



## Kansas City 2019: Get Your Tickets Now

Exciting details of the **NBBQA Conference and BBQ Bash** are being announced and both events promise tons of education, networking and, of course, great food to enjoy with your peers.

You can see some of the recently announced programming on this page. Make sure to also visit the conference website at [www.nbbqaconference.com](http://www.nbbqaconference.com) for up-to-date information on the April 3-5 industry conference and the April 6 BBQ Bash public day. There's lots more exciting news that is going to be announced soon so stay tuned.

This year there's a renewed focus on the "Business of BBQ" at the conference. One-hundred percent of the speakers are business orientated, including some who are sharing their expertise from outside the BBQ and grilling industry. The topics take an in-depth look at the core skills needed for success in the BBQ industry. We've been planning the



Kansas City conference with the goal of really digging into the nitty gritty of what it takes to thrive in business.

The conference will also include lots of fun activities, like nightly happy hours, networking events and more ways to enjoy the company of peers. At the BBQ Bash on April 6, the public will be on-hand to sample food, learn about BBQ from an enthusiast angle and cheer on teams competing for grilling glory in the State of Origin competition.

Get your tickets now to join us in Kansas City!

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

### CONFERENCE

April 3-5, 2019  
 #BUSINESSOFBBQ

(Highlights of the 2019 NBBQA Conference. More to be announced soon.)

- **BBQ Bus Tours** — Three bus tours will take attendees to local BBQ spots.
- **Happy Hours** — Nightly themed happy hours will give you a chance to connect with NBBQA members.
- **Meet the Masters** — The lunch session has the theme "Keeping it Real." BBQ masters and up-and-comers will have the spotlight for three hours of discussion and mingling. Moderated by Myron Mixon.
- **Night of Fire** — On Friday evening the fires will burn bright as we showcase Kansas City.
- **Awards of Excellence** — Sit-down dinner banquet to celebrate the best in BBQ in numerous categories.
- **Culinary Throwdown** — Touring indoor cooking competition series where all money goes to charity. Open to the public.

### BBQ BASH

April 6, 2019  
 #IAMBQ

(Highlights of the 2019 NBBQA BBQ Bash. More to be announced soon.)

- **Presentations** — Demonstrations and other educational programming will take place with enthusiasts in mind.
- **BBQ Busking** — Businesses and personalities will present their products or topics on a smaller stage.
- **SCA competition** — Along with the annual Rhinestone Cowboy Steak Cookoff on Friday during the conference, there will be another SCA event on Saturday with two auxiliary categories.
- **State of Origin competition** — Teams will cook up food based on the regions that they are from in the State of Origin division. Brands and their ambassadors can enter the Brands division.
- **People's Choice judging** — The public will get a chance to vote for their favorite regional bites after sampling all the food from the State of Origin competition.



# BBQ Resolutions

National Barbecue and Grilling Association members share their BBQ Resolutions for 2019

## BY THE NUMBERS: Year in BBQ

**\$4,380,000,000**

Global BBQ Grills market size forecast for 2025, up from \$3.3 billion in 2018. (Source: QY Research 2018 market study)

**8,160,000**

Number of Americans who used four or more containers of BBQ sauce during a 30 day period in 2018. (Source: Statista consumer behavior report)

**1,160,828**

Meals served by Operation BBQ Relief over 69 days in nine states after disasters. (Source: Operation BBQ Relief)

**14,341**

Follows of the NBBQA's Facebook page at [www.facebook.com/NBBQA](http://www.facebook.com/NBBQA)

**10,030**

People who receive the NBBQA News email newsletter every two weeks.

**95**

Awards of Excellence recipients honored at a ceremony during the 2018 NBBQA Conference.



**Dan Arnold,**  
SuckleBusters

"Our business goal for 2019 is to help a new BBQ business become successful as our way of giving back. We are blessed to be a blessing!"



**Mike Radosevich,**  
Code 3 Spices

Expand our retail division by 1000 stores. Break our festival attendance and team record. Expand our online product catalog and launch an apparel division...



**Rob Reinhardt,**  
Prairie BBQ

"To devote more time over the winter to recipe development... if I'm not recording ingredients and amounts, then it's impossible to share that recipe..."



**Malcom Reed,**  
HowToBBQRight

"Mine is to learn to cook on a stick burner. I've got one brand-new one out there I've only put one fire in it to season it."



**Vic Clevenger,**  
The Cookin' Comedian

"To continue to spread the Chimney Cartel message of Exploring something new, Teaching something new and having tons of Fun doing it, which is nothing new at all."



**Shawn Walchef,**  
Behind the Smoke Media

"To continue to develop relationships with the NBBQA. We met some incredible people in Fort Worth last year. That was such a powerful trip for our team."



**Doug Scheiding,**  
Rogue Cookers

"To get back to practicing new recipes for competition by trying out some of the Texas-region rubs and sauces for new flavor profiles — tweaking one or two variables and finding a winner."



**Duce Raymond,**  
SBR Events Group

"In 2019 I'm not doing any BBQ competitions and focusing on our business."



**Meathead,**  
Amazing Ribs

"Get creative. Use new ingredients, new techniques, break outta the box of same old same old."

DEADLINE IS JANUARY 14TH, 2019



2019 Awards of Excellence

ENTER NOW

## JAN. 14 IS THE DEADLINE TO ENTER THE NBBQA AWARDS

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 offerings. Podcasters, authors, photographers and others who highlight live fire cooking 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.

Other categories you can enter include:

BBQ sauces and rubs, tools, webpage, snacks, apparel, video series, writing and much more.

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 and online.



**Business:** SIG CALL, "Re-branding With Purpose," featuring David Eaheart and Monica Camarin from Prairie Fresh. **Jan. 9**



**Marketing:** SIG CALL, "Marketing Myth Busting," featuring Tim Toomey from COVERT NINE Marketing Agency. **Jan. 16**



**Enthusiasts:** SIG CALL, "Why You Should Attend the 2019 NBBQA Conference in Kansas City," featuring Saffron Hodgson from the NBBQA. **Jan. 23**



**Culinary:** SIG CALL, "How To Use Your Business to Do Good," featuring Deb Conwell, Joe Bosco BBQ. **Feb. 6**



**Events:** SIG CALL, "Covering An Event With Social Media Content," featuring Yoni Levin from the Best BBQ Show. **Feb. 27**

## NBBQA MEMBER VOICES



**Ray Lampe,**  
Dr. BBQ

"You have to be passionate about your craft and also make smart business decisions. If you're afraid of going broke, you can't be an entrepreneur. Sometimes life doesn't go your way through no fault of your own."



**Matt Pittman,**  
Meat Church

"I market to others what appeals to me. Do you know why? Because I'm the target demographic, I'm a barbecue person. I try to do my own thing and hope others will like it. It's certainly helped us stand apart from others."



**Deb Conwell,**  
Joe Bosco BBQ

"We didn't know how many people would come (when we opened). We thought 50 a day we'd be happy. We're getting anywhere from 200 to 300 a day."



**Eric Hodson,**  
Boars Night Out

"If you get discouraged, just practice! Keep practicing. Stay dedicated. Every time I cook something, I swing for the fences. Every steak I prepare, I imagine it's for a competition. You need to keep that mindset."