

BECON
3/24/22

We were at our new location this morning for breakfast at the American Legion. And while there was bacon, there was a shortage... There were no guests for breakfast this morning, and our very own John Eastman gave us a history of our club.

Announcements

- Dina announced for Stacy that April is Child Abuse Prevention month. She has polo shirts for \$10, Pinwheels for \$1, Pins for \$5, and yard signs for \$20. This is the 21st Pinwheel Awards ceremony this year. Please wear blue every Monday to show your support. Take pictures and post them and tag the BEC. There is an all club social coming, PBR on the 30th, pinwheel hand out, ACE workshop on the 25th from 8-12. See Stacy if you want the swag.
- Start considering if you would like to run for a position within the club for the Foundation Board member (1 position) or Member of the Board (3 positions), or the coveted President Elect role coming in hot behind Cavin. One nomination came through for Secretary and Tony Parish nominated Dina Harmon with a second from the group. There were no other nominations given this morning.
- Tim Crowley gave a reminder to the group to please ensure the female club members are escorted to their vehicles after events to make sure they are safe. Use the buddy system!

Speakers

John Eastman

Our club was chartered in 1967. It was the inspiration of the downtown club who used to serve beer at the horse races. We parked cars early at the Midland Fair for \$2500. One thing John stated was that for the BEC, regardless of our good works, we are not indispensable.

In 1972 he joined along with Ed Weller, who started in 1969. There were only 25 members early on, and it stayed that way until we got into the Metra (c. 1975). In 1978 we served our 1st beer at the Metra, and the County Commissioners at the time were in favor. Commissioners pushed back about whether we should serve alcohol or not. John read a humorous letter from Lynn Jones about how it is not good to serve beer at the Metra, and that before you know it, hard alcohol would be next! He signed off by saying it would be a 'stupid' decision.

In 1978 there was a 5-event experiment where we brought water troughs, kegs, ice and cardboard tables to sell cans of beer. We signed our first agreement in September of 1978 with the County. Joining with the Metra boosted our membership, and our ability to invest in the community.

In all of that time, we never had one adverse legal event in 44 years. We loaned Metra \$62k, for a ticketing system, and for concession stand improvements, and equipment; In 1992, we gave \$50k to the Master Plan and mail in ballot to expand the Metra. We were given contract extensions at that time with responsibility to serve on the entire Metra area except for the grandstand.

There were events like the 1982 Centennial Celebration (Billings) where a statue of Frederick Billings was commissioned by Mike Capser, and there were mini statues made as well to use as a fundraiser opportunity. Mary Billings French married a Rockefeller and most of the little Frederick statues were purchased by her.

In 1985, there was a Golf on the Yellowstone event; and in 1988, during the Hank Williams Jr. concert, the act, the crowd and the BEC members were all drunk, and it turned into a fiasco. At that point in time, the club got involved with responsible alcohol management.

In 1988, we then tried to get involved in promoting our own concert - The Beach Boys. Then in 1989, we spent a week working the Cattle Drive for MT's 100th anniversary. It was a huge success. We sold 62,000 cans of beer in 2 days.

We helped out with Zoo Grass, the initial fundraiser to get our Zoo MT in place.

Once we got involved in strategic planning, we created our Foundation Board that always has 3 BEC members as well as 2 non-BEC members on the Board.

Have a great weekend!