

# AMERICAN HOMEBREWERS ASSOCIATION VOLUNTEER OPPORTUNITIES

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# VOLUNTEER OVERVIEW AND EXPECTATIONS

## Overview

We're excited about your interest in the **American Homebrewers Association (AHA)**. We understand that your time is valuable and appreciate your willingness to share some of it to help advance the hobby of homebrewing and AHA membership. We hope you get as much out of volunteering as you give.

## Expectations

When considering becoming a volunteer leader, the following information is designed to help you understand the expectations and obligations.

I understand, have read, will remain familiar with, review annually, and follow the following:

- Expectations Overview and Committee Charters (this document)
- AHA Strategic Plan ([available here](#))
- Conflict of Interest Form (to be signed before placement)
- Non-Disclosure Form (to be signed before placement)

**Attendance:** Volunteer committee members are expected to attend regularly scheduled meetings. In the event of an upcoming absence, a courtesy communication to the committee or subcommittee chair or staff liaison is appropriate.

**Discussion:** Contribute, as appropriate, to conversations during meetings and digital communications.

## Committee Code of Conduct and Expectations

Serving on an AHA committee means representing the spirit of homebrewing—its creativity, community, and shared joy. As a volunteer, you help shape the AHA and support the experience of thousands of homebrewers. These expectations reflect the values we stand by together:

### Community

- We cultivate an inclusive, collaborative hobby welcoming all.
- Engage respectfully and make space for diverse voices and ideas.
- Foster a culture of teamwork, curiosity, and generosity in every interaction.
- Show up with care—for the mission, for your peers, and for the homebrewing community.

## Education

- We inspire curiosity and confidence so homebrewers can grow, innovate, and experiment.
- Share knowledge, ask questions, and support others in learning.
- Be open to new ideas and perspectives, even when they challenge your own.
- Encourage thoughtful conversation and productive problem solving.

## Joy

- Brewing is a source of creativity and connection—we celebrate the moments that make it unforgettable.
- Participate in beer sharing, tasting, and events responsibly and with good judgment.
- Create a welcoming, fun environment that includes rather than excludes.
- Uplift the AHA and its mission in how you speak about the organization—internally and publicly.

## Volunteerism

The AHA is shaped by homebrewers who guide everything we do.

- Take your commitment seriously: Attend meetings, follow through on tasks, and communicate proactively.
- Complete the required 30-minute orientation (live or recorded) before joining your first meeting.
- Represent the AHA with integrity and avoid using your role for personal promotion.

By joining an AHA committee, you're not just giving your time—you're helping build something meaningful and generational. Thank you for your passion and dedication.



## FOUNDING BOARD OF DIRECTORS CHARTER

### Term

- The 2025 Foundational Board members will be appointed to a three-year term by the American Homebrewers Association (AHA) Committee Chair.
- This term began January 2025 and may be adjusted to align with the bylaws once 501(c)(3) and 501(c)(6) status is approved by the IRS (applications submitted October 2025).

### Board Responsibilities

The Founding Board is accountable for oversight that will lay the foundation for AHA independence as a new 501(c)(3) and standalone 501(c)(6). To that end, it shall also:

- Comply with fiduciary obligations of care, loyalty, obedience, and foresight.
- Oversee AHA's business and financial affairs.
- Select and appoint the Association Chief Staff Executive.
- Perform duties entrusted to officers and directors of a nonprofit corporation.
- Chair or Vice-Chair committees and subcommittees and select Vice-Chairs for support and succession. Adhere to the by-laws and update them as needed to best suit the organization and its foundational needs.

The Founding Board is responsible for strategic direction and oversight of the Association's affairs, including:

- Engaging in foresight, and enacting and working to fulfill the AHA's mission, vision, and purpose.
- Recommending and adopting policies consistent with the Association's mission and statement of purpose.
- Ensuring the Association adopts and implements a succession plan for Officers.
- Ensuring the governance structure supports a diverse, engaged, and committed pipeline of volunteer leaders sitting on AHA committees.
- Approving the annual budget and ensuring that resources (financial, staffing, and operational) are aligned to support strategic priorities and programs.
- Performing duties as assigned by any future Association governing documents.
- Ensuring that committees act in accordance with policies, procedures, and Association Foundational Pillars.
- Identifying issues that are the responsibilities of the Board and are outside the purview of the other committees.

- Engaging in self-reflection and continuous learning to strengthen board performance, governance practices, and understanding of the membership and hobby.

# CLUBS COMMITTEE CHARTER

## Committee Members

- **Chair:** Drew Beechum, AHA Founding Board Vice-Chair
- **Committee Members:** TBD
- **Staff:** Julia Herz, AHA Executive Director; Cody Matkin, AHA Operations Director

## Committee Charge

The **Clubs Committee** (the “Committee”) is established by the American Homebrewers Association (AHA) Board of Directors to strengthen and support AHA-sanctioned homebrew clubs by fostering leadership development, sharing best practices, and cultivating a thriving network of local communities.

## Organizational Areas of Focus/Strategic Goals

- Champion a united community of today and tomorrow’s homebrewers by actively supporting club officers and creating universal resources that support club members.
- Assess tools, resources, and guidance needed to make clubs healthy and vibrant.
- Integrate clubs into the coordinated efforts of the AHA to strengthen both parties.
- Provide strategic recommendations to the AHA Board for club support activities.

## Success Measures

- Number of AHA-Sanctioned Clubs and their level of engagement in AHA programs.
- Accuracy of AHA Club Directory and number of clubs/officers who opt in to AHA communications.
- Creation of plan and initial content for Club Education Content (e.g., “Meeting in a Box”).
- Engagement with AHA Insurance program.
- Percentage of club members who are AHA members.
- Positive Net Promoter Score by club officers.

## Annual Work Plan

### Goal 0: Pre-Work

- Recruit, vet, and seat new committee members annually.
- Identify and recruit key club leadership resources from around the homebrewing community.
- Support communication between the AHA and clubs.
- Appoint leaders for each resource effort.

## Goal 1: Club Education Efforts

- Identify the education needs for club officers and develop an action plan to deliver educational content for delivery from committee in 2026.

## Goal 2: Support Club Leadership

- Audit, revise, and relaunch existing AHA club resources.
- Host recurring “Club Officer Office Hours” for support and networking.
- Create guides and resources for best practices in club management.

## Goal 3: Club Integration with the AHA

- Support club communication to inspire engagement with the AHA insurance program and other AHA resources.
- Committee members will present to clubs, outline virtual presentation content, follow up content, and set goals for presentations.

## Goal 4: Promote Local Clubs

- Support annual audit of AHA Club Directory, adding a maintenance workflow that distributes the labor needed to ensure the directory is accurate.
- Outline goals and metrics for AHA promotion of local club events.

## Goal 5: Annual

- Review committee charter and suggest any updates for board approval.
- Recruit, vet, and seat new committee members; remove committee members as needed.

## Ongoing

- All committee members follow [AHA's volunteer expectations](#).

## Budget

The committee's activities are to be conducted within the organization's existing budget and do not require a separate budget.



# COMMUNITY AND EDUCATION COMMITTEE CHARTER

## Committee Members

- **Co-Chairs:** Drew Beechum, AHA Founding Board Vice-Chair; Doug Piper, AHA Member
- **Committee Members:** John Hawkins, Additional Members TBD
- **Staff:** Julia Herz, AHA Executive Director; Cody Matkin, AHA Operations Director

## Committee Charge

The **Community and Education Committee** (the “Committee”) is established by the American Homebrewers Association (AHA) Board of Directors to advance the AHA’s role as a catalyst for learning and connection within the homebrewing community.

## Organizational Areas of Focus/Strategic Goals

- Community
- Zymurgy® Magazine and Zymurgy Live
- AHA Annual Homebrew Holidays
- AHA Annual Recognition Awards

## Success Measures

- Recruiting and training of new committee members, regular committee member attendance, and chair and vice-chair succession planning.
- Increased engagement and topic creation in community channels from previous year’s baseline.
- Zymurgy Live growth in attendance and engagement.
- Positive net promoter score for AHA community, content, and award offerings.
- Committee’s work aligns with and reinforces AHA’s vision, mission, and strategic priorities.

## Annual Work Plan

### Goal 0: Pre-Work

- Recruit, vet, and seat new committee members annually.
- Identify and recruit resources from around the homebrewing community.
- Appoint leaders for each resource effort.

- Identify mechanisms for community feedback.

### **Goal 1: Community**

- Identify channels of community engagement.
- Establish content plan for community engagement posts and foster organic interactions.
- Assess AHA audience reach and gaps.
- Identify, deputize, mentor, train, and monitor moderators to lead efforts.
- Establish moderator protocol and enforce when necessary.
- Create a cross-channel process to drive community engagement and receive feedback on events and content.

### **Goal 2: Zymurgy Live**

- Create a monthly event with speakers that engage with identified community needs and organizational goals.
- Capitalize on opportunities to reinforce content from *Zymurgy*, AHA Events, and initiatives.
- Review and revise show format.
- Lead content, speaker, and moderator selection.
- Manage speaker and moderator content prep.
- Manage live event chat.
- Work with *Zymurgy* Editor-in-Chief to generate topics and coordinate across channels.

### **Goal 3: Zymurgy Magazine**

- Maintain regular connection with Editor-in-Chief to support planned themes and content.
- Assist in identifying potential contributors.

### **Goal 4: Events**

- Identify appropriate community trends and content for each of the “Holidays” on the AHA calendar.
- Create engaging content for each holiday, including:
  - Big Brew Day (May)
  - Home Fermentation Day (August)
  - Learn to Brew (November)
  - Others as appropriate
- Explore feasibility and potential formats for new AHA in-person events.

### **Goal 5: Awards**

- Review existing slate of awards and process for nomination and selection.

- Lead award nomination review and recipient selection process.

#### **Goal 6: Annual**

- Review charter and suggest updates for board approval.
- Provide annual planning recommendations as appropriate.
- Recruit, vet, and seat new committee members; remove committee members as needed.

#### **Ongoing**

- All committee members follow [AHA's volunteer expectations](#).

#### **Budget**

The committee's activities are to be conducted within the organization's existing budget and do not require a separate budget.



## EVENTS COMMITTEE CHARTER

### Committee Members

- **Co-Chairs:** Sandy Cockerham and Gary Glass, AHA Founding Board of Directors
- **Committee Members:** TBD
- **Staff:** Julia Herz, AHA Executive Director; Cody Matkin, AHA Operations Director

### Committee Charge

The **Events Committee** (the “Committee”) is established by the American Homebrewers Association (AHA) Board of Directors to shape the vision and execution of in-person events that bring the AHA mission to life.

### Organizational Areas of Focus/Strategic Goals

- Strengthen and grow the National Homebrew Competition (NHC) and Homebrew Con (HBC).
- Provide the tools, resources, and guidance to ensure relevance and accessibility of AHA in-person events.

### Functions and Responsibilities

- Outline event best practices.
- Support communication between the AHA, entrants, attendees, and volunteers.
- Serve as a sounding board for planning and advising on competition accessibility to broaden the number and type of entrants and on annual Homebrew Con approach.
- Encourage entrants, judges, stewards, the public, and local homebrew shops to participate in (or otherwise support) AHA in-person events.
- Contribute to sustainable plans for HBC and other in-person events.

### Success Measures

- Successful recruiting and training of new committee members, regular committee member attendance, and chair and vice-chair succession planning.
- Growth of competition entries and HBC attendees.
- The AHA meets or exceeds annual revenue budgets for in-person events.
- Holding HBC and other in-person events on a regular cadence.

- Positive Net Promoter Score of NHC and HBC.

## Annual Work Plan

### Goal 0: Pre-Work

- Recruit, vet, and seat new committee members.
- Identify and recruit key resources from the club, judging, and competition community.
- Act as a sounding board for a communication schedule for staff, contractors, and volunteers.
- Contribute to identifying potential first-round and HBC locations.
- Participate in or create sub-committee for HBC presentation selection.
- Assess 2026 AHA calendar to research Club-Only Competitions and their viability to support and grow.

### Goal 1: NHC Fee Structure

- Model fee structures to ensure the competition remains revenue neutral or positive, while raising entries closer to pre-COVID levels.
- Advise on creating lower barriers of entry to homebrewers who want to enter the NHC.
- Support and fuel NHC excitement and organize a prize packages that rewards winners more than any other competition.

### Goal 2: Develop/Evolve the NHC and HBC Game Plan

- Create guides and resources of best practices for NHC sites and HBC local organizing committees.
- Audit, revise, and look for cost savings for first-round sites. Advise staff on pros and cons of the choices.
- Perform annual evaluations to see what worked and what did not work (and why).
- Outline plan to ensure geographic diversity of in-person events.

### Goal 3: Competitions Information Gathering

- Advance outreach to local competitions when choosing first-round dates to avoid date conflicts.
- Have committee members go to local competitions to judge, steward, and attend.
- Work with homebrew clubs to assess potential, needs, and goals of Club-Only Competition program.

### Goal 4: Promote Local Competitions

- Committee members lead in website content devoted to local competitions.

### **Goal 5: HomeBrewCon**

- Create a sounding board for HBC proposals for HBC for 2026 with a committee to assist in organizing the event organizing.
- Advise on fee structure and social calendar that encourages local participation around the event
- Support development of educational tracks for seminars and other content to deliver value for attendees.

### **Goal 6: Annually**

- Review charter and suggest any updates for board approval.
- Recruit, vet, and seat new committee members; remove committee members as needed.

### **Goal 7: First-Round Diversity and Stability**

- Ensure geographic diversity of first-round sites.
- Develop and train site teams and plan for site team turnover.

### **Ongoing**

- All committee members follow [AHA's volunteer expectations](#).

## **Budget**

The committee's activities are to be conducted within the organization's existing budget and do not require a separate budget.



# GOVERNANCE COMMITTEE CHARTER

## Committee Members

- **Chair:** Shawna Cormier, AHA Founding Board Chair
- **Committee Members:** Drew Beechum, AHA Founding Board Vice-Chair
- **Staff:** Julia Herz, AHA Executive Director

## Committee Charge

The **Governance Committee** (the “Committee”) is established by the American Homebrewers Association (AHA) Board of Directors to promote organizational excellence through sound governance practices. The Committee will ensure alignment with AHA’s mission, values, and strategic direction by upholding accountability, board and committee development, and policy integrity.

## Organizational Areas of Focus/Strategic Goals

- Organizational structure and foundational documents.
- Mission stewardship and strategic direction.
- Creation and enforcement of policy and bylaws; lead changes and updates to the bylaws.
- Board efficiency, development, succession planning, and recruitment of new members.
- Development of Executive Committee—Chair, Vice Chair, Secretary, and Treasurer.

## Responsibilities

### Organization Structure: Board Efficiency, Functionality, and Development

- **Policy Development and Review:** Developing, reviewing, and recommending policies.
- **Board Training and Orientation:** Organizing and overseeing board member training and orientation programs to ensure members are well-equipped.
- **Succession Planning:** Developing and implementing succession plans for board leadership and key positions.

### Mission, Stewardship, and Strategic Direction

- Ensure all AHA committee work aligns with AHA’s mission and vision.
- Along with the full Board of Directors, lead long-term strategic priorities and major initiatives.

## Board Composition and Recruitment

- Identify, vet, and recommend candidates for board positions, ensuring a diverse and qualified board.
- Develop strategies to enhance the board's diversity and experience.
- Support recruitment of future committees and Board of Directors.
- Develop and enforce a conflict of interest policy for the board and members.

## Committee Structure and Function

- **Committee Charters:** Review and recommend updates to committee charters to ensure they align with the overall organization's strategic goals.
- **Committee Performance:** Evaluate the performance of board committees and make recommendations for improvement.
- Develop and maintain bylaws, ethical standards, and policies.
- Ensure transparency and accountability in decision-making.
- Ability to change bylaws according to what is best for the organization.

## Oversee Board Elections

- Manage recruitment, vetting, and election process for new committee members and board members.
- Promote a fair, equitable, and inclusive nomination process.

## Success Measures

### Committee Charge #1: Strategic Alignment

- Successful recruiting and training of new committee members, regular committee member attendance, and chair and vice-chair succession planning in place.
- Engage in board and committee training—keep board members high-level and strategic.
- Ensure a pipeline of volunteers engaged in committee work and board seats.

### Committee Charge #2: Clear, Engaging, and Relevant Organization Focus

- Define clear, sustainable, and relevant strategic goals tied to AHA's vision, mission, purpose, and initiatives.

### Committee Charge #3: Consistent Committee Meetings, Completion of Annual Goals

- Committee work is directly connected to our organization's mission, vision, and strategic plan.

### Committee Charge #4: Updated Governance Documents, Policy Compliance

- Creation of effective bylaws that serve the organization's financial and mission success.

- Transparency of goals, communication, and accountability to results.

#### **Committee Charge #6: Robust, Experienced, and Diverse Candidate Pool**

- A robust, active, diverse, and well-experienced board of directors and committee members committed to the overall success and health of the organization.

### **Annual Work Plan**

- Develop and implement AHA's bylaws.
- Formally establish committees, committee charges, and officers (Executive Committee).
- Formalize organizational structure concerning bylaws, mission/vision, and board composition. Initiate volunteer service, training, and expectations in connection to committee work.
- Communicate structure, bylaws, recruitment, and overseeing of elections.
- Have a clear succession plan in place for officers and board members.
- All committee members follow [AHA's volunteer expectations](#).

### **Budget**

The committee's activities are to be conducted within the organization's existing budget and do not require a separate budget.



## FINANCE COMMITTEE CHARTER

### Committee Members

- **Chair:** Gregory Roskopf, AHA Founding Board Treasurer/Secretary
- **Committee Members:** Gary Glass, AHA Founding Board; Additional Members TBD
- **Staff:** Julia Herz, AHA Executive Director; Cody Matkin, AHA Operations Director

### Committee Charge

The **Finance Committee** (the “Committee”) is established by the American Homebrewers Association (AHA) Board of Directors to safeguard the fiscal health and sustainability of AHA.

### Organizational Areas of Focus/Strategic Goals

- Provide oversight for the development and review of the annual budget.
- Perform long-term financial planning and ensure alignment with AHA’s strategic priorities.
- Identify financial risks and recommend corrective actions.
- Oversee investment strategies and reserves to ensure financial sustainability.
- Coordinate with external auditors and oversee the audit process.
- Ensure financial transparency and adherence to nonprofit best practices.
- Ensure that financial operations comply with AHA’s 501(c)(3) status and nonprofit requirements.
- Collaborate with other AHA committees and work closely with the Board of Directors in matters relating to financial planning, budgeting, and risk management.

### Structure and Composition

- The Treasurer of the AHA Board shall serve as the Chair of the Committee.
- Members shall possess expertise in finance, accounting, investment management, or nonprofit governance.
- The Committee shall include:
  - Board Members (ensuring alignment with AHA’s strategic goals).
  - Staff Liaisons.
  - Advisory Non-Board Members, as needed, for financial expertise.

## Responsibilities

### Annual Operating and Capital Budgets

- Oversee the development of AHA's annual operating and capital budgets.
- Review and recommend the budget to the Board of Directors for approval.
- Monitor budget-to-actual performance quarterly.

### Long-Term Financial Planning

- Evaluate financial sustainability by analyzing long-term financial trends.
- Provide insight on financial aspects of new programs, capital projects, and operational changes.

### Internal Financial Statements and Reporting

- Review quarterly financial statements and assess financial performance.

### Investment Oversight and Reserves Management (Refer to AHA's Reserves Policy)

- Oversee AHA's investment portfolio and recommend policies that align with financial objectives.
- Ensure reserve funds are appropriately maintained and invested according to policy.
- Assess AHA's financial liquidity and recommend adjustments to investment strategies.

### Risk Management and Internal Controls

- Identify and address financial risks, including cash flow concerns and liability management.
- Recommend policies to ensure compliance with nonprofit financial regulations and best practices.

### Audit Coordination and Compliance

- Oversee the selection of an independent external auditor (where applicable).
- Review annual audit findings, ensure necessary corrective actions are taken, and provide recommendations to the Board.

### Fundraising and Grant Oversight

- Monitor financial implications of fundraising activities and ensure alignment with strategic priorities.
- Begin discussions on developing an approval framework for grants.

## Success Measures

- Successful recruiting and training of new committee members, regular committee member attendance and chair and vice-chair succession planning in place.

- **Financial Reporting Timeliness:** Financial statements reviewed quarterly with no material delays.
- **Budget Adherence:** Evaluate FY25 budget performance and set expectations for FY26 compliance.
- **Audit Compliance:** Develop an audit process for FY26 to be implemented in the first quarter of FY27.
- **Investment Performance:** Ensure AHA's investment returns align with risk tolerance and financial goals.
- **Risk Management:** Identification and mitigation of major financial risks before they impact operations.
- **Grant and Fundraising Alignment:** Work with the Strategic Planning Committee for FY26 grant approval process pending 501c3 approval.
- Committee's work aligns with and reinforces AHA's vision, mission, and strategic priorities.

## Annual Work Plan

To fulfill its objectives, the Finance Committee will:

### Quarterly

- Review financial statements and investment performance.
- Assess financial risks and ensure compliance with policies.

### Annually

- Review charter and suggest any updates for board approval.
- Recruit, vet, and seat new committee members; remove committee members as needed.
- Oversee the development and approval of the annual budget.
- Coordinate with auditors and review audit reports.
- Evaluate financial implications of major AHA initiatives or capital projects.
- Update financial policies as necessary to reflect best practices.

### Ongoing

- Collaborate with other committees on financial matters.
- Ensure alignment between AHA's fundraising efforts and financial goals.
- Assess and adjust financial strategies in response to changing economic conditions.
- All committee members follow [AHA's volunteer expectations](#).

## Budget

The committee's activities are to be conducted within the organization's existing budget and do not require a separate budget.