JaK*s Celebrates 3 Years as a "Buddy Hub", Unveils Tap #12



JaK*s Favors Locals - No denying JaK*s customers love their Coors Light, but now with 12 taps they parade a rotating array of local brews, including a couple of Nampa's own Mother Earth favorites.

Stacy Connelly worked in the Boise financial industry for more than two decades. While earning her living she found herself meeting with clients at local restaurants frequently. On these visits she started developing a connection with and a desire to support these independent businesses. Initially it was orchestrating and reserving large businesses lunches, or open invitations to a happy hour get together.

Stacy began discovering events at pubs that specialized in craft beers, where they would frequently showcase a local brewer's new release or a pint night. Always plugged in to these events, she invited friends, co-workers and acquaintances to join her.

As these events grew in frequency and numbers, Stacy realized she was bringing a lot of business in with her natural social network. She approached one of the business owners with her idea of creating a club where the members that she had "collected" over time would receive discounts. And from that a business was born.

This club needed a name, and while brainstorming over beers My Beer People became the original name of this membership. The name being so important, several more evolutions included My Boise Beer Friends, and finally landed on Boise Beer Buddies. Of course participating establishments needed to be identified, and through the sacrifice of more beer fueled discussions, Buddy Hub was decided as the name for participating businesses.

Beer Buddies has done more than offer a place to get a discount. 2 years after beginning this "club", Stacy quit the security of her day job to pursue this as a business. To date Beer Buddies is involved with over 200 independent businesses and an impressive 4000 members. The Buddy Hub footprint has expanded as well. Originally a Treasure Valley perk, members can now travel regionally and enjoy discounts throughout Idaho as well as places like Ontario, Spokane, Reno, and Jackson, WY.

Stacy works tirelessly on her business, always looking for ways to not only increase membership and hub numbers, but to strengthen what she already has. An email newsletter is distributed to members and hubs every Thursday with all the weekly and upcoming happenings in the world of beer and entertainment. She maintains a strong social media presence both with her own posts, as well as supporting posts of her business partners. She meets with Hub owners regularly, offering expert advice on increasing their business.

And amidst all the events happening in the latter part of each week, you'll find Stacy in person showing support, sometimes attending as many as 3 or 4 events in a single day. It's a tough job, but someone has to do it...

Idaho hops is a huge industry. The pacific northwest accounts for 98% of the nationwide production, with Idaho being the #2 producer next to Washington. Take a drive to the west and from Wilder to Parma you'll see acre upon acre of hops growing on impressive structures.

Beer has risen above being the cliche of fraternity parties or spring break over indulgence. This legitimate industry is now catering to responsible adults who appreciate the true craft of making beer.

Boise Beer Buddies - Have you seen this logo? If you're a "beer buddy" member you' re in for exclusive discounts wherever you see this displayed.



03/21 - A colorful sky evokes all the feelings of spring. Join us on this second day of spring to paint.

04/04 - This rendition of April Showers has a burst of color from flowers and makes a beautiful painting.

Every 1st and 3rd Monday, join the Angry Easel experts as they step you through a painting of your own. Every skill level can do this under their guidance. Venmo $20 @TheAngryEasel to reserve.

$20 includes all materials, expert instruction, and a 10% discount on your JaK*s check. For more upcoming classes: Facebook.com/JaksPlaceRocks

UPCOMING TALENT@ JAK*S



3/11 - Buddy DeVore

Idaho Honky Tonk Music. Born in Othello, Washington and raised in Southwest Idaho. Buddy DeVore grew up surrounded by ranchers, cowboys and Country Music. Buddy's music is rooted in the rural communities of southern Idaho.



3/12 - Cunningham & Moss

JaK*s Place debut! With dozens of years performing in Idaho and the Treasure Valley, their combined talents as a duo seem effortless. Their song list interweaves original pieces with covers of classic hits you know.



3/13 -Lindzey Autumn

Lindzey performs, bringing her soulful voice to heartfelt songs of the era and her own tunes inspired by the music that moves her, Alison Krauss, Sarah McLachlan, Jade Bird, and Halsey.



3/18 - Tanya & Jonny

This duo puts on a lively performance, playing the soundtrack of their lives. Their song list covers classic rock hits from the 60's, 70's and 80's with a sprinkling of current hits as well.



3/19 - Blaze & Kelly

Passionate musicians with powerful vocal harmonies. Opening for acts like Olivia Newton John and Crosby, Stills & Nash they perform in their indie folk-rock style popular tunes spanning the decades and polished original songs.



3/20 - Miss Bones

With a joyful voice, Jennifer plays an upbeat list of familiar songs, Singing in her beautiful, clear range, she strums along on the ukulele.

JaK*s place neighborhood grill

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