

# Craft Beer Wholesalers Symposium 2017

*At the Craft Brewers Conference*

## Monday, April 10th

10:00 am – 10:30 am

### **Introduction and Ground Rules**

*Bart Watson, Brewers Association; Bob Collins, Windy City Distributing*

Location: Independence Ballroom, Salons ABCDE

10:30 am – 11:30 am

### **Keynote**

*Laura Bell, CEO, Bell's Brewery, Inc.*

Location: Independence Ballroom, Salons ABCDE

11:30 am – 11:45 am

### **Move to Breakout Sessions**

11:45 am – 12:45 pm

### **Breakout Sessions**

1. Cicerone – How to Use your Cicerone Certification to SELL BEER  
*Ray Daniels, Founder; Pat Fahey, Master Cicerone*  
Location: Liberty Ballroom, Salon O
2. Sales Training  
*David Morrow*  
Location: Liberty Ballroom, Salon N
3. Portfolio Management  
*Steve Almaraz*  
Location: Independence Ballroom, Salon H
4. Sales/Ops Working Together  
*Kevin McGillen*  
Location: Independence Ballroom, Salon G
5. Speaking the Brewer's Language – Brand Building  
*Bob Sullivan*  
Location: Liberty Ballroom, Salon L
6. Owners' Discussion  
*Terry Cekola*  
Location: Independence Ballroom, Salon F

1:00 pm – 2:00 pm

### **Lunch: Food and Beer Pairing – three-course lunch paired with four beers**

*Hosted by Brewers Association Executive Chef Adam Dulye*

Location: Independence Ballroom, Salons ABCDE

2:00 pm – 3:00 pm

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*Bob Sullivan*

Location: Liberty Ballroom, Salon L

6. Draught Quality: How to Be a Consultant

*Matt Meadows, Director of Field Quality, New Belgium Brewing*

Location: Independence Ballroom, Salon F

3:00 pm – 4:00 pm

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4:00 pm – 5:00 pm

**How to Properly Utilize Supplier Support: Local brewery reps, national account managers, programming, POS, and more**

*Jack McCrain, Baker Tilly; Scott Ebert, Baker Tilly*

Optional but encouraged – because it's free beer:

5:30 pm – 7:30 pm

**NBWA Reception (for symposium attendees)**

Location: Hill Country BBQ - 410 7<sup>th</sup> St NW, Washington, DC. (only a two-block walk)

Tuesday, April 11th

9:15 am – 10:30 am

**Craft Brewers Conference General Session I**

Location: Ballroom ABC (Convention Center)

10:30 am – 10:45 am

**Move to Marriott Marquis**

10:45 am – 11:45 am

**The Economics of Beer in 2017**

*Bart Watson, Brewers Association; Lester Jones, NBWA*

Location: Independence Ballroom, Salons ABCDE

11:45 am – 12:00 pm

**Break**

12:00 pm – 12:45 pm

**Buyers Panel**

*Moderated by Joseph Schilleci. Panel: Nolan Rodman – Rodman’s Grocer (“a Washington institution”); Greg Engert – Neighborhood Restaurant Group (ChurchKey and many more); Crystal Lyle – MOM’s Organic Market (celebrating 30 years)*

Location: Independence Ballroom, Salons ABCDE

12:45 pm – 1:45 pm

**Social Media: A Distributor’s Role**

*Moderated by Mike Maulof. Panel: Daylen Dalrymple – Marketing Communications Manager, Stone Brewing Co.; Naomi Neville – Director of Sales, Allagash Brewing Co.; Breton Sheperd – Marketing and Communications Manager, Elite Brands*

Location: Independence Ballroom, Salons ABCDE

1:45 pm – 2:15 pm

**Recap, Final Topics and Closing**

*Paul Gatz, Brewers Association; Bart Watson, Brewers Association; Bob Collins, Windy City Distributing*

Location: Independence Ballroom, Salons ABCDE