



#IAMNBBQA
#BUSINESSOFFBBQ



Frank Ostini, Hitching Post II, at the I AM BBQ 2018 NBBQA National Conference.

NBBQA Happenings & Coming Events. Get Active. Get Involved.

July was a very busy month for NBBQA, the new website and Association Management Software is up and in full swing. If you haven't had a chance to go in and look around, now may be a great time. There is an informative article on how members activate their accounts using this new system. Not a member yet? Now would be a great time to join!

July also saw the start of the new regular Special Interest Group (SIG) meet-ups (via phone) every Wednesday 11am EST | 10am CST | 8am PST (lock it in your calendar). Here are the August SIG meet-up call dates to add to your calendar.

Members of a particular SIG are invited to call (302)-202-1108 and join the SIG calls by entering conference code 311393.

Wednesdays - 11am EST | 10am CST | 8am PST

- Aug. 1 — Product SIG
- Aug. 8 — NBBQA Update (*Open to all members*)
- Aug. 15 — Culinary SIG
- Aug. 22 — Marketing SIG
- Aug. 29 — Business SIG

Make sure to check the SIG Facebook groups to get all the up-to-date details.

The new format SIG newsletter was also released last month, now with more information on the areas that you need to know about!

With the rollout of the new website the time was taken to go back and give all the NBBQA social media a facelift and upgrade bringing it in line with our new look and feel. If you aren't following us on Facebook, Twitter, Instagram and LinkedIn, you could be missing out.

Think we have been too busy to work on the Conference? Nope, not at all. ***Hope you have the date already locked in your calendar, April 3rd to 6th Kansas City, 2019.***

For next year we listened to the feedback and will be bringing back the Saturday BBQ Bash bigger and better than before. In the educational sessions of the conference you asked for specific speakers, and topics to be covered. We heard you and will shortly be opening for nomination of speakers, and topics you want covered.

If you can't wait until then, please reach out to info@nbbqa.org with how you can get involved now, whether as a speaker, want to share your skills with the conference committee,

have a suggestion for the program or similar.

Exciting times as NBBQA is growing and bringing together the **Business of BBQ,**



Saffron
Saffron Hodgson
Acting Executive Director

The Next Generation of BBQ

By Stover E. Harger III

NBBQA



Stan Hays & Nathan Hays

Nathan Hays was just five when he entered his first barbecue contest — his small hands gripping the tongs while he carefully flipped chicken wings over on a grill.

Even before his 2008 debut on the public BBQ stage at such a young age, Nathan found that special spark inside him that any chef can relate to: the need to feed.

Nathan, who is now 14 years old, had been outside learning to cook with his dad Stan Hays for a while before Stan brought him to compete 10 years ago at a “Kids Que” he was helping organize near their Missouri home.

Bone-in chicken was a natural, if a bit difficult, meat to choose for Nathan. Wings were an early favorite of his, going back to when he was first starting to cook on the family’s old gas grill.

“I was on a step-stool because I couldn’t reach up on the grill,” Nathan said about his early days cooking.

Hamburgers were also a go-to food for Nathan and his younger sister Anna — nicknamed the “rib cleaner” — to grill growing up. The brother and sister both appeared on the Food Network’s “Kid Chef Nation: Kids Grilling Invitational” last year.

Nathan has had a fire for BBQ inside him since it first ignited all those years ago.

When he was 11, Nathan beat more than two dozen adults in a Steak Cookoff Association contest to win a spot at the 2015 SCA World Steak Championship in Fort Worth, Texas.

There’s a big benefit to having kids who are into grilling, Stan has learned.

“The year that happened we ate a lot of ribeye,” he said.

Some adults were upset they lost to a kid, but others were more supportive of the young grillmaster. Stan said his son made such an impact that there’s now a “Nathan Rule” barring those under 18 from being named the head cook of a team.

Nathan said he sees a difference in the way he cooks, and the way his friends do. It’s not about packaged foods when the Hays kids step into the kitchen.

“The normal 14-year-old knows how to cook mac and cheese in a bowl and boil the water,” Nathan said. His skills are well-known to his friends, who will sometimes request catering. “They say, ‘hey can you come over and cook a steak for me?’”

Though the teenager is busier these days than he was when he was younger, Nathan’s food pursuits haven’t died

down, something that gives his father pride.

“Just the fact that he has the passion and wants to do that and attend those events, whether it’s going to the American Royal or going to a steak contest, ... getting to see how that all comes together has been very cool,” said Stan, co-founder of Operation BBQ Relief and the family’s County Line Smokers BBQ Team. “The fact that he continues to grow, in learning and trying his own thing and putting his own flavor profiles together, that takes it to a whole other level of being proud.”

Cooking is such a big thing in the Hays household that when Stan grilled up some fajitas for Anna and a few of her buddies, he said his daughter was shocked that her friends knew little to nothing about home-cooked food. The visiting girls were surprised at the big spread of grilled steak and vegetables that Stan served, something they never got at home.

“They were just floored because neither one of their families actually cooked,” Stan said. “It’s eye opening.”

Coming Next Month — The Next Generation of BBQ Part 2: Next month in the National Barbecue News, read the second part of the NBBQA’s series on “The Next Generation of BBQ” for more, including profiles of young cooks who are standing tall in the BBQ world.

Here’s some of the member-only content coming soon to NBBQA.ORG:



Throwing the Perfect Backyard BBQ

Greg Rempe (Ohio)
The BBQ Central Show



Creating Beautiful Barbecue

Doug Scheiding, Rogue Cookers



Making Healthier BBQ

Chef Mick Brown, BBQ Rescues!



Getting Your Product Into Stores

Tyna Mays-Schey, Saucy Minx



Podcasting for Businesses

Shawn Walchef, Behind the Smoke: BBQ War Stories



Finding Sponsors That Are a Perfect Fit

Jay Tinney, Tinney BBQ

The Future of BBQ

Sometimes you can do all you can to instill BBQ knowledge in the next generations, but if it's not for them, they won't take to it.

Greg Rempe, host of The BBQ Central Show, is a longtime backyard "BBQ wizard" but his daughters — no matter how much of his food they've enjoyed over the years — haven't taken much of an interest in his pursuit. The closest he's really come to getting them to BBQ is when they'll shake some rub on the meat. Even then, they won't get dirty and actually rub in the rub.

"I can't sit here and tell you that they've ever said, 'Hey, let's go buy some ribs today and let's make them together,'" Rempe said. "I'd be lying if I didn't say I was hoping at some point that would come from one of them."

"It's a two-edged sword. I want to be able to pass it on to them if they want. But I also want to reserve that to my



Nathan Hays (Center) working with his Dad, Stan Hays.



Nathan Hays (Center) Ty Machado (Right)

own as long as possible. Because it's like a singular connection they have back to me if they don't learn it. If they learn it they can just leave me to die as an old man alone."

The next generation always has to take on the mantles of their elders for anything to continue. That's happening in the BBQ world as you read this. Right now there's probably a young cook just firing up a grill for the first time, or closely watching their parent slice a rack of ribs, just waiting for the time they can grab the knife themselves and get to work. You probably even know a young person who has learned a thing or two about cooking from crawling YouTube or other places online.

As long as people take time to pass on their passions for outdoor cooking, there will always be a new breed of BBQ cooks over the horizon — with their own techniques and tastes. The food sector saw this occur in the last decade as Millennials grew up and demanded changes to the marketplace, such as a greater selection of organic, well-sourced foods.

What will the future hold for BBQ? That's up to the next generation and the next after that.



**Doug Scheiding
Rogue Cookers**

"A lot of people say fat is flavor. True, but you want the internal fat in the meat, not that big fat on the outside. You don't cook a steak long enough to render that fat."



**Kathy Pullin
Pullin Premium BBQ**

"I love the art of the imperfection that comes with BBQ. To me a black brisket is beautiful."



**Mick Brown
BBQ Rescues!**

"I'm always learning things (about BBQ). That's the important thing, is always be open to learning new things."



**Kendal Adair
Smoked N Spiced**

"I'm a low-and-slow kind of guy. The new school BBQ is going hotter and hotter. I've been playing with it. I'm not one of these guys that are sold on it but I'm sure I will be as the time goes."