

income, or making other contributions to society.

"We are very enthusiastic about the opportunities to work together," says F. Ronald Denham, a past chair of the action group and a member of the Rotary Club of Toronto Eglinton, Ont. "On our side, we can present and describe the projects. BREW will establish relationships with the breweries. And some of the members are senior executives in breweries. It's a wonderful synergy."

Lack and Aryee founded the beer fellowship in 2013 after reaching the same conclusion at roughly the same time: Beer is fun and it promotes fellowship. And by bringing together people who share an interest in beer, you can unite them for the purpose of doing good.

In addition to working with the action group, the fellowship promotes the idea of good times and service by helping clubs organize beer festivals. These events appeal to younger people and raise money for club projects.

Lack emphasizes that these fests aren't about getting drunk. The events typically last only a few hours and distribute small sampling cups that hold only 4 to 6 ounces. And standing in line limits the time that people have to drink.

The State of Jefferson Brewfest in Dunsmuir, Calif., attracts 1,500 people every August and in 2015 netted \$15,000 for club projects, says John Poston, a member of the Dunsmuir Rotary Club. It has been so successful that the club plans to expand the event to two days this year. Other growing festivals include the



**OPPOSITE:** Attendees take part in the fourth annual Spirit of Hudson Brewfest, organized by the Hudson Rotary Club and the Rotary Club of Nashoba Valley, Mass. **THIS PAGE, CLOCKWISE FROM TOP:** Participants taste beers and share their opinions, making new friends; the portions encourage responsible drinking and let attendees try new brews; volunteers take a break from pouring samples.

Hops and Vines Festival in Weed, Calif., and Brew on the Bay in Key Largo, Fla. The beer fellowship promotes a list of brew fests sponsored by Rotary clubs.

When Lenny Jordan, president of the Rotary Club of Franklin, N.C., and part owner of his town's microbrewery, heard about the fellowship, he recruited 20 members of the club to sign up.

"It has been a point of interest for many of our mem-

bers and an opportunity to come together in a more casual environment," says Jordan. "I would attribute at least one new member to the fellowship. She attended one of our field trips and said she wanted to join. It's had a positive effect both on membership and on general morale."

In May, more than 60 BREW members from around the world gathered at the Devil's Door Brewery in Seoul during Rotary's annual convention

to sample what was on tap and to socialize. Lack says plans are in the works for a brewery tour every night in Atlanta during Rotary's 2017 convention.

"There are all kinds of microbreweries around the city, some owned by Rotary members," he says. "We're also looking to be able to pour beer in our booth (in the House of Friendship). You lose some credibility as a beer fellowship if you aren't pouring beer."

- ARNOLD R. GRAHL