

# DOG TAG BREWING AND SETH JORDAN

## RAISING A GLASS FOR THOSE WHO ANSWERED THE CALL



At the 2016 Army/Navy football game, event reporter Doug Mace caught up with Seth Jordan, founder of Dog Tag Brewing LLC, to ask about the impact of this heroic brew.

By Doug Mace

**T**he effects of September 11, 2001 spread far across the globe and to every American. In Los Angeles and particularly in New York, and everywhere in between, the country mourned the loss of thousands of innocent American lives. In the aftermath many people's lives were changed forever.

Seth Jordan is the founder of Dog Tag Brewing, a non-profit brewery run by combat veterans. Seth served several tours as a UH-1 Helicopter pilot receiving numerous decorations along the way. All of this came as he was working a dream job at ESPN in New York on that fateful day.

After 9/11 Seth left that dream job and spent the next ten years as an officer in the United States Marine Corps where he participated in over 250 combat missions. Seth is now helping the families of his fallen brothers and sisters.

Dog Tag now brings awareness and support to gold star families as they too try to create and support what Seth refers to as "Impact Projects". These are charity projects that these families feel strongly about and Dog Tag provides the support to help get them off the ground. From financial support to volunteer legal advice and consultation, Dog Tag helps them register as 501(c)(3) organizations, write their by-laws, and select and establish a Board of Directors.

We try to provide 'Non-Profit 101' for these families." Seth continued, "These guys go downrange to very unpopular places that are





SETH JORDAN IS THE FOUNDER OF DOG TAG BREWING, A NON-PROFIT BREWERY RUN BY COMBAT VETERANS. SETH SERVED SEVERAL TOURS AS A UH-1 HELICOPTER PILOT RECEIVING NUMEROUS DECORATIONS ALONG THE WAY.

very dangerous and their families are hurting. I just wanted, and our team just wants to make sure they know that people will always remember their children."

Seth and the other members of Dog Tag are definitely making an impact on a variety of lives and their goal is to impact their communities as well. "When people see it they want to be a part of it, and we hope all

Americans can respond to that. Go out and find out how you can help and contribute."

The pride felt after September 11th brought the country together as one large family. Americans across the country went to console neighbors and friends as loved ones, in memoriam of those lost. The phrase "never forget" became part of American history similar to the radio broadcast by FDR declaring December 7th, "A date which will live in infamy."

In many ways Seth Jordan and Dog Tag are celebrating and preserving the memories of every individual lost in the conflict that ensued. By putting the dog tag credentials of fallen soldiers on individual cans Seth says he is, "reinventing the toast".

"Toasting is a lost art where everyone would raise a glass. You were quiet, you would listen, and everyone understood you were about to break bread." Seth continued passionately, "Raise a toast! Who was this gentleman, say their name out loud, learn about their hometown and learn about where this money goes and the great causes it supports."

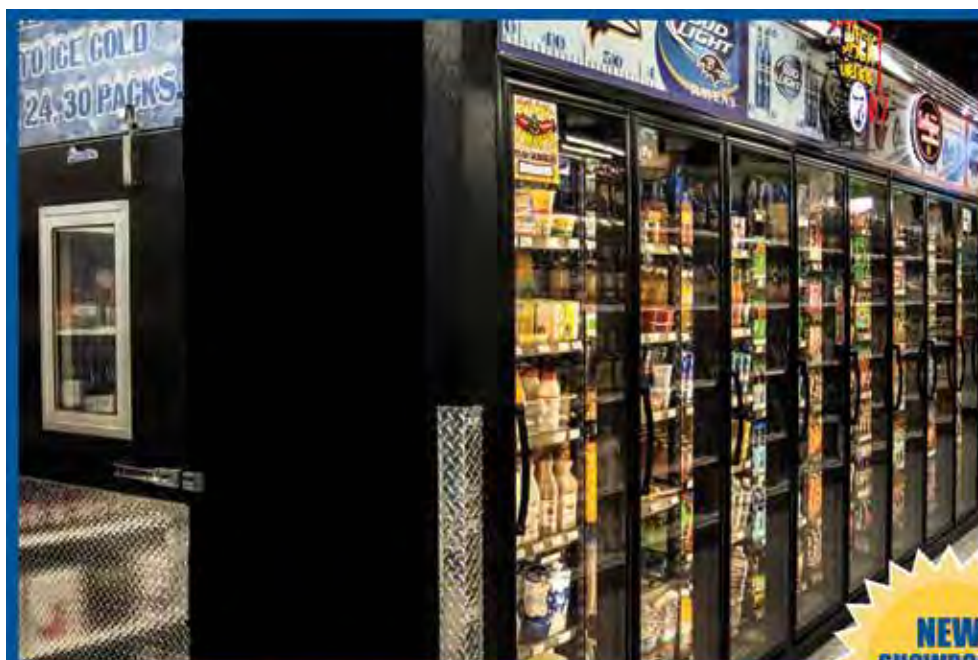
Dog Tag's Legacy Lager is now available in Maryland, Washington, D.C. and Delaware and features local heroes on the cans. ■

## Dog Tag's Local Fallen Warriors Include:

Thomas J. Barbieri III,  
Gaithersburg, MD

Eric Herxberd,  
Severna Park, MD

Brendan Looney,  
Owings Mills, MD



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