



Linda Fanning-Lefevre — Small Gouache Series #1
gouache and charcoal on paper

file photo

Linda Fanning-Lefevre - Small Gouache Series #1
"Humanities Master's Productions" Now Showing in the Gallery Lounge
with Marilyn Fox "Pictures from a Journal"
Reception for the artists: Tuesday, April 23, 1996 5 to 7 p.m.

Penn State alumni taps into micro-brewery trend

Lancaster Malt Brewery plans expansion to keep up with demand

By Wendy Hess
Contributor

The faddish phase of the micro-brewery is over and the trend has become a classic.

Since 1991, the number of micro-breweries has increased at an annually rate of 40 percent, with sales of \$1.3 million in 1994, according to a recent report by the *Washington Times*.

There are 205 micro breweries in the United States that make relatively small amount of product, around 15,000 barrels of "craft-brewed" beer annually. Like Lancaster Malt Brewing Company, they eschew the preservatives and cheaper ingredients like rice and corn that the large breweries use. According the institute of Brewing Studies, total 1994 production was 2.5 million barrels. (Large breweries, by contrast, turn out 90 million barrels per year), according to a similar report in the *New York Times*.

The owner of the Lancaster Malt Brewing Company, Michael Oehrlein, was thinking ahead when he set-up in an old warehouse on Plum Street.

The company's production and brewing capacity have doubled since opening April 18, 1995, said Christian Heim, a Penn State alumni and brewmaster at the Lancaster Malt Brewing Company.

In January of 1996, the brewery owner will add more production equipment, tripling their original output. Their market reach covers all of central and

south central Pennsylvania and will be expanding to Pittsburgh, Reading, and State College.

"We can't keep up with the demand," Heim said.

Tired of drinking bland, watery tasting beer, consumers have driven the micro-brew market by demanding fresh, tasteful beers. By using high quality ingredients, and not adding preservatives, micro-breweries have satisfied consumer tastes, in ways that a large brewery can't afford to.

Heim said that the typical customers in the brewery's pub are in their 20s. They may not have a fat wallet, but often they are trendsetters, always on the cutting edge of what's hip and willing to pay for it.

"I'd rather have one GOOD beer, than a six pack of Bud," Jason Gruver, 26, a San Francisco native, said. "Out in California there are tons of local brews, you get kind of spoiled. It's nice to know Lancaster's coming around."

Like their German counterparts, the brewery offers heavier beers for the winter months.

"We have a Maple Cranberry Ale that's great, a rye beer, and a 'Winter Warmer' that's sweet and heavy," Heim said.

They have three base beers: Golden Lager, Red Rose Amber Ale, and Porter.

"Some customers used to say that the lager looked like a dark beer," Heim said. "Those same customers

now say it's not robust enough. We've educated a lot of people in "beer appreciation."

"We always try to set up a promotion when anyone starts to carry our product so people can try it and get familiar with it," Heim said of local restaurants, bars, and distributors who sell LMBC products.

Keeping in step with bringing the brewery to the customer, LMBC has set up both their bar and restaurant right next to the brewing equipment.

"You can almost touch the fermenting tanks," Heim said. "You might even get squirted." The two-story interior has a pub on the first floor next to the shiny, copper tanks, and a restaurant on the second floor, overlooking them.

The restaurant, which caters to a slightly older crowd than the pub, offers an eclectic menu.

"We serve a lot of things you don't normally find in Lancaster. We don't have chicken pot pie or diner foods, Heim said. "Some items they do have: humus, a "Scooby" club sandwich, and beer cheese fondue.

"We use our beers in many foods that we serve," added Heim.

Besides the pub and restaurant, the brewery offers tours every day until 5 p.m., Heim said.

The Lancaster Malt Brewing Company is located at 302 North Plum Street in Lancaster. The phone number is (717)391-6258.

Baca's poetry reaches toward his Hispanic Roots

By Miriam Turpack
Staff Reporter

Jimmy Santiago Baca dropped out of school while in the ninth grade, but he returned and got his GED and went on to the University of New Mexico. Today he is a well known poet, author and screen writer.

Baca received honors for his works from The International Hispanic Heritage Award in 1990, Southwest Book Award in 1993 and The Endowed Hulbert Chair, Southwest Studies, from Colorado College in 1995. In 1992 Baca was the executive producer, writer and actor in the movie "Bound By Honor" produced by Disney Productions and Hollywood Pictures.

Two of Baca's latest books are *Immigrants In Our Own Land* a 1991 poetry book and *Working In The Dark* a 1992 book of essays.

Baca came to Penn State Harrisburg on March 19 and read his poetry in the Gallery Lounge and spoke of his experience while teaching at Yale. While there, Baca said, that he enjoyed the perks of working around the rich kids. He enjoyed going on yachts and trips which were paid by the rich kids parents. However, Baca said, that he couldn't come to terms with his ethnicity. He couldn't go own teaching rich kids when so many of his own Hispanic people were illiterate. So, he quit, Yale, Baca said, and all its perks and went back to the streets where he used belong to.

He went back to poverty and lived among his Hispanic people. He looked around and wrote about what he saw, Baca said. During this time he wrote his first novel. Baca said, that going back was probably good because he got lots of money for his first book.

Baca said, that he doesn't understand why Americans are so concerned about Mexican immigrants taking American jobs. Especially since the jobs taken

by immigrants are the least wanted by the American people, Baca said.

Baca also works with poor children, all kinds of children, white, black, Latin and Chicanos. Color shouldn't matter, Baca said, because all people need each other.

"It is the few" (prejudice people) "that make it difficult for the rest of us," Baca said.

Dr. William Mahar, Chair of the Humanities Division at Penn State Harrisburg, said that Baca is one of those few individuals that actually practice what he preaches. Mahar found Baca to be a very interesting and positive person and thought that his insights on the Hispanic community could help Penn State Harrisburg better understand its Hispanic community. Baca helped Penn State Harrisburg committee in this goal by speaking to them about their concerns and goals and leaving behind a written document on how to better communicate with Harrisburg's Hispanic community.

"We need to hear as many divers voices while we shape our college," Mahar said.

Mahar said, that he was especially impressed by Baca's accomplishments despite his difficulties in life. Baca took advantage of his life's difficulties, Mahar said, and turned them into triumphs.

What most impressed him, Mahar said, is Baca's ability to communicate with whomever he is speaking to. Mahar said, that Baca can speak to anyone because Baca feels comfortable with whomever he is speaking with, be it Nelson Mandela, whom Baca has spoken with about race relations, to an everyday person in the poorest side of town.

Dr. Tace Hedrick agreed with Dr. Mahar about Baca's abilities. She thought he was brilliant and committed to his work and beliefs. Hedrick speaks fluent Spanish and is now studying Chicano,

Mexican American poetry.

Hedrick found Baca's poetry very interesting in how it code switches, changing from English to Spanish. Hedrick said, that some people think that Hispanics do this because they do not have a grasp of the English language, but that is not so. Hispanics usually switch to Spanish when they are referring to a social or political matter. Hedrick also said, that Hispanic poets usually write more about political oppression and concerns and experiences.

Hedrick found that Baca's poetry fit some of those insights, but also said that Baca's poetry is not as aggressive as other Hispanic poets.

Hedrick also wanted students to be aware of the new law passed by legislation making English the official language. Hedrick said that this is a move to eradicate bilingual programs which she finds insidious since these programs were placed to help integrate Hispanics into an English speaking society.

A Jimmy Santiago Baca poem
Oppression

Is a question of strength,
of unshed tears,
of being trampled under,

and always, always,
remembering you are human.

Look deep to find the grains
of hope and strength,
and sing, my brothers and sisters,

and sing. The sun will share
your birthdays with you behind
bars,
the new spring grass

like fiery spears will count your
years,
as you start into the next year;
endure my brothers, endure
my sisters.

from *Immigrants in Our Own Land*, 54 (New York: New Directions, 1990)

1 Hispanic Heritage Award in 1990, Southwest Book Award



photo by Jody Jacobs



photo by Jody Jacobs

(Left) Sheri Still, secondary education major at PSH, and Aemana Ijomah, daughter of Harrisburg Area Community College Professor Anthony Ijomah, look at the various displays at the West African Bazaar held April 12, in the Gallery Lounge. (Right) Students, faculty, and guests sampled several dishes during a cooking and food tasting demonstration. The bazaar included exhibitors from the Nubian Village who displayed pictures, clothing, fabrics, texts, and other items representing their culture.