

# CANvention 47, a child's quest to complete a scavenger hunt.

We all dream of the day, when trade shows across the country are filled with this new age group of youngsters I would like to call, 20 something's. All, arms loaded with beer cans and brewery advertising, hauling it to their cars to display in their college dorms or their first apartments.

With the median age of most in the hobby being well into the 60's, we all know that if an influx of these 20 something's doesn't happen soon, the future of many of our collections may be in limbo. Most of us don't have children that seem interested in the hobby, let along the knowledge it may take to liquidate the massive collections many of us have obtained.

In an effort to keep the seeds of collecting germinating in my world, I always try and included my grandchildren in my beer can trade show plans. They enjoy going and they are always looking for things that interest them. Like all children, animal cans seem to be popular, but my granddaughter, Vivian, has taken a liking to animal advertising. Her eye is good as most good things are usually from the pre pro days or the era immediately following it.

This year she was lucky enough to be able to attend the CANvention in Cleveland, her second in three years. I thought a cool thing for her to do would be to try and find items on a scavenger hunt. The 25 items she needed to find were things that were very

obtainable. She gained many friends at her first CANvention in Milwaukee, and I knew they would be more than happy to help her in her quest.

To kick off our week, we toured the Rock and Roll Hall of Fame. Here she was able to check the first item from her list. A picture with a



BCCA member at a venue outside the CANvention hotel was the challenge and Bruce Tainton from Australia was the lucky person.

Tuesday night, 2 bus loads of baseball fans traveled across town and attended the



Indians vs. Red Sox's baseball game. Here Vivian would cross a few more off her list. A couple of Cleveland's finest graciously posed with her, picture with a real cop, check.

Never far from the action are the Aussie Posse, they too loved the idea and snapped a photo with her, photo with a bunch of Aussies at a baseball game, check. After, she struck up a relatively long conversation with Barry Rhall's friend, Leanne Petch. Towards the end of the game she notched the last one



of the night, as she found the President of the BCCA, Tom Legeret, and his wife Mary for a

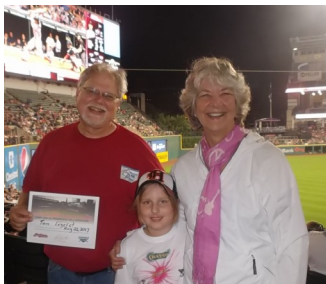


photo op. Pic with BCCA President and his wife, check.

Most might say what is a child to do at the BCCA schedule events, I say punch your scavenger check list. The craft beer night held many opportunities for her to narrow the list. Get a picture with a BCCA member with a number less than 1000, double points if it's less than 500. Well, Tontine member, John Ahrens BCCA #9, was her target and now they will be friends forever.



Craft beer, what better than a picture with a brewery owner or brewer. Check and check as the owner and brewer from Forest City Brewing jumped at the chance to fulfill the wishes of this future collector.

We all have the usual crowd that attends each year and one from the list included a picture with at least 5 Mid-Michigan members in a group. Check, as we all were glad to gather for the yearly photo. What would craft beer night be without a visit from Elvis. Picture with Yooper Aho (aka Elvis) at a BCCA function, check.



Room to room always offers much socialization and photo opportunities. On our travels from floor to floor a picture with a piece of breweriana with an animal on it, check. A picture with a member of the host chapter, check as Bill Viancourt our neighboring room had a ball entertaining Viv all week. The trade floor also is a vast landscape for the photogenic at heart. Picture with an oversize beer bottle, Pride Of Cleveland, check.



Picture with the trade floor behind you, check. This was a double check as the picture also had a pyramid of cans at least 15 in total, check, check. A member wearing a funny hat, double if it's a turkey. Well friend of everyone,



Turkey didn't disappoint. How about a picture with the Good Guys



of Beer Cans Plus. All three together in one spot, times three, check. Thanks Dan, Dave and Tom.

The fun thing about a scavenger hunt, you never know when something will pop up. A member wearing a hockey jersey, sure, Mark Rodgers in the







display room, check. Picture with the Rusty Bunch President gavel, you got it, check.



Hospitality night is a spectacle of sorts, why not find a few things there. Two members dressed as something Mexican. Well are tacos Mexicans



enough, check. How about a picture with one of the women who had been a Past BCCA President. Thank you Shar Kielack, you may have inspired a future woman president, check. We travel with Canadian friend Mike Belanger quite often. Viv was to get a picture with someone else other than Mike who lives in Canada, How about two, Larry Sampson from BC , Shelly Fowler from Ontario, and what the heck, Jeff Murbach from Buffalo which is almost Canada, check.



Vivian spends plenty of time helping out at the Rusty Bunch table and attending their events, so why not a picture of one of the raffle winners. Joe Germino, check. A picture in the Rusty Bunch dump, check. One with the Rusty Bunch band. How about as a Beer, Bait and Ammo girl, check.



As CANvention comes to a close, it's always nice to attend the awards banquet. One of the most cherished awards given out during this night is the Denver Wright Hall of Fame Award. A picture with this winner would be memory for the scrapbook. Tonight, two would come home with the award and Keith Bennett, who has been a friend of Vivian's since they met in Milwaukee, didn't pass up the opportunity to complete her 25 things to do at CANvention list with one last photo.



For Vivian, I hope this little thing helps carry her interest in the hobby and it people well into the future. It is not always about the items we collect but the memories we create. I believe with the help of everyone who participated in her adventure, she will not soon forget this trip to CANvention 47 in Cleveland. Thanks to all, she will see you in Omaha for CANvention 48.