

State of the Society

11.25.2005

Due to the recent request from society membership that the secretary, on occasion, deliver to the membership an address outlining the current state of the Society, I endeavor to accede to these wishes and report the following.

General

The society continues to convene for various and diverse tastings, roughly two times a month on Friday evenings. Events have convened by common consensus at approximately 8:30pm, this time being most beneficial to the interested parties.

Society Assets

Liquid Assets

The Society has on hand the following liquid assets:

<i>Sobriquet</i>	<i>Volume Remaining</i>
Wild Turkey - Rare Breed	¾ Full
Isle of Jura - Superstition	½ Full
Talisker 10yo	½ Full
George Dickel #12	1”
Jim Beam Black	½ Full
Woodford Reserve	2”
Glenfarclas 12yo	½ Full
Srathisla 12yo	1.5”
Lagavulin 16yo	.75”

NOTE: Inventory and volume assessment is performed using the “eyeball method” and as such, the liquid assets described above should not be assumed to be either accurate or comprehensive.

Solid Assets

The Society has on hand the following solid assets:

- 6 Small Glasses deemed appropriate for the consumption of various and diverse Whiskeys
- One domain name and accompanying website, maintained and managed at the discretion of Misha B.

Membership

It is the sense of the secretary, as informed by participation at events, that the society has approximately five participatory members (inclusive). This number represents neither a growth nor a decline in participatory membership since the genesis of the Iowa Whisky Society.

Society Business

Purchase Discounts

I regret to inform the membership that my attempts to secure a discount from notable purveyor of Whisky, Binny's (<http://www.binnys.com>), have met with failure. Until such a time as the society has more membership and or can generate substantial and notable traffic that would be of interest to sellers, further attempts to secure a purchasing discount should be put on hold. I would suggest instead that a volunteer committee be formed, composed of the ranks of the society, to investigate and report back to the rest of the society a recommendation as to whether it would be prudent for the society to gather funds and subscribe to Malt Advocate. Subscribers to Malt Advocate can enjoy not only fine and insightful discourse on Malt related subjects, but also enjoy a discount on products purchased from Binny's.

Participation

Membership Growth

It is the sense of the secretary that participation in society events remains consistent at the current levels and is unlikely to experience rapid and sustained growth without a determined outreach and recruitment campaign. Until directly contradicted by membership, it is the sense of the secretary that there is not a collective interest amongst current membership to significantly grow the ranks of membership.

Membership Tracking

It is the sense of the secretary that there is no ready means to review the number of subscribers to the Iowa Whisky Society discussion group.

Website Interest

It is the sense of the secretary that there is no way to review the number of visitors to <http://www.iowawhiskysociety.com>. If the website administrator has access to such statistics, I would encourage him to share these with the rest of the society. If there is no mechanism to capture such information, I would suggest implementing an ability to track statistics through [Google Analytics](#) at such a time as it is convenient for the website administrator.

Recent Events

The following is a rough survey of recent events.

<i>Event Date</i>	<i>Event Type</i>	<i>Additional Information</i>
10.14.2005	Tasting	Lagavulin 16, et al
10.28.2005	Tasting	Talisker 10, Isle of Jura – Superstition, et al
11.11.2005	Tasting	Woodford Reserve, Wild Turkey Rare Breed, Jim Beam Black, King of Spirits Absinthe, et al

Recent Forum Discussion Links of Interest

- <http://slate.msn.com/id/2097036/#sb2097121>
- http://www.dtscotch.com/bottling_hall.htm
- http://www.dtscotch.com/images/bottling/fill3_b.jpg
- <http://www.maltadvocate.com/html/maws.html>
- <http://www.maltmadness.com/1030-039.html>
- <http://www.maltmadness.com/mm04.html#04-02>
- http://www.metacafe.com/watch/29744/scottish_instinct/
- <http://www.originalabsinthe.com/absinthe-king-p-30.html>
- <http://www.pbase.com/elias/image/51004971>
- <http://www.pbase.com/elias/image/51004972>
- <http://www.pbase.com/elias/image/51004973>
- <http://www.pbase.com/elias/image/52134571.jpg>
- <http://www.pbase.com/elias/image/52135272.jpg>
- <http://www.samswine.com>
- <http://www.scotchwhisky.com/focus/lagavulin.htm>
- <http://www.single-malt.com/lagavuli.htm>
- http://www.epinions.com/fddk-Spirits-By_Name-All-Lagavulin_16_Year_Old_Islay_Single_Malt_Scotch_Whisky/display_~reviews
- <http://www.thescotchblog.com/>
- http://www.whiskeypages.com/html/bgam_wild.html
- <http://www.whiskyfun.com/PeteandJack.html>
- http://www.whiskymag.com/whisky/brand/wild_turkey/whisky321.html