

## 2014 Craft Brewers Conference Seminars

Updated February 18, 2014

The CBC seminar program is subject to change.

All CBC seminars are first come, first seated.

### Brewery Operations

Wednesday, 4/9

1:20 PM - 2:20 PM

#### **Production Managers Panel**

*Vinnie Cilurzo, Russian River Brewing Co.; John Mallett, Bell's Brewery, Inc.; Andrew Mason, Three Floyds Brewing Co.; Alec Mull, Founders Brewing Co.; Madison Roane, Cigar City Brewing*

This panel includes five production managers from breweries of various sizes discussing different aspects of day-to-day production. This seminar is a great opportunity to share best practices.

Wednesday, 4/9

2:40 PM - 3:40 PM

#### **Economics of Raw Materials**

*Eric Desmerais, CLS Farms, LLC; Frayne Olson, Ph.D., North Dakota State University; Michael Schlauch, Graphic Packaging; Bart Watson, Ph.D., Brewers Association; Additional Panelists TBD*

The panel discusses the underlying economic factors that impact future availability and pricing of malt, hops, glass and paper.

Thursday, 4/10

9:00 AM - 10:00 AM

#### **Growlers: Best Practices for Retailers, Brewers and Consumers**

*Rob Gerrity, Sierra Nevada Brewing Co.; Charlie Kyle, Sierra Nevada Brewing Co.; Matt Meadows, New Belgium Brewing Co.; Neil Witte, Boulevard Brewing Co.*

The popularity of growlers is increasing dramatically. Taking home draught beer is becoming a favorite way for craft beer lovers to support their local brewery. Learn about the ups and downs and ins and outs of growlers from the authors of the Brewers Association's Draught Quality Manual. Topics include: filling options, new technologies, best practices for both filler and growler cleaning, regulatory issues and post-filling quality consumer education.

Thursday, 4/10

1:20 PM - 2:20 PM

#### **Keg Performance Guidelines**

*Renee Benson, CRB; Terry Staed, Bilfinger Industrial Services Inc.*

In early 2013, the Brewers Association retained Bilfinger Industrial Services (BIS) to develop keg performance and safety guidelines for use by all U.S. brewing industry stakeholders. In this seminar, BIS

representatives Terry Staed and Renee Benson introduce the guidelines, discuss research and methodology, and answer your questions about kegs and the BA's new keg performance guidelines.

Friday, 4/11

1:30 PM - 2:30 PM

### **Troubleshooting Panel**

*Matt Brynildson, Firestone Walker Brewing Co.; John Harris, Ecliptic Brewing; Tom Dargen, Gordon Biersch; Grady Hull, New Belgium Brewing Co.; Chad Jakobson, Crooked Stave Artisan Beer Project*

John Harris returns with his panel to discuss problems in the brewhouse. Bring your troubleshooting questions or simply listen in to learn from their experience.

Friday, 4/11

2:50 PM - 3:50 PM

### **Define Your Brewery Automation, or This Guy Will**

*Brian Faivre, Deschutes Brewery*

Automation has become a critical component in the craft brewing industry. So why do we hear about so many automation projects gone wrong? This seminar looks at the basics of design to ensure that brewery automation projects are successful.

## **Brewpubs**

Wednesday, 4/9

1:20 PM - 2:20 PM

### **Increase the Accuracy of Your Food and Beverage Operations**

*Mark Kelnhofer, ReturnOnIngredients*

Using a proven manufacturing method, this seminar shows attendees how to apply costing techniques to both the brewing process and all food and beverage production.

Wednesday, 4/9

2:40 PM - 3:40 PM

### **The Road Home: Navigating Craft Food and Drink**

*Fred Bueltmann, New Holland Brewing Co.*

The craft renaissance includes an empowered consumer and an abundance of quality choices, making today the greatest time for food and drink in the history of the world. No matter how great, these choices can be overwhelming and even confusing. Fred helps us navigate this new terrain by assessing the anatomy of the craft marketplace. What does the craft consumer expect, value and appreciate? How do you attract, entertain and keep them coming back for more?

Thursday, 4/10

9:00 AM - 10:00 AM

### **Brewers Association Craft Beer Server Training Manual**

*Tom Dargen, Gordon Biersch; Ginger Johnson, Women Enjoying Beer; Annie Korenjak, New Belgium Brewing Co.; Sebastian Wolfrum, Epiphany Craft Malt*

The Brewers Association's brewpub committee presents an introduction to the BA's Craft Beer Server Training Manual and offers best practices for developing a knowledgeable staff.

Thursday, 4/10

1:20 PM - 2:20 PM

**Brewpub Panel**

*Lee Driscoll, Breckenridge-Wynkoop, LLC.; Kim Kavulak, Nebraska Brewing Co; Will Meyers, Cambridge Brewing Co.; Cyrena Nouzille, Ladyface Ale Companie*

This panel comprises brewpubs of various sizes from different regions of the country and provides an open forum for discussion of best practices.

Thursday, 4/10

2:40 PM - 3:40 PM

**Zen and the Art of Brewpub Management**

*Rene Greff, Arbor Brewing Company*

If you ask established brewpub operators, "What's the hardest part of your job?" many respond unequivocally with "managing staff." By paying attention to a few guiding principles, you can take the stress out of managing people and get more enjoyment and better results from your staff.

Friday, 4/11

9:00 AM - 10:00 AM

**Brewery Merchandise for Profit and Promotion**

*Jeremy Wood, Brewery Branding Co.*

As breweries and brewpubs strive to capitalize on the growth of the industry and build their brands for long-term success, retail and promotional merchandise such as wearables, POS and souvenirs are an essential advertising medium. We will discuss the three keys to branding and producing merchandise that personifies a particular brewery's vibe: brand image, trends and secrets to producing and selling high impact merchandise.

Friday, 4/11

10:20 AM - 11:20 AM

**Who Are We? Brewpub, Micro or a Hybrid of Both?**

*Robert Poitras, Carolina Brewery*

This seminar covers lessons learned from managing brewpubs in conjunction with a wholesale distribution brewery.

Friday, 4/11

1:30 PM - 2:30 PM

**Beyond the Growler: An Analysis of Packaging Options for Brewpubs**

*Scott Metzger, Freetail Brewing Co.*

This seminar provides a detailed analysis of packaging options for brewpubs, including hand-bottling, mobile packaging services and small scale packaging equipment, and looks at operational/technical, marketing and legal ramifications.

Friday, 4/11

2:50 PM - 3:50 PM

**Generating Alternative Revenue Streams in a Competitive Market**

*Emily Thomas, Santa Cruz Mountain Brewing*

This seminar covers innovating traditional fundraising for brewpubs, including mug clubs, non-profits, social media and technology.

## **Export Development**

Wednesday, 4/9

1:20 PM - 2:20 PM

**Selling Your Craft Beers in Sweden Through the Systembolaget**

*Johan Ahlstedt, Systembolaget AB*

A discussion of export opportunities in Sweden through the Systembolaget, this seminar is a must-attend for any company that is currently in the market or contemplating business in Sweden.

Wednesday, 4/9

2:40 PM - 3:40 PM

**Exporting Your Beers**

*Andy Tysler, Deschutes Brewery*

A discussion of opportunities for exporting your beers.

Thursday, 4/10

9:00 AM - 10:00 AM

**Exporting Your Beers to Thailand and Singapore**

*Aaron Grieser, Beervana in Thailand*

A discussion of export opportunities in Thailand and Singapore, this seminar is a must-attend for any company that is currently in the market or contemplating business in Thailand and/or Singapore.

Friday, 4/11

10:20 AM - 11:20 AM

**Trials, Tribulations and Lessons Learned in the Export Market for American Craft Beer**

*Rick Kempen, Bier&CO; Ron Lindenbusch, Lagunitas Brewing Co.; Bob Pease, Brewers Association; Eric Wallace, Left Hand Brewing Co.*

A panel of brewery representatives and an importer discuss their perceptions of export opportunities and challenges for U.S. craft beer abroad, as well as their involvement in the BA's Export Development Program.

## Government Affairs

Wednesday, 4/9

1:20 PM - 2:20 PM

### **Small and Independent Craft Beer Distributors**

*Jerry Glunz, Glunz Beers; Brad Johnston, Tryon Distributing; Jason Mussetter, Mussetter Distributing; Paul Pisano, National Beer Wholesalers Association*

NBWA's Senior VP and General Counsel Paul Pisano leads a panel of distributors, discussing middle tier issues and preferred practices for craft beer distribution.

Wednesday, 4/9

2:40 PM - 3:40 PM

### **A Fireside Chat with the National Restaurant Association**

*Scott DeFife, National Restaurant Association; Bob Pease, Brewers Association*

Stop by this live chat with National Restaurant Association's Executive Vice President Scott DeFife. Learn more about the largest foodservice trade association in the world, what NRA's government affairs priorities are and the role craft beer is playing in helping their members succeed.

Thursday, 4/10

1:20 PM - 2:20 PM

### **Carve Outs—Looking to Traditional Franchising for Guidance**

*Barry Kurtz, Kurtz Law Group; Bryan Clements, Kurtz Law Group*

Barry and Bryan examine how terminations are handled in the traditional franchise context producing evidence in support of the argument that the time is now for small brewer carve outs.

Thursday, 4/10

2:40 PM - 3:40 PM

### **Franchise Laws, Self-Distribution Restrictions and the Three-Tier System: How They Came to Be, Do They Make Sense, and Where We Go From Here**

*Marc Sorini, McDermitt Will & Emery*

Marc Sorini provides a review of how we got to the current system of distribution in the U.S. and where we could head as craft brewers become more important to the beer drinker.

Friday, 4/11

9:00 AM - 10:00 AM

### **The Economics of Craft Beer Festivals**

*Jeff Dense, Eastern Oregon University; Bart Watson, Ph.D, Brewers Association*

BA Staff Economist Bart Watson kicks off this seminar with an introduction to the recently published economic impact studies. Jeff Dense then dives into the heart of the seminar, exploring the political economy of craft beer festivals, with a focus on how economic impact analysis can provide a formidable

tool to the craft beer industry with regard to government relations, taxation issues and community relations.

Friday, 4/11

10:20 AM - 11:20 AM

### **National Guild Update**

*Acacia Coast, Brewers Association; Pete Johnson, Brewers Association*

Participation in guild seminars is strictly limited to guild directors and board members only. State brewers guild staff and association officers are invited to join BA government affairs staff in this dialogue on implementing best practices, pursuing legislative goals, engaging multiple levels of membership and more.

Friday, 4/11

1:30 PM - 2:30 PM

### **Strategic Long-Term Planning for Guilds**

*Tony Herbert, Montana Brewers Association; Tom McCormick, California Craft Brewers Association*

Participation in guild seminars is strictly limited to guild directors and board members only. This seminar involves long-range planning for state guilds.

Friday, 4/11

2:50 PM - 3:50 PM

### **Advancing Interests in State Legislatures**

*John Carlson, Colorado Brewers Guild*

In this seminar—exclusively for state brewers guild staff and officers—Colorado Brewers Guild veteran John Carlson discusses working with legislators, lobbyists and beer wholesaler executives to advance the interests of brewers at the state level.

## **Packaging Breweries**

Wednesday, 4/9

1:20 PM - 2:20 PM

### **Protecting Your Brand: Understanding Your Intellectual Property Rights**

*Anda Lincoln, Lincoln Law Office LLC; Melinda Sellers, Burr & Forman LLP*

This seminar intends to raise awareness of intellectual property issues commonly faced in the brewing industry. It provides helpful tips to address issues up front to avoid costly legal problems. This seminar is designed for brewery owners, managers, employees and anyone with a desire to own a brewery or brewpub, as well as those in the business of distributing beer.

Wednesday, 4/9

2:40 PM - 3:40 PM

### **As Craft Advances, How is the Movement Changing? How is Craft Changing the Beer Biz?**

*Benj Steinman, Beer Marketer's INSIGHTS*

*Beer Marketer's INSIGHTS/Craft Brew News* editor Benj Steinman explores craft's continued ascent, including a multitude of ripple effects and ramifications as this revolutionary movement becomes mainstream. Topics include the ongoing inroads craft continues to make into the total beer business, the increasingly competitive craft beer scene, some signs that the long tail is already tailing off, plus the unprecedented number of newcomers and the the big brewers' stepped-up responses.

Thursday, 4/10

9:00 AM - 10:00 AM

**Respectful and Distinct Branding**

*Sam Calagione, Dogfish Head Craft Brewery; Kim Jordan, New Belgium Brewing Co.; Marc Sorini, McDermitt Will & Emery*

This seminar focuses on how unique branding is good for business and provides some ideas of how to identify and resolve branding conflicts in a manner that allows craft brewers to retain our sense of community.

Thursday, 4/10

1:20 PM - 2:20 PM

**Fast-Growing Brewers Panel**

*Jamie Bartholomaus, Foothills Brewing Co.; Jason Ebel, Two Brothers Brewing Co.; Scott Vaccaro, Captain Lawrence Brewing Co.; Wendy Weathers, SanTan Brewing Co.*

This panel of brewery representatives tackles issues facing packaging breweries of all sizes.

Thursday, 4/10

2:40 PM - 3:40 PM

**The Return of the Gouradians**

*David Buhler, Elysian Brewing Company; Marty Jones*

Buhler and Jones present another action-packed, standing-room-only, music-powered seminar on the essentials of brewery promotion.

Friday, 4/11

9:00 AM - 10:00 AM

**Promoting the Positive**

*Jay Brooks, Brookston Beer Bulletin; Lester Jones, Beer Institute*

Economic benefits, job creation, sustainability, charity, community involvement, health benefits, specific occasions and intangibles like food pairings and the simple enjoyment of life—your customers should know about beer's positive aspects. This presentation gives you tools to promote all the good your brewery does.

Friday, 4/11

10:20 AM - 11:20 AM

**Succession Planning Panel**

*Kim Jordan, New Belgium Brewing Co.; Dan Kopman, Schlafly Beer/Saint Louis Brewery; JB Shireman, First Beverage Corp.*

This panel discusses several models for planning the next phase of brewery ownership and management.

Friday, 4/11

1:30 PM - 2:30 PM

### **Creating Loyalty in Beer and Coffee**

*John Holl, All About Beer Magazine; Brett Smith, Counter Culture Coffee; Joe Whitney, Sierra Nevada Brewing Co.*

Finding your company's "zealots" can be the difference between success and struggle in the marketplace. This panel offers ideas to develop your customers and strengthen the relationship among your beers, your brewery and their interests.

Friday, 4/11

2:50 PM - 3:50 PM

### **Adding Value as a Financial Professional in the Brewery**

*Devon Ponds, Port Brewing Co. and The Lost Abbey*

Basic accounting is imperative to managing and running a business. This seminar explores other ways in which financial professionals in breweries can move beyond basic financial management and add value across the organization. A discussion of several concepts includes basic methodology and real world application, which may prove helpful to brewery owners and management teams alike.

## **Quality**

Wednesday, 4/9

2:40 PM - 3:40 PM

### **Three Ways to Quality: How Three Breweries of Different Sizes Diagnose and Solve QA/QC Issues**

*Rick Blankemeier, Stone Brewing Co; Robert Christiansen, Avery Brewing Co; Kelly Tretter, New Belgium Brewing Co*

This seminar focuses on QA/QC root-cause analysis from the point of view of three breweries of different sizes. The speakers demonstrate real quality issues encountered in each of their breweries and how they went about diagnosing and solving their respective problems.

Thursday, 4/10

9:00 AM - 10:00 AM

### **Craft Malt Sensory Workshop**

*Jason Cody, Colorado Malting Company; Twila Henley, Grouse Malting Company; Brent Manning, Riverbend Malt; Andrea Stanley, Valley Malt and Craft Maltsters Guild; Bruno Vachon, Maltarie Frontenac*



Craft malthouses are popping up around North America and many craft brewers are interested in using these malts as an additional way to express their craft and connect to their locale. This workshop compares five beers, all brewed using one standard recipe, each brewed with pale malt from a different North American craft malthouse.

Thursday, 4/10

9:00 AM - 10:00 AM

**Measuring Bitterness in Beer: A Quality Perspective**

*Thomas Shellhammer, Oregon State University*

This presentation covers the existing techniques for measuring beer bitterness such as the Bitterness Unit, HPLC and other methods. They are compared in terms of advantages, disadvantages, costs, precision, repeatability and operational expertise required. Deviations between analytical and sensory bitterness, particularly in dry-hopped beers, is discussed. Learn the important details of how to carry out these analyses as part of a quality program within the brewery.

Thursday, 4/10

2:40 PM - 3:40 PM

**Launching Three New USA Hop Varieties**

*Matt Brynildson, Firestone Walker Brewing Co.; Scott Dorsch, Odell Brewing Co.; John Mallett, Bell's Brewery Inc.; Tom Nielsen, Sierra Nevada Brewing Co.*

This tasting seminar launches three new U.S. hop varieties that debuted in 2013—two released by Washington State University and one released by USDA-ARS.

Friday, 4/11

9:00 AM - 10:00 AM

**Application of Biotechnology to Barley Variety Development – GM Barley?**

*Michael Davis, American Malting Barley Association*

Barley, a non-GM, primarily public sector crop, is facing strong competition from other crops that are receiving substantial investment from biotechnology seed companies, including GM variety development. When will our industry be faced with GM wheat and barley, and what are the pros and cons?

Friday, 4/11

10:20 AM - 11:20 AM

**Sensory Panel: Training, Validating and Motivating**

*Lindsay Guerdrum, New Belgium Brewing Co.*

In the fast-paced craft brewing environment it is both vital and challenging to maintain a strong sensory program. This session presents solutions to the challenges craft brewers face in starting, sustaining and growing a sensory panel are presented. Topics also include: training, validating and motivating panelists so that it is possible to acquire actionable sensory data.

## Safety

Thursday, 4/10

1:20 PM - 2:20 PM

### **Harmonization of the Hazard Communication Standard**

*Dirk Loeffler, Loeffler Chemical Corporation*

Every brewery needs to educate its employees to avoid hazardous chemical exposure in the workplace. Hazcom starts a culture of safety from day one with new employees. This workshop provides a list of requirements for a compliant and effective hazcom program. Review a sample program geared toward new hires to understand how to present the material. This valuable experience can help any brewery improve or create their own hazard communication program.

Thursday, 4/10

2:40 PM - 3:40 PM

### **Hazard Communication Orientation Workshop**

*Joe Schiraldi, Left Hand Brewing Co.*

Every brewery needs to educate its employees to avoid hazardous chemical exposure in the workplace. Hazcom starts a culture of safety from day one with new employees. This workshop provides a list of requirements for a compliant and effective hazcom program. Review a sample program geared toward new hires to better understand how to effectively present the materials. This valuable experience can apply to any brewery to improve or create their own hazard communication program.

Friday, 4/11

9:00 AM - 10:00 AM

### **Ready for OSHA?**

*Gabe Sierra, Prometrix Consulting*

Get an insider's perspective on OSHA, safety trends impacting the brewing industry, tips on improving company safety and how to avoid stressful and costly inspections.

Friday, 4/11

2:50 PM - 3:50 PM

### **Brewery Insurance: How to Properly Structure Your Brewery Insurance Program**

*John Hoefler, Brewery Insurance Program*

More than basic insurance coverage definitions, this seminar explains the ins and outs of how to properly insure your brewery. Learn how the various liability, property and workers compensation policies should be structured based on an understanding of how insurance policies respond to the most common claims made by and against breweries. Avoid gaps in your brewery's coverage.

## Selling Craft Beer

Wednesday, 4/9

1:20 PM - 2:20 PM

### **A Panel Discussion with Craft Beer Retailers**

*Bump Williams, Bump Williams Consulting; Additional Panelists TBD*

The always entertaining Bump Williams leads a discussion with representatives from various retail categories.

Wednesday, 4/9

2:40 PM - 3:40 PM

### **Distributor Management and Best Practices**

*Greg Merideth, Lagunitas Brewing Co.; Robert Hodson, L. Knife & Son Companies; Erik Budrakey, DeCrescente Distributing Co.; Matthew Webster, North Coast Brewing Co.*

A panel with both brewery and distributor staff discusses best practices for brewers and distributors—a methodology for positive relationships to achieve appropriate share of mind within a distribution house.

Thursday, 4/10

9:00 AM - 10:00 AM

### **Go Deep or Go Wide: Distribution Strategies for New, Small and Expanding Breweries**

*Jeremy Cowan, Shmaltz Brewing; Steve Kuflinec, Uinta Brewing; Dustin Watts, Terrapin Beer*

Many questions arise when a brewery sets its distribution plan. Should you stick to your home market or expand to surrounding areas? Should you self-distribute or use wholesalers? What are the appropriate questions to ask prospective distributors? Draft or package, on premise or off premise? What should be the focus of your sales and marketing efforts? This panel helps guide breweries as they answer these questions.

Thursday, 4/10

1:20 PM - 2:20 PM

### **Distributor Selection in a Changing Distributor Landscape**

*Terry Cekola, Elite Brands of Colorado; Marty Ochs; Joe Thompson, Independent Beverage Group*

This seminar looks at the important decisions and procedures related to distributor selection. Joe Thompson presents current trends and the potential future of beer distribution and the consolidating middle tier.

Thursday, 4/10

2:40 PM - 3:40 PM

### **Teach Your Data to Sing: Develop Your Sales with Facts**

*Tom Fox, CM Profit; Douglas Mills, Armadillo Insight; Dan Wandel, IRI Worldwide; Bart Watson, Brewers Association*

Data is the next frontier for craft brewers. Getting the most out of VIP, IRI and in-house data requires a plan and a little help. This team of data experts helps guide attendees through the resources available to them in order to grow their businesses.

Friday, 4/11

9:00 AM - 10:00 AM

### **Off-Premise Chain Sales Presentations**

*Steve Malcomson, Lagunitas Brewing Co.*

Steve Malcomson discusses effective sales presentations and what works for retailers as they make decisions about brands, packages, displays and other retail matters.

Friday, 4/11

10:20 AM - 11:20 AM

### **Forecasting and Managing Seasonal Beers**

*Matt Gordon, The Brooklyn Brewery; Jessica Jones, Ninkasi Brewing Co.; Erik Lars Myers, Mystery Brewing Co.*

Darts are an entertaining game but the dartboard is not the most effective tool for forecasting seasonal sales volumes. Learn some tools from brewers of different sizes.

Friday, 4/11

1:30 PM - 2:30 PM

### **Surviving Rotating Handles**

*Scot Blair, Hamiltons Tavern; Tom Buonanno, Muller, Inc.; Alexander Bustamante, Elevation Beer Co.; Marty Ochs*

Craft beer drinkers always want something new, and this perception puts strain on brewers, distributors and retailers. This seminar discusses how to make the best decisions for your company in a world of rotating tap handles.

Friday, 4/11

2:50 PM - 3:50 PM

### **Business Planning 2.0**

*John Bryant, No-Li Brewhouse; Tommy Gannon, Sierra Nevada; Adam Lambert, Dogfish Head Craft Brewery*

John, Tommy and Adam offer advanced sales planning tips for the growing craft brewery.

## **Start-Ups**

Wednesday, 4/9

1:20 PM - 2:20 PM

### **Capitalizing Your Craft Brewery: Crowdfunding and Traditional Financing Strategies**

*Doug Busken, US Bank; Mike Laszlo, LaszloLaw*

How to capitalize and finance your craft brewery today, including specific advice about new financing models.

Wednesday, 4/9

1:20 PM - 2:20 PM

**Dream Small: Setting Up and Building a Successful Small/Nano Brewery**

*Doug Pengelly, Junction Craft Brewing*

This seminar covers the business side of building a nano to small microbrewery with creative technical choices that take advantage of the small size yet still allow for successful growth.

Wednesday, 4/9

2:40 PM - 3:40 PM

**Managing Cash and Critical Path Planning for the Start-Up Brewery**

*Ellen Joyner, Bombshell Beer Co.; Chris Smith, The Virginia Beer Co.*

This seminar gets into the details of pro forma financial statements to keep the money in the right place. It explains a system of critical path planning to invest your dollars in a logical progression.

Thursday, 4/10

9:00 AM - 10:00 AM

**Top 10 Legal Mistakes Start-Up Breweries Make**

*Candace L. Moon, The Craft Beer Attorney, APC*

This seminar identifies the major areas where start-up breweries may encounter legal issues if they aren't aware of the hazards.

Thursday, 4/10

1:20 PM - 2:20 PM

**How We Approached Opening Our Brewery: The Non-Brewing Stuff**

*Adam Robbins, Reuben's Brews*

Brewing the beer is the easy part; what about brewhouse size, distribution, financing and having a well-rounded plan? Adam considers these and other non-brewing aspects of opening a brewery in this seminar.

Thursday, 4/10

2:40 PM - 3:40 PM

**Getting the Most Brewery for Your Buck**

*Brian Peters, The ABGB Co.*

When building a brewery in a brewpub, there are a lot of decisions to be made and pitfalls to avoid. Brian walks you through the design, purchase and installation of a production-ready brewpub brewery with a \$250,000 budget.

Friday, 4/11

9:00 AM - 10:00 AM

**Crib Notes on the Brewers Association Craft Beer Program**

*Abby Berman, The Rosen Group; Julia Herz, Brewers Association; Andy Sparhawk, Brewers Association*

The Brewers Association offers many ways to get the word out about your brewery. This seminar summarizes the BA's Craft Beer Program and its efforts and projects on behalf of craft brewers. Sit in to learn how to leverage the program's efforts and free resources.

Friday, 4/11

10:20 AM - 11:20 AM

**Q&A with Dick Cantwell, Author of *The Brewers Association's Guide to Starting Your Own Brewery***

*Dick Cantwell, Elysian Brewing Co.*

Breweries are opening up at a rate of more than one per day. In this session, author and brewery owner Dick Cantwell delivers his extensive industry experience to breweries starting up in an increasingly crowded craft beer market. This is a unique opportunity to "ask the expert."

Friday, 4/11

1:30 PM - 2:30 PM

**Trademark Law 101 for Breweries**

*Eugene Pak, Wendel Rosen Black & Dean LLP; Richard G. Norgrove, Bear Republic Brewing Co.*

The past few years have seen unprecedented growth in the craft beer industry, and a corresponding rise in the number of trademark disputes. Now more than ever, both new and existing breweries have to be careful in adopting and promoting their beers and brands. This presentation will provide brewers with the information they need to protect their brands, and ideas for how to avoid or handle trademark disputes. Eugene Pak brings to bear his experience as trademark attorney who has filed or handled over 1,000 trademark applications, negotiated co-existence agreements, and litigated trademark infringement cases. Richard "Ricardo" G. Norgrove is co-owner and brewmaster of Bear Republic Brewing as well as the creator of their iconic brand images and labels including Racer 5, Red Rocket Ale and Hop Rod Rye.

Friday, 4/11

2:50 PM - 3:50 PM

**Educating Your New Team: What Start-Up Sales Reps Don't Know**

*Scott Kerkmans, Beer Conscious Training*

Ready to train your first sales rep but unsure where to start? In this seminar, one of the premier distributor training consultants in the country shows how to educate and empower your fledgling sales reps with the information and the relationship building skills needed to be successful in the competitive craft beer sales world. Specific topics include beer education and certifications and strategies for approaching distributors.

## Sustainability

Wednesday, 4/9

1:20 PM - 2:20 PM

### **Build a Culture Around Sustainability**

*Jason Spaulding, Brewery Vivant; Kris Spaulding, Brewery Vivant; Katie Wallace, New Belgium Brewing Co.*

Every brewery's first steps on the journey towards sustainability start with the efforts of individual staff members. Learn how industry leaders in brewery sustainable practices enlighten and motivate their employees to exercise values that will ensure a bright future for their companies and communities.

Wednesday, 4/9

2:40 PM - 3:40 PM

### **Sustainability on the Farm**

*Buzz Mattelin, Montana Wheat and Barley Committee; Carman McKinney, Roy Farms; Michael Roy, Roy Farms*

We all rely on high quality hops and barley to make our delicious brews, but what goes into growing those crops? What inputs are required to grow essential ingredients? Learn about the hurdles and successes faced by hop and barley farmers as they move towards more sustainable farming practices. Hear about what inputs they rely on to produce the ingredients we all use.

Thursday, 4/10

9:00 AM - 10:00 AM

### **Sustainability Manuals: Metrics—Roadmap to Sustainability Manuals & Utility Benchmarking Study**

*Doug Hindman, Elliott Bay Brewing Co.; John Stier, Antea Group*

The BA Sustainability Manual and Tools were introduced at CBC 2013. This year's sustainability manual seminars aim to provide details of how breweries can leverage these resources. This session covers a pilot completed with six craft brewers in the Pacific Northwest to create a sustainability roadmap in one day using these BA resources.

Thursday, 4/10

1:20 PM - 2:20 PM

### **Sustainability Manuals: Waste Water—Understanding What Goes Down Your Drain**

*Jeffrey VanVoorhis, Symbiont*

How does wastewater management impact brewery operations? Jeff Vanvoorhis explores basic wastewater terminology, types of treatment options, operations and maintenance considerations and how a basic understanding of wastewater will help you plan for brewery expansions and new facilities. This session answers all basic wastewater questions and provides a chance to talk with an expert about the right options for your operation.

Thursday, 4/10

2:40 PM - 3:40 PM

**Sustainability Manuals: Energy—Navigating Renewable Energy for Craft Breweries Big & Small**

*Fal Allen, Anderson Valley Brewing Co.; David Anderson, Dave's Brew Farm; Cheri Chastain, Sierra Nevada Brewing Co.*

Large and small breweries are initiating renewable energy projects to offset the rising cost of traditional energy and to demonstrate their commitment to natural resource preservation. Representatives from Anderson Valley, Sierra Nevada and Dave's BrewFarm discuss a spectrum of renewable energy projects in operation. The speakers focus on their experiences—both positive and negative—in developing these projects and offer their insights to develop a successful renewable energy program at your brewery.

Friday, 4/11

9:00 AM - 10:00 AM

**Sustainability Manuals: Water—Protecting the Source**

*Karen Hobbs, Natural Resources Defense Council*

Karen Hobbs of the Natural Resources Defense Council discusses water quality issues and the importance of protecting one of brewers' most valuable resources: water.

Friday, 4/11

2:50 PM - 3:50 PM

**Sustainability Manuals: Solid Waste—Waste Audit Results**

*Erik Larkin, Allagash Brewing Co.; Ian Hughes, Goose Island Beer Co.; Marcus Powers, Zipline Brewing Co.*

Learn just how dirty you can get, how much fun you can have, and most importantly, how much money you can save by conducting a solid waste audit. Hear real studies from real breweries using the Brewers Association Solid Waste Reduction Manual to achieve financial benefits by reducing their solid waste stream.

## Technical Brewing

Wednesday, 4/9

1:20 PM - 2:20 PM

**What Brewers Need to Know and Why**

*Michael Lewis, UC Davis*

With few brewers on staff to assure continued innovation and excellence, each employee in a craft brewery needs a firm grasp of brewing science and engineering. Presenter Michael Lewis explains why.

Wednesday, 4/9

2:40 PM - 3:40 PM

**What's Going on in That Fermenter? What We Think We Know**

*R. Alex Speers, International Centre for Brewing and Distilling*



This presentation discusses what we expect to happen during fermentation—what can go wrong and how to detect and (hopefully) fix the brew.

Thursday, 4/10

1:20 PM - 2:20 PM

**Mechanisms for Manipulating Mash pH**

*John Palmer, Palmer Brewing Solutions, Inc.*

This talk explores the interaction of water and malt chemistry in the mash, as discussed in the recent book from Brewers Publications, *Water: A Comprehensive Guide for Brewers*, by John Palmer and Colin Kaminski.

Thursday, 4/10

2:40 PM - 3:40 PM

**A Funny Thing Happened on the Way to the Kettle**

*Larry Horwitz, Iron Hill Brewery*

A highly sensitive inline sensor was installed at Iron Hill Brewery to monitor the lauter process from first runnings all the way through sparging and final collection. This talk presents the data to show lauter efficiency under different mash, lauter and sparge conditions.

Friday, 4/11

9:00 AM - 10:00 AM

**Taking Control of Cone to Cone Pitches in the Craft Brewery**

*Dan Strevey, Avery Brewing Co.*

Avery Brewing discusses the recent integration of a mass flow meter into a mobile yeast pitching skid. By incorporating this technology they achieve precise yeast pitch mass and volume resulting in accurate target cell counts in the fermenter creating more reliable and consistent fermentations, predictability of fermentation performance—and overall a better product.

Friday, 4/11

10:20 AM - 11:20 AM

**Full Genome Sequencing of 96 Craft Brewing Yeast Strains**

*T. Prael, White Labs, Inc.*

In the past it would have been considered science fiction to analyze the complete DNA sequence of almost 100 yeast strains used specifically in craft brewing—but now it has been done!

Friday, 4/11

10:20 AM - 11:20 AM

**Understand Dissolved Oxygen in the Brewery**

*Charles Benedict, Hach Co.*

This seminar explains why and how dissolved oxygen can affect flavor development in both wort and beer.

Friday, 4/11

1:30 PM - 2:30 PM

**Wort: The Root of Good Beer**

*Alastair Pringle, Pringle-Scott LLC*

Wort is a Middle English term for a root. Therefore, the meaning of the word is consistent with wort's role as the basis of a good beer. This talk covers practical ways to control the important wort components in a craft brewery and the impact each of these has on yeast performance and beer flavor.

Friday, 4/11

1:30 PM - 2:30 PM

**Aeration for Dummies**

*Neva Parker, White Labs, Inc.*

Every brewer knows oxygen is key to successful fermentation and great beer. But when, how much, and how often to add it? Discover tips for oxygenating for optimal performance, as well as insight into how different techniques can affect beer flavor and stability. Brewers at all levels can and should learn the fundamentals of oxygen's role in yeast metabolism.

Friday, 4/11

1:30 PM - 2:30 PM

**Carbonation and Conditioning Techniques**

*David Koch, Zahm & Nagel; Dave Meheen, Meheen Manufacturing Inc.; Marty Velas, Smoky Mountain Brewery*

This panel presents carbonation techniques, conditioning of the beer, temperature, controls, testing CO2 volumes, brite tank configuration and more.

Friday, 4/11

2:50 PM - 3:50 PM

**Using Belgian Yeast: Three Belgians' Perspectives**

*Vinnie Cilurzo, Russian River Brewing Co.; Yvan De Baets, Brasserie De La Senne; Hedwig Neven, Duvel Moortgat; Steven Pauwels, Boulevard Brewing Co.*

Belgian yeast contributes some of the most interesting and unique yeast characteristics to a beer when used properly. Along with great aroma and flavor development, there can also be many unknowns with Belgian yeast. Some of these unknowns are poor yeast flocculation, proper fermentation temperature, ester production and tank geometry. Please join our three Belgian panelist in a discussion to unlock the secret to some of these topics.