



# *Craft as in Beer*

## THE VALUE OF COMMUNITY

1 — @CrayZeigh · #allthingsopen



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Community @  elastic

 @CrayZeigh

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# Free SOFTWARE

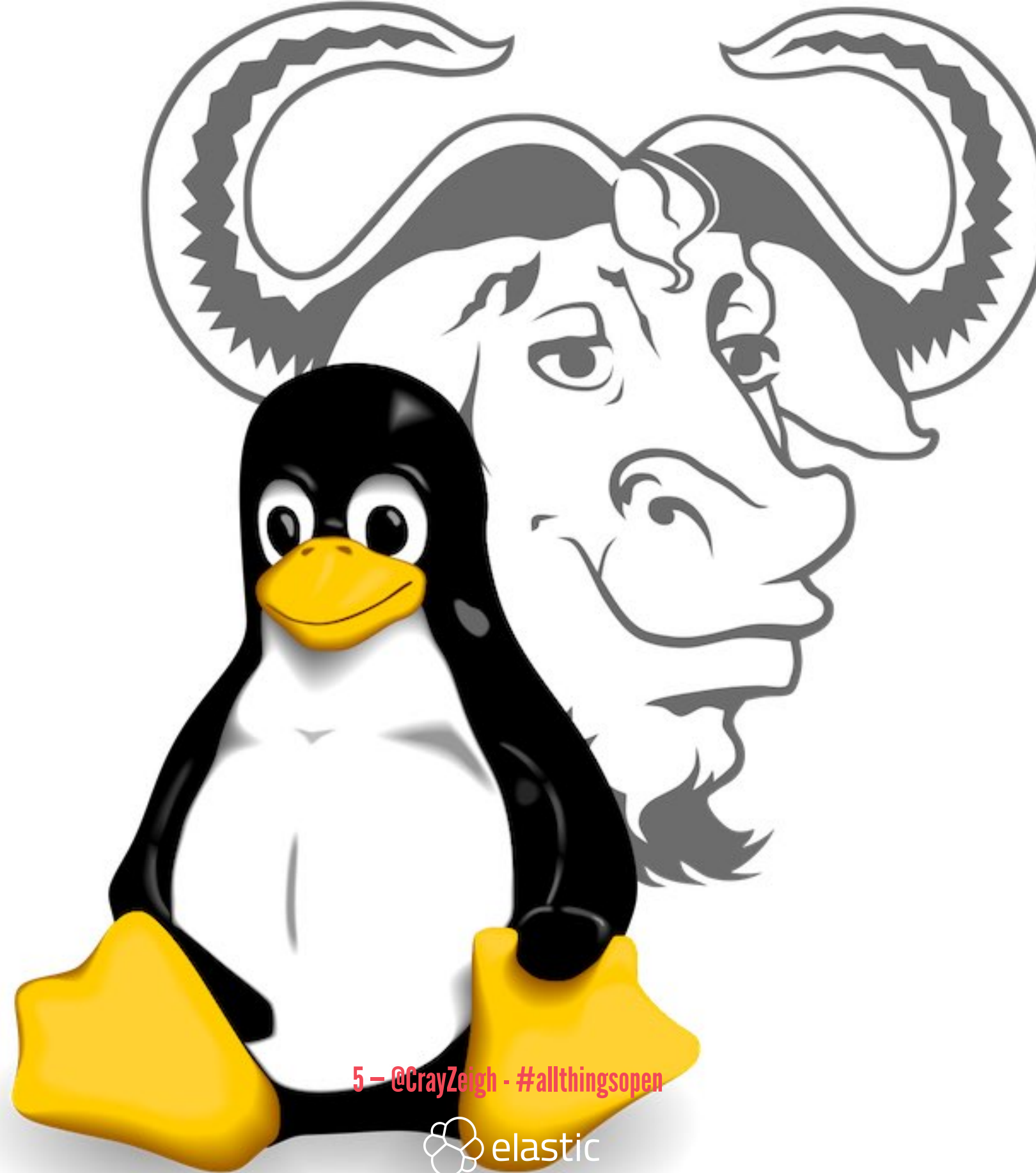
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# 4 FREEDOMS

- ▶ **Freedom** to run the program as you wish
- ▶ **Freedom** to study and change how the program works
  - ▶ **Freedom** to redistribute the program
- ▶ **Freedom** to redistribute modified versions of the program





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# OPEN SOURCE DEFINITION

- 
1. Free Redistribution
  2. Source Code available
  3. Derived Works allowed
  4. Allow for Integrity of Author's Source Code
  5. No discrimination against persons or groups
  6. No discrimination against fields of endeavor
  7. Distribution of License
  8. License not specific to product
  9. License doesn't restrict other software
  10. License must be tech-neutral



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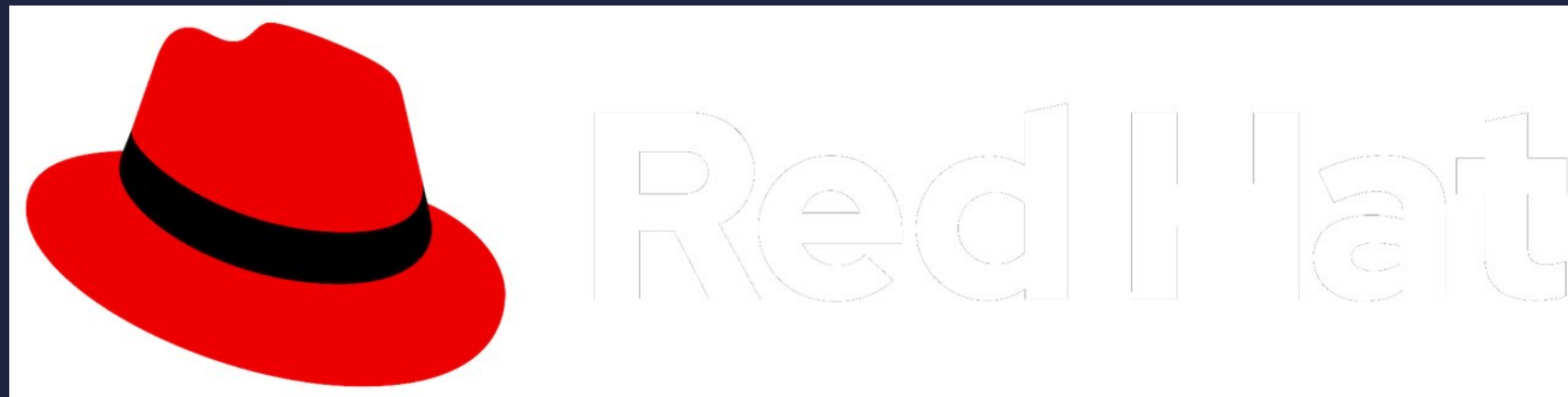






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*Free as in*

*Beer*

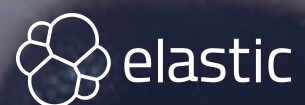
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*Free as in*

*Puppies*

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RESOLVED

Free as in

Speech



*Free as in...*

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# DEER

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# Craft

# BEER

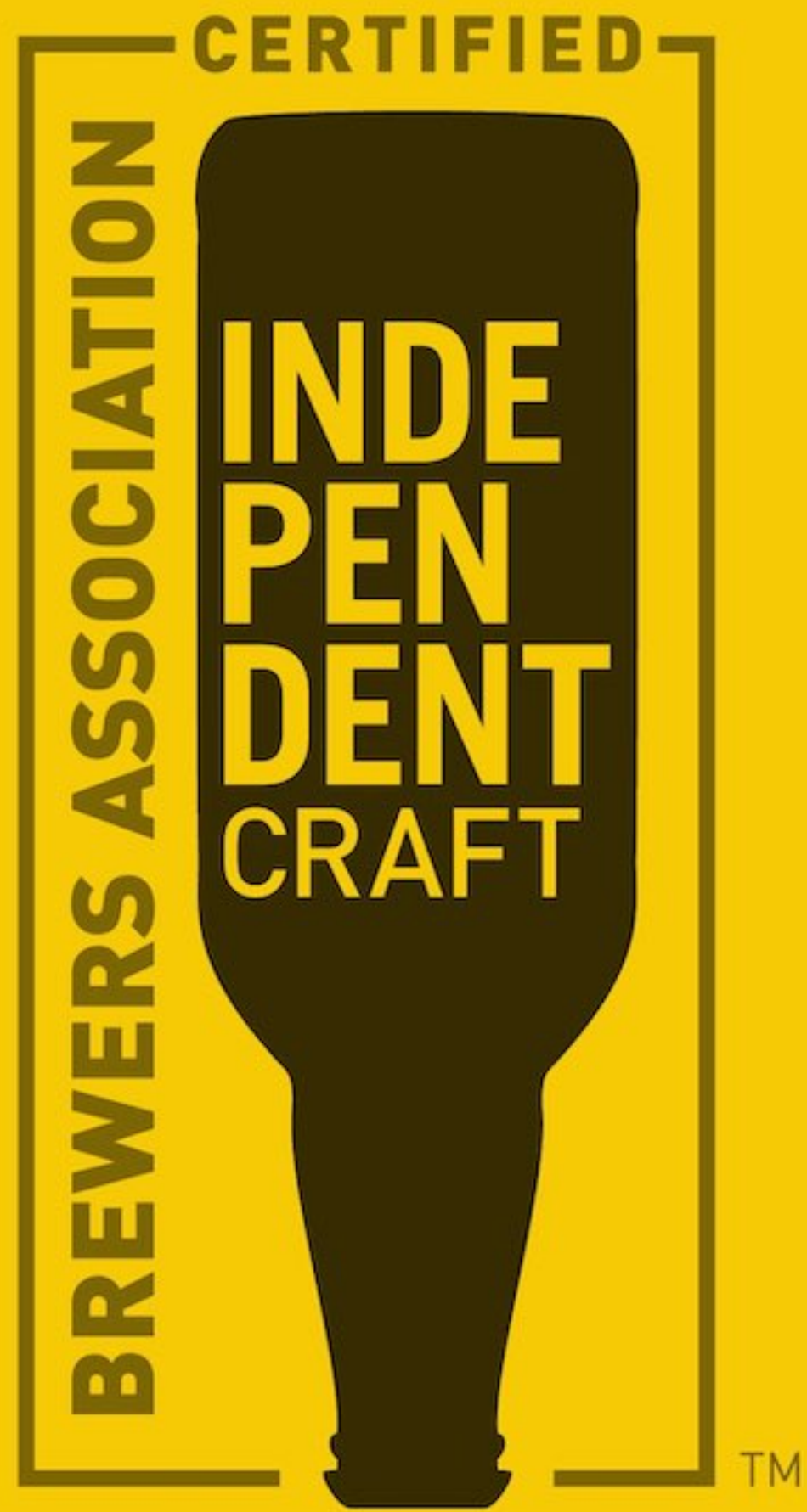
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# A BRIEF HISTORY

- ▶ **1887:** Over 2,000 breweries in the US
  - ▶ **1920-33:** Prohibition
- ▶ **Post WWII:** mass production, conglomerates, big business
  - ▶ **Late 1970s:**  $\approx$  44 total brewers
  - ▶ **1978:** Home brewing legalized
  - ▶ **1980:** 8 Craft breweries





# SMALL

LESS THAN 3% OF ANNUAL US SALES

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# INDEPENDENT

LESS THAN 25% CONTROLLED BY NON-CRAFT BREWERY

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# TRADITIONAL

THE MAJORITY OUTPUT IS FLAVORED BY FERMENTATION PROCESS

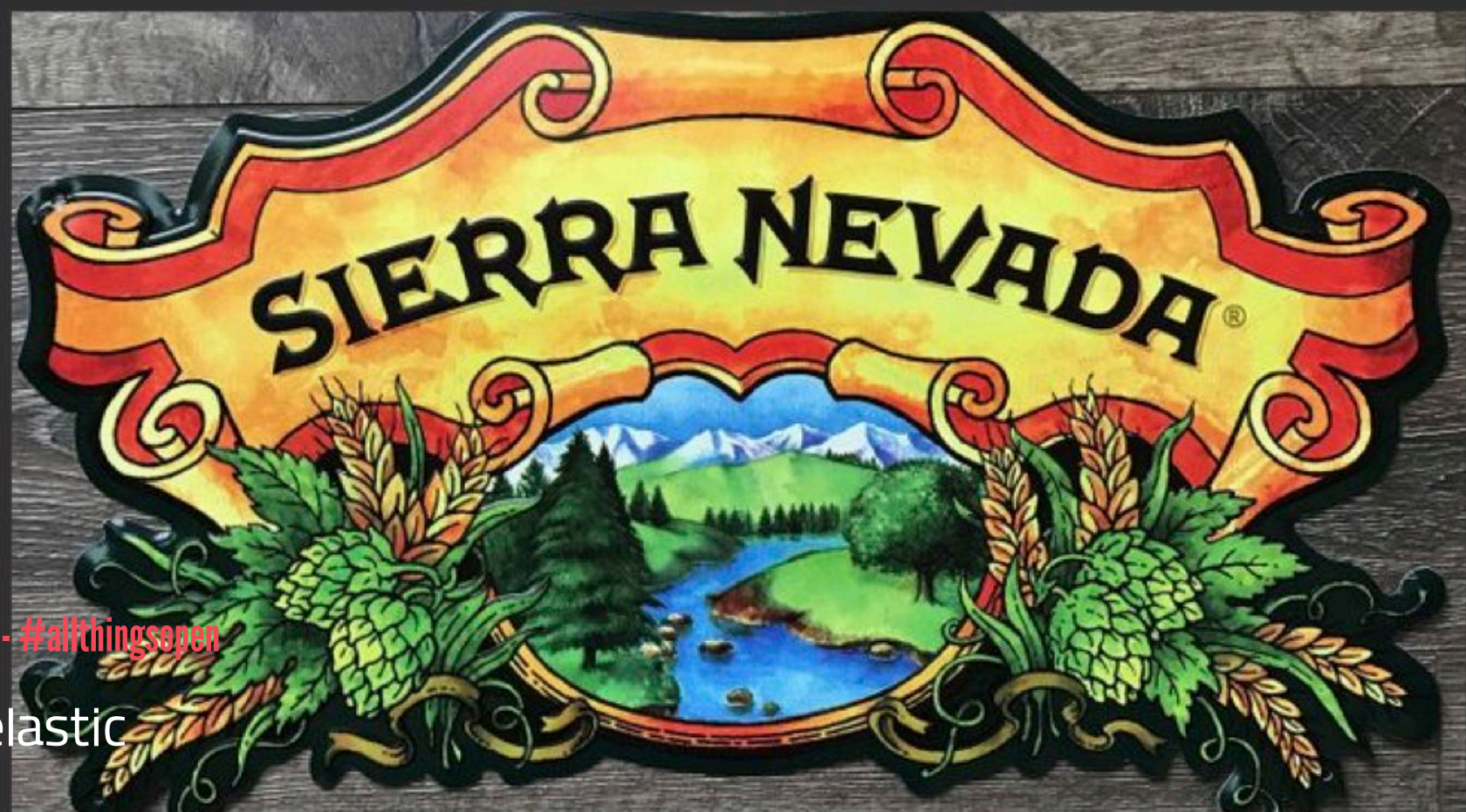
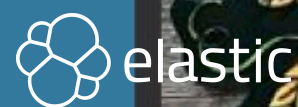
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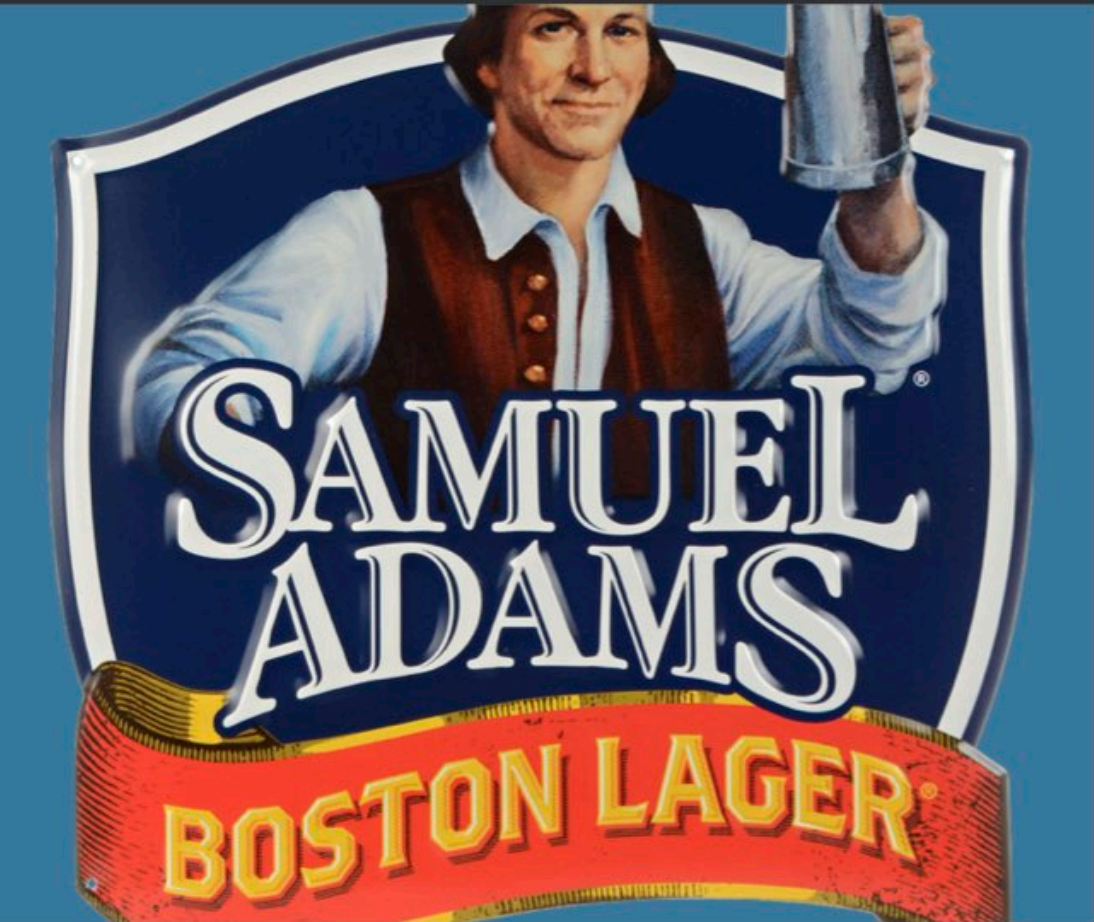




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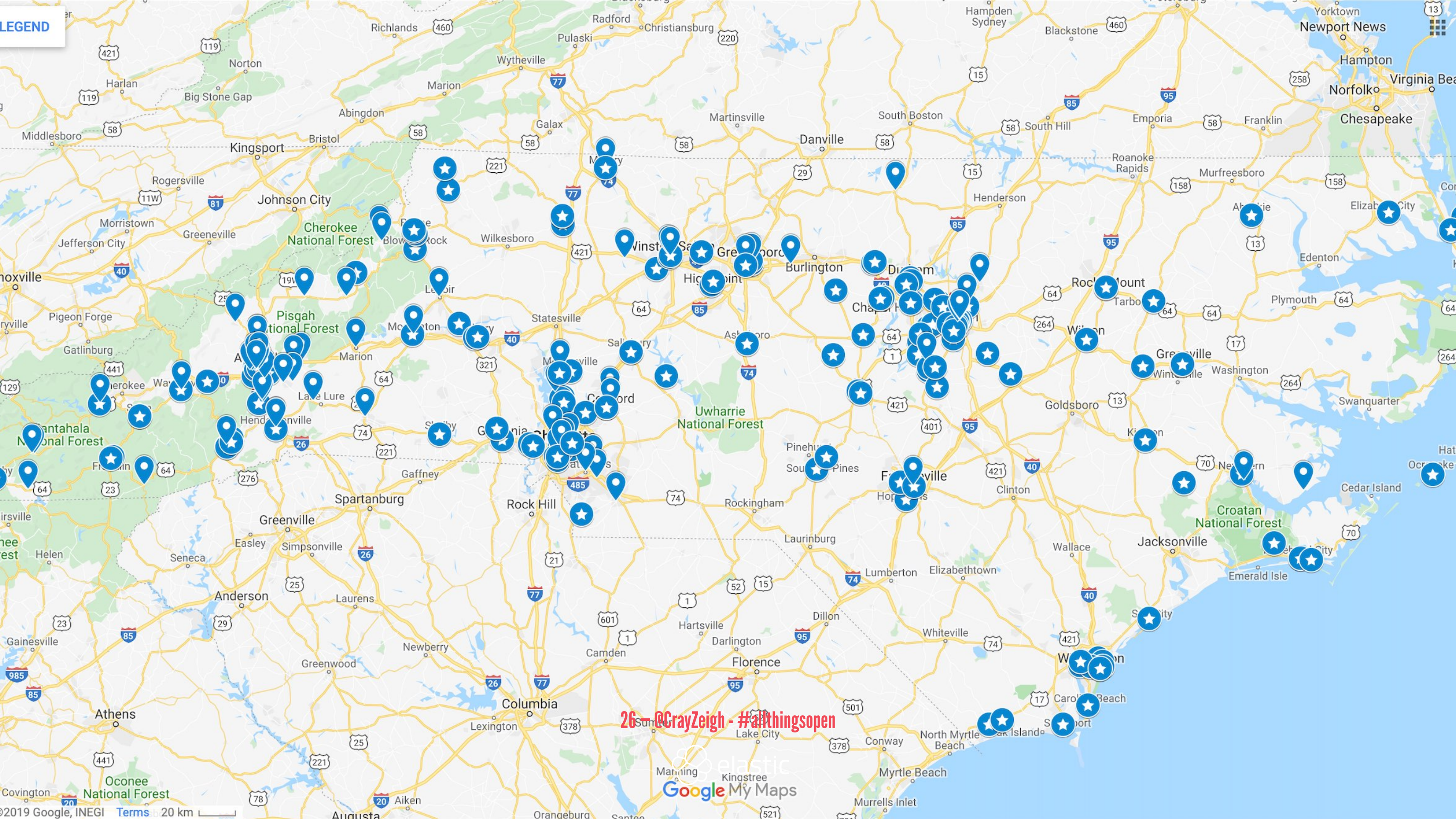




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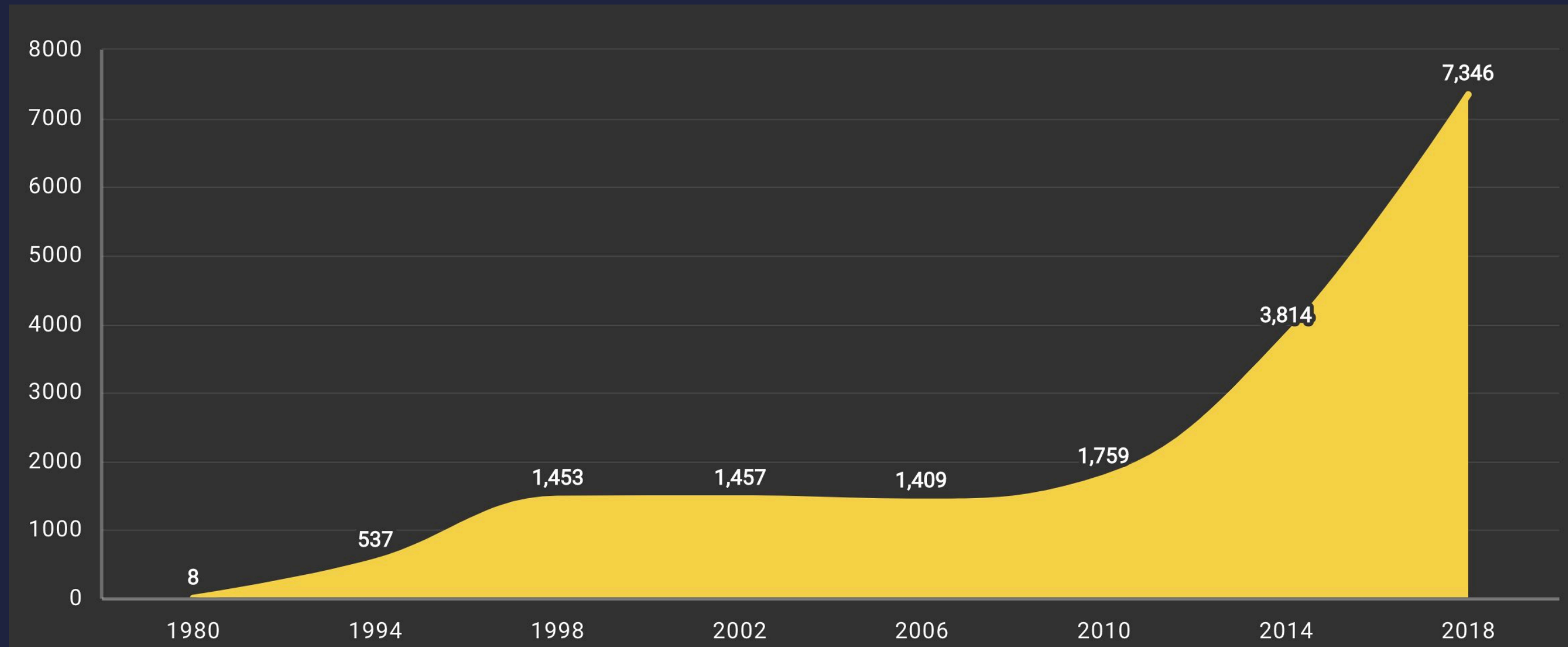
LEGEND

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elastic  
Google My Maps



# *Craft* BREWERIES IN THE US



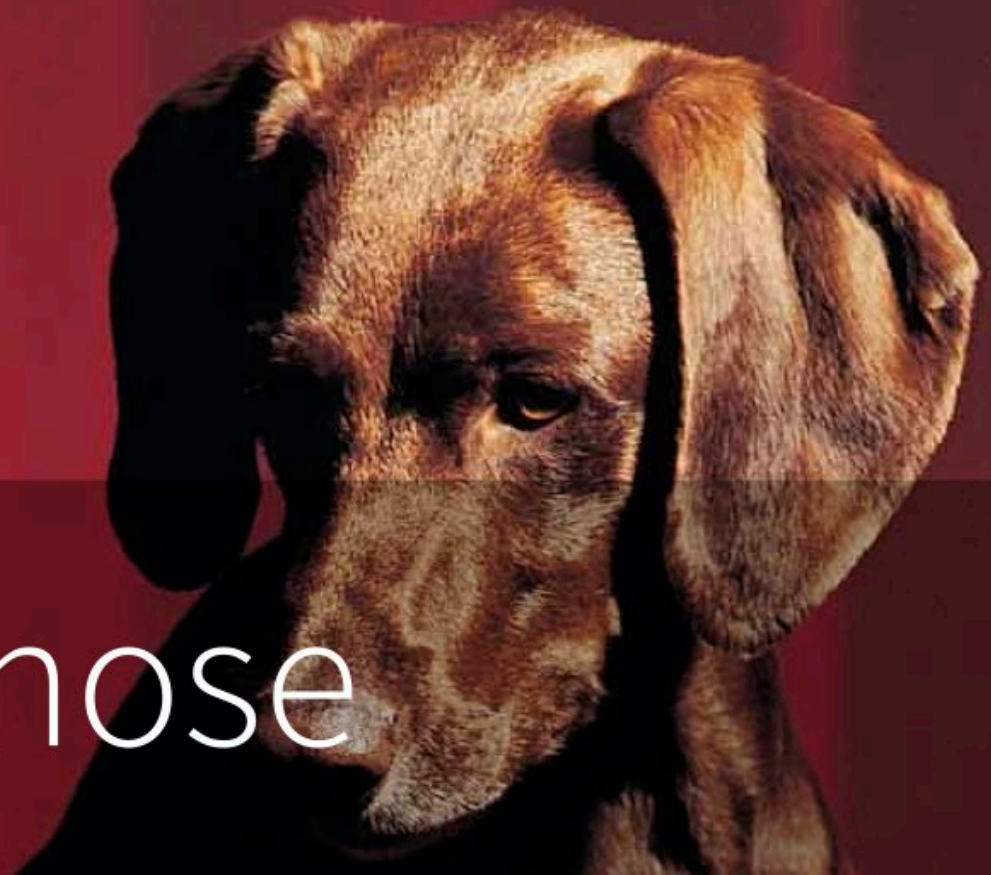
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smuttynose







boothbay craft brewery



A photograph of a bustling bar interior. A bartender in a blue t-shirt is serving a customer at the bar. The bar is crowded with people, some sitting at the bar and others standing. The bar has a rustic feel with wooden beams and hanging signs. The text "city beer" is overlaid at the bottom of the image.





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# Passionate

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# Innovative Tradition

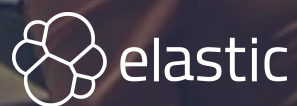
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# Openness & Sharing

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# Community Focussed

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*That's not how community works*

**-RICHARD STALLMAN**

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# WE WELCOME

ALL RACES AND ETHNICITIES  
ALL RELIGIONS  
ALL COUNTRIES OF ORIGIN  
ALL GENDER IDENTITIES  
ALL SEXUAL ORIENTATIONS  
ALL ABILITIES AND DISABILITIES  
ALL SPOKEN LANGUAGES  
ALL AGES  
EVERYONE.

**WE STAND HERE WITH YOU**  
**YOU ARE SAFE HERE**

\* Content adapted from the original "We Welcome" sign created by IPAC members Lisa Mangum and Jason Levitt.

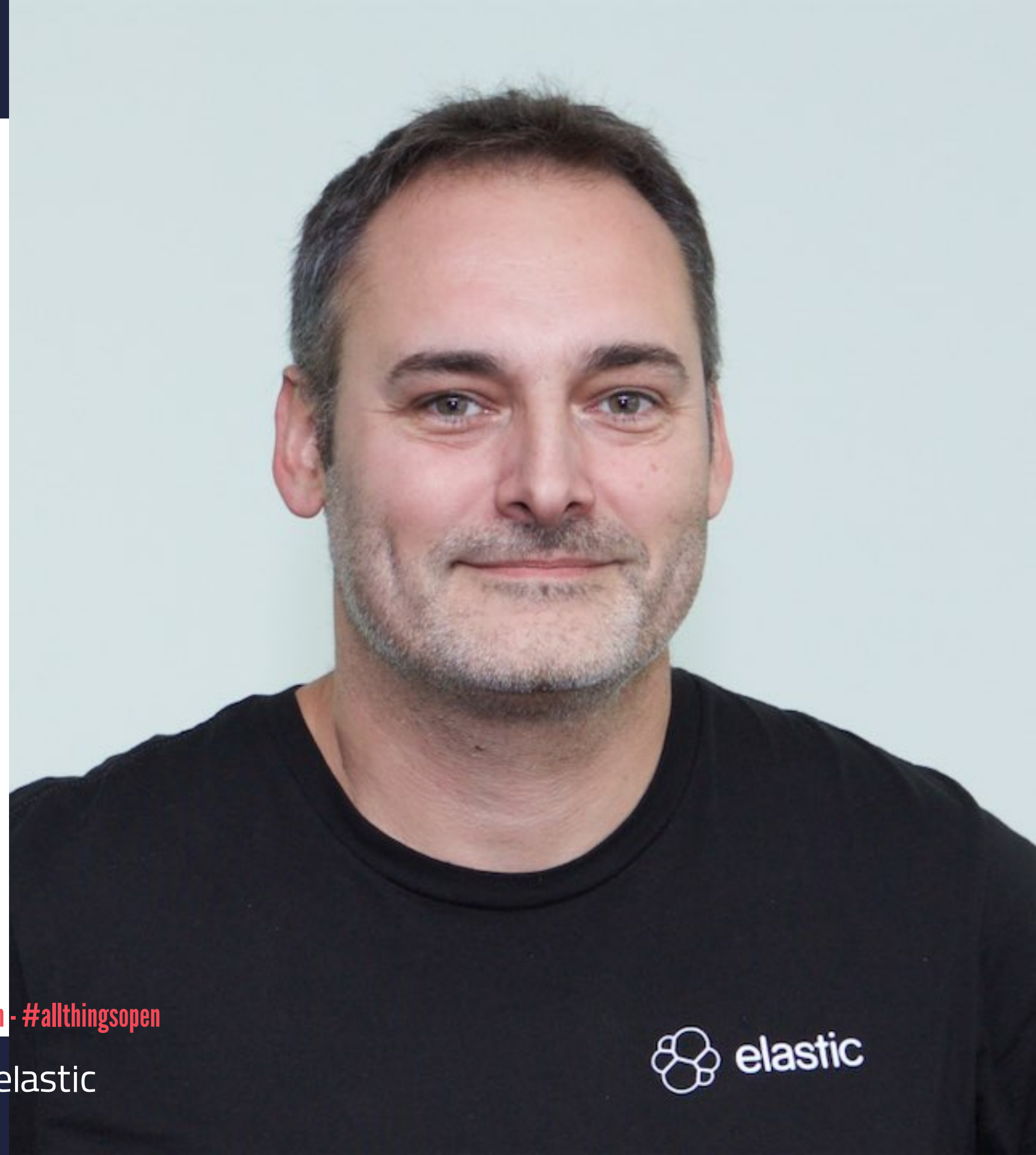
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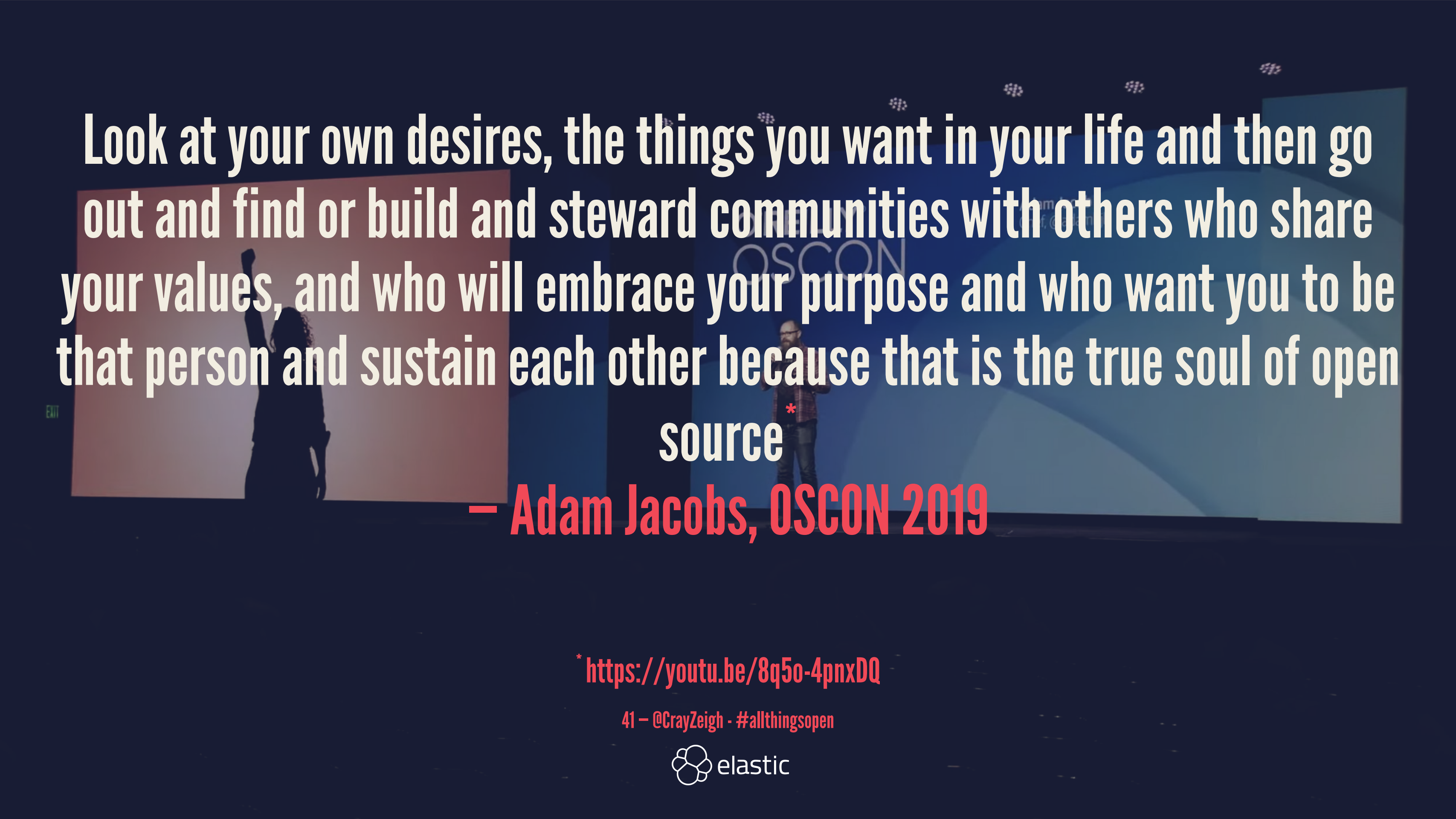


Together, We Create!

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Look at your own desires, the things you want in your life and then go out and find or build and steward communities with others who share your values, and who will embrace your purpose and who want you to be that person and sustain each other because that is the true soul of open source

— Adam Jacobs, OSCON 2019

\* <https://youtu.be/8q5o-4pnxDQ>

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