

SEMINAR SCHEDULE

Brewery Operations
Export Development
Packaging Breweries
Safety
Start-Ups
Technical Brewing
Brewpubs
Government Affairs
Quality
Selling Craft Beer
Sustainability

Tuesday, May 3

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3:00 PM – 4:00 PM	ASBC Lab-in-a-Fishbowl, Session 1: Yeast Cell Counting and Viability Measurement <i>114</i>
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3:00 PM – 4:00 PM	ASBC Lab-in-a-Fishbowl, Session 2: Measuring Wort Gravity Accurately <i>114</i>
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Wednesday, May 4

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1:20 PM – 2:20 PM	CIP: Latest Technologies, Typical Errors, and CIP Process Assurances <i>Terrace Ballroom 2-3</i>	Beer and Food Boot Camp for Brewpubs and Brewery Restaurants <i>Ballroom B</i>	The U.S. Craft Beer Market in Australia <i>114</i>	Beer Industry Government Affairs Update <i>108 AB</i>	Crafting Package Design: Best Practices for Winning with Consumers <i>Ballroom A</i>
2:40 PM – 3:40 PM	Deception Mashing: History and Modern Uses <i>Terrace Ballroom 2-3</i>	Beer and Food Boot Camp for Brewpubs and Brewery Restaurants (cont.) <i>Ballroom B</i>	Exporting to Sweden: Update from Systembolaget <i>114</i>	What You Need to Know About FDA Menu Labeling <i>108 AB</i>	Growing Up as a Brewery: Strategies for Staying Small and Beautiful <i>Ballroom A</i>

1:20 PM – 2:20 PM	The Future of Craft Depends on Quality <i>Terrace Ballroom 4</i>	Sampling and Ventilating Confined Space in Breweries <i>113 ABC</i>	Retailer Panel <i>Terrace Ballroom 1</i>	Marketing 101 for the Start-up Brewery <i>103 ABC</i>	Recent Advances in Controlling Flavor and Aroma in Hoppy Beers <i>201 ABC</i>
2:40 PM – 3:40 PM	Brewing Bliss: The Marriage of Food Safety and Quality <i>Terrace Ballroom 4</i>	How to Avoid the Most Common OSHA Citations in Breweries <i>113 ABC</i>	Training Successful Sales Reps <i>Terrace Ballroom 1</i>	Transitioning from Nano to Micro: A How-To <i>103 ABC</i>	Fruit Fermentation in a Production Brewery <i>201 ABC</i>

Thursday, May 5

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1:20 PM – 2:20 PM	Glycol System Essentials: System Components, Design Considerations and Cost Reduction <i>Terrace Ballroom 2-3</i>	Perfecting On-Premise Staff Training <i>Terrace Ballroom 1</i>	Selling Your Craft Beers in Norway Through the AS VINMONOPOLET <i>114</i>	National Guilds Gathering, Session 1 <i>108 AB</i>	A Reasonable Approach to Trademark Enforcement: Lessons from Craft Brewers <i>Ballroom A</i>
2:40 PM – 3:40 PM	Creative Maintenance Logistics <i>Terrace Ballroom 2-3</i>	Balancing Act: Managing a Brewpub and a Packaging Brewery <i>Terrace Ballroom 1</i>	Exporting Your Beer to Korea <i>114</i>	National Guilds Gathering, Session 2 <i>108 AB</i>	Uncovering and Understanding Trends in Craft Beer <i>Ballroom A</i>

1:20 PM – 2:20 PM	Brewing Quality on a Budget: How to Use a Little to Do a Lot <i>Terrace Ballroom 4</i>	Crowdtasting: A New Approach to Beer and Food <i>Ballroom B</i>	The Cost of Opening a Brewery: 3 Perspectives <i>103 ABC</i>	Sustainability Benchmarking Results and Insights <i>113 ABC</i>	Using Hops More Efficiently: Grower and Brewer Perspectives <i>201 ABC</i>
2:40 PM – 3:40 PM	Basic Microbiology for Small Breweries <i>Terrace Ballroom 4</i>	Today's Numbers Are Tomorrow's Sales <i>Ballroom B</i>	How To Successfully Raise Capital for Your Brewery <i>103 ABC</i>	Innovation in Sustainability <i>113 ABC</i>	The Science, Art, and Mystery of Sour Beer Production <i>201 ABC</i>

Friday, May 6

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12:30 PM – 1:30 PM	Hiring and Brewer Retention: A Brewer's Perspective <i>201 ABC</i>	Alternative Marketing for Brewpubs <i>Marriott Grand Ballroom E</i>	Trade Practice and TTB Labeling Guidance <i>108 AB</i>	How to Build a Craft Beer Drinker: The Attitudes That Identify Prime Prospects <i>Ballroom A</i>	Evaluating Raw Materials: A Craft Brewer's Perspective <i>204 ABC</i>
1:55 PM – 2:55 PM	Kilned vs. Roasted: Do You Really Know Your Specialty Malt? <i>201 ABC</i>	Crafting Your Brand <i>Marriott Grand Ballroom E</i>	Free the Beer!: An Exploration of the Relevance, Necessity, and Legality of Modern Beer Franchise Law <i>108 AB</i>	10 Things I Wish I Knew Before Becoming a Craft Brewing CFO <i>Ballroom A</i>	Beer Complaints: How to Handle Customer Feedback and Improve Your Process <i>204 ABC</i>
3:20 PM – 4:20 PM	Malt Milling and Its Ramifications for the Craft Brewer <i>201 ABC</i>	How to Open Your Books to Employees and Grow Your Brewpub's Profit <i>Marriott Grand Ballroom E</i>	Business Divorce: From Prenup to Breakup <i>108 AB</i>	The Return of the Gourdians <i>Ballroom A</i>	Brewery Water Treatment <i>204 ABC</i>

12:30 PM – 1:30 PM	Ensuring the Safety of Non-Employees in the Brewery <i>113 ABC</i>	Self Distribution: Temporary or Long-Term Solution? <i>Marriott Grand Ballroom H</i>	Finding a Location for Your Brewery <i>103 ABC</i>	Sustainable Design and Build Strategies for Craft Brewers <i>114</i>	Craft Malting and the Rebel Alliance <i>Ballroom B</i>
1:55 PM – 2:55 PM	Hazard Assessment: Mastering the Foundation of Brewery Safety <i>114</i>	Collaborating with Your Distributor Partner <i>Marriott Grand Ballroom H</i>	How to Start a Brewery <i>103 ABC</i>	Wastewater Management for Small to Midsize Breweries <i>113 ABC</i>	Going Hopless: Brewing Gruit Ales <i>Ballroom B</i>
3:20 PM – 4:20 PM	Building Your Key Accounts Team: Lessons Learned <i>113 ABC</i>	Distribution Contracts: The Good, the Bad, and the Ugly <i>Marriott Grand Ballroom H</i>	Top 10 Legal Tips for Start-up Breweries <i>103 ABC</i>	Brewpub Sustainability <i>114</i>	Spontaneous Fermentation in a Production Brewery <i>Ballroom B</i>