



# John Maier

STORY BY ALISON RILEY

## Rogue Ale's renowned Master Brewer was born to brew and lives to ride

→ IF YOU ASK ANYONE who knows him, John Maier is a legend. That legend began on the shady backroads of Oregon when John and his friend decided to rip it from Beaverton to Champoeg State Park on their Schwinn Varsity 10-speeds

and camp out. Okay, the legend isn't as much a story about a junior-high bike overnight as it is about the transformation of an aerospace radar-systems technician and closet home brewer of 11 years into one of the most legendary craft brewers of our time,

but the bikes are still a part of it.

Commuting by bike and riding recreationally for the past 35 years, John left a career with Hughes Aircraft Company for the Siebel Institute's brewing academy. He then went on to work for the Alaskan Brewing Company in 1987 before settling at the Oregon Brewing

Company (aka Rogue Ales) as their brewmaster. And brew he has for many years, warming the hearts and slowing the minds of beer lovers everywhere with some of the best craft brews on the market.

On November 11, 2011, John joined Adventure Cycling as a Life Member. When I asked him why he decided to join as a life member, John responded, "I associate Adventure Cycling with public radio: I like everything you do. I like the maps, the tours, everything.

I'm happy to support you." Eons from now, when John turns 60, he plans to make his dream of riding across the country come true on the Adventure Cycling TransAm Van tour. Considering John picked just about the luckiest day in a hundred years (11/11/11) to join Adventure Cycling, I'm betting his dream will come true.

Last year was John's first loaded touring experience. He chose to explore the Wild Coast from Astoria, Oregon, to San Francisco — some of the toughest and most breathtaking coastal riding this country has to offer. "For me, that was really an adventure," he said. He rode for 13 days, ending on the Golden Gate Bridge, which was especially memorable for John since he got engaged on the bridge in 2004. His favorite memory from the tour? Seeing his wife and dogs at the finish line, and visiting the Rogue taproom near Fisherman's Wharf for a post-tour beer, of course.

John's covered a lot of ground in his few years of touring. He's completed the People's Coast Classic the past two years and is getting ready for his third straight this summer.

I asked John what had gotten him interested in the People's Coast Classic, and he said New Belgium had been the primary beer sponsor, but a few years ago, Rogue got an opportunity to fill that space so he and a few coworkers



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THE MAN BEHIND THE  
BEER GOGGLES IS  
JUST AS BALANCED,  
COMPLEX, AND  
REGRESHING AS YOUR  
FAVORITE FROSTY  
BEER ...

ADAM COPPOLA

## LIFE MEMBERSHIP

*A lifetime of benefits and long-term support for bicycle travel.*

Funds from the Life Membership program are put into a special account to provide long-term support for Adventure Cycling Association. In the past, these funds have helped us purchase and update our headquarters building, saving us thousands of dollars in interest payments.

If bicycle travel is an important part of your life, please consider making a lifetime commitment by joining as an Adventure Cycling Life Member. To find out more, visit [adventurecycling.org/membership](http://adventurecycling.org/membership) or give Julie Huck a call at 800-755-2453 x 214.

Thanks to these new life members who joined with their support in the last year:

- Megan Arnold, Santa Rosa, CA
- Victor Barrett, Sevierville, TN
- John Beaston, Portland, OR
- Ken Berman, Washington, DC
- Andrew Broan, Tucson, AZ
- Donald Burrell, Cincinnati, OH
- Bill Chiles, Seattle, WA
- Teresa Christenson, Leawood, KS
- Pete W. Chronis, Cincinnati, OH
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- Steve Hall, Saint Charles, IL
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- Miriam A. Joscelyn, Richmond, CA
- Jeffery Kadet & Helen Goh, Seattle, WA
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- Judy Marsalis, Wenatchee, WA
- Sheila Martin, Brooklyn, NY
- Jeff Martyka, Lake Zurich, IL
- Barbara Matthees, Moorhead, MN
- Daniel Metrick, Wayland, MA
- Larry J. Newman, Bozeman, MT
- Richard E. Piper, Turlock, CA
- Robert Powers & Doria Harris, Lyndeborough, NH
- Sheryl Praska, Indiana, PA
- Steven Richards, Denver, CO
- Anthony Rojas, Santa Clara, CA
- Dustan A. Sandoval, Murrieta, CA
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- Terry Staples, Orange, VA
- Michael Stucky, Raleigh, NC
- Robert Thayer & Barb Wade, Grayling, MI
- Bruce Tranen, Chicago, IL
- Marianne Van Der Weiden, Utrecht, Netherlands
- Greg Vaughan, Norco, CA
- Peggy Werns, New York, NY
- Meg Whiston, St. Paul, MN
- Richard White, Peru, NY
- Mark Wilcox, Canoga Park, CA
- Royce Williams, Madison, WI
- Susan Wood, Lancaster, PA
- A J. Zelada OD, Portland, OR

stepped up to the challenge.

A few days after I spoke with John, he embarked on one of my dream rides, cycling Seattle to Portland (STP) with four friends. He said he hasn't been training too hard for the 200-plus mile, 10,000-rider event; he's mostly been following the river up to Toledo, riding with the Bike Newport crew, and doing some urban assault riding (read cruising) on his new Budnitz titanium beauty. And what will he be up to after he conquers STP and masters some more brews? That's right, John's going to hit the cheese, hard. Italian cheese. John will travel to Europe to

participate in the Slow Food Cheese Festival and sample cheese pairings in Piedmont, Italy, for six days, right after he dominates the People's Coast Classic for the third time.

So rest assured, the man behind the beer goggles is just as balanced, complex, and refreshing as your favorite frosty beer, it's just that with all the cycle touring this fall, he might not be quite as full-bodied. But that's what the beard is for. For more on that, check out [johnsbeard.com](http://johnsbeard.com). **AC**

*Alison Riley is Adventure Cycling's Media and Publications Assistant.*

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