



THE QUE-CONNECTION

The Monthly Update of the National Barbecue & Grilling Association

A BIG YEAR FOR THE NBBQA

Exciting changes are underway at the National Barbecue and Grilling Association.

Along with a fresh look, improved navigation and user-interface updates, the new www.NBBQA.org online membership platform provides a plethora of information: educational articles, peer-to-peer discussions, business-building tips, calendars

and all sorts of other tools to help you thrive in the barbecue/grilling world. NBBQA.org is more than a website, it's your portal to the business of barbecue.

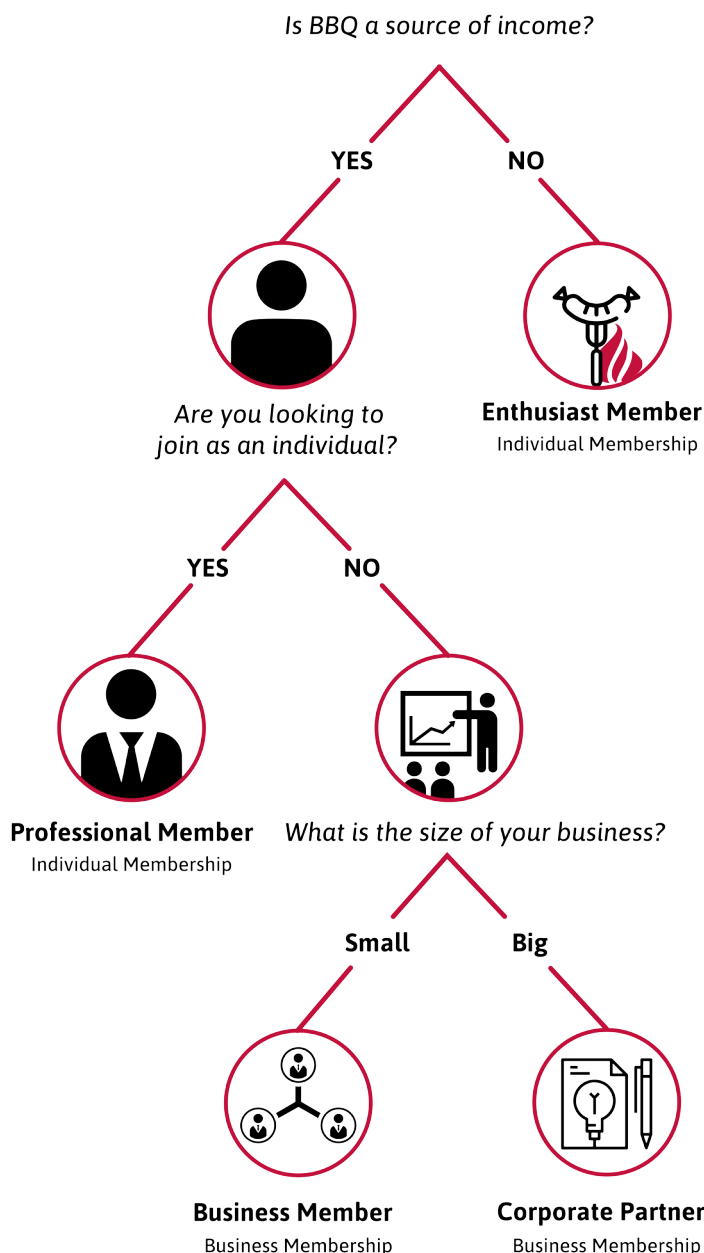
We also recently debuted new membership categories designed to allow members to customize their membership to suit their specific passions and needs. Wherever your interest lies, you will find information

and networking opportunities available to you.

Members now have two main categories to choose from when joining the NBBQA personal or business. The entry-level individual "Enthusiast" membership is designed for home cooks and competitors; the "Professional" tier is catered to business owners or industry employees.; The "Business"

categories are businesses of all sizes, small family, all the way through to corporations. Each membership includes access to Special Interest Groups, member-only content, a subscription to the monthly National Barbecue News magazine and a profile page on the NBBQA website's member directory.

What Membership Type is Right For YOU?



Here's a closer look at the categories and the unique benefits they provide:

	AFFILIATE	ENTHUSIAST	PROFESSIONAL	BUSINESS
THE NBBQA NEWS (BIMONTHLY)	✓	✓	✓	✓
MEMBERS ONLY FACEBOOK	✓	✓	✓	✓
NATIONAL BBQ NEWS (MONTHLY)		✓	✓	✓
INDIVIDUAL WEBSITE PROFILE		✓	✓	✓
MEMBER DISCOUNTS		✓	✓	✓
SIG ACCESS		2	4	ALL
CONFERENCE DISCOUNT (ANNUALLY SET SIZABLE DISCOUNT)		✓	✓	✓
EXCLUSIVE INVITE TO INDUSTRY PARTNER EVENTS			✓	✓
BUSINESS WEBSITE DIRECTORY				✓
FEATURED IN NBBQA PUBLICATIONS				✓
COST		\$99	\$175	\$500

NBBQA SIGs & Events Provide Networking and Camaraderie

Our Special Interest Groups (SIGs) are your entry point into the content and services we provide for members. With seven SIGs to choose from, there is a wealth of information at your fingertips on the new online membership platform. It's simple to get going: Just pick the SIGs you want to join and you'll receive email newsletters and access to regularly released special content that only specific SIG members will be able to see.

Notable BBQ personalities from around the country are NBBQA members and many have participated in our educational programming, including at our annual I Am BBQ conference, Special Interest Group conference calls

and newsletters. Along with regular involvement in SIGs, **Shawn Walchef**, **Derek Marso** and **Cory Wagner** also presented about their "Behind the Smoke: BBQ War Stories" podcast at this year's I Am BBQ Conference and Academy. Every year, the NBBQA conference gives members a chance to connect face-to-face. There are even in-person SIG meetings that members can participate in at I Am BBQ. Not to mention an industry awards show and great food served up every day by BBQ stars and camaraderie between industry folks. Walchef said he values the networking opportunities and knowledge sharing that comes from NBBQA SIGs and events. It helps him

keep up-to-date in an always-changing market. "After our presentation to NBBQA membership on "How To Turn Your BBQ Business into a Media Company," we were humbled by the overwhelming response from industry icons who were in attendance," Walchef said. "Even **Malcom Reed** ("How to BBQ Right" on YouTube) and **Heath Hall** (Pork Barrel BBQ) took the time to ask us questions about audio technology and podcasting."

"Presenting on a topic that is currently impacting our business at I Am BBQ reemphasized our beliefs that only through continuous learning and networking will we all be able to thrive in rapidly changing markets."

Special Interest Groups



NBBQA ENTHUSIASTS SIG

For BBQ and grilling fans who live and breathe live fire cooking. This group will focus on technique and food tips for the home cook or barbecue super fan. **Content example:** "Traeger BBQ Shop Class" presented at I AM BBQ 2018 in Fort Worth, Texas, by **Traeger Grills Pros Chad Ward (Whiskey Bent BBQ) and Danielle Bennett (Diva Q)**. The Traeger crew also served up a great smoked tri-tip dinner for conference attendees.



NBBQA COMPETITION SIG

This group is for those who are interested in food competitions, whether they're a pitmaster with a trophy wall or one who is just journeying out into the competitive BBQ scene. **Content example:** "Four Ways to Help Make it a Winning Season" article featured in the Competition SIG newsletter featuring expert tips by **Harry Soo (Slap Yo' Daddy BBQ)**.



NBBQA BUSINESS SIG

This Special Interest Group will help you thrive in the business world, with help on technology, accounting, legal issues and more. **Content example:** "Six Tips for Building your Brand Through Sweat Equity," SIG newsletter with **Joey Machado (B&B Charcoal)** on why a huge marketing budget is not as important as presenting a superior product.



NBBQA CULINARY SIG

This Special Interest Group will help you thrive in the business world, with help on technology, accounting, legal issues and more. **Content example:** "Six Tips on Launching a Sauce Line Through Competitive BBQ" as **Duce Raymond** shares his personal story on this journey.



NBBQA PRODUCTS SIG

For those involved in product distribution and supplying, the Product SIG will help you with increasing sales, brainstorming unique ideas, logistics and warehousing. **Content example:** "Product to Market Success" panel discussion on turning an idea into a success product presented at I AM BBQ 2018 by **Brad Barrett (Grill Grate)**, **Noah Glanville (Pit Barrel BBQ)**, **Shannon Kelly (ACE Hardware)** & **Mike Radosevich (Code 3 Spices)**.



NBBQA EVENTS SIG

This SIG is for those involved — or wanting to get involved — with running barbecue competitions, classes, meet-ups or other related events. **Content example:** "Keys to Successful Vending at Festivals or Events," educational session at I Am BBQ 2018 hosted by **Jim Clayton (Texas Outlaw BBQ)** & **Mark Link (Uncle Bub's BBQ)**.



NBBQA MARKETING SIG

Here is where you can get up-to-date tips on many forms of marketing, such as branding, social media, press releases and online influencers. **Content example:** Marketing SIG conference call featuring a live question-and-answer session on "How to Build Your Brand with Podcasts," featuring "Behind the Smoke: BBQ War Stories" hosts **Shawn Walchef (Cali Comfort BBQ)** and **Derek Marso (Valley Farm Market)**.



BECOME AN NBBQA CONTRIBUTOR

Do you have a killer recipe? How about some wise advice on setting up a business? We want you to help us spread the BBQ gospel by becoming an NBBQA contributor and sharing your personal wisdom with other members.

One of our missions going forward is to continually add to our library of members-only content. The NBBQA will grow that library throughout the year by providing you with industry news articles, question-and-answer sessions, audio interviews and more on a regular basis.

Most of the content our staff creates will be available only to members, with the goal of deepening the information we provide to help you on your path to BBQ greatness — in business or at home.

You can contribute to this ongoing project by submitting content to us that shares something you know about BBQ, grilling or outdoor cooking in general. That could be a full-fledged article on building a DIY smoker, or it could simply be a quick website submission recommending a BBQ event for our online calendar. Whatever you have to contribute, we want you to share it with us and the other NBBQA members. Let's help each other succeed.

Each piece of information we can get out there the better, so please share your news article ideas, member shoutouts, advice and photos with NBBQA content editor Stover E. Harger III at stover.harger@nbbqa.org. We hope to hear from you!



ABOUT THE NBBQA

The National Barbecue & Grilling Association is a not-for-profit 501(c)(6) organization founded in 1991 with the mission of growing and promoting the barbecue and grilling lifestyle and helping related businesses thrive.

Connect with us on social media by searching for @NBBQA

Using our hashtags

#IAMBBQ #IAMNBBQA

#BUSINESSOFBBQ.

Any questions can be directed to info@nbbqa.org. We are here to serve you, our members, so please reach out.