



PRODUCT DEVELOPMENT COMMITTEE



It has been estimated that the craft brewing industry has been issuing nearly 100,000 new can labels each year. That is an enormous number. Our goal on this project has always been to capture all of them.

Unfortunately, we have been falling way short of this mark. While we have over 45,000 cans listed in the NCDB, we feel that we are only at the 1% level. What we need is more help—**YOUR HELP**. If you collect craft cans, please read on and consider giving us some of your time. We promise you'll find it interesting

We are developing a process where volunteers take the pictures. A simple lightbox and a camera or cell phone are all you need to shoot the images. (Simple guidelines will be provided on the lightbox configuration.) Then you enter the images into your computer and manipulate the photos (simple instructions will be provided here, too) in preparation for entry into the NCDB. The software to do this is FREE, and while it has the capability to perform thousands of tasks, you/we need to use only six of them. Really, it's interesting and easy.

You must then record the data in a digital format, likely Excel, and yes, we will give instructions. You then send the images and data (likely via Google Drive, free) to the overseers of the NCDB for entry into the system. Volunteers are free to use any photo manipulation software package they are comfortable with, as long as it gets us to an acceptable finished product.

It would be beneficial if our volunteers focus on a particular brand, city, state or other category. That way, this particular focus can grow over time. A volunteer from each state would not be too much, one for each brewery would be even better.

Please consider helping in this hobby/educational documentation endeavor.

WE REALLY NEED YOU!

Contact Jeff Galloway (gallowayj@aol.com), Jim Wolf (jwolf@goeaston.net) and/or Bruce Gregg (btgregg@earthlink.net) to cement in your participation.

Thanks a bunch for your consideration!