

Brewers Association Instructions and Forum Rules

Instructions:

The forum is divided into separate discussion boards: Brewery in Planning, Brewery Operations, Brewpub, Engineering, Equipment For Sale/Needed, Guilds, Ingredients, Industry News & Events, Jobs, Sustainability, and Technical Brewing. After clicking on a discussion board, members can enter their question or discussion point via the “Start A Topic” button. Any member can reply to an existing topic by clicking the “Reply” button. New topics & responses are posted immediately in the online forum, and will subsequently circulate in the forum email digest, which recaps posts from the previous day.

If you wish to keep up to date on a specific Topic or an entire Discussion Board, you can click the subscribe icon in the upper left section of the page. Note that doing so will trigger an email to you every time a new post is added to the subscribed topic or discussion board. You may also mark a topic to reference later by clicking the “Favorite” icon in the upper left section of the page. You may access and manage both your “Subscriptions” & “Favorites” in the tool bar on the right side of the online forum. This tool bar also allows you to access and edit your user profile, which can be seen by other members in the BA Forum.

****On account of the Coronavirus pandemic and the effects it is having on small businesses worldwide, we will be more lenient with certain parts of our protocol.** Certain posts and information from Supplier/Allied Trade members will be allowed, which might otherwise violate the first rule below. The goal is to provide valuable and timely information to brewery members in need. Note that this will be allowed at the discretion of the forum moderator. This is not an opportunity for companies to self-promote, drive web traffic, or otherwise be opportunistic at a difficult time. Posts may be removed at the forum moderator’s discretion without notifying the posters.

Forum Rules:

1. **No posting of press releases or otherwise blatant marketing of your company, products, and/or services.** Allied Trade members are encouraged to contribute their technical expertise to existing discussions on the Brewers Association Forum. Product recommendations should be refrained from unless it pertains to the conversation or is specifically requested. Any unsolicited advertisements, press releases about products/services, or attempts to collect contact information from other members will be removed from the forum. Allied Trade Members who would like to publish specific product information, press releases or new product availability should contact the Brewers Association advertising department for information regarding advertising opportunities on the Brewers Association website. Please contact advertising@brewersassociation.org for more information.
2. **Keep posts relevant and directly contributive to discussion.** Posts that lack actual content, are intended for name/brand recognition, and/or do not contribute substance to a thread may be removed at the moderator’s discretion. Please post content in-text instead of linked as often as possible.

3. **No maligning, disparaging or "flaming" of any other brewer, supplier, or other industry participant.** Posts that refer directly to companies in a disparaging or negative manner will be removed. Please keep discussions civil, professional, and informative.
4. **Please keep comments relevant to the world of professional brewing.** The forum is an active & archived resources for members to ask questions, provide answers, and search for information. Please save non-industry banter for other outlets.
5. **Opening and closing announcements of breweries are encouraged.** Posting this kind of information keeps everyone informed about changes in the brewing community. All contact information may be used when announcing an opening/closing.
6. **Event Posting Guidelines:** Brewers Association Members may post to the forum *up to two times* regarding a special event they are hosting. If the event is happening prior to or concurrent with a Brewers Association Event (Great American Beer Festival, Craft Brewers Conference, World Beer Cup, etc.) the event may be posted *up to three times* before the start of the Event. Sponsors of a Brewers Association Events may have special conditions regarding posting their events, if such language is included in their sponsorship agreement with the BA.
Education for Fee: Advertising a product or service, such as education that costs the user a fee is not allowed. Where we make the exception is for special events, where the following apply:
 1. The organizers are not a school, but offer a seminar for a cost.
 2. The cost being charged is only to cover expense, not to make a profit.
 3. The organizers are marketing a product, but this is not the business they are in.
 4. This is a "special event" that the organizers are hosting, but it is not aligned with one of our major events (GABF, CBC, etc.)
7. **Brewers are encouraged to post notices of used equipment/ingredients available or sought after, as well as current job openings.** We strongly encourage you to use the Online Forum's special *Equipment For Sale/Needed, Ingredients, and Jobs* discussion boards. Posters are encouraged to provide contact method & information so that readers may contact the seller/hirer directly. If a seller does not list contact information, any price inquiries should include contact information, as prices may not be posted directly in the forum.
8. **Submissions to the Brewers Association Forum may only be made by Brewers Association members.** Please refrain from forwarding the BA Forum to non-members as this devalues everyone's membership. Please encourage non-members to contact the Brewers Association Membership team at membership@brewersassociation.org, for details on how to join the Brewers Association and access all the benefits available to members. With regard to posting restrictions, **a company membership is required to conduct any business or collect information for the benefit of any organization.** Individual Brewers Association members may not post on behalf of a business they are representing or planning. If you would like to upgrade your membership to gain these posting privileges, please contact membership@brewersassociation.org.
9. **Pricing:** We are legally prohibited from publishing any material about pricing that could be seen as "guidance" to any brewer. We are allowed to discuss pricing in aggregated industry information. For example, it is acceptable to reference aggregated data from the Brewery Operations Benchmarking Survey. Trade associations can work on certain items that individuals cannot. Trade associations can perform collective functions like salary

surveys and cost of goods sold data in an aggregated format. We cannot participate in promoting or hosting activity that our counsel believes is illegal and/or in violation of anti-trust laws.

10. **Solicitation & Fundraising:** The forum is an appropriate place to discuss fundraising strategies and methods of generating capital to start or grow a business. However, businesses are not permitted to fund-raise, solicit contributions, or link to crowd-funding campaigns within the forum.
11. **The Brewers Association Forum, while limited to members, is policed by the users. If you see a post that violates any of the protocols, please contact the [moderator](#). The post will be quarantined until Brewers Association staff reviews to see if a protocol is violated or not.**
12. **The Brewers Association Forum is a private Forum and can only be viewed by current members of the Brewers Association. Despite the ability to share posts on social networking sites such as Facebook and Twitter, the posts shared are only viewable to those who are logged in as members to this site.**