





## BE RECOGNIZED IN THE NBBQA AWARDS

It's the time of year to stand up and be recognized.

As 2018 wraps up, there are lots of ways to take part in the National Barbecue and Grilling Association. Interest in the 2019 NBBQA Conference and BBQ Bash is continuing to heat up, voting for the Board elections is open, and the Awards of Excellence is taking submissions. It's an exciting time to be a member.

If you haven't yet entered the **NBBQA Awards of Excellence**, now is the time to register your product, podcast, photo or other BBQ-related offering you've created. There are 31 categories across the **Product Awards** and the **Media Awards**, representing the best in barbecue. Whatever you offer in the industry, there's a category for you.

Just follow the instructions online at [www.nbbqa.org/awards](http://www.nbbqa.org/awards) to register and pay for your entry fees. This year, many who enter multiple categories, which is a large number of entrants, will see a costs savings. If you enter four or more categories, you'll pay less than last year thanks to our restructured fees.

As always, the Awards of Excellence winners will be announced during an awards banquet at the NBBQA Conference. The awards are a great way to literally step out in front of industry leaders and peers and be recognized for your achievements. Book your conference tickets now so you don't miss the awards celebration and dinner.

In addition to entries being open for the Awards of Excellence, voting is underway for the NBBQA Board of Directors Election. If you're a member of the NBBQA, you should have a ballot link in your email. Click that to see all the dedicated candidates who



**Saffron Hodgson**

First time visitors to our new website, please create a user account.

have pledged to continue to improve and grow the NBBQA. Cast your votes by Dec. 21.

### REGISTER YOUR ACCOUNT TO VOTE AND SAVE

You won't be able to vote if you're not an active member of the NBBQA, so make sure to visit the new-and-improved [www.nbbqa.org](http://www.nbbqa.org) to register your online account. Even if you've paid your dues, you still need to be logged in as an active member of the NBBQA in order to take advantage of the many perks of being an NBBQA member. Those include discounts on conference tickets, educational content highlighting the Business of BBQ, and the ability to vote in the 2018 Board of Directors Election.

Not only can members save on entry fees and tickets for the annual conference – April 3-6 in downtown Kansas City – your membership unlocks a world of information and networking opportunities. You don't want to miss out on all the ways you can take part in the NBBQA. **#BUSINESSOFBBQ #IAMBQ**

*Saffron*  
**Saffron Hodgson**  
Acting Executive Director



**WINNING FLAVOR:**  
Tyna Mays-Schey, of Saucy Minx BBQ Sauces & Rubs, holds the 3rd Place award she won in the 2018 NBBQA Awards of Excellence in Fort Worth, Texas.

# A Wide World of Winning Flavors

By Stover E. Harger III  
stover.harger@nbbqa.org

**When Tyna Mays-Schey was young and just tall enough to reach the stove, a whole new world opened up.**

"My grandmother started teaching me to cook when I could reach the knobs on the stove," said Tyna, owner of Saucy Minx BBQ Sauces & Rubs in Oregon. "For me, cooking was time with Grandma."

Tyna started on a path to finding her personal flavors thanks to the early guidance of her grandmother and the skills she learned watching her work and chipping in herself.

Tyna remembers learning to flip the pancakes when the bubbles started rising in the batter, and how her grandma would always scrap each bit of butter off the wrapper.

Over time, as the basics of measurements and the like began to be understood, Tyna started to experiment with all sorts of different techniques and flavors. As with a lot of cooks, she's a tinkerer. "I like to play mad scientist in the kitchen," she said.

Not all experiments are homeruns, of course. Cooking is about finding the flavors that knock it out of the park. It starts with learning what ignites your own palate.

Tyna learned this throughout her cooking career. As a sauce and rub maker, Tyna routinely works to perfect her creations before releasing them to the public. If it tastes good

to her and her family, then she knows others will like it too.

Her Attitude Dipping Sauce was born while Tyna was trying to replicate the A.1. Sauce she loves to this day. She opened her fridge and picked condiments that she

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**That sauce stood out to NBBQA Awards of Excellence judges, who awarded her 3rd place at the 2018 NBBQA conference.**

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thought would best match the kick of A.1. Over time, as she worked to get the taste right, something else happened. Instead of making a replica, she created something much more exciting -- her own flavor profile.

Like all her sauces, Attitude as a tagline: "What Ketchup Wants to Be." Tyna knew exactly what she wanted Attitude to be and that's why it took off with customers.

When making a sauce, Tyna starts by laying a foundation of flavor, just like when she went with tomato as a base for Attitude.

You start from the ground floor and build up to other layers. The foundation could be a tomato or ketchup-based sauce, a mustard sauce, a white sauce, or a whatever base you want to carry the other ingredients.

As a trained chef, Tyna thinks of cooking in simple, but nuanced ways. Rather than using something that includes a long list of confusing ingredients, she'll try to find a more focused approach by including less ingredients, that carry more of a punch. It's doing more with less.

"For me, when I go to pick up a sauce, I want it to have a nice balance to it," Tyna said. "Whether it be a sweet sauce or a hot sauce, there's got to be that balance. Then it hits all of your taste buds and you get the full experience of it."

Once she has the base, she'll work to find a balance of sweet, acidic and savory by adding ingredients like brown sugar, vinegar or other sweeteners and acids. Then it's time to add some extra flourishes like onion and garlic, or something bolder like habanero, which Tyna did in her Honey Habanero sauce. That sauce stood out to NBBQA Awards of Excellence judges, who awarded her third place at the 2018 NBBQA conference.

That honor, not to mention the connections she's made in the NBBQA, tell Tyna that all the hard work has been worth it.

"That whole experience blew my mind."



DEADLINE IS JANUARY 14TH, 2019



2019 Awards of Excellence

ENTER NOW

## HOW TO ENTER THE 2019 NBBQA AWARDS OF EXCELLENCE

Do you have a righteous rub or a spectacular sauce? Are you involved in the #businessofbbq? Then it's time to enter the National Barbecue and Grilling Association's annual Awards of Excellence. **Enter online by Jan. 14 at [www.nbbqa.org/awards](http://www.nbbqa.org/awards).**

The industry awards showcase the best of barbecue across 31 unique categories. Our Product Awards is the place for your rubs, sauces and other tasty - and innovative - offerings. Podcasters, authors, photographers and others who highlight live fire cooking with content can enter the Media Awards.

Whether you're entering your company's new mustard sauce or a great photograph, there's a category for you. This is your chance to share your passion with the rest of the barbecue world and be recognized for your outstanding contribution to our industry!

In order to receive the Member Discount you must be an active member on [www.NBBQA.org](http://www.NBBQA.org). If you have any questions email [info@nbbqa.org](mailto:info@nbbqa.org).

The NBBQA Awards of Excellence are judged by independent judging panels. The awards will be presented during a ceremony at the 2019 NBBQA Conference, taking place April 3-6 in downtown Kansas City.

## SIG Calls

Special Interest Group conference calls take place each Wednesday at 10 a.m. (CST). Look for invites in your email each week.



**Enthusiasts:** SIG CALL, "Using Wood Planks" Matt Curmi, Wild-wood Grilling - Oct. 24



**Events:** SIG CALL, "Building An Event Team From the Ground-up," - Dec. 5



**Business:** SIG CALL, "Running Multiple Companies" - Tim Scheer, Blues Hog - Oct. 10



**Competition:** SIG CALL, "All About the New KCBS World Invitational Championship" - Nov. 14



**Culinary:** SIG CALL, "Should You Franchise and When to Expand?" - Dec. 19



**Products:** SIG CALL, "Exhibiting Your Product," Michael Collins, Flame Boss - Nov. 21



**Marketing:** SIG CALL, "Video Marketing Online," Malcom Reed, How to BBQ Right - Nov. 28

## NBBQA MEMBER VOICES



**Craig Orrison,**  
The Shed Saucery

"Have an agreement in place before R&D begins testing your recipe process. If you skip a protective agreement, you could run the risk of no longer owning your recipe."



**Jimmy Shotwell,**  
Memphis BBQ Supply

"Some of the higher-end to mid-grade grills carry ten-plus year warranties. They may cost a little more, but the extra cost is worth it. (It's) going to stay in your backyard for a decade or more without rusting."



**Myron Mixon,**  
Myron Mixon Smokers

"If I believe in the brand, then it is easier to sell and be a better advocate for the brand. I don't want anything tied to my name that isn't a good product."



**Tuffy Stone,**  
Cool Smoke

"If you cook six racks of ribs be sure to slice all six racks, and carefully check all the meat before sending to judges. If you don't sample ... you may be leaving your best meat on the table."