



Sage Gerard [REDACTED]

More questions about August 1st meetup

11 messages

Sage Gerard [REDACTED]

Sun, May 31, 2015 at 11:58 AM

To: Nate Sanders [REDACTED]

Hi Nate,

The good news is that interest in our meetup is booming online. We already have connected with another meetup with a club in Atlanta for interested parties. The bad news is that the price point is scary.

Here's what's going on: we're selling RSVPs at \$89 a pop (before Eventbrite fees) to get you guys compensated, AND to take care of our marketing and customized party expenses.

Since the online response was so positive, what we're doing now is slashing our initial plan to print color flyers and gas up our cars to post all over the place. We probably won't need to do that now, so we can slash our marketing budget a bit.

But I wanted to know you guys had some flexibility as well. Are you willing to run some new numbers by me if we were to do one or both of the following?

- Do one drink voucher, not two.
- Reduce options for the buffet.

The thing is with this audience is that they enjoy each other's company more than anything else, so I don't think they will have a fit over a small sacrifice in food and drink. What's important is that they can easily talk and play games.

When you get a minute, give me a call to discuss.

Thanks bud,
Sage

Nate Sanders [REDACTED]

Sun, May 31, 2015 at 3:50 PM

To: Sage Gerard [REDACTED]

The way the private party rate is set up is from trial and error both based on cost and crowd sourcing. The whole point of us having this system in place is so that if

we're cutting off the revenue stream from a certain area because of a private party we need to compensate the business for the sales lost. We can cut it as low as you want as far as what we provide your guests but the price we charge will not change. This is the PPA (per person average) we need in order to make closing off an area for the night and not effect the over all bottom line negatively.

I got your phone message and I can't call you back because it's skype. Our buffet is our chef's choice based off on menu items. Next week we'll be rolling out our new Summer menu so somethings will be changing but you're more than welcome to come check out our food between now and August. If you're charging \$90 per person for the tickets and you're afraid the price is to high you've got \$30 of wiggle room in order to still meet our price. My concern is you're profiting at a margin of 50% over what the event even costs. I have my own marketing costs and I understand how budgets work on that end but my suggestion is to charge what we're charging per person for your event.

If the guests are asking for a smaller menu because of the cost it's also making us look bad because I'm sure they think that we're the ones setting the price. Honestly \$90 for 2 drinks and the most amazing buffet ever is a little much. I'd be upset too.

As we spoke about the other day I have a ton of private events that I set up on a daily basis and that is why we have to have some consistency in our pricing. This not only streamlines the set up of parties with people that may not be familiar with our concept but it offers value at the same time.

Let me know if you have any more questions. Also what was the organization that you represent once more just so I can do my research properly?

Nate Sanders

General Manager

BATTLE & BREW

[Quoted text hidden]

Sage Gerard [REDACTED]
To: Nate Sanders [REDACTED]

Sun, May 31, 2015 at 4:19 PM

Hi Nate,

I'm with Zen Men, LLC.

We've announced the \$60pp price is yours, and the extra on top was to reimburse labor necessary for us to promote and organize the event. We don't keep anything because this is a casual meetup, not a business venture.

I understand if you are worried about perception issues, but I'm not clear as to why there would be any. First, the guests did not ask for a smaller menu, I did. One prospective guest asked what choices were available at all, and I mentioned that I could ask if reducing options to reduce the total rate was a possibility.

Given what you've told me, we're good with the per person charges for the event, so we can go ahead with what's planned. We just need to not do the local marketing we thought we had to do and stick with the \$60pp rate without any added complications. That's my responsibility and I'll handle that.

What else would you need to proceed?

Sage

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Sage Gerard

<http://www.sagegerard.com>

Nate Sanders [REDACTED]

Sun, May 31, 2015 at 4:20 PM

To: Sage Gerard [REDACTED]

You're going to need to call me back... ASAP [REDACTED]

Nate Sanders

General Manager

BATTLE & BREW

[REDACTED]

[Quoted text hidden]

Nate Sanders [REDACTED]

Sun, May 31, 2015 at 4:48 PM

To: Sage Gerard [REDACTED]

Still seeing posts about <http://zenmen.org/zen-men-gamergate-meetup-at-battle->

and-brew/ I don't care who runs the site but if you're a writer pull it down.
#GGinATL has nothing to do with my business.

Nate Sanders

General Manager

BATTLE & BREW

[Quoted text hidden]

Nate Sanders

Sun, May 31, 2015 at 5:06 PM

To: Sage Gerard

Thank you for posting the cancellation post as passive aggressive as it was I do appreciate it. Of course once again I was misquoted as saying now that Zenmen is a hate monger group. That was never said I'm simply said that now that I've offered space to someone I'm coming off as a supporter of hate monger groups.

This has become something very personal obviously and for that I apologies. We offer an unbiased, safe, and drama free environment for like minded people to come enjoy them selves. When I said that I'd ban anyone speaking negatively about my business or trying to affiliate us with politically charged groups I was serious. I'm not sure how more simply I can put this...

We're a bar. Feel free to come and enjoy a drink some food and a good time. That's all we care about. We're a hub for the geek community to meet and enjoy each others company.

Nate Sanders

General Manager

BATTLE & BREW

[Quoted text hidden]

Sage Gerard

Sun, May 31, 2015 at 6:09 PM

To: Nate Sanders [REDACTED]

Hi Nate,

I really do feel awful about all this. Whether you believe me or not I really do have the exact same motivation to have a good time.

I won't try to convince you to reinstate the event after all of this, but I would feel better explaining my line of thinking from square one so that you can at least understand that there was no malice or disrespect intended whatsoever. Sorry if this is a bit long, but please do keep this in mind for PR purposes.

#GamerGate is a political thing, no doubt. But it's one of those "Gosh, we really wish people wouldn't tell us how to enjoy games" kind of political thing. Unfortunately, disagreements, trolling and other nastiness escalated this all into a clusterfuck of accusations of hate, racism, sexism, and flame wars so dysfunctional that we all wanted to just get away from it.

You mentioned that no one would bother someone who just goes to a bar with no intention of starting shit. We thought so, too, but there was [that bomb threat against a bar](#) when the attendees literally just wanted to meet each other and have a good time. That's what I brought up in our first conversation, remember? I wanted you to know, up front, that someone might freak out and lose it on your business just because we wanted to come there and have fun *and take a break* from that political drama. It would be disrespectful to NOT tell you this!

So when you mentioned that we didn't have to worry about that stuff, and that you were good at shutting down social media negativity, I and the others were THRILLED to hear this, especially in a bar that has such awesome stuff all over the place!

I put myself in your shoes and saw my two mistakes in my enthusiasm:

1. I wrote "the general manager." I didn't want to name you, but I was careless in forgetting that there was only one person that could be.
2. I said that the business would not tolerate threats by the politicized forces out there in the title of my post. I thought this was a fair statement because what business would tolerate threats? I did not in any way intend to make it sound like you were agreeing with any of my political views, at all!

In my defense, I was upset that I was treated as if I was trying to appropriate your quotes, when that is only a way it could come off if people *wanted* to see it that way. This is one of those times where text just sucks as a medium.

I truly wish that we were not denied service on account of public perception, but I respect your decision.

I don't have any questions. I just want you to know that we really do care for and respect what you do.

Thank you,
Sage

[Quoted text hidden]

Nate Sanders [REDACTED]

Sun, May 31, 2015 at 7:19 PM

To: Sage Gerard [REDACTED]

Thank you for the the responsive email. Yes text sucks as a medium some times and I hate that. I've spent the last hour explaining to several people that I'm not a woman hater, or a racist, or a discriminate ass hole. This all began from your remarks on twitter. So since I'm speaking to the source of the upset masses let me explain who I am.

I'm a loving husband of a wonderful loving southern woman. My mother and I were very close my entire life as I had some medical issues early on that made her really think of me as her little miracle. I was raised by my mother to be a gentleman, polite, and fair. I open the door for EVERYONE not just ladies because that's how I was raised. My step mother and BEST friend in the world passed away 7 years ago in a horrible car wreck. This forced my two half sisters to grow up FAR to early. I've always been very supportive of them and SOOO very proud of the wonderful grown women they've become.

I've been a gamer since a very young age. My parents are startrek and starwars geeks so I've always had a geeky side. I started in the hospitality industry 16+ years ago because my mother was a chef and I wanted to do everything I could to be more like my parents. I've worked in every job you can have in the industry and pride myself in the fact that I've earned everything I have in my life. Now even today my mother works with me at Battle and Brew part time as a prep cook. It's an absolute honor to have her with us and she is such an asset to the business.

I took over Battle and Brew about 3 years ago and had very big goals for the place. We've hit a lot of those goals but of course I have many more on the horizon. I pride myself in running a friendly, loving, supportive business that acts as a hub for

geeks and non geeks alike. This wasn't a thing that existed when I was growing up so I feel like it's my duty to do everything I can to keep this place both approachable for the masses but also profitable so that we can stay open to the community for years to come.

I do this because I love the community that I serve. It gets me out of bed every day.

What does all this mean to you?! Absolutely nothing... I'm simply the face of a business that you will boycott in the future because I'm a "woman hater a hate monger and a discriminate ass hole" (among other things that are a little too hateful for me to quote). As I said before I run a bar and I'm used to negativity at times and I'm actually quite good at turning it back into a positive experience when given the opportunity. I'm sorry for all the misunderstandings that happened today. To think that had I never called you back or replied to your email I'd simply be called forgetful instead of all these horrible things.

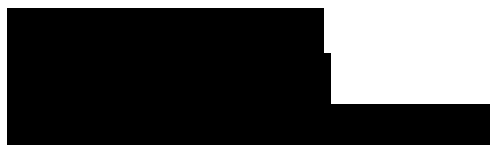
I've now spent my entire day off. (mind you my only day off this week) replying to people on twitter that think I'm the Anti-Christ (my words not theirs). I hope I didn't make your business look bad that was not my intention and again I'm sorry for the confusion.

Best of luck to you and your associates.

Nate Sanders

General Manager

BATTLE & BREW



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Sage Gerard

To: Nate Sanders

Sun, May 31, 2015 at 7:28 PM

You were actually targeted by the same people that often target me, and this is exactly what I was worried was going to happen.

All I can do is promise that no remark on my part or the community that I serve was intended to call you the things that you were called today. I really am not associated with that at all other than that I am a target just the same. I actually

have to do my own work separating my organization away from that same nonsense, again, just the same. We're both going through the exact same consequences on our own days off from busy lives.

I'm very sorry, and this actually does mean a great deal to me.

Now please get some rest. I understand that this was a difficult day.

[Quoted text hidden]

Nate Sanders [REDACTED]

Sun, May 31, 2015 at 7:41 PM

To: Sage Gerard [REDACTED]

The sad part about this is I was never "targeted" by these people until you posted what you did on twitter. I get that you were upset with me about "getting cold feet" but next time you rant on social media just know that the person you're trying to ruin/shame is a real person.

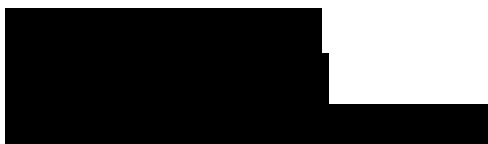
I was called a hater by someone I've never even met today. I was told that I hated woman and was a racist by people that only have one connection to me and that's that they follow you on twitter. I kept everything that you and I said private because that's how business should be handled and you choose to try and humiliate me.

I've spoken to a lot of people on twitter and a lot of them have come back and said that they were sorry for their words now that they see me as a human being that cares about this community. I just wanted to privately let you know what your frustration has accomplished today. So congrats on a successful day! I hope I haven't wasted to much of your time with these long winded emails.

Best of luck to you and all your associates. I hope what ever you're trying to accomplish gets done in a positive and harmless manner.

Nate Sanders

General Manager
BATTLE & BREW



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Sage Gerard [REDACTED]

Sun, May 31, 2015 at 7:47 PM

To: Nate Sanders [REDACTED]

Please get some rest. I have to write my own stuff now, and I think if you read it, you'll get a clearer understanding of the nature of any frustration I expressed. I really don't wish to fight you, and I never did.

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