup> appearance at our club, Jim spent the time describing the impact of the COVID pandemic on the beer industry, and how it has affected their business.

They were able to continue production during the shutdown but had to cease holding fish fries and conducting tours. For a while, they also produced hand sanitizer to meet public demand.

Currently, they have reopened daily, but reservations are recommended. Face coverings are required, they accept only credit cards, carry out is available, and there is patio seating.

Of all the beers they produce, their IPA is the second best selling craft beer in WI. Their Hazy Rabbit received a #12 Nielsen rating.



Craig Schmutzer  
Club Programs Chair



John Edward Bauer  
iPast President

## Years of Service

No Years Of Service Found

Overall in Wisconsin amber lagers are the second most popular beer. In the world of craft breweries in Wisconsin, Lakefront is in third behind New Glarus and Leinenkugel.

One bright spot is in the so-called ♦off-premise♦ sales. Food stores are up 15% in sales for all beer. It seems that people are drinking more and they are drinking at home.

One of the unexpected consequences of this phenomenon is an aluminum can shortage. Likewise, there are paper shortages and a CO2 shortage.

Overall Lakefront sales are down 15% YTD. On-premise (bars and restaurants) sales are down 20% YTD. Nationwide, all craft products are down 10%.

To wrap things up, Jim shared several national trends:

1. People prefer local; 38% increase in those who drink local craft beer at least weekly.
2. Preferences are increasing for low calorie, low carb, low alcohol beer.
3. Known brands are showing an increase in sales, which has saved the domestic beer producers.
4. Aluminum cans are more and more the vehicle of choice over bottles.
5. Variety packs are becoming more popular.
6. There is a growing demand for hazies ♦ fruit-flavored beers.
7. Other flavored beers are becoming popular.
8. As are hard seltzers.
9. Hard ciders have maintained their share.
10. Non-alcoholic craft beers are growing in popularity.

Thanks for an interesting presentation. Although the future is very uncertain, one thing seems to remain constant. Wisconsinites love beer!

Rick closed the meeting with a joke about a married couple and their marriage counselor that is best not repeated in this public forum!

Respectfully submitted,

John E. Bauer, scribe *pro tempore*, coffee connoisseur, raconteur, and seeker of enlightenment.