

— brewers association —

# **CRAFT BREWERS** conference & BrewExpo America® Portland, Oregon **April 14-17, 2015**

Conference Program

Craft Brewers Conference and BrewExpo America  
are presented by the Brewers Association  
[www.BrewersAssociation.org](http://www.BrewersAssociation.org)



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## HERE'S TO THAT MOMENT

when your hunch about a variety becomes a house favorite.



Jeff Edgerton, Brewmaster  
Bridgeport Brewing

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# THANK YOU

## TO OUR CBC SPONSORS





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# From THE MAYOR



**Office of Mayor Charlie Hales**  
City of Portland

April 14, 2015

Dear Attendees and Guests of the 2015 Craft Brewers Conference & BrewExpo America:

Welcome to Portland, Oregon. I know that the Brewers Association had many destinations from which to choose. It's exciting to know that "The City of Roses" was chosen.

Portland's attributes have garnered a lot of positive attention recently. In January 2014, Rough Guides included Portland as the only U.S. destination on their list of top 10 cities. Last year, CNN name Portland the No. 1 best beer town in America and *Food & Wine* named Southeast Division Street one of the "10 best foodie streets in America."

I can assure you that these are not empty platitudes. Portland has worked hard to nurture the arts, to encourage eco-friendly practices and ideas, to encourage innovative public transit, to support the chefs, brewmasters and winemakers of our region, and to protect and preserve the city's surrounding natural beauty.

We hope you have the pleasure of experiencing this firsthand. And we are thrilled to welcome the Craft Brewers Conference to Portland.

With warm regards,

  
Charlie Hales  
Mayor



GET A TASTE  
IN PORTLAND!  
CRAFT BREWERS  
CONFERENCE &  
BREW EXPO AMERICA  
APRIL 14 - 17, 2015  
BOOTH 2038



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# Welcome to **PORTLAND**



## Beervana!

Beervana, noun, beer'-văn , a transcendent state in which there is no suffering, desire or sense of self, and the subject is released from the effects of karma and the cycle of empty glass and full glass. Beervana is one of the nicknames for Portland. Portland is believed to have more breweries than any other city. A lot has changed here since the last time the Craft Brewers Conference & BrewExpo America® came to Portland in 2001. Portland is believed to have over 40 share for craft beer in the market. That stunning figure means there is a wonderful diversity of options for beer drinkers and a thriving craft beer culture.

A highlight of this year's Craft Brewers Conference will be keynote speaker Simon Sinek. Simon is the author of *Start with Why and Leaders Eat Last*. His work and public presentations help leaders improve their ability to better understand their businesses, set clear visions, break down ineffective analyses and get a clear understanding of why consumers support specific businesses. The seminar program includes nearly 80 presentations. We have adjusted our

seminar listings to include speaker-provided indications of whether the talk is basic, intermediate or advanced. (Last year, in Denver, we had talks listed as 101, 201 and 301, and some attendees were looking for those levels in the convention center. We live and improve, right?) We know our attendees represent different job functions in breweries, distributorships, retail outlets and other fields, and we'll again have 10 tracks to provide useful information for everyone. The Welcome Reception and Keynote Address & General Session will each take place at Veterans Memorial Coliseum. Registration, seminars, BrewExpo America® and most conference events will be held at the Oregon Convention Center.

BrewExpo America® fills XXX,000 square feet of space with more than 575 exhibiting companies. There will also be sponsored demonstrations and sponsored educational events, sponsor hospitalities, committee open houses and other amenities brought to you by sponsoring companies. Thanks to all sponsoring companies for enhancing the attendee experience. Our thanks also go out to the brewers of Portland and surrounding area and the Oregon Brewers Guild for their hospitality and brewing several beers specifically for the conference.

Cheers,

Paul Gatz  
Director  
Brewers Association

## PORTLAND COLISEUM

by Allen Ginsberg

A brown piano in diamond  
white spotlight  
Leviathan auditorium  
iron run wired  
hanging organs, vox  
black battery  
A single whistling sound of ten thousand children's  
larynxes asinging  
pierce the ears  
and following up the belly  
bliss the moment arrived  
Apparition, four brown English  
jacket christhair boys  
Goofed Ringo battling bright  
white drums  
Silent George hair patient  
Soul horse  
Short black-skulled Paul  
with the guitar  
Lennon the Captain, his mouth  
a triangular smile,  
all jump together to End  
some tearful memory song  
ancient-two years,  
The million children  
the thousand words  
bounce in their seats, bash  
each other's sides, press  
legs together nervous  
Scream again & claphand  
become one Animal  
in the New World Auditorium  
—hands waving myriad  
snakes of thought  
scretch beyond hearing  
while a line of police with  
folded arms stands  
Sentry to contain the red  
sweatered ecstasy  
that rises upward to the  
wired roof.

— August 27, 1965

*"Portland Coliseum" by Allen Ginsberg commemorates the Beatles' appearance in Portland, Oregon, on August 22, 1965. The poem is found in READ THE BEATLES: Classic and New Writing on the Beatles, Their Legacy, and Why They Still Matter (Penguin, 2006).*



# YOU'RE NOT GETTING THE ATTENTION YOU DESERVE

( IF YOU'RE NOT USING GRANDSTAND )



Our mothers warned us we shouldn't stare—or we'd get stuck that way. On this point alone, we rebelled against their collective advice. And so here we are: our eyes always on your prize, doomed to the meticulous application of ink, standing in judgment of every stitch, forever wed to our own high expectations, our own Grandstandard. It's who we are: committed to quality, attentive to detail, and just a little rebellious. We really don't know any better.

*It's what we've done every day. Since 1988.*



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# General INFORMATION

## Badge Pick-up

Badge pick-up is located at the Oregon Convention Center, Level 1, Pre-Function C.

## Pick-up Hours

Monday: 12:00 pm - 5:00 pm  
 Tuesday: 7:00 am - 6:00 pm  
 Wednesday: 8:00 am - 5:00 pm  
 Thursday: 8:30 am - 5:00 pm  
 Friday: 8:30 am - 3:00 pm

Your conference badge is required for entry to all seminars and the trade show. All Craft Brewers Conference attendees must be 21 years of age or older.

## Brewery Tours

Sponsored by *Pall Food & Beverage*



Buses will pick up at outside the MLK Jr. Lobby of the Oregon Convention Center.

## Check-in Hours

Tuesday: 7:30 am - 9:00 am

## Welcome Reception

Sponsored by *Briess Malt & Ingredients Co., White Labs, Yakima Chief-Hopunion*



## Veterans Memorial Coliseum

300 N Winning Way,  
 Portland, OR



The Welcome Reception is open to all CBC attendees and is walking distance from the convention center. Your badge is required to attend.

## Welcome Reception Hours

6:30 pm - 9:30 pm

## Brewers Association Bookstore

The bookstore is located in Pre-function A of the Oregon Convention Center near the badge pick-up area. Stop by to pick up the newest releases from Brewers Publications and meet a few authors!

## Bookstore Hours

Monday: TBD  
 Tuesday: TBD  
 Wednesday: TBD  
 Thursday: TBD  
 Friday: TBD

## Book Signing Schedule

Wednesday, 3:50 pm - 4:20 pm  
 Ray Daniels, *Designing Great Beers*  
 John Mallett, *Malt: A Practical Guide from Field to Brewhouse*  
 Thursday, 2:30 pm - 3:00 pm  
 John Mallett, *Malt: A Practical Guide from Field to Brewhouse*  
 Thursday, 3:50 pm - 4:20 pm  
 Randy Mosher, *Radical Brewing, Tasting Beer*  
 Friday, 1:50 pm - 2:20 pm  
 Dick Cantwell, *The Brewers Association's Guide to Starting Your Own Brewery, Second Edition*  
 Placeholder Text  
 Janet Fletcher -  
 1 signing  
 Placeholder Text  
 Steve Hindy -  
 1 signing  
 Placeholder Text  
 Rob Todd -  
 1 signing  
 Placeholder Text

Simon Sinek -  
 1 signing

## Mobile App

Sponsored by *Brewers Supply Group*



Plan your CBC 2015 experience with the official app and companion website!

- Fast and easy to use on a variety of devices
- Make a list of seminars and exhibitors to create your personal CBC schedule
- Mark your favorite seminars and exhibitors
- Navigate BrewExpo with an interactive map
- Find exhibitors near you and search by category

**COME JAM WITH US AT CBC**

If you're heading to CBC in Portland, don't miss the hottest party of the conference: the We Can Jam presented by Wild Goose Brewing featuring the greatest rock 'n' roll band in the world!

**WE CAN JAM**

Party with the craft industry's most sought-after music in tandem along with killer live music and canned beer. SUPERSUCKERS will perform a rare two-set show of both country and punk. Local favorite Semi Pemberton is opening this CANJam open event.

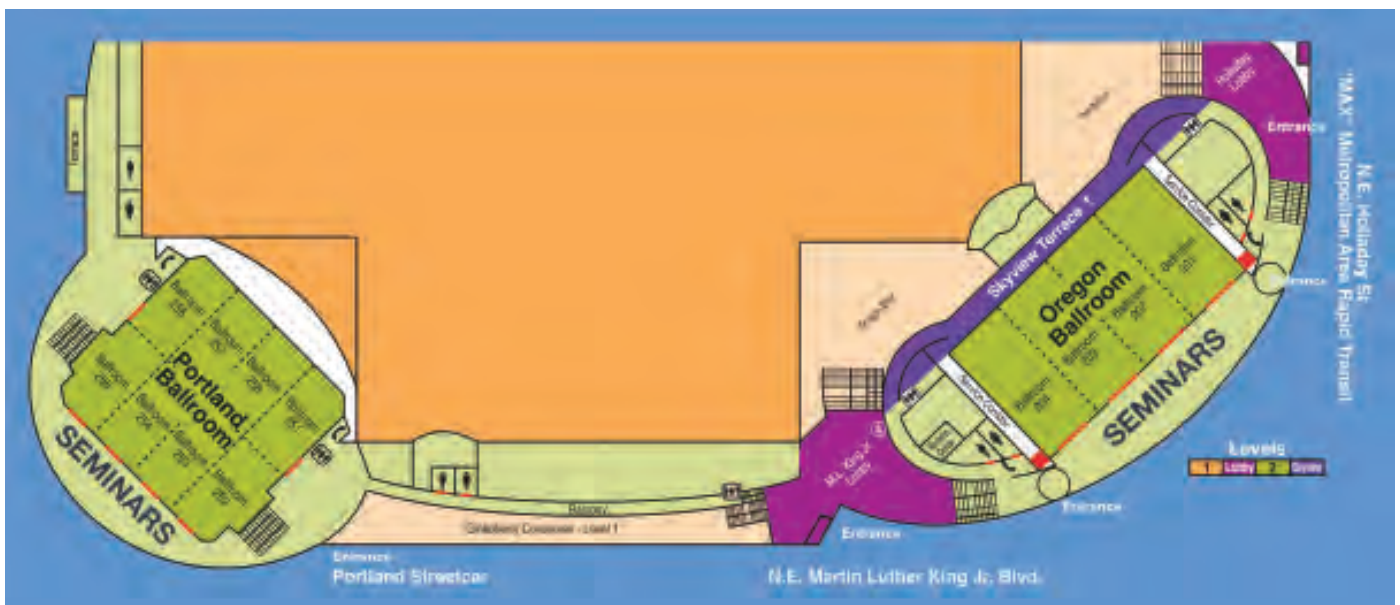
**STOP BY ONE OF THESE SPONSOR BOOTHS TO GRAB YOUR FREE TICKETS!**

**WHERE:** Thursday, April 16th, Open  
**WHERE:** The Woodbar Ballroom, 125 NE Rowlett Street  
**TICKETS:** 6:00 (for the industry) See sponsors at: [www.facebook.com/wecanjam](http://www.facebook.com/wecanjam)

**Wild Goose Brewing**, **Beer Brewing**, **INFERNO**, **WILD GOOSE**, **CROWN**, **WILSON'S**, **WILSON'S**, **WILSON'S**



# OREGON CONVENTION CENTER



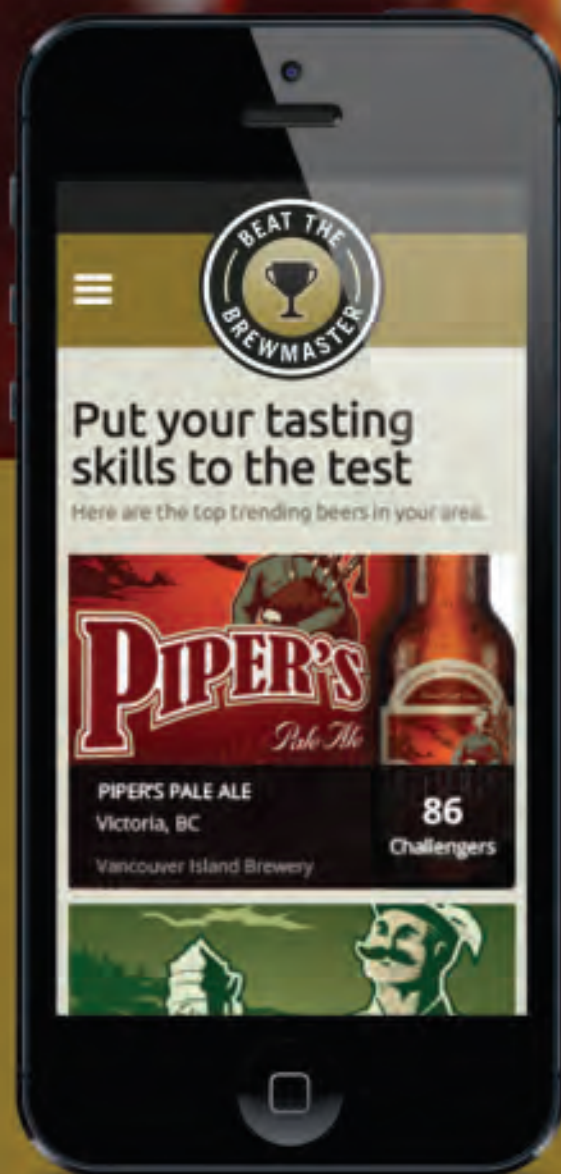


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# SPECIAL THANKS

## Sponsors

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	German Hop Growers Association/ Hallertau Hop Growers Association	O-I	
		OrchestratedBEER	

## Symposium Beers

With much excitement surrounding Craft Brewers Conference, many Oregon breweries wanted to participate in the commemorative beers. The breweries were split into regions and six different beers were brewed to share with conference attendees. Each attendee gets just one, so you'll have to find the other styles and share!

### Chucklehead, STYLE TBD

Central Oregon  
*Brewed at Deschutes Brewery, Bend, Ore.*  
Participating Breweries: Deschutes Brewery, McMenamins Old St. Francis School Brewery, Three Creeks Brewing Co., & Worthy Brewing Company

### NAME, STYLE TBD

Oregon Coast  
*Brewed at Pelican Brewery, Tillamook, Ore.*  
Participating Breweries: Buoy Beer Company, Heater Allen, Two Kilts Brewing Co. & Pelican Pub and Brewery

### Imperial Blitz, STYLE TBD

Portland Metro 1  
*Brewed at Ecliptic Brewing, Portland, Ore.*  
Participating Breweries: Baerlic Brewing, Base Camp Brewing Co., Burnside Brewing, Ecliptic Brewing, Gigantic Brewing, Lompoc Brewing, Old Town Brewing Co. & Widmer Brothers Brewing

### NAME, India Amber Ale

Portland Metro 2  
*Brewed at Hopworks Urban Brewery, Portland, Ore.*  
Participating Breweries:  
Participating Breweries: Breakside Brewery, Gilgamesh Brewing, Hopworks Urban Brewery, Laurelwood Brewing, Portland Brewing & Standing Stone Brewing

### NAME, Gose

Portland Metro 3  
*Brewed at Occidental Brewing, Portland, Ore.*  
Participating Breweries: Ambacht Brewing, Commons Brewery, Occidental Brewing & Stickmen Brewing

### NAME, STYLE TBD

Willamette Valley  
*Brewed at Ninkasi Brewing, Eugene, Ore.*  
Participating Breweries: Caldera Brewing, Double Mountain Brewery, Falling Sky Brewing, Flat Tail Brewing, Fort George Brewery, Mazama Brewing, Ninkasi Brewing & Oakshire Brewing

Thank you to all the donating suppliers: Briess Malt & Ingredients Co., Brewers Supply Group, Craft Canning, Crosby Hop Farm, Great Western Malting/Country Malt Group, Indie Hops, Jacobsen Salt, Mecca Grade Estate Malt, RC Labels, Savory Spice Shop, Saxco International, Simpsons Malt/BSG CraftBrewing, TriS, Wyeast Laboratories, Inc., and Yakima Cheif-Hopunion



## Welcome Reception Breweries

21st Amendment Brewery  
Alameda Brewing Co.  
Alaskan Brewing Company  
Allagash Brewing Company  
Ambacht Brewing  
Anchor Brewing Company  
Bale Breaker Brewing Company  
Ballast Point Brewing & Spirits  
Barley Brown's Beer  
Baxter Brewing Co.  
Beachwood BBQ & Brewing  
Bear Republic Brewing Company  
Beavertown Brewery  
Big Storm Brewing Co.  
Biloba Brewing LLC  
Blue Point Brewing Company  
Bohemian Brewery  
Boston Beer Company  
Boulder Beer Company  
Breakside Brewery  
BREW HUB, LLC  
BridgePort Brewing  
Brooklyn Brewery  
Caldera Brewing Co.  
Carson's Brewery  
Cascade Brewing Co  
Coalition Brewing  
Columbia River Brewing Co.  
Coronado Brewing Company  
Country Boy Brewing  
Crazy Mountain Brewing Company  
Deschutes Brewery  
Devils Backbone Brewing Company  
Dogfish Head Craft Brewery  
Double Mountain Brewery  
Drake's Brewing Co.  
Ecliptic Brewing Company  
Eel River Brewing Company  
Evans Brewing Company  
Ex Novo Brewing Co  
Faction Brewing Company  
Fat Heads Brewery  
Firestone Walker Brewing Company  
Fish Brewing Company  
Flat Tail Brewing Co.  
Founders Brewing Co  
Fremont Brewing  
Full Sail Brewing Company  
Georgetown Brewing Company  
Gilgamesh Brewing  
Goose Island Beer Co.

Great Basin Brewing Co  
Great Lakes Brewing Company  
Great Raft Brewing  
Haas Innovations Brewing LLC  
Hair of the Dog Brewing Company  
Hale's Ales Brewery & Pub  
Harpoon Brewery  
Heater Allen Brewing  
Hilliard's Beer  
Hogshead brewery  
Hop Valley Brewing Company  
Hopworks Urban Brewery  
Ipswich Ale Brewery  
La Cumbre Brewing Co.  
Laurelwood Brewing Co  
Lompoc Brewing  
Long Trail Brewing Company  
Lost Coast Brewery  
Lucky Town Brewing Company  
Mad River Brewing Company  
MadTree Brewing Company  
Marble Brewery  
Maui Brewing Company  
Mazama Brewing Company  
Moab Brewery  
Mother Earth Brew Co  
Mystery Brewing Company  
Nebraska Brewing Company  
New Belgium Brewing Co  
Newburyport Brewing Company  
No-Li Brewhouse  
North Coast Brewing Co.  
Odell Brewing Company  
Oskar Blues Brewery  
Otter Creek Brewing Company  
Payette Brewing  
pFriem Family Brewers  
Port City Brewing Company  
Portland Brewing Company  
Red Brick Brewing Company  
Red Rock Brewery  
Revolution Brewing  
Rhinegeist Brewery  
Russian River Brewing Company  
SanTan Brewing  
Sierra Nevada Brewing Co.  
Sixpoint Brewery  
Ska Brewing Co.  
Southport Brewing  
Spoutz Brewery  
Sprecher Brewing Company, Inc  
Steel Toe Brewing

Stone Brewing Co.  
StormBreaker Brewing  
Sudwerk Brewing Co  
Sun King Brewing Company  
Sunriver Brewing Company  
Surly Brewing  
The Bruery  
Three Magnets Brewing Co.  
Three Weavers Brewing Co.  
Trumer Brauerei  
Twisted Pine Brewing Company  
Two Kilts Brewing Co.  
Two Roads Brewing  
Uinta Brewing Company  
Uncommon Brewers  
Urban Chestnut Brewing Co  
Victory Brewing Company  
Weyerbacher Brewing Company  
Widmer Brothers Brewing Co  
Wisconsin Brewing Company  
Worthy Brewing Co.  
Zipline Brewing Co, LLC

## CBC Seminar Committee

Steve Bradt, Free State Brewing Co.  
Larry Chase, Standing Stone Brewing  
Cheri Chastain, Sierra Nevada Brewing Co.  
Jason Ebel, Two Brothers Brewing Co.  
Paul Gatz, Brewers Association  
Erin Glass, Brewers Association  
Ken Grossman, Sierra Nevada Brewing Co.  
Leslie Henderson, Lazy Magnolia Brewing Co.  
Jessica Jones, Ninkasi Brewing  
John Mallett, Bell's Brewery, Inc.  
Scott Metzger, Freetail Brewing Co.  
Will Meyers, Cambridge Brewing Co.  
Cyrena Nouzille, Ladyface Ale Companie  
Wynne Odell, Odell Brewing Co.  
James Ottolini, Brew Hub  
Jon Schwartz, Harpoon Brewery  
Chuck Skypeck, Brewers Association  
James Soares, Squatters Pub Brewery/Salt Lake Brewing Co.  
Matt Stinchfield, Ploughshare Brewing  
Chuck Skypeck, Brewers Association  
Chris Swersey, Brewers Association  
Eric Wallace, Left Hand Brewing Co.  
Katie Wallace, New Belgium Brewing Co.  
Bart Watson, Brewers Association  
Sarah Wolf, Brewers Association  
Mark Youngquist, Dolores River Brewery

## Brewery Tours

13 Virtues Brewing Co.  
Agrarian Ales  
Alameda Brewing  
Breakside Brewery -  
Milwaukie Production Brewery  
BridgePort Brewing Co.  
Buoy Beer Company  
Calapooia Brewing Co.  
Claim 52 Brewing  
Columbia River Brewery  
Deluxe Brewing  
Deschutes Brewery  
Double Mountain Brewery  
Ecliptic Brewing  
Falling Sky Brewing

Flat Tail Brewing Co.  
Fort George Brewery and Public House  
Full Sail Brewing Company  
Gigantic Brewing  
Gilgamesh Brewing  
Hop Valley Brewing  
Hopworks Urban Brewery  
Laurelwood Public House and Brewery  
Logsdon Organic Farm Brewery  
Lompoc Brewing  
Lucky Lab  
Mazama Brewing Company  
McMenamins Cornelius Pass Roadhouse  
McMenamins Edgefield  
Montavilla Brew Works  
Ninkasi Brewing

Oakshire Brewing  
Pelican Brewing Company  
pFriem Family Brewers  
Portland Brewing Company  
Rogue Public House & Distillery  
Stickmen Brewery & Skewery  
StormBreaker Brewing  
The Commons  
The Old Market Pub and Brewery  
Two Kilts Brewing Co.  
Vagabond Brewing  
Vertigo Brewing  
Widmer Brothers Brewing

## Beer Donations (as of 3/1/15)

21st Amendment Brewery  
Alameda Brewing Co.  
Alaskan Brewing Company  
Allagash Brewing Company  
Ambacht Brewing  
Anchor Brewing Company  
Bale Breaker Brewing Company  
Ballast Point Brewing & Spirits  
Barley Brown's Beer  
Baxter Brewing Co.  
Beachwood BBQ & Brewing  
Bear Republic Brewing Company  
Beavertown Brewery  
Big Storm Brewing Co.  
Biloba Brewing LLC  
Blue Point Brewing Company  
Bohemian Brewery  
Boston Beer Company  
Boulder Beer Company  
Breakside Brewery  
BREW HUB, LLC  
BridgePort Brewing  
Brooklyn Brewery  
Caldera Brewing Co.  
Carson's Brewery  
Cascade Brewing Co  
Coalition Brewing  
Columbia River Brewing Co.  
Coronado Brewing Company  
Country Boy Brewing  
Crazy Mountain Brewing

Company  
Deschutes Brewery  
Devils Backbone Brewing  
Company  
Dogfish Head Craft Brewery  
Double Mountain Brewery  
Drake's Brewing Co.  
Ecliptic Brewing Company  
Eel River Brewing Company  
Evans Brewing Company  
Ex Novo Brewing Co  
Faction Brewing Company  
Fat Heads Brewery  
Firestone Walker Brewing  
Company  
Fish Brewing Company  
Flat Tail Brewing Co.  
Founders Brewing Co  
Fremont Brewing  
Full Sail Brewing Company  
Georgetown Brewing Company  
Gilgamesh Brewing  
Goose Island Beer Co.  
Great Basin Brewing Co  
Great Lakes Brewing Company  
Great Raft Brewing  
Haas Innovations Brewing LLC  
Hair of the Dog Brewing  
Company  
Hale's Ales Brewery & Pub  
Harpoon Brewery  
Heater Allen Brewing  
Hilliard's Beer

Hogshead brewery  
Hop Valley Brewing Company  
Hopworks Urban Brewery  
Ipswich Ale Brewery  
La Cumbre Brewing Co.  
Laurelwood Brewing Co  
Lompoc Brewing  
Long Trail Brewing Company  
Lost Coast Brewery  
Lucky Town Brewing Company  
Mad River Brewing Company  
MadTree Brewing Company  
Marble Brewery  
Maui Brewing Company  
Mazama Brewing Company  
Moab Brewery  
Mother Earth Brew Co  
Mystery Brewing Company  
Nebraska Brewing Company  
New Belgium Brewing Co  
Newburyport Brewing Company  
No-Li Brewhouse  
North Coast Brewing Co.  
Odell Brewing Company  
Oskar Blues Brewery  
Otter Creek Brewing Company  
Payette Brewing  
pFriem Family Brewers  
Port City Brewing Company  
Portland Brewing Company  
Red Brick Brewing Company  
Red Rock Brewery  
Revolution Brewing

Rhinegeist Brewery  
Russian River Brewing Company  
SanTan Brewing  
Sierra Nevada Brewing Co.  
Sixpoint Brewery  
Ska Brewing Co.  
Southport Brewing  
Spoetzl Brewery  
Sprecher Brewing Company, Inc  
Steel Toe Brewing  
Stone Brewing Co.  
StormBreaker Brewing  
Sudwerk Brewing Co  
Sun King Brewing Company  
Sunriver Brewing Company  
Surly Brewing  
The Bruery  
Three Magnets Brewing Co.  
Three Weavers Brewing Co.  
Trumer Brauerei  
Twisted Pine Brewing Company  
Two Kilts Brewing Co.  
Two Roads Brewing  
Uinta Brewing Company  
Uncommon Brewers  
Urban Chestnut Brewing Co  
Victory Brewing Company  
Weyerbacher Brewing Company  
Widmer Brothers Brewing Co  
Wisconsin Brewing Company  
Worthy Brewing Co.  
Zipline Brewing Co, LLC



# Brewers Association AWARDS

## Russell Schehrer Award for Innovation In Craft Brewing



Russell Schehrer was a founding partner and the original head brewer at Denver's Wynkoop Brewing Company. He passed away in 1996 at the age of 38. While he will always be fondly remembered for his special charm and sense of humor that knew no boundaries, the Brewers Association continues to honor Russell for his contributions to the brewing industry. Besides helping establish the first brewpub in Colorado, he was the first (or one of the first) microbrewers to produce mead, doppel alt, cream stout and chili beer. This year's recipient will be announced at the General Session on Wednesday morning.

Brewers Association brewery members make nominations for the Russell Schehrer Award for Innovation in Craft Brewing. The winner is determined by vote from a committee made up of members of the Brewers Association advisory board.



2014 Russell Schehrer Award Recipient  
Mitch Steele, Stone Brewing Company

Previous Recipients:  
2014: Mitch Steele  
2013: Peter Bouckaert  
2012: James Ottolini  
2011: Jennifer Talley  
2010: Ken Grossman  
2009: Steve Parkes  
2008: Vinnie Cilurzo  
2007: Matt Brynildson  
2006: Dan Carey  
2005: Greg Noonan  
2004: Dick Cantwell  
2003: Phil Markowski

2002: John Mallett  
2001: John Harris  
2000: Mark Carpenter  
1999: Fal Allen  
1998: Garrett Oliver  
1997: John Maier

## Brewers Association Recognition Award

The Brewers Association Recognition Award is presented each year to an individual or company whose inspiration, enthusiasm and support have contributed to the brewpub and microbrewery movement. This year's recipient will be announced at the General Session on Wednesday morning.



2014 Brewers Association Recognition Award  
Recipient Teri Fahrendorf, Founder of Pink Boots Society

Previous Recipients:  
2014: Teri Fahrendorf  
2013: Art Larrance  
2012: Doug Odell, Wynne Odell and Corkie Odell  
2011: John McDonald  
2010: Larry Bell  
2009: Ken Allen  
2008: Dr. Michael Lewis  
2007: Jack MacAuliffe  
2006: Chuck Skypack  
2005: Carol Stoudt  
2004: Jack Joyce  
2003: Mary-Anne Gruber  
2002: George Fix  
2001: Jim and Bobbie Kennedy  
2000: Ralph Olson and Ralph Woodall  
1999: Bill Owens  
1998: Charles Finkel  
1997: Jim Koch and Rhonda Kallman  
1996: Karl Strauss

1995: John Hickenlooper and Russell Schehrer  
1994: Fred Scheer  
1993: Jeff Mendel  
1992: Paul Shipman  
1991: Ken Grossman  
1990: Bert Grant  
1989: Roger Briess  
1988: Fritz Maytag  
1987: Michael Jackson

## F. X. Matt Defense of the Small Brewing Industry Award

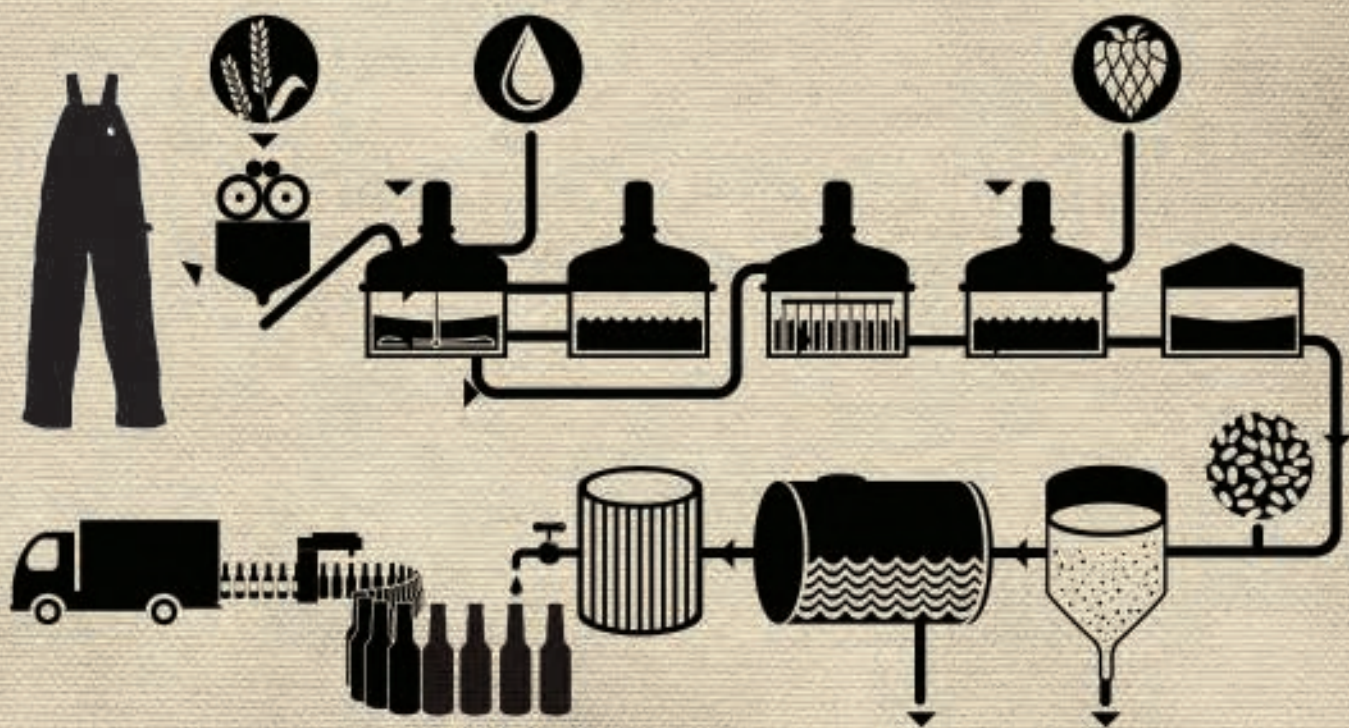
The award is named for the late F.X. Matt, President of the F.X. Matt Brewing Co. in Utica, New York from 1980-1989 and a tireless and outspoken champion for the small brewing industry. The nominations are open to individuals who have given aid and support to the causes of small, independent brewers and by doing so supported the Brewers Association's goal of vigorously defending our industry.



2014 FX Matt Defense of the Small Brewing Industry Award Jester King Brewery, Austin, Texas

Previous Recipients:  
2014: Jester King Brewery  
2013: David Katleski  
2012: Tom McCormick  
2011: Dan Kopman  
2010: Steven Hindy  
2009: Eric Wallace  
2008: John Carlson  
2007: George Hancock  
2006: Daniel Bradford  
2004/2005: Marc Sorini  
2003: Jim Parker  
2002: Mike McKinney  
2001: David Edgar  
2000: Fred Bowman





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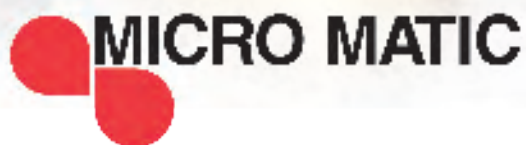
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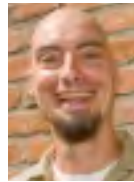
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In addition to our dedicated staff, the Brewers Association relies on a multitude of people whose tireless efforts help create a fantastic conference and competition experience. A big shout out to:

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Kris Latham

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BA Event Committee  
Oregon Brewers Guild  
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# 2015

## SCHEDULE OVERVIEW

*Unless otherwise noted, all events take place at the Oregon Center, 4949address4949*

### Monday, April 13

**12:00 pm - 5:00 pm**

**Badge Pick-up**

Level 1, Pre-Function C

**1:30 pm - 5:00 pm**

**Craft Beer Wholesalers Symposium**

Level 2, Portland Ballrooms

This Symposium requires separate registration. The Craft Beer Wholesaler Symposium topics include: supplier-distributor interaction, logistics and warehouse, staff and business issues, information technology, sales strategy and sales team. Attendance is limited to licensed beer wholesalers who distribute the brands of more than one company. Proof of distributors license is required for eligibility.

### Tuesday, April 14

**7:00 am - 6:00 pm**

**Badge Pick-up**

Level 1, Pre-Function C

**8:00 am - 5:00 pm**

**Brewery Tours**



*Sponsored by Pall Corporation*

Lobby Level, MLK Jr. Lobby

**9:00 am - 4:00 pm**

**Craft Beer Wholesalers Symposium**

Level 2, Portland Ballrooms

This Symposium requires separate registration. The Craft Beer Wholesaler Symposium topics include: supplier-distributor interaction, logistics and warehouse, staff and business issues, information technology, sales strategy and sales team. Attendance is limited to licensed beer wholesalers who distribute the brands of more than one company. Proof of distributors license is required for eligibility.

**9:00 am - 4:00 pm**

**Micro Matic Draft Dispense Course**  
Level 1, D 135-136

This course requires a separate registration fee. This informative seminar covers the basics of equipment used, system design and installation. The program also details how to maintain a beer dispensing system after installation. World-class training manual and support material included with registration.

**10:30 am - 1:30 pm**

**Sponsored Tour**

Lobby Level, MLK Jr. Lobby

See the Sponsored Events Schedule on page 49 for more information.

**3:00 pm - 6:00 pm**

**Hospitality Suite**

See the Sponsored Events Schedule on page 49 for more information.

**5:00 pm - 6:00 pm**

**First-Time Attendee/BA Event Committee Meet & Greet**



Level 1, B 117-119

New to Craft Brewers Conference? Get the most out of your experience with tips and advice from the BA Event Committee. Mingle and share a beer with these conference pros and set yourself up for a successful week!



**6:30 pm - 9:30 pm**

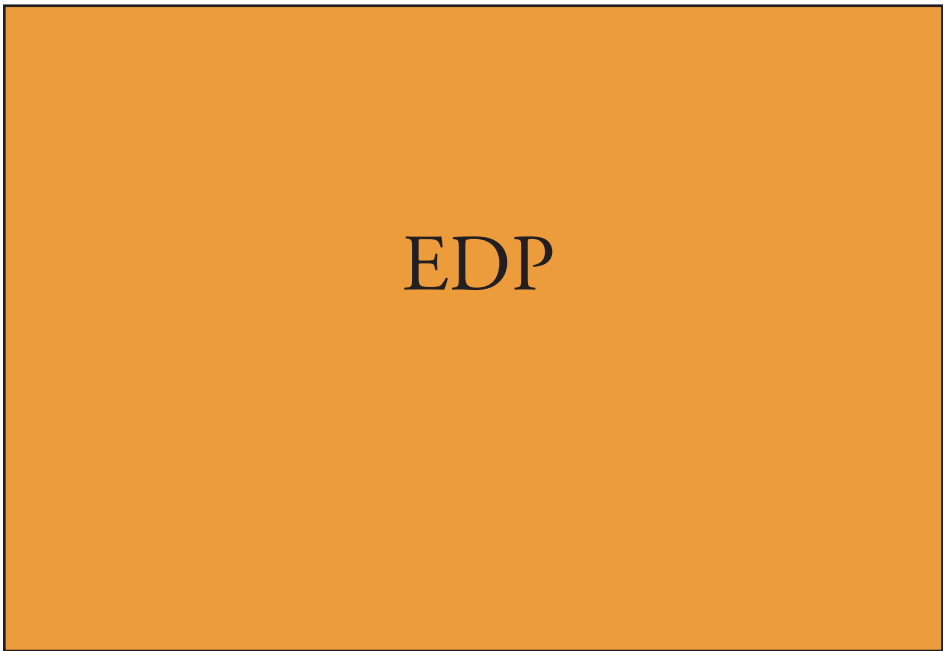
**Welcome Reception**

*Sponsored by Briess Malt & Ingredients Co.,*

*White Labs, Yakima Chief-Hopunion Veterans*

**Memorial Coliseum**

The Welcome Reception is open to all registered attendees. Badges are required for entry.





## Wednesday, April 15

**8:00 am - 5:00 pm**

### Badge Pick-up

Level 1, Pre-Function C

**8:15 am - 9:45 am**

### Continental Breakfast



*Sponsored by TimBar Packaging & Display*

Veterans Memorial Coliseum

**9:00 am - 5:00 pm**

### BrewExpo America® Trade Show

Exhibit Halls

**9:15 am - 11:00 am**

### Keynote & General Session



*Sponsored by TimBar Packaging & Display*

Veterans Memorial Coliseum

Leadership expert and anthropologist Simon Sinek will deliver the keynote address. Sinek is best known for popularizing the concept of “Why”—the belief that people don’t buy what you do; they buy why you do it. A visionary thinker, he is leading a movement to inspire people to do the things that inspire them, so they go home every day feeling fulfilled by their work.

**11:00 am - 1:00 pm**

### Sponsored Demonstrations

See the Sponsored Events Schedule on page 49 for more information.

**11:30 am - 12:30 pm**

### Brewers Association Press Conference

Veterans Memorial Coliseum, Fountain Room

Invited media attendees only

**1:00 pm - 2:00 pm**

### Brewery Financial Workshops - Brewpubs

Level 1, E 146

A roundtable open discussion focusing on financial issues facing Brewpubs. After a short presentation there will be open discussion on Inventory Controls, COGS best practices and other areas of concern. Although primarily focused on brewpubs all are welcome to attend.

**1:00 pm - 1:45 pm**

### Sponsored Demonstrations

See the Sponsored Events Schedule on page 49 for more information.

**1:20 pm - 2:20 pm**

### Seminars

See the Seminars Schedule on page 27 for more information.

**2:00 pm - 3:00 pm**

### Brewery Financial Workshops - Packaging Microbrewery 0-15,000 bbl

Level 1, E 146

A roundtable open discussion focusing on financial issues facing Microbreweries. After a short presentation on the current state of the finance environment there will be open discussion on all topics related to packaging breweries. Although primarily focused on microbreweries all are welcome to attend.

**2:40 pm - 3:40 pm**

### Seminars

See the Seminars Schedule on page 27 for more information.

**3:00 pm - 3:45 pm**

### Sponsored Demonstrations

See the Sponsored Events Schedule on page 49 for more information.

**3:00 pm - 4:00 pm**

### Brewery Financial Workshops - Packaging Regional Brewery 15,000+ bbl

Level 1, E 146

A roundtable open discussion focusing on financial issues facing Regional Breweries. After a short presentation on ESOPs there will be open discussion on best practices and other areas of concern. Although primarily focused on Regional Breweries all are welcome to attend.

**3:30 pm - 6:00 pm**

### Hospitality Suites

See the Sponsored Events Schedule on page 49 for more information.

**3:45 pm - 4:45 pm**

### BA Brewpubs Subcommittee Open House

Level 1, D 140-139

Meet and greet—and share a beer—with members of the brewpub committee that is leading the charge on Brewers Association resources targeting this important segment of the craft brewing industry. Check out new resources, ask questions and give feedback to brewpub committee members. Get a first look at the new resource, Beer Server Training for Brewpubs: A Manual for Hiring, Training & Retaining Great People. Last year’s BA committee Open Houses were well-attended, with a tremendous amount of energy, enthusiasm and exchange of ideas. Please join us!

**4:00 pm - 6:00 pm**

### North American Craft-Maltsters Guild Meeting

Level 2, Portland Ballroom 255

**6:00 pm**


### Official Nightly Events

See the Sponsored Events Schedule on page 49 for more information.

## Thursday, April 16

### 8:15 am - 9:15 am

#### Continental Breakfast

Sponsored by  TimBar Packaging & Display

Various Locations

### 8:30 am - 5:00 pm

#### Badge Pick-up

Level 1, Pre-Function C

### 9:00 am - 10:00 am

#### Seminars

See the Seminars Schedule on page 27 for more information.

### 9:00 am - 5:00 pm

#### BrewExpo America® Trade Show

Exhibit Halls

### 10:15 am - 11:45 am

#### Brewers Association Voting Brewery Members' Meeting

Level 2, Oregon Ballroom 204

### 11:00 am - 12:30 pm

#### Sponsored Demonstration

See the Sponsored Events Schedule on page 49 for more information.

### 12:00 pm - 1:00 pm

#### Export Development Program Award Ceremony

Level 2, Portland Ballroom 254

### 1:00 pm - 1:45 pm

#### Sponsored Demonstration

See the Sponsored Events Schedule on page 49 for more information.

### 1:20 pm - 2:20 pm

#### Seminars

See the Seminars Schedule on page 27 for more information.

### 2:40 pm - 3:40 pm

#### Seminars

See the Seminars Schedule on page 27 for more information.

### 3:00 pm - 3:45 pm

#### Sponsored Demonstration

See the Sponsored Events Schedule on page 49 for more information.

### 3:30 pm - 6:00 pm

#### Hospitality Suites

See the Sponsored Events Schedule on page 49 for more information.

### 4:00 pm - 5:00 pm

#### Technical Committee Open Houses

Meet and greet members of the subcommittees that are leading the charge on Brewers Association technical work. Check out new and forthcoming resources, ask questions and give feedback to draught beer quality, safety, sustainability and quality subcommittee members, as well as CBC speakers on these topics. Last year's Open Houses were well-attended with a tremendous amount of energy, enthusiasm and exchange of ideas. Please join us!

#### BA Draught Beer Quality Open House

Level 1, D 140

#### BA Quality Subcommittee Open House

Level 1, D 139

#### BA Safety Subcommittee Open House

Level 1, D 137

#### BA Sustainability Subcommittee Open House

Level 1, D 138

### 8:00 pm

#### Official Nightly Event

See the Sponsored Events Schedule on page 49 for more information.

CBC16



## Friday, April 17

**8:15 am - 9:15 am**

### Continental Breakfast

Various Locations

**8:30 am - 12:00 pm**

### BrewExpo America® Trade Show Exhibit Halls

**8:30 am - 3:00 pm**

### Badge Pick-up

Level 1, Pre-Function C

**9:00 am - 10:30 am**

### Sponsored Demonstrations

See the Sponsored Events Schedule on page 49 for more information.

**10:30 am - 12:45 pm**

### Pink Boots Society Meeting

Level 2, Portland Ballroom 256-257

**11:00 am - 1:30 pm**

### Hospitality Suites

See the Sponsored Events Schedule on page 49 for more information.

**1:00 pm - 2:00 pm**

### Seminars

See the Seminars Schedule on page 27 for more information.

**2:20 pm - 3:20 pm**

### Seminars

See the Seminars Schedule on page 27 for more information.

**3:40 pm - 4:40 pm**

### Seminars

See the Seminars Schedule on page 27 for more information.

**4:30 pm - 6:30 pm**

### Closing Reception

*Sponsored by 47 Hops*


#### Oregon Convention Center Lobbies

Join conference attendees for beers and appetizers as we bid farewell to Craft Brewers Conference & BrewExpo America® 2015. The reception starts just as seminars are wrapping up for the week.

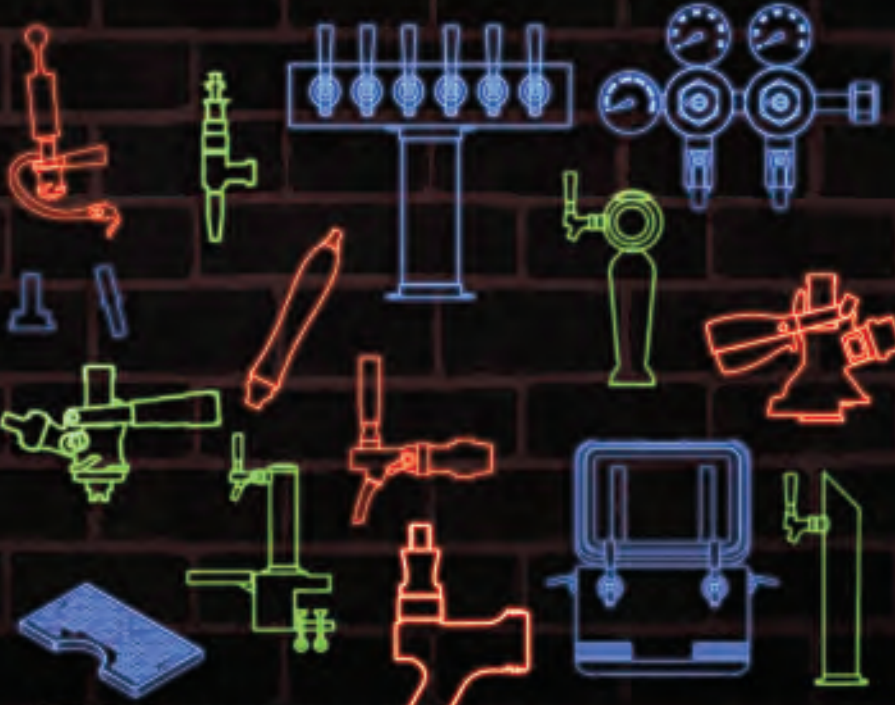
**6:00 pm**

### Official Nightly Event

See the Sponsored Events Schedule on page 49 for more information.




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# 2015 SEMINAR SCHEDULE

Wednesday, April 15

9:15 AM - 11:00 AM

## Keynote Address & General Session

### Veterans Memorial Coliseum

Leadership expert and anthropologist Simon Sinek will deliver the keynote address. Sinek is best known for popularizing the concept of “Why”—the belief that people don’t buy what you do; they buy why you do it. A visionary thinker, he is leading a movement to inspire people to do the things that inspire them, so they go home every day feeling fulfilled by their work.

General Session Timeline here...



## Wednesday, April 15

1:20 PM - 2:20 PM

### Brewery Operations (Intermediate)

#### Brewhouse Operations, Part One: Influence on Yield and Quality

Level 2, Portland Ballroom 256-257

*Burghard Meyer*

Presented in association with VLB. Each step of production influences the yield and quality of the final product. This seminar will examine the main influences in milling, mashing and lautering with regard to their influence on yield, colloidal stability, microbiological stability, foam and flavor stability.

### Brewpubs (Intermediate)

#### Charitable and Non-Profit Engagement vs. Community Advertising

Level 1, E 141-144

*Timothy Suprise*

In this seminar you’ll find ways to engage and contribute to the needs of the community while reducing local advertising costs.

### Export Development (Intermediate)

#### Exporting: Beer Logistics

Level 2, Portland Ballroom 254

*Paul Dean, Jeff MacWain*

Before your beer is enjoyed around the world, it has to get there. Join us for a door-to-door overview of international shipping and a Q&A session.

### Packaging Breweries (Intermediate)

#### Maintaining Flagship Brands

Level 2, Oregon Ballroom 201

*John Barley, Jeff Billingsley, Tommy Gannon, Harry Schuhmacher*

From developing a long-lasting flagship to balancing two leading brands, these panelists will discuss their experiences with managing and marketing flagship brands.

### Quality (Intermediate)

#### Practical Yeast Care

Level 2, Oregon Ballroom 204

*Jeffrey Erway*

A guide to practical care, harvest and storage of yeast for the small brewer.

### Selling Craft Beer (Intermediate)

#### Retailer Panel

Level 2, Portland Ballroom 251 & 258

*Mike Davis, Katy Greiner, Craig Marshall, Jason Milburn, Jeff Nowicki*

Bump Williams Consulting’s Jeff Nowicki moderates Kroger corporate buying team members during this year’s retailer panel discussion. Gain insight into what buyers from America’s second-largest food retailer think about the craft segment, assortment decisions, partnering processes for brewers and more.

### Start-Ups (Fundamentals)

#### TTB Label and Formula Submission Guidance

Level 2, Oregon Ballroom 252

*Battle Martin, Michael Warren*

The Alcohol and Tobacco Tax and Trade Bureau (TTB) is responsible for the regulation and taxation of alcohol beverage products for revenue collection and consumer protection purposes. In that capacity, TTB reviews labels and formulas for many malt beverage products for adherence to the regulations. In this seminar, TTB representatives will present information on submitting malt beverage labels and formulas for approval.

**Sustainability (Intermediate)**

**Wastewater Panel**

Level 2, Portland Ballroom 253

Todd Hasselbeck, John Mercer, Walker Modic, Eppa Rixey, Tim Rynders

Despite significant improvement over the last 20 years, water consumption and wastewater disposal remain environmental and economic hurdles that directly affect breweries and the brewing process. In this seminar a panel of experts will provide information on wastewater solutions for breweries of all sizes.

**Technical Brewing (Intermediate)**

**Sour Beers: It's More Than Just pH**

Level 2, Oregon Ballroom 202-203

Kara Taylor

When producing sour beers, a brewer typically measures the tartness of the beer by looking at the pH. Unfortunately, pH isn't a great indicator of what the consumer is actually tasting. In this presentation, we take a look at pH, acidity levels and sensory analysis to see what these numbers really mean when you drink a sour ale and how you can easily do all of this back home.

**Technical Brewing (Advanced)**

**Evolution of a New Hop Pellet Type for more Efficient Dry Hopping**

Level 2, Portland Ballroom 255

David Grinnell, Christina Schönberger

Effective dry hopping depends on the quality of the hops used as well as the pelleting process and what occurs during storage and dry hopping. We will discuss lessons learned about hop pellet attributes that improve dry hopping efficiency, and maximize hop flavor intensity, overall beer quality and beer yield.

2:40 PM - 3:40 PM

**Brewery Operations (Intermediate)**

**Brewhouse Operations, Part Two: Influence on Yield and Quality**

Level 2, Portland Ballroom 256-257

Burghard Meyer

Presented in association with VLB. Each step of production has influence on the yield and on the quality of the final product. In part two of this seminar, Burghard Meyer will discuss the main influences of boiling and wort treatment processes with regard to their influence on yield, colloidal stability, microbiological stability, foam and flavor stability.

**Brewpubs (Intermediate)**

**BA Brewpub Server Training Manual Panel**

Level 1, E 141-144

Larry Chase, Ginger Johnson, Laura Lodge, Cyrena Nouzille, Sebastian Wolfrum

This seminar will present and discuss the first edition of the Beer Server Training Manual, which describes strategies and tools for brewpub and brewery owners and managers who perform staff training or would like to in the future. The panel is presented by members of the BA brewpub subcommittee, which has been compiling best practices for guidance on training over the past three years.

**Export Development (Intermediate)**

**Exporting to Germany**

Level 2, Portland Ballroom 254

Jan Derer, Sylvia Kopp, Marc Rauschmann

A panel of brewery importers and an educator discuss their perceptions of export opportunities and challenges when selling U.S. craft beer in Germany.

**Packaging Breweries (Fundamentals)**

**Merchandise and POS to Build Your Brand**

Level 2, Oregon Ballroom 201

Martha Holley-Paquette, Jill Sacco, Jamie Smith

Presenters will discuss strategies to make sure the brewery merchandise and POS that you are buying is doing the most it can for your brand, as well as what to buy, where to buy it and whom to buy it from.

**Quality (Intermediate)**

**Managing the 2014 North American Barley Crop**


Level 2, Oregon Ballroom 204

Joe Hertrich, Larry Horwitz, John Mallett, Paul Schwarz, Chris Swersey, Whitney Thompson

The 2014 growing year was very challenging for barley growers; those challenges now fall to maltsters and brewers. This panel was assembled to help brewers make the most of this important raw material when Mother Nature throws a curveball.

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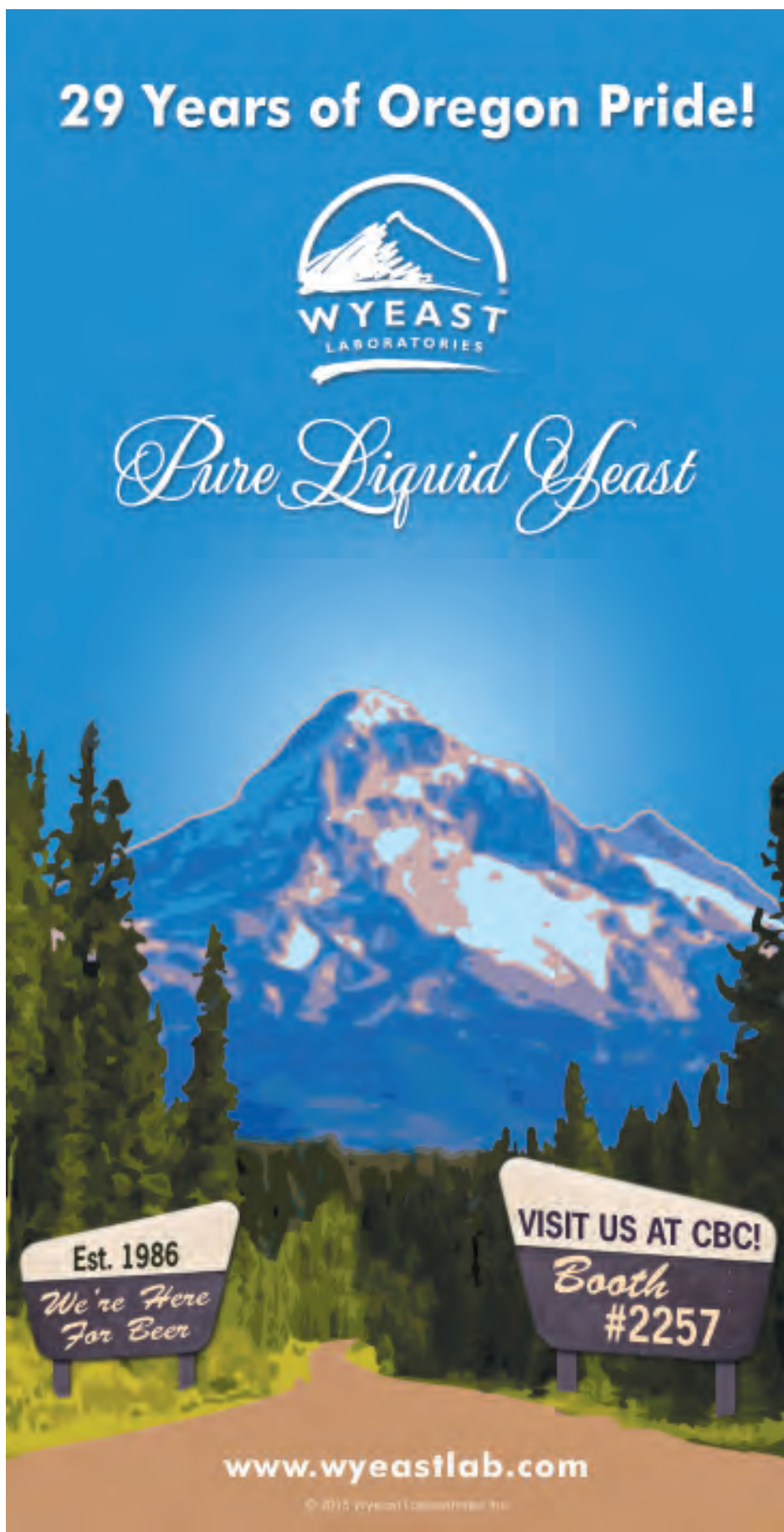


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**Safety (Fundamentals)**

**CO<sub>2</sub>: Everything You Always Wanted to Know (But Were Afraid to Ask)**

Level 2, Portland Ballroom 255

*David Currier*

Attendees will learn how to anticipate and recognize the hazard of carbon dioxide in various brewery operations, manage that hazard and apply practical methods of control that can be employed in breweries of all sizes.

**Selling Craft Beer (Intermediate)**

**What Bars (and Bartenders) Know About Your Beer**

Level 2, Portland Ballroom 251 & 258

*Ray Daniels*

Ray Daniels shares some of the insights gained by the Cicerone program through years of testing bartenders and beverage managers on their beer knowledge.

**Start-Ups (Intermediate)**

**The Littlest QA Lab**

Level 2, Oregon Ballroom 252

*Erik Myers, Andrew Turner*

Doing QA in a small brewery is a balance of what's good and what's good enough. This seminar covers 10 things you really should be doing and how to do them in a cost-effective way.

**Sustainability (Fundamentals)**

**Beyond the Daily Grind: Community Partnerships and Sustainability**

Level 2, Portland Ballroom 253

*Matthew Bailey, Steve Beauchesne, Andy Fyfe, Andrew Lemley, Katie Wallace*

This seminar will cover ideas for connecting with your community on local issues and communicating your sustainability practices to consumers.

**Technical Brewing (Intermediate)**

**Kettle Souring: Three Brewers Talk Methods and Practices**

Level 2, Oregon Ballroom 202-203

*Sean Burke, Ben Edmunds, Ben Love*

Three brewers explain the process of kettle souring with lactobacillus.





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## Thursday, April 16

9:00 AM - 10:00 AM

### Brewery Operations (Intermediate)

#### Quality Filling Concepts

Level 2, Portland Ballroom 256-257

*Roland Pahl*

Presented in association with VLB. In this seminar, Deniz Bilge will cover reducing oxygen pickup during filling, how to improve consistency in chemical technical parameters like CO<sub>2</sub>, alcohol and gravity, and best practices for packaging operations.

### Brewpubs (Fundamentals)

#### Brewpub Food: Moving Beyond Pizza and Burgers

Level 2, Oregon Ballroom 202-203

*Adam Dulye, John Harris, Dave McLean, Mellie Pullman, Nate Yovu*

This panel of beer and food experts will present their concepts and discuss the challenges and opportunities of shifting the brewpub concept beyond the average food offerings.

### Export Development (Intermediate)

#### Exporting Your Beer to Taiwan

Level 2, Portland Ballroom 254

*Yuhang Lin*

A discussion of export opportunities in Taiwan. This seminar is a must-attend for any company that is currently in the market or contemplating business in Taiwan.

### Government Affairs (Intermediate)

#### Continuing the Evolution of Beer Distribution

Level 2, Portland Ballroom 253

*Marc Sorini*

This session will explore the case for craft brewer-favorable state legislation. Specific topics will include: franchise law reform, self-distribution for small brewers while preventing vertical integration that threatens competition and retail privileges at brewery locations.

### Packaging Breweries (Advanced)

#### Understanding Financial Metrics and How to Use Them to Operate a Growing Brewery

Level 1, E 141-144

*Scott Ebert*

This session will cover moving past the start-up phase to managing a business for growth and profitability. Learn what key performance metrics to rely on, as well as what they mean and how to hit upper quartile performance. Once you move past the stage of single management you need management tools and reporting to stay close to what is going on. This session will help build those reports using industry benchmark data to populate your personal operations.

### Quality (Intermediate)

#### Trace Metals in Brewing

Level 2, Oregon Ballroom 204

*Ruth Martin*

In this seminar, Ruth Martin discusses how raw materials such as malt, sugars and hops can introduce trace metals and other minerals into wort and beer. She will also cover the impact of trace metals and minerals on beer flavor, flavor stability and physical stability.



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**Safety (Intermediate)**

**Insider Views on Brewery Safety Programs**

Level 2, Portland Ballroom 255

*Gabe Sierra*

Learn from former OSHA officials on how to implement safety programs that specifically address the hazards found in your brewery. Safety programs are the cornerstone to OSHA compliance. Learn what (and how) brewery safety issues should be addressed in your brewery.

**Selling Craft Beer (Intermediate)**

**Can We Do That? Common Questions Facing Brewery Owners In Working with Retailers and Wholesalers**

Level 2, Portland Ballroom 251 & 258

*Anda Lincoln, Melinda Sellers*

This seminar is designed for brewery owners, managers, employees and anyone with a desire to own a brewery or brewpub and will address some of the legal issues those in the brewing industry commonly face. Presenters will provide helpful tips on how to address these items early in an

effort to avoid costly legal problems. In addition, this seminar will be useful for those in the business of distributing beer.

**Start-Ups (Fundamentals)**

**Successfully Planning, Starting and Operating a Nano Brewery**

Level 2, Oregon Ballroom 252

*Kevin Sandefur, Melanie Sandefur*

The nano brewery model is gaining popularity and becoming commonplace in the industry. The question is, can it be done with success and be an effective way to enter the craft beer industry? This seminar covers things to consider, how to put together your business plan and more.

**Technical Brewing (Advanced)**

**The Art and Science of Dry Hopping**

Level 2, Oregon Ballroom 201

*Matty Gilliland*

An overview of New Belgium Brewing Company's unique dry hopping techniques and the science behind them.

**1:20 PM - 2:20 PM**

**Brewery Operations (Intermediate)**

**Production Managers Panel**

Level 2, Oregon Ballroom 201

*Scott Dietrich, John Mallett, Andrew Mason, Jason Perkins, Madison Roane*

A panel with five production managers from varying sized breweries will discuss different aspects of day-to-day production. An opportunity to share best practices and talk shop.

**Brewery Operations (Advanced)**

**Beer Turbidity: Reasons, Analytics and Avoidance Strategy**

Level 2, Portland Ballroom 256-257

*Roland Pahl*

Presented in association with VLB. Colloidal stability and the avoidance of haze are key quality parameters of beer. This seminar explores possible sources of haze in the final product, how these sources can be detected and how they can be avoided.

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**Brewpubs (Fundamentals)**

**Suds and Curds: Using Cheese to Sell More Beer**

Level 2, Oregon Ballroom 202-203

Janet Fletcher, Steve Jones

Learn from two cheese pros how to boost pub sales with a strategic cheese program. The presenters will share case studies that highlight the opportunities and challenges.

**Export Development (Fundamentals)**

**Canada Market: Insights on Exporting to Alberta**

Level 2, Portland Ballroom 254

Rob Singleton

U.S. craft beers have seen solid growth in Alberta through private retail. Rob Singleton, beer category manager for the retailers Liquor Depot and Wine & Beyond, will speak about the performance of American craft beers in the province and market opportunities.

**Government Affairs (Intermediate)**

**Strength Through Flexibility: The Three-Tier System of the Future?**

Level 2, Portland Ballroom 253

Tuck Duncan, R.J. O'Hara, Duke Tufty

The panel, including attorneys who represent brewers, wholesalers and retailers, will discuss how and whether the three-tier system can remain strong and relevant in the future by being flexible for all three tiers of the industry.

**Packaging Breweries (Intermediate)**

**Where Everybody Knows Your Name: A Thriving Tap Room Community**

Level 1, E 141-144

Alissa Marquess, Michael Marquess

Simple ways to make your tap room a "third space" in order to develop regular guests, build a sense of community, instill loyalty and increase sales.

**Safety (Fundamentals)**

**Keg and Valve Maintenance and Repair**

Level 2, Portland Ballroom 255

Mark Carpenter

Learn proper and safe procedures for keg and valve maintenance along with tips on machine maintenance that can help prolong the life of your equipment.

**Selling Craft Beer (Fundamentals)**

**Where to Go Next? Using Brewing Industry and Economic Data to Grow Your Business**

Level 2, Portland Ballroom 251 & 258

Lester Jones, Bart Watson

In this seminar, leading beer industry economists Bart Watson and Lester Jones help breweries learn how to find and use industry and government data for demand planning, market planning and business development.

**Start-Ups (Fundamentals)**

**Going Pro: Making the Transition from Homebrewing to Professional Brewing**

Level 2, Oregon Ballroom 252

Steve Parkes

There are big differences between making beer for a hobby and making it for public sale. In this seminar, Steve Parkes explores key "going pro" concepts with attendees.

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**Technical Brewing (Fundamentals)**

**Stainless Steel 201**

Level 2, Oregon Ballroom 204

*Ashton Lewis*

This seminar will treat stainless steel like a brewing raw material. Presenter Ashton Lewis addresses the basics of what defines a steel as stainless, the various types and specifications of stainless alloys used in breweries, methods used to care for stainless and various causes of damage to stainless steel, with special focus devoted to vacuum failure and how this very expensive and relatively common sort of failure can be prevented.

**2:40 PM - 3:40 PM**

**Brewery Operations (Intermediate)**

**Brewhouse Design and Expansion Considerations**

Level 2, Portland Ballroom 251 & 258

*Matthew Bailey, Ben Basalay*

Building, expanding or replacing a brewhouse can be an overwhelming task considering the architectural, equipment and production needs for larger and/or more sophisticated equipment. How should the brewhouse, production and packaging equipment be sized and laid out to accommodate current

operations as well as future growth? Is a new building necessary or will your facility fit within an existing space? How important is it to select an equipment supplier to partner with for the long haul?

**Brewpubs (Intermediate)**

**Brewpub Panel**

Level 1, E 141-144

*Michael Altman, Tyler Brown, Chris Cramer, Mike Lawinski, Will Meyers*

This panel returns to CBC with a fresh lineup. A panel of representatives from brewpubs of various sizes from different regions of the country will provide an open forum for discussion of best practices.

**Government Affairs (Intermediate)**

**From Bill to Growler Fill: How Brewers Can Win Over Special Interests**

Level 2, Portland Ballroom 254

*Brook Bristow, Wesley Donehue, Will McCameron*

This seminar will focus on the processes and procedures by which small brewer interests and state guilds can successfully tackle legislative issues. While those issues might differ from state to state, this discussion will cover the process by

which a bill becomes a law and strategies used by various pro-brewer groups to advance their interests, including advocacy, lobbying, social media, legal and public relations.

**Packaging Breweries (Intermediate)**

**Halfway Home? Craft Continues Climbing, but Ascent Gets More Complicated**

Level 2, Oregon Ballroom 201

*Benj Steinman*

Craft continued its dizzying double-digit growth for the fifth year in a row in 2014. While the segment's growth remained robust, some clouds became more evident as craft kept climbing. A number of deals to purchase all or part of former craft breweries created some questions for the future. Private equity firms, family offices, foreign brewers as well as two purchases of former craft breweries by Anheuser-Busch suggested a changing landscape for craft ownership. And while many craft breweries continued to grow at exceptional rates, others began to face more challenges meeting their objectives. We will review how craft has remained exceptionally healthy and vibrant overall, but exhibited signs of growing pains.

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**Quality (Intermediate)**

**Modern and Efficient Yeast Management**

Level 2, Portland Ballroom 256-257

*Deniz Bilge*

Presented in association with VLB. Deniz Bilge describes the influences of yeast performance on fermentation. Why is “happy” yeast necessary for brewer success? He’ll cover topics including modern yeast propagation strategies and yeast storage.

**Safety (Intermediate)**

**Cultivating Safety**

Level 2, Portland Ballroom 255

*Reva Golden, Chris Shields*

Safety is not a single action. It is a continual process that includes a number of steps that extend beyond OSHA regulations and audits. This seminar is an overview of fundamental safety program components that carry and strengthen basic OSHA safety program compliance efforts

in breweries large or small. This talk will give you insight on how to formally commit to safety, maintain safety participation and awareness on all operational levels and measure your safety program for adequacy and improvement. Focus points will include basic hazard assessment skills, integration of safety culture and comprehensive program management.

**Selling Craft Beer (Intermediate)**

**Pairing & Pontificating: Missed Attempts and New Opportunities in Matching Beer and Food**

Level 2, Oregon Ballroom 202-203

*Pat Fabey, Nicole Garneau, Lindsay Guerdrum, Julia Herz, Randy Mosher*

Join the conversation on beer and food pairing and the next steps being taken to bring science into how we pair. In this talk, we’ll take some of the key interactions we all experience during pairing and see if we can understand why they occur based on human physiology and flavor science.

**Start-Ups (Fundamentals)**

**Lessons on Developing and Executing a Successful Crowdfunding Campaign**

Level 2, Oregon Ballroom 252

*Eric Feldman, Wyndee Forrest, Michael LaCouture, Alva Mather*

Over the past several years, raising money through the Internet, also known as crowdfunding, has emerged as a means of raising seed money for start-up breweries across the U.S. Despite its popularity, however, details on whether and how to use crowdfunding to open a brewery remain scant. Join a panel of brewers who have run successful crowdfunding campaigns who will provide an overview for determining whether crowdfunding is the right choice for your brewery and how to make it a success.

**Sustainability (Advanced)**

**Trash Talk: Solid Waste Tips, Tactics and Best Practices**

Level 2, Portland Ballroom 253

*Cheri Chastain, Ian Hughes, Eric Larkin*

Join three BA sustainability subcommittee members, from different sized breweries, as they talk trash! That is, each will share waste reduction and cost savings stories from their breweries. Panelists will provide insight on how they got started on their recycling and composting journeys as well as share some successes and, of course, failures encountered along the way. Whether you are just getting started, trying to grow an existing program, or working to sustain your zero waste program, you’ll leave this session feeling inspired and equipped to make effective, lasting solid waste improvements at your brewing.

**Technical Brewing (Advanced)**

**Understanding How to Control Flavor and Aroma Consistency in Dry Hopped Beer**

Level 2, Oregon Ballroom 204

*Daniel Sharp, Thomas Shellhammer, Dan Vollmer*  
Craft brewers find success in using dry hopping to create aromatic and flavorful hop-forward beers. This presentation shares results from several studies in the Shellhammer lab at Oregon State University that examined dry hopping and the factors that affect aroma and bitterness using this technique. Participants will learn how yeast strain, hop variety, harvest maturity and dosage timing impact hop flavor. These tools can be used by brewers to gain better control over the dry hopping process.

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## Friday, April 17

1:00 PM - 2:00 PM

### Government Affairs (Fundamentals)

#### National Guilds Gathering, Part One: Government Affairs

Level 2, Portland Ballroom 254

*Acacia Coast, Art DeCelle, Pete Johnson*

Participation in guild seminars is strictly limited to guild directors and leadership only. State brewers guilds are invited to join BA government affairs staff in this dialogue on current federal and state issues impacting guilds and their brewery member businesses.

### Packaging Breweries (Intermediate)

#### Employment Law for Brewery Managers

Level 2, Oregon Ballroom 201

*Anda Lincoln, Melinda Sellers*

This seminar is presented to raise awareness of employment issues facing the brewing industry and to provide some helpful tips on how to

address these items up front in an effort 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.

### Quality (Intermediate)

#### Draught Beer Quality for Retailers

Level 2, Oregon Ballroom 204

*Rob Gerrity, Matt Meadows, Neil Witte*

This seminar will be a presentation of the new version of the Draught Beer Quality Manual written specifically for draught beer retailers.

### Safety (Fundamentals)

#### Confined Space Entry Basics

Level 2, Portland Ballroom 255

*Tony McCrimmon*

Safety expert Tony McCrimmon will present all the steps and documentation required for confined spaces including completed examples of the required paperwork. A space will be addressed in all three forms: non-permit, reclassification of a permit required space and a permit required entry. This abbreviated course lists duties of the entry attendant, entrant and the entry supervisor duties.

### Selling Craft Beer (Intermediate)

#### Assessing Your Markets: How Do You Truly Know How Your Beer is Doing?

Level 2, Portland Ballroom 251 & 258

*Dave Cole, Greg Dolan, Christopher Rice, JB Shireman*

Understanding the difference between a good market and an average market may be the unique insight that drives your success or makes you stronger in an increasingly competitive craft beer industry. This panel discussion provides insight on how to assess the performance of your business in various markets.

### Start-Ups (Fundamentals)

#### Brewery Building Basics

Level 1, E 141-144

*Jean-Pierre Veillet, Christian Ettinger, Scott Lawrence*

This seminar covers the key points to keep in mind when planning the design and build of a brewery or brewpub.

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## Start-Ups (Intermediate)

### Media Training Bootcamp

Level 2, Portland Ballroom 252

*Abby Berman*

A media interview can have a significant impact on your brand. Why leave such an important opportunity to chance? This interactive session provides strategies and tools to maximize media opportunities for your brand. The media-savvy instructor understands how journalists think, the way they structure interviews and what questions they're likely to ask. You'll learn how to take control of your next media opportunity, including tips on creating an effective interview agenda, a critique of sample videos, techniques for "bridging" in response to tough questions, the importance of body language and appearance, and more.

## Sustainability (Intermediate)

### Sustainability Benchmarking

Level 2, Portland Ballroom 253

*Margaret Bishop, Ian Hughes, Eric Larkin, John Stier*

The BA sustainability subcommittee initiated the benchmarking of key performance indicators for utility usage and cost, and the initial results were presented at CBC 2014. This seminar presents the results of an expanded benchmarking dataset that includes a larger number and diversity of craft breweries. A panel of brewers will present best practices from their breweries that were identified through the benchmarking project.

## Technical Brewing (Fundamentals)

### The Maltster's Kiln: A Cure for Your Ales

Level 2, Oregon Ballroom 202-203

*Andrea Stanley, Megan Parisi, Paul Schwarz*

Craft brewers have identified gaps in the current malt supply and their all-malt brewing needs. Craft malthouses are focused on the needs of craft brewers and are working with farmers and breeders to source lower protein and craft-centric malting barley varieties. This presentation will demonstrate that, in addition to barley variety, growing conditions and protein content, stages of the malting process can greatly impact aroma, flavor, color, FAN, DP and Kolbach Index. This panel will provide information on the malt and beer analysis from malt that has been subjected to three final curing temperatures in real production settings.



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### Technical Brewing (Advanced)

#### Yeast Metabolism and Fermentation By-products

Level 2, Portland Ballroom 256-257

*Burghard Meyer*

Presented in association with VLB. Different types of fermentation and the use of different yeast strains influence the character and taste of beer by the production of various fermentation by-products. In this seminar, Burghard Meyer covers options for how to influence the quality of the fermentation process and the quality of the final product.

2:20 PM - 3:20 PM

### Brewery Operations (Fundamentals)

#### Supply Chain Management for Craft Brewers

Level 2, Portland Ballroom 252

*Geof Hasegawa*

An overview of supply chain theory with emphasis on production planning, forecasting and inventory management. Specific topics include seasonal transition, dunnage management and trucking logistics.

### Brewpubs (Fundamentals)

#### Build a Better Beer Dinner

Level 2, Oregon Ballroom 202-203

*Jesse Friedman*

The traditional beer dinner format has grown stale and unexciting. This seminar looks at a variety of ways to inject fresh life and excitement into beer dinners and food pairings.

### Brewpubs (Advanced)

#### Keep Your Brewpub and Brand Relevant

Level 2, Oregon Ballroom 204

*Alicia Barr, Tom Dargen, Andrew Leager, Charlie Papazian*

With new breweries opening nearly every day, it's important to make sure your brewpub and brand stand out. This panel of experts will share ideas for keeping your brand relevant in a growing and changing market.

### Government Affairs (Intermediate)

#### National Guilds Gathering, Part Two: Guild Development

Level 2, Portland Ballroom 254

*Acacia Coast, Pete Johnson*

Participation in guild seminars is strictly limited to guild directors and leadership only. A roundtable dialogue for brewers guild leaders and BA staff on



best practices for developing and maturing the national community of non-profit brewers guilds.

### Packaging Breweries (Advanced)

#### Planning for an Exit: How to Prepare for an Ownership Transition

Level 2, Oregon Ballroom 201

Michael Harden, John McDonald, Christine Perich, JB Shireman, Michael Texido

Join a craft founder, an industry consultant/banker, an ESOP advisor and an estate planning expert as they discuss observations and options surrounding the preparation and execution of an ownership transfer. Whether it be on the near term horizon or in the years to come, planning for these events is some of the most important work you will do.

### Quality (Fundamentals)

#### Quality Control for the Little Folk: Simple Things that Small Breweries Can Do to Have Confidence in Their Beer

Level 1, E 141-144

Nathan Sanborn, Haley Campbell

From the very first barrel, quality pays. What can nano and small breweries do to ensure their beer is at its best? Rising Tide Brewing Company's brewer/owner and director of quality control discuss why implementing a quality control program in a small brewery is vital to success and how it can be done.

### Safety (Fundamentals)

#### Intro to HACCP and GMP for Breweries

Level 2, Portland Ballroom 255

Patrick Staggs, Tatiana Lorca, Rob Fraser

Hazard Analysis and Critical Control Points (HACCP) can be an essential tool in your food safety program. We will break down the basics so you are ready to dive in and put it to use in your brewery. The group will also briefly cover good manufacturing practices for breweries.

### Selling Craft Beer (Fundamentals)

#### Hiring, Training and Managing Craft Beer Salespeople

Level 2, Portland Ballroom 251 & 258

Marc Martin

Learn how to hire, train and manage craft beer salespeople for success. We'll walk through each area and give you real world tactics you can put to use immediately to help drive profitable sales volume.

### Sustainability (Advanced)

#### Sustainability on the Hop Farm

Level 2, Portland Ballroom 253

Gayle Goschie, Carman McKinney, Michael Roy, Graham Gamache

Understanding the state of the hop market and the implications of growing and sourcing sustainably produced hops is an important part of sustainability for breweries. A panel of experts will discuss these issues.

### Technical Brewing (Advanced)

#### Beer Stability and Stabilization

Level 2, Portland Ballroom 256-257

Deniz Bilge

Presented in association with VLB. In this seminar, Deniz Bilge helps brewers determine which components influence haze stability and how to eliminate them.

**INNOVATIVE INGREDIENTS FOR CRAFT BREWS & CIDERS**

Creating and perfecting new fruit flavored artisan brews and ciders requires the highest quality of pure, natural fruit ingredients to bring distinctive aroma, color and flavor to new brews. DMA blends, compounds and packages exotic tropical and traditional fruits to create custom flavor bases for unique beers and ciders.

DMA offers 100% all-natural fruit varieties from the Pacific Northwest and around the world to bring new innovation and creativity to the artisan beer and cider industry. These purees, concentrates and juices bring unique tastes to add distinctive character to a new brew while enhancing its flavor profile for today's microbrew market.

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3:40 PM - 4:40 PM

**Brewery Operations (Advanced)**

**Teaching an Old Bottling Line How Not to Suck (Air)**

Level 2, Oregon Ballroom 202-203

*Steve Panos, Mike Powell, Darron Welch*

A case study describing the process of defining dissolved oxygen standards, standardizing testing procedures and eliminating sources of DO pick-up during the commissioning and operation of an older-model rotary filler.

**Brewpubs (Fundamentals)**

**Financial Economics of a Brewpub**

Level 1, E 141-144

*Dirk Ahlbeck, CPA, CVA*

In this seminar you will learn ways to manage your business and get the most out of your financial information using the balance sheet and income statement as tools. Topics include best practices benchmarking, complex tax compliance issues and unique money-saving deductions and credits available to breweries and brewpubs, as well as product costing.

**Government Affairs (Intermediate)**

**Defending Your Business and the Craft Beer Industry: Lessons & Strategies for Political Effectiveness**

Level 2, Portland Ballroom 254

*Jot Condie, Chris Cramer, Tom McCormick*

Every day forces are at work at the local, state and federal level plotting to curtail or take away the privileges of craft brewers. Experts from California's craft brewing and restaurant industries will share their experiences in getting industry members engaged politically, building coalitions and creating strategic relationships. This session will highlight the steps you can take to get involved politically and help defend your business and our industry.

**Packaging Breweries**

**DIY Beer Fest: Staging a Kickass Beer Event**

Level 2, Oregon Ballroom 201

*Steve Beauchesne, Dick Cantwell, Geiger Powell, Barnaby Struve*

Beer festivals are an excellent way to promote your brand, gain exposure and create ongoing relationships with customers. So why do breweries wait for someone else to do this for them? Our panelists have been staging their own signature festivals for years to help build their brands. This presentation will cover logistics, marketing, branding, staffing and responsibility, as well as pitfalls to avoid and must-do's for your signature event.

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**A STEAMPUNK ODE TO THE CRAFT REVOLUTION**

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— FEATURING —

VAU DE VIRE SOCIETY \* J. BOOGIE, AIMA THE DREAMER & FRIENDS

TRIO MENAGE \* SHOVELMAN \* BLAZE (EXTREME CONTORTION)

PLUS TRAPEZE, THE (INTERNATIONALLY ACCLAIMED) ELECTROSWING & BURLESQUE SENSATION

**THURSDAY, APRIL 16<sup>TH</sup>**

**PURE SPACE - 1315 NW OVERTON - PORTLAND**

**8PM-1AM 21+**

EVENT IN PARTNERSHIP WITH BOELTER BEVERAGE

FOR TICKETS & FULL EVENT INFORMATION PLEASE VISIT [DESCHUTESBREWERY.COM/EVENTS/BEERMACHINES](http://DESCHUTESBREWERY.COM/EVENTS/BEERMACHINES)



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**Quality (Advanced)****Cascade Hops: Quality and Consistency from Field to Brewery**  
Level 2, Oregon Ballroom 204*David Gent, Thomas Shellhammer*

The development, high-quality and consistency of aroma and flavor imparted by hops are critical aspects of brewing high quality beer. Two global experts on hops pathology and chemistry will take turns discussing current knowledge and recent advances in our understanding of crop production, disease issues and brewing chemistry factors that may influence oil content and aroma in Cascade hops and ultimately in beer.

**Quality (Intermediate)****Yeast: The Owner's Manual**

Level 2, Portland Ballroom 256-257

*Alastair Pringle*

Unlike other brewery equipment, brewers yeast does not come with an operator's manual. This talk will cover the essentials of yeast management, including feeding, pitching, cropping and storage of your yeast. Selecting and renewing your yeast as well as handling contamination of your yeast will also be covered.

**Selling Craft Beer (Intermediate)****We Picked A Wholesaler. Now What?**

Level 2, Portland Ballroom 251 &amp; 258

*Jessica Jones, Rusty Wortman*

A session for breweries that have picked a wholesaler. Seminar covers next steps and what breweries need to think about to get things rolling.

**Start-Ups (Fundamentals)****Legal Guide to the Basics for the Start-Up Brewery**

Level 2, Portland Ballroom 252

*Candace L. Moon*

Craft beer attorney Candace L. Moon covers basic business law, leases/contracts, trademarks, licensing and basic employment law.

**Technical Brewing (Intermediate)****Mixed Culture Fermentation in a Production Brewery**

Level 2, Portland Ballroom 253

*Peter Bouckaert, Garrett Crowell, Jason Hansen, Chad Jakobson*

In this panel, brewers from various backgrounds share their experiences conducting mixed culture fermentations in a production brewery setting. Brewers will discuss mixed culture fermentation philosophy, old and new world techniques, and troubleshooting.



# Hospitality Suites, Demonstrations and Official Nightly Events Schedule

## Tuesday, April 14

10:30 AM - 1:30 PM

### SPONSORED TOUR

#### Marks Design & Metalworks/ Brewery Tour

##### Marks Design & Metalworks

*Marks Design & Metalworks*

Marks Design & Metalworks – USA manufactured brewery tanks and systems is hosting the Tank Spectacular Tour. We're the home of the largest ASME brew tank built on the West Coast. Join us and learn about the process of brewhouse design and manufacturing. Come have lunch, meet the crew and check out Ghost Runners Brewery located onsite. Lunch is on us! Sign up for transportation pick up at the Oregon Convention Center in Portland. Closed toe shoes and age 21+ required.

Schedule: 10:30 AM: Bus pickup at Oregon Convention Center. 11:00 AM: Join us at Marks Design & Metalworks. 1:30pm: Bus returns to Oregon Convention Center. Please register at: <http://marksdmw.com/pages.php?p=274>.

3:00 PM - 6:00 PM

### HOSPITALITY SUITE

#### German Hop Growers Association/ Hallertau Hop Growers Association

Level 1, B 113-116

*German Hop Growers Association/Hallertau Hop Growers Association*

## Wednesday, April 15

11:30 AM - 1:00 PM

### SPONSORED DEMONSTRATIONS

#### Beer Labels 101

Level 1, B 110-112

*Inland Label*

Long known as a premier label printer for the craft brewing industry, Inland Label takes you on a crash course of label knowledge during Beer Labels 101. Great for beginners and those looking to refresh their label knowledge, this course will cover label types, print processes and label production. Free for all BrewExpo attendees. Please register in advance at [beerlabels101.com](http://beerlabels101.com).

#### Brewery Operational Headaches: Ask the Experts

Level 1, B 117-119

*Baker Tilly Virchow Krause, LLP*

Scott Ebert of Baker Tilly will moderate a distinguished panel of experts from across many aspects of craft brewery life, including CFO and financial consultants, sales chain and distribution consultants, legal advisors, and M&A advisors specific to the space. Due to popular demand, we will offer an open forum aimed at helping you maximize the value of your brewery and leverage it to accelerate growth and optimize profitability. Receive inside tips on proven methods and best practices in developing and managing territories, use/management of distribution rights, operational trends and more. No matter what stage you are in, this session will benefit you.

#### How to Build a Brewery

Level 1, B 115-116

*TurnKey Brewery & Restaurant Consulting*

Do you have a vision, a dream, of owning a brewery, distillery, restaurant or brewpub? TurnKey has extensive experience to make your dream a reality. They offer consultation on design, layout, equipment sourcing, build-out, operations, staff sourcing, training, and growth strategies. Turnkey specializes in building or retrofitting businesses into efficient and profitable breweries and/or restaurants. Join TurnKey as they discuss the phases, timelines, challenges and joys of making your brewery dreams come true.

#### Natural Ingredients for Craft Beers, Hard Ciders & Hybrid Beverages

Level 1, A 105-106

*Doehler USA, Inc.*

Craft brewers in the United States have successfully grown U.S. and global consumers' appetite for unique and premium beers and ciders. This growth has driven brewers to innovate around taste and production methods. Participants in this discussion will learn about convenient and natural brewing ingredients for creating some of these unique and innovative products such as premium fruit cider, gluten free beer, and shandies. Ingredients will be featured in products for tasting.

1:00 PM - 1:45 PM

### SPONSORED DEMONSTRATION

#### From Craftsman to Designer through Taste Innovation

Exhibit Hall A

*Sensient Flavors*

Traditional beer styles have rules and recipes that have been adhered to for centuries. The craft beer market is breaking them—mixing and matching hops and malts from different styles and adding ingredients never before seen in a brew. There's a science to constructing a balanced profile in your beer. Learn how to add top, heart and base notes to build a remarkable, one-of-a-kind pint that consumers won't soon forget.

3:00 PM - 3:45 PM

### SPONSORED DEMONSTRATION

#### Road Map to a 20% Share

Exhibit Hall A

*Brew Hub*

Brew Hub's team of Tim Schoen, Jerry Mullane, Dr. Paul Farnsworth and Jim Ottolini will discuss the challenges of the craft beer industry growing to 20 percent share by 2020. This will include a discussion of contract brewing as well as Brew Hub's new model of Partner Brewing. This presentation will feature a tasting of Brew Hub's Craft Collection, a Q&A session and an announcement of Brew Hub's latest news.

3:30 PM - 6:00 PM

### HOSPITALITY SUITES

#### Ardagh Group, Glass - North America

Level 1, B 117-119

*Ardagh Group, Glass - North America*

#### Cascade Floors

Level 1, A 107-109

*Cascade Floors*

#### HACH

Level 1, B 110-112

*HACH*

#### Micro Matic

Level 1, B 113-116

*Micro Matic*

#### Washington Beer Commission

Level 1, A 105-106

*Washington Beer Commission*

**6:00 PM - 9:00 PM**

**OFFICIAL NIGHTLY EVENT**

**Crosby Hop Farm Open House**

**Crosby Hop Farm 8648 Crosby Road  
Northeast, Woodburn, OR 97071**

*Crosby Hop Farm*

Experience the farm to pint movement on April 15 at Crosby Hop Farm's open house. Meet the hop growers, network, imbibe and listen to live music. Tour the certified salmon-safe farm and see how its pellet plant combines art and science to produce craft-worthy hops.

**6:00 PM - 11:59 PM**

**OFFICIAL NIGHTLY EVENT**

**Lagunitas Brewing Co.**

**Location TBD**

*Lagunitas Brewing Co.*

Lagunitas will be throwing two parties on Wednesday, April 15—at the same time!—both featuring live music and performers. They'll be a hundred feet away from each other. One party is for the bright and cheery vibe and one for the dark and scary vibe. Pick your poison! Shuttles provided from convention center and nearby hotels. Bring your badge and your thirst—and come early, as they'll fill up.

**Thursday, April 16**

**11:00 AM - 11:45 AM**

**SPONSORED DEMONSTRATION**

**Best Practices in Brewery Date Coding**

**Exhibit Hall A**

*Domino Printing*

Cans, Bottles and Cartons - Learn from Domino experts George Allen and Jack McMahon as they share their experience delivering solutions for printing date/lot/batch codes on beer bottles, cans, kegs and cartons. Case studies referencing successful installations at Firestone Walker and Victory Brewing will be discussed. In addition, an interactive discussion on date coding innovations and best practices will take place to ensure your organization is using the best possible coding solution.

**11:00 AM - 12:30 PM**

**SPONSORED DEMONSTRATIONS**

**Cash is King: How to Successfully Raise Capital**

**Level 1, A 107-109**

*Winthrop & Weinstine, P.A.*

Whether you are a brewery-in-planning or a rapidly growing brewery, one of the primary challenges you'll face is determining the most effective way to finance your growth and expansion. In this open format session, our panel of financial and legal experts will discuss various growth strategies and answer your questions on topics such as traditional private placements, crowdfunding, SBA and conventional bank loans, and strategic tax planning.

**How Craft Breweries use OrchestratedBEER**

**Level 1, B 117-119**

*OrchestratedBEER*

**Tasting Experimental Hops**

**Level 1, A 105-106**

*S.S. Steiner, Inc*

Please join us for a private tasting of beers brewed with Hopsteiner Lemondrop, Experimental 06277 and Experimental 07270 hops. Learn firsthand what exciting new flavors and aromas are available from the Hopsteiner hop breeding program in Yakima, Washington. Want more information or have questions? Visit us at booth 2478/2480 to evaluate these hops. We will also have samples of Calypso, Experimental 05256, Apollo, Bravo, Delta and Super Galena.

**The Right Glass Makes a Difference**

**Level 1, B 113-116**

*Spiegelau*

Forever change the way you think about serving and enjoying craft beer. The Spiegelau craft beer tasting shows you how. Learn firsthand how color, clarity, aroma, temperature and effervescence are all dramatically enhanced with Spiegelau glass versus the standard type of beer glasses we have all become accustomed to. Come enjoy craft beer the way it was intended to be and go home with a beautiful Spiegelau craft Beer tasting set to keep.

**Using RoTech Diagnostic Kegs to Optimize Your Keg Line**

**Level 1, B 110-112**

*MicroStar Logistics*

As part of MicroStar's commitment to continuous improvement, they have partnered with RoTech to provide more brewers with access to RoTech Monitoring Kegs (kegs fitted with leading-edge sensors and a data logger). With this technology, you can "see" what happens inside the keg on your kegging line. This demonstration will benefit both MicroStar customers and brewers who own their own kegs.

**1:00 PM - 1:45 PM**

**SPONSORED DEMONSTRATION**

**Crafting Glassware for Craft Beer: the Art of Custom Glass**

**Exhibit Hall A**

*Chrislan Inc. & Rastal*

Join RASTAL experts as they discuss the significance of the craft beer glass. RASTAL has been shaping the world of modern glass design for over a decade. With more than 180 design awards, RASTAL is internationally recognized as a successful supplier of branding solutions. RASTAL's design processes, decoration techniques, and strengthening options will be discussed as they reveal their latest craft beer designs. This is an opportunity to talk with true glass experts.

**3:00 PM - 3:45 PM**

**SPONSORED DEMONSTRATION**

**Effective Ways to Tell Your Brewery's Story**

**Exhibit Hall A**

*DRAFT Magazine*

Our readers are your drinkers, so it's increasingly important to effectively engage with media. In this panel seminar, you'll hear from PR and media professionals about preparing your brewery for local and national coverage and ensuring that your story gets told. We'll also explore the relationship between you and journalists, the reasons some news items get covered and others don't, and the important line between advertising and editorial. Plus, we'll share helpful tips on how to effectively tell your own story using social media platforms.

**3:30 PM - 6:00 PM**

**HOSPITALITY SUITE**

**Brewers Supply Group**

**Level 1, B 113-116**

*Brewers Supply Group*

HACH's resident brewing expert Chaz Benedict will be on hand to talk and answer questions. Join Hach for lots of food and beer—and a chance to win your very own

**Hop Growers of America**

**Level 1, A 105-106**

*Hop Growers of America*

**Neenah Paper**

**Level 1, A 107-109**

*Neenah Paper*



## The Cincinnati Insurance Companies

Level 1, B 117-119

*The Cincinnati Insurance Companies*

HQ40d for measuring pH and high level dissolved oxygen!

## Weber-Stephen Products

Level 1, B 110-112

*Weber-Stephen Products*

## 8:00 PM - 11:59 PM

### OFFICIAL NIGHTLY EVENT

#### Beer Machines: A Steampunk Ode to the Craft Revolution

Pure Space 1315 Northwest Overton Street, Portland, OR

*Columbia Distributing*

Deschutes Brewery and Columbia Distributing welcome Craft Brewers Conference attendees to Portland...steampunk style! Deschutes and Columbia will turn on the taps, turn up the volume and throw a HUGE party in Pure Space, located at 1315 Northwest Overton Street. Multiple tantalizing entertainment acts will keep you movin', groovin' and intrigued all night long—while simultaneously you can check out, bid on and potentially win a custom-built beer machine to take home with you! This event goes until 1:00 am. Full entertainment lineup, event and ticket information can be found at [deschutesbrewery.com/events](http://deschutesbrewery.com/events).

## 8:00 PM - 11:59 PM

### OFFICIAL NIGHTLY EVENT

#### We Can Jam

The Wonder Ballroom 128 NE Russell St., Portland, OR 97212

*Wild Goose Canning*

Presented by the craft industry's most popular name in canning, the party begins at 8:00 pm on Thursday with live music and canned beer and goes until 1:00 pm. The Supersuckers perform a rare dual set of country and punk that's led to them recording with legends including Willie Nelson, Eddie Vedder, Motorhead and The Ramones. Local favorite Scott Pemberton Trio opens this CANtageous event at The Wonder Ballroom, 128 NE Russell Street. For tickets, see a participating sponsor listed at <https://www.facebook.com/weCANjam>.

## Friday, April 17

### 9:00 AM - 10:30 AM

### SPONSORED DEMONSTRATIONS

#### How to Build a Brewery

Level 1, B 117-119

*TurnKey Brewery & Restaurant Consulting*

Do you have a vision, a dream, of owning a brewery, distillery, restaurant or brewpub? TurnKey has extensive experience to make your dream a reality. They offer consultation on design, layout, equipment sourcing, build-out, operations, staff sourcing, training, and growth strategies. Turnkey specializes in building or retrofitting businesses into efficient and profitable breweries and/or restaurants. Join TurnKey as they discuss the phases, timelines, challenges and joys of making your brewery dreams come true.

### 11:00 AM - 1:30 PM

### HOSPITALITY SUITE

#### Cypress Grove Chevre, Inc.

Level 1, B 113-116

*Cypress Grove Chevre, Inc.*

Talkin' bout a Cypress Grove Chevre! What do you get when you cross Cypress Grove Chevre with great beer? It's a Chevre! Come eat great cheese and artisan salami, and wash it

down with insanely good beer. Join the quirky Grovers straight 'outta Humboldt County and get a taste for some of their favorite pairings. Become a Chevre! at Cypress Grove Chevre's goat bar—there'll be plenty of food and drink for all.

#### Live Oak Bank

Level 1, B 110-112

*Live Oak Bank*

#### Oregon Brewers Guild

Level 1, A 105-109

*Oregon Brewers Guild*

### 6:30 PM - 11:59 PM

### OFFICIAL NIGHTLY EVENT

#### The 2015 Oskar Blues ENCORE with Pinner

Jupiter Hotel 800 E Burnside St., Portland, OR 97214

*White Labs*

The Oskar Blues ENCORE will be the party closing out the 2015 Craft Brewers Conference (and the sole CBC Official Nightly Event on Friday), celebrating the release of OB's newest brew, Pinner. Hosted by White Labs, the throw-down for this throwback IPA will take over the entire outdoor compound of the Jupiter Hotel with a barcade and lounge, and will feature a VIP Hang Zone and live entertainment in the Doug Fir Bar & Rock Club. Pinner IPA Happy Hour starts at 6:30.



# 2015 SPEAKERS

SPEAKERS



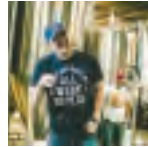
Dirk Ahlbeck



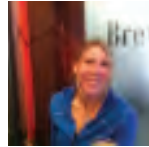
Mike Altman



Matt Bailey



John Barley



Alicia Barr



Ben Basalay



Steve Beachesne



Abby Berman



Deniz Bilge



Jeff Billingsley



Margaret Bishop



Peter Bouckaert



Brook Bristow



Tyler Brown



Sean Burke



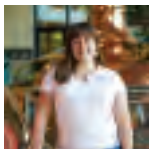
Haley Campbell



Dick Cantwell



Larry Chase



Cheri Chastain



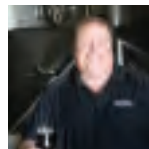
Acacia Coast



Dave Cole



Jot Condie



Chris Cramer



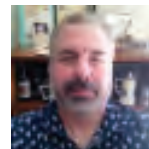
Garrett Crowell



Dave Currier



Ray Daniels



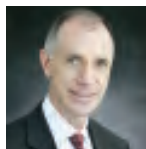
Tom Dargen



Mike Davis



Paul Dean



Art DeCelle



Jan Derer



Scott Dietrich



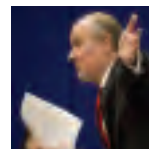
Greg Dolan



Wesley Donehue



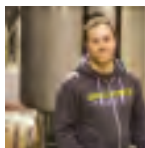
Adam Dulye



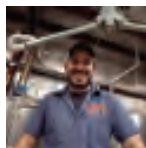
Tuck Duncan



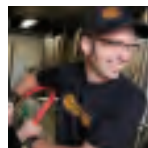
Scott Ebert



Ben Edmunds



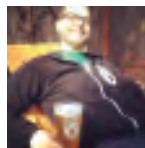
Jeff Erway



Christian Ettinger



Pat Fahey



Eric Feldman



Janet Fletcher



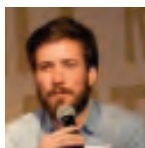
Wyndee Forrest



Rob Fraser



Jesse Friedman



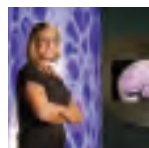
Andy Fyfe



Graham Gamache



Tommy Gannon



Nicole Garneau



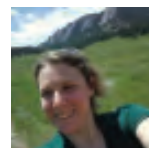
Paul Gatza



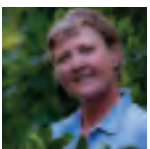
Dave Gent



Matt Gilliland



Reva Golden



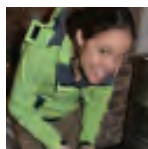
Gayle Goschie



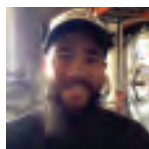
Katy Greiner



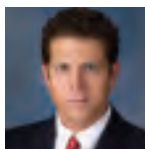
David Grinnell



Lindsay Guerdrum



Jason Hansen



Mike Harden



John Harris



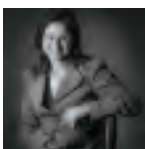
Geof Hasegawa



Todd Hasselbeck



Joe Hertrich



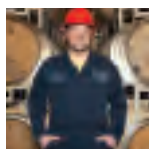
Julia Herz



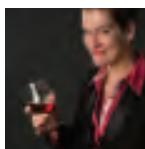
Martha Holley-Paquette



Larry Horwitz



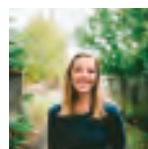
Ian Hughes



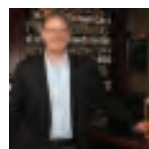
Ginger Johnson



Pete Johnson



Jessica Jones



Lester Jones





Steve Jones



Sylvia Kopp



Michael LaCouture



Eric Larkin



Mike Lawinski



Andrew Leager



Andrew Lemley



Ashton Lewis



Yuhang Lin



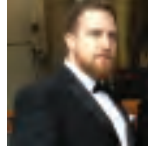
Anda Lincoln



Laura Lodge



Tatiana Lorca



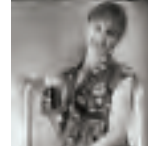
Ben Love



Jeff MacWain



John Mallett



Alissa Marquess



Michael Marquess



Craig Marshall



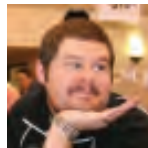
Battle Martin



Marc Martin



Ruth Martin



Andrew Mason



Alva Mather



Will McCameron



Tom McCormick



Tony McCrimmon



John McDonald



Carman McKinney



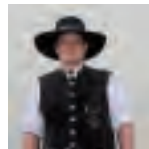
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Matt Meadows



John Mercer



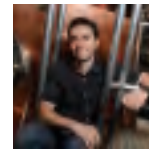
Burghard Meyer



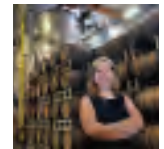
Will Meyers



Jason Milburn



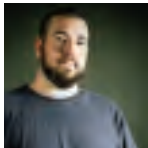
Walker Modic



Candace Moon



Randy Mosher



Erik Lars Myers



Cyrena Nouzille



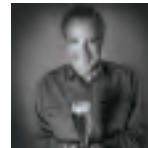
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RJ OHara



Steve Panos



Charlie Papazian



Megan Parisi



Steve Parkes



Christine Perich



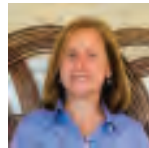
Jason Perkins



Geiger Powell



Alastair Pringle



Mellie Pullman



Matt Rattner



Marc Rauschmann



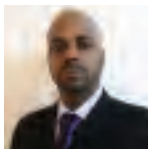
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Eppa Rixey



Madison Roane



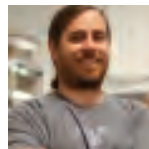
Michael Roy



Tim Rynders



Jill Sacco



Nathan Sanborn



Kevin Sandefur



Melanie Sandefur



Christina Schonberger



Paul Schwarz



Melinda Sellers



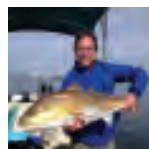
Daniel Sharp



Thomas Shellhammer



Chris Shields



JB Shireman



Gabe Sierra



Simon Sinek



Rob Singleton

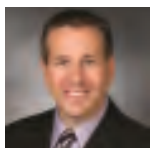


Jaime Smith

# 2015 SPEAKERS



Patrick Smith



Marc Sorini



Patrick Staggs



Andrea Stanley



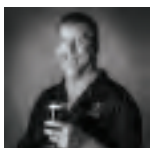
Benj Steinman



John Stier



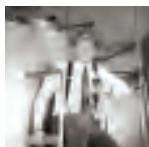
Tim Suprise



Chris Swersey



Kara Taylor



Michael Texido



Whitney  
Thompson



Duke Tufty



Andrew Turner



Jean-Pierre Veillet



Dan Vollmer



Katie Wallace



Michael Warren



Bart Watson



Darron Welch



Bump Williams



Neil Witte



Sebastian Wolfrum



Rusty Wortman



Chad Yakobson



Nate Yovu



## Dirk Ahlbeck, CPA, CVA

Partner, BDO USA, LLP  
dahlbeck@bdo.com

Dirk Ahlbeck is the primary partner of the Chicago-area office of BDO USA, LLP. Dirk is a leader for the brewery practice at the firm and specializes in serving clients in the brewery and restaurant industry, including brewpubs. He has worked on a variety of brewery projects including financial accounting systems, budget projections and business plans and addressing tax deductions, and compliance issues unique to the brewing industry.

## Michael Altman

Proprietor/Brewmaster/Talent Buyer,  
Iron Springs Pub & Brewery  
info@ironspringspub.com

Michael Altman has been a professional brewer for over 20 years, brewing in Oregon, Colorado and California. His beers have won numerous awards at both the Great American Beer Festival® and World Beer Cup®. Before entering the brewing world, Michael was a trained professional chef, honing his skills in restaurants around the globe. For the past 10 years, Michael and his wife Anne have owned Iron Springs Pub & Brewery in Fairfax, Calif., a certified green business. Iron Springs is a full-service restaurant and brewpub specializing in upscale pub food and handcrafted beers, and produces approximately 2,000 barrels a year.

## Matthew Bailey

Maintenance and Engineering Manager,  
Odell Brewing Company  
mattbailey@odellbrewing.com

Matt Bailey is maintenance and engineering manager at Odell Brewing Company. He oversees maintenance, installation of new production equipment, process improvement and facility upkeep. Matt attended Old Dominion University and Colorado State University to acquire a B.S. in electrical engineering. While in college, he picked up homebrewing as a hobby, which helped fuel his passion for beer before joining the brewery workforce. Prior to joining Odell Brewing Company in 2010, he was employed at Anheuser-Busch in Fort Collins, Colo., working in several different areas including instrumentation, packaging process improvement and maintenance reliability, as well as serving as a project engineer.

## John Barley

Co-Founder/CEO, Solemn Oath  
Brewery  
john@solemnoathbrewery.com

John Barley, co-founder and CEO of Solemn Oath Brewery, has cultivated his passion for Belgian-inspired and American-style beers into one of the most respected small breweries in America. Barley also serves as president of the Illinois Craft Brewers Guild.

## Alicia Barr

Co-Founder/President, FiftyFifty  
Brewing Co.  
alicia@fiftyfiftybrewing.com

Alicia Barr co-founded FiftyFifty Brewing Co. with her husband Andy in 2007. After spending eight years at Hewlett Packard as an R&D engineer, she quit her job, sold their house and stock options, moved to Truckee and put everything they had into beer. Alicia does everything from CFO responsibilities to Eclipse brand management, to assistant brewing, to bartending, to customer service, to janitorial duties and loves every moment of it.

## Ben Basalay

Project Manager, RB+B Architects, inc.  
bbasalay@rbbarchitects.com

Ben Basalay is project manager at RB+B Architects in Fort Collins, Colo. He has been with the firm for 14 years and is responsible for assembling complex design solutions and coordinating with owners, designers, engineers, general contractors and product manufacturers on projects of various sizes and scope. As a homebrewer for the past 16 years, Ben's love for the craft of beer making gives him special insight in his job of supervising the design and construction of brewing facilities. Ben attended Southern Illinois University at Carbondale, earning a Bachelor of Science in architectural studies. He is a licensed architect in the state of Colorado and a member of the American Institute of Architects. He is a LEED Accredited Professional and has worked as an on-call wildland firefighter for the Larimer County Sheriff's Office Emergency Services Division for the past 12 years.

## Steve Beauchesne

CEO/Co-Founder, Beau's All Natural  
Brewing  
steve@beaus.ca

Steve Beauchesne (boh-shayne) is imported from Ontario, Canada, where he heads up a friends-and-family, certified-organic, award-winning, DIY-ethic craft brewery called Beau's

All Natural. An innovator and visionary, Steve relies on inspired marketing and kickass graphic design to build the Beau's brand. Steve certified Beau's All Natural as Canada's first-ever B Corp brewery, founded February 1 as International Gruit Day and successfully lobbied to have some of Canada's beer laws changed to recognize the rights of craft brewers. Steve is founder of Go! Go! Go! Records. He plays guitar, keyboards and trumpet, using all three chords and a metric ton of enthusiasm. An international man of intrigue, Steve is vice chairman and board member of the Ontario Craft Brewers Association and a frequent guest of honor and presenter at craft brewing, culinary and entrepreneurial seminars and events. Don't tell anyone, but he's also a former public servant. He lives in Vankleek Hill (a town that has more cows than people) in Eastern Ontario, Canada, and his kids think he's a bit of a goofball.

## Abby Berman

Vice President, The Rosen Group  
abby@rosengrouppr.com

As vice president at The Rosen Group, Abby Berman leads the media relations team assigned to the Brewers Association account. Since joining The Rosen Group in 2007, Abby has worked with a number of high profile clients including *The Atlantic*, Nielsen, Hemispheres, *The Daily Meal*, The Nature Conservancy, *YourTango* and International Fund for Animal Welfare, and was instrumental in the launch of University of the People. Previously, Abby served as a senior media specialist at Rubenstein Associates, providing generalist media support to a wide range of clients while handling a daily frenzy of media calls and breaking news bulletins.

## Deniz Bilge

Senior Consultant, VLB Berlin  
bilge@vlb-berlin.org

Deniz Bilge began his brewing career with his technical apprenticeship as a brewer and maltster at Beck & Co. Brewery in Bremen, Germany. With a doctorate degree in brewing technology, Deniz has worked in the supplying industry and as technical director in an industry brewery before returning to VLB in Berlin in 2010 to work as a senior consultant and lecturer. As deputy department chief of the Research Institute for Beer and Beverage Production he is mainly responsible for technological aspects and scientific research projects. Deniz holds lectureships in the international VLB brewmaster courses as well as at the Technical University in Berlin.

**Jeff Billingsley**

Director of Marketing, Deschutes Brewery  
[JBillingsley@deschutesbrewery.com](mailto:JBillingsley@deschutesbrewery.com)

Jeff Billingsley joined Deschutes Brewery as director of marketing in 2012. Billingsley came to Deschutes with 18 years in the beer business, with positions at MillerCoors and Coors Brewing Company. He attended Arizona State University and graduated with a Bachelor of Science in marketing communication.

**Margaret Bishop**

Manager, Worthy Brewing

Margaret Bishop is co-owner, CFO and chief tasting manager of Worth Brewing Company in Northwood, Iowa. With the motto "What's the worst that can happen?", the nano-brewery was born eight years ago. Margaret is a professional engineer who owns and operates a consulting engineering firm specializing in energy efficiency, benchmarking, utility analysis and sustainability. Nearly 20 years of experience in helping improve and reduce energy use is guiding her design of Worth Brewing Company's expansion.

**Peter Bouckaert**

Brewmaster, New Belgium Brewing Company

[pbouckaert@newbelgium.com](mailto:pbouckaert@newbelgium.com)

Peter Bouckaert has been brewmaster at New Belgium Brewing Company since 1996. He studied engineering biochemistry, specializing in brewing and fermentation technology, at the University of Ghent, Belgium. In Belgium he worked in Brewery Rodenbach, Zulte and De Gouden Boom and started his own brewpub, De Zwingel.

**Brook Bristow**

Executive Director/General Counsel,  
 South Carolina Brewers Association  
[bbristow@bnmlaw.com](mailto:bbristow@bnmlaw.com)

Brook Bristow is executive director, general counsel and spokesman for the South Carolina Brewers Guild. Since joining the guild in 2013 as a volunteer, he has played a large role in two monumental pieces of legislation that have moved South Carolina forward into a new era of growth for craft beer. He is also an associate attorney at Bradford Neal Martin & Associates, PA in Greenville, S.C., where he represents small businesses, including numerous South Carolina breweries, brewpubs and retailers. He runs the Beer of SC blog, where he focuses on legal issues affecting small brewers. He also writes for *Southern Brew News*, is a contributor to *BreweryLaw.com* and *CHSBeer.org*, is former president of the Upstate Brewtopians homebrew club, and is a co-founder of Greenville Craft Beer Week.

**Tyler Brown**

Co-Owner, Barley Brown's Beer  
[tylerbrown@barleybrowns.com](mailto:tylerbrown@barleybrowns.com)

Tyler Brown is founder and co-owner of Barley Brown's Brew Pub located in the rural Northeast Oregon town of Baker City. Established in 1998, Barley Brown's has two brewery locations in Baker City, the original brewpub and a small production brewery across the street. Barley Brown's beers have won numerous national and international awards.

**Sean Burke**

Head Brewer, The Commons Brewery  
[sean@commonsbrewery.com](mailto:sean@commonsbrewery.com)

Sean Burke is the head brewer at The Commons Brewery in Portland, Ore. A native Oregonian and true beer enthusiast, he holds a master brewer certificate from the World Brewing Academy. Extensive traveling throughout Europe has helped to influence the styles and processes Sean brings to The Commons Brewery, which is known for its continental European styles of beer, with a focus on Belgian and French farmhouse beers as well as traditional European lagers.

**Haley Campbell**

Director of Quality Control, Rising Tide Brewing Company

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# YAKIMA/HOP UNION

**haley.h.campbell@gmail.com**

Haley Campbell joined Rising Tide Brewing Company in Portland, Maine, as director of quality control in 2014. Prior to this, she worked as a laboratory technician and production assistant at Sebago Brewing Company. She graduated from Bates College in 2011 with a degree in environmental chemistry and completed the American Brewers Guild Intensive Brewing Science & Engineering course in 2013. She loves the supportive community within the craft beer industry in the U.S. and is a member of the Master Brewers Association of the Americas and the American Society of Brewing Chemists. She has enjoyed beer in 43 U.S. states and 17 different countries and counting.

**Dick Cantwell**

**Head Brewer/Co-Founder, Elysian Brewing Company**  
**dickcantwell30@gmail.com**

Dick Cantwell has been brewing professionally in Seattle since 1990, and he co-founded Elysian Brewing Company in 1996. Elysian operates four pub locations and a production brewery. Dick co-authored *Barley Wine* in Brewers Publications' Classic Style series and wrote *The*

*Brewers Association's Guide to Starting Your Own Brewery*, second edition. He received the Russell Schehrer Award for Innovation in Craft Brewing in 2004.

**Mark Carpenter**

**Sales Director North America, Franke Beverage Systems**

**mark.carpenter@franke.com**

Mark Carpenter began working for Franke Beverage Systems in January 2009. One of his first tasks at Franke was to develop keg service and repair capabilities, which allowed him to see every conceivable keg failure mode and their respective results. In addition, as a part of Franke's Global Network Keg Services (GNKS), Mark regularly meets with other GNKS members from the UK, Germany, Czech Republic and Poland to discuss keg repair techniques, failure modes, and handling methods and logistics.

**Larry Chase**

**Brewer, Standing Stone Brewing Company**

**larry@standingstonebrewing.com**

After leaving seminary, Larry decided a brewing career was his higher calling. He first learned on the job and then attended the American Brewers Guild course. He subsequently worked at two brewpubs before landing at his current position at Standing Stone Brewing Co. in Ashland, Ore. Larry has developed and led server beer training programs throughout his career. He currently holds a brewpub seat on the BA Board of Directors.

**Cheri Chastain**

**Sustainability Manager, Sierra Nevada Brewing Company**  
**cheri@sierranevada.com**

Cheri Chastain is sustainability manager for Sierra Nevada Brewing Company in Chico, Calif. and co-chair of the BA sustainability subcommittee. Cheri has been with the company for more than eight years and is responsible for educating employees on environmental issues and programs, maintaining current policies and projects, and working on new project development. Among many tasks, Cheri is responsible for monitoring energy use and generation, managing the zero waste program, researching and implementing alternative fuel options and working on water conservation and reuse. Cheri has a B.A. and an M.A. in environmental geography.

**Acacia Coast**

**State Brewers Association Coordinator, Brewers Association**

**acacia@brewersassociation.org**

After developing an appreciation for craft beer while living in Portland, Ore., Acacia moved to Durango, Colo., for college, and finished her degree in international business in Chambéry, France. After college, she began work with the Center for Creative Leadership, a world-renowned non-profit executive leadership and research organization. During her four years at CCL, she coordinated and managed leadership programs for executives from countless industries around the world. Currently, Acacia works with the BA's government affairs team as the state brewers associations coordinator, traveling the nation in support of America's craft brewers guilds.

**Dave Cole**

**Co-Founder/Co-Owner, Epic Brewing Company**

**dave@epicbrewing.com**

A native of southern California, Epic Brewing Company co-founder and co-owner Dave Cole earned a B.S. in biology with a focus on marine sciences at San Diego State University. While managing production and product development

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for an aquaculture company in the Bay Area in the late 1980s he became passionate about craft beer. In 1992 he moved to Salt Lake City to start an aquaculture company with his business partner Peter Erickson. The company became the second largest in the industry with global operations and distributor partnerships in 25 countries. In 2008, Utah law changed allowing these two entrepreneurs to pursue opening a strong beer microbrewery. In 2013, Epic opened a second, larger production brewery/taproom in Denver, Colo. Epic Brewing brews over 40 distinct brands of beer and is distributed in 19 states as well as internationally.

### Jot Condie

**President/CEO, California Restaurant Association**

[jcondie@calrest.org](mailto:jcondie@calrest.org)

Jot Condie joined the California Restaurant Association (CRA) in 1999 as senior vice president of government affairs and public policy, serving as chief lobbyist and strategist in California. He was promoted to president and chief executive officer of CRA and its educational foundation in 2004. Jot serves as vice chairman of operations for the California Tourism Commission and was appointed to the Dream Big Initiative task force charged with maintaining California's competitiveness as a global travel destination. He also serves as a board member for the California International Relations Foundation.

### Chris Cramer

**CEO/Co-Founder, Karl Strauss Brewing Company**

Chris Cramer has been making beer in paradise since 1989 when he and his business partner, Matt Rattner, co-founded Karl Strauss Brewing Company, the first new brewery to open in the city of San Diego in more than 50 years. Since then, Chris has worked to grow San Diego's craft brewing industry, opening the city's first distributing brewery in 1991 and over the years adding seven more high-volume brewery restaurants. While to date their operations have focused on the local California market, Karl Strauss has grown to become one of the top 50 craft brewers in the U.S., and in 2014 was named one of The Future 50, *Restaurant Business Magazine's* annual ranking of the fastest growing small chains in America. Chris takes particular pride in having introduced many Southern Californians to their first craft beer.

### Garrett Crowell

**Head Brewer, Jester King Brewery**

Garrett Crowell is head brewer for Jester King

Brewery in Austin, Tex. He has curated a successful mixed culture fermentation program that is used to ferment all of the beer at Jester King, utilizing an evolving mixture of brewers yeast plus wild yeast and bacteria harvested from the brewery's Hill Country surroundings.

### David Currier

**Safety Manager, Bell's Brewery, Inc.**

David Currier is safety manager for Bell's Brewery, Inc. His career of over 25 years has included leading the health and safety program for a major dental products manufacturer, managing the occupational health program at an international risk management consulting firm and sustaining the safety, health and environmental activities of the world's largest printing ink, coatings and press room consumable manufacturer. He is a member of the Brewers Association's safety subcommittee and past chairperson of the Michigan Safety Conference's industrial hygiene and health care divisions. He holds a Master of Science in occupational and environmental health from Wayne State University and a Bachelor of Science from Madonna University with a dual major in occupational safety and health as well as fire science protection and a minor in emergency medical services. He is a Certified Industrial Hygienist (CIH) as well as a Certified Safety Professional (CSP).

### Ray Daniels

**Founder and Director, Cicerone Certification Program**

[ray@cicerone.org](mailto:ray@cicerone.org)

Internationally known beer expert Ray Daniels is the founder and director of the Cicerone® Certification Program—the standard for beer sommeliers—and is a member of the senior faculty of the Siebel Institute of Technology, America's oldest brewing school. He is a veteran author, beer educator and event promoter whose work has touched brewers and beer lovers in dozens of countries. In 2007, Daniels began development of the Cicerone program which launched in 2008 and has grown to be the global leader in beer server certification. To date, more than 45,000 individuals have been certified at the first level and more than 1,500 have achieved the title of Certified Cicerone.

### Tom Dargen

**Director of Operations, CraftWorks Restaurants and Breweries Inc.**

[tdargen@cwrestaurants.com](mailto:tdargen@cwrestaurants.com)

Tom Dargen is the director of brewing operations for CraftWorks Restaurants and Breweries, where he oversees the Gordon Biersch group of 35 restaurant-breweries and brewers spread

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across the United States and Taiwan. He began his brewing career at the first brewpub in Colorado back in 1988 and has designed, built, managed and consulted on scores of brewery restaurants, working with both iconoclastic individual owners and big multi-unit corporations.

### Mike Davis

**Category Manager  
Fry's, Smith's and Central Divisions,  
Kroger**  
[mike.davis@kroger.com](mailto:mike.davis@kroger.com)

Mike started with Kroger in May 2000 on the corporate brand side of the business. In 2007 he was promoted to category manager for several different commodities including adult beverage in the Central division (Indianapolis). As the company started to centralize, Mike was promoted to general office in 2010 and has managed all three adult beverage commodities and worked with several different divisions. Mike is a Cicerone Certified Beer Server and this is his first year attending Craft Brewers Conference.

### Paul Dean

**President, Samskip Logistics**  
[paul.dean@samskip.com](mailto:paul.dean@samskip.com)  
Paul Dean has 30 years of international logistics

experience, with a specialty in temperature controlled (perishable) commodities.

### Arthur DeCelle

**Counsel, McDermott Will & Emery LLP**  
[adecelle@mwe.com](mailto:adecelle@mwe.com)

Arthur J. DeCelle is counsel in the law firm of McDermott Will & Emery LLP in the firm's Washington, D.C. office. He focuses his practice on alcohol beverage regulation and distribution issues at all levels of government and on legal and public policy challenges facing heavily regulated industries. Prior to joining McDermott, Art was the general counsel of the Beer Institute for 16 years. From 1981 to 1993, he held senior staff positions in the U.S. House of Representatives and worked on several federal political campaigns. He is admitted to practice in Virginia and the District of Columbia.

### Jan Derer

**Deputy CEO, Derer Import GmbH**  
[j.derer@derer-bier.de](mailto:j.derer@derer-bier.de)

Jan Derer has worked for the family company, Derer Import, since the 1990s. In 2010 the company began importing craft beer to Germany. Jan manages the distribution of all imports from the U.S. and several European countries. His academical background includes two master's

degrees in computer science and he is working toward his Ph.D.

### Scott Dietrich

**Vice President of Brewery Operations,  
Victory Brewing Company**  
[ScottD@victorybeer.com](mailto:ScottD@victorybeer.com)

Scott Dietrich is VP of brewery operations with Victory Brewing Company, with breweries in both Downingtown and Parkersburg Pennsylvania. Scott has been in the brewing field since 1996, having worked at Clipper City/Heavy Seas and Miller Brewing Co. before joining Victory in 2007.

### Greg Dolan

**Founder, Keen Strategy**  
[greg.dolan@keenstrategy.com](mailto:greg.dolan@keenstrategy.com)

Greg Dolan has 18 years' experience in marketing and management, developing strategic plans for large consumer packaged good organizations. He has worked within businesses and brands such as Campbells Soup, Nabisco, Kraft Foods, Comcast, Con Agra, Del Monte and Orville Redenbacher. Greg served as global director of corporate strategy for Campbell Soup, leading the \$1 billion V8 portfolio. He also led an expanded partnership with Feeding America and launched Make Every Serving Count, a national advertising and cause marketing effort providing 30 million servings of fresh fruits and vegetables to Americans in need. Greg received a B.S. in economics from Siena College, and an M.B.A. from University of North Carolina Kenan-Flagler Business School.

### Wesley Donehue

**Owner/Political Consultant,  
Push Digital**  
[wesley@pushdigital.com](mailto:wesley@pushdigital.com)

Wesley Donehue is founder and CEO of Push Digital, Push Advocacy and Push Elections, a leading national Republican digital firm, a digital corporate and issue advocacy agency, and a South Carolina campaign consultancy, respectively. With three companies under the Push umbrella, Wesley handles digital strategies for local, congressional, and statewide campaigns, as well as for issue advocacy groups and corporations, including the South Carolina Brewers Guild.

### Adam Dulye

**Executive Chef, Brewers Association**  
[adam.dulye@gmail.com](mailto:adam.dulye@gmail.com)

Chef Adam Dulye is widely known for his exceptional beer and food pairing ability. As the executive chef for the Brewers Association some of his tasks include coordinating the culinary

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side of the Farm to Table Pavilion at the Great American Beer Festival® as well as SAVOR SM: An American Craft Beer & Food Experience. Dulye has been at the forefront of pairing craft beer with cuisine, garnering national and international accolades with the 2012 opening of Abbot's Cellar in San Francisco. In 2014 Dulye co-authored the *Beer & Food Course*, a culinary curriculum for CraftBeer.com. The curriculum, designed to introduce craft beer and food lovers alike to the foundations of pairing, has garnered critical acclaim from both the craft beer and culinary worlds for its groundbreaking techniques and insights.

### **Tuck Duncan**

**Attorney at Law, Duncan Law Office**  
tuckduncanlaw@yahoo.com

R.E. "Tuck" is the principal in R.E. "Tuck" Duncan, Attorney at Law LLC and a principal in the government affairs company Capitol Connection Kansas. He serves as general counsel for the Kansas Wine & Spirits Wholesalers Association. A graduate of the University of Kansas and Washburn University of Law, Mr. Duncan has made numerous presentations regarding beverage alcohol laws to the NCSLA and NABCA as well as to the National Conference of State Legislatures. He writes a monthly column on liquor issues for the Kansas Beverage News and has spoken at various continuing legal education seminars, including his ethics presentation on "View from the Pro Tem Bench." Married 40 years to Kathleen Allen Duncan, father and proud grandfather.

### **Scott Ebert**

**Partner, Baker Tilly**  
Scott.Ebert@Bakertilly.com

Scott leads Baker Tilly's beverage and distribution area of practice. His extensive experience in the craft brewery industry is becoming known across the U.S. He enjoys speaking at educational forums sponsored by craft brewers guilds. He works with established and start-up breweries by helping them grow their business, manage their growth, and navigate challenges unique to the craft industry. He provides audit, transaction, valuation and consulting services to the exploding craft brewery sector. His goal is to help growing companies maximize their financial management and business resources in order to achieve their objectives.

### **Ben Edmunds**

**Brewmaster, Breakside Brewery**  
ben@breakside.com

Ben Edmunds is brewmaster at Breakside Brewery

in Portland, Ore. His beers have won medals at both the Great American Beer Festival® and World Beer Cup®. He was educated at the Siebel Institute and Yale University. Currently he is president of the board of directors of the Oregon Brewers Guild and a visiting lecturer in brewing science at Lewis & Clark College. As founding brewmaster of Breakside, he helped grow the company from a small brewpub into a successful regional brewery.

### **Jeffrey Erway**

**President, Master Brewer, La Cumbre Brewing Company**  
eljefe@lacumbrebrewing.com

After a successful stay as head brewer of Chama

River Brewing Company, Jeff Erway followed his dreams of opening his own brewery and founded La Cumbre Brewing Company in 2010 where he has held the position of master brewer since its opening. In four short years, La Cumbre Brewing Company has grown to over 10,000 barrels/year and amassed a collection of some of the industry's most coveted awards. He credits yeast with most of these successes and caring for them is his passion.

### **Christian Ettinger**

**Founder/Brewmaster, Hopworks Urban Brewery**  
christian@hopworksbeer.com

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Hopworks Urban Brewery (HUB) in Portland, Ore. Ettinger strives to produce world-class beer as sustainably as possible with two main foci, construction and operations. As buildings use 70 percent of the nation's energy resources, HUB has designed long-term, resource-conserving solutions into its facilities. The company's operational sourcing strategy is local, organic and very creative. Every HUB department is pushed to find a responsible solution to all challenges. What isn't mitigated is mopped up with carbon and water credits and a robust compost and recycling program that diverts more than 90 percent of waste from landfill.

### Pat Fahey

**Content Manager, Cicerone Certification Program**

[pat@cicerone.org](mailto:pat@cicerone.org)

Pat Fahey is a Master Cicerone® and the content manager for the Cicerone Certification Program. Born and raised in the Midwest, he currently resides in Chicago, where he creates test content and develops educational resources for Cicerone. In addition to the work he does for the program, Pat is an experienced beer judge, having judged in competitions and participated in brewery tasting panels across the nation. He was recently

named one of 40 U.S. Tastemakers under 40 by *Wine Enthusiast* magazine.

### Eric Feldman

**Co-Founder/President, Braven Brewing Company**

[eric@bravenbrewing.com](mailto:eric@bravenbrewing.com)

Eric Feldman is the co-founder and president of Braven Brewing Company, a start-up brewery in the historic Bushwick neighborhood of Brooklyn, N.Y. Along with co-founder Marshall S. Thompson, Eric began homebrewing five years ago in his tiny New York City apartment kitchen. It was love at first brew. In November 2013, Eric and Marshall turned to Kickstarter to raise seed funding to help graduate from hobby brewers to professional brewery owners. The Kickstarter campaign generated an incredible energy and excitement in the beer community, reaching 115 percent of their fundraising goal and receiving widespread media attention, including coverage from Maxim.com, *Imbibe Magazine* and a number of Brooklyn-based media outlets.

### Janet Fletcher

**Proprietor, Janet Fletcher Food Writer**

[fletcher@foodwriter.com](mailto:fletcher@foodwriter.com)

Janet Fletcher is the author or co-author of more than two dozen books on food and beverage, including *Cheese & Beer* and *The Cheese Course*. She writes *Planet Cheese*, a weekly email newsletter, and the Cheese Focus column for *Specialty Food* magazine. She is the recipient of three James Beard Awards and the IACP Bert Greene Award for her journalism, and she is a member of the *Guilde Internationale des Fromagers*. Her writing has appeared in numerous national magazines, including *Saveur*, *Bon Appétit*, *Fine Cooking* and *Food & Wine*. She lives in Napa Valley but teaches cheese appreciation classes around the country.

### Wyndee Forrest

**Co-Owner/CEO, CraftHaus Brewery**  
[crafthausbrewery@gmail.com](mailto:crafthausbrewery@gmail.com)

Wyndee Forrest has a strong background in public relations. She has provided PR services for entertainers, five star chefs and nightclubs on the Las Vegas Strip. She owns CraftHaus Brewery in Las Vegas, Nev. She and her husband spent a year changing city licensing and zoning to create a more craft-friendly business license. She has the only successful crowdfunding campaign in Nevada and surpassed the original goal as well as the stretch goal.

### Rob Fraser

**Quality Manager, Sierra Nevada Brewing Company**

[robfraser@sierranevada.com](mailto:robfraser@sierranevada.com)

Rob Fraser has a B.Sc. in Biology from University of Waterloo. He spent 15 years working for three Labatt breweries in Canada, starting out as a microbiologist and working in production as brewing, fermenting and filtration supervisor and quality manager. He spent the last seven years at Sierra Nevada Brewing Company as quality manager. Rob is also a member of MBAA, ASBC and a certified HACCP auditor.

### Jesse Friedman

**Co-Founder/Brewmaster,**

**Almanac Beer Co**

[jesse@almanacbeer.com](mailto:jesse@almanacbeer.com)

Jesse Friedman is co-founder and brewmaster at Almanac Beer Company. A recovering beer blogger, Jesse has been hosting beer dinners in San Francisco for over six years, crafting some of the Bay Area's best beer and food experiences.

### Andy Fyfe

**Community Development, B Lab**

[afyfe@bcorporation.net](mailto:afyfe@bcorporation.net)

Andy Fyfe leads up B Lab's West Coast community



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development efforts, serving and growing the community of Certified B Corporations. B Lab is the non-profit behind B Corps, supporting a global movement of companies using the power of business to address social and environmental problems. With its strongest contingent in the Bay Area (165), the community of 1,200 Certified B Corps, spanning 36 countries and representing 80 industries, shares one goal: redefine success in business. B Lab is passing legislation called Benefit Corporation, which is now available in 27 states and protects mission-aligned entrepreneurs as their businesses scale. Andy has a background in microfinance,

non-profit management and co-working design. He's an alum of University of Colorado and Universidad de Chile, is a huge Giants fan, an avid skier and before B Lab, spent a year hanging hammocks in Latin America.

### **Tommy Gannon**

**Director of Sales - Eastern United States,  
Sierra Nevada Brewing Company**  
[tgannon787@sierranevada.com](mailto:tgannon787@sierranevada.com)

Tommy Gannon has been selling and promoting craft beer for the past 20 years. Tommy came to Sierra Nevada Brewing Company in 1997 and has worked throughout the eastern U.S. He began as an area manager for the Mid-Atlantic region

running a four-state territory of Pennsylvania, New Jersey, Delaware and Maryland and then moved to a position as the regional manager for a 10-state Northeast region of the country, covering Delaware to Maine. In 2008, Tommy was promoted to his current position of director of sales, covering 38 states in the eastern U.S. and overseeing a sales team of 60 reps. Tommy has been part of the sales growth Sierra Nevada has experienced since its expansion in 1997, from just over 300,000 barrels to 970,000 barrels in 2013. Tommy is responsible for maintaining and growing Sierra Nevada's business through 200-plus distributors in the territory.

### **Nicole Garneau, Ph.D.**

**Director of The Genetics of Taste Lab,  
Denver Museum of Nature & Science**  
[Nicole.Garneau@dmns.org](mailto:Nicole.Garneau@dmns.org)

Dr. Nicole Garneau is a geneticist who studies sensory perception at the Denver Museum of Nature & Science and takes an active role in public engagement. As a result, she promotes an interactive dialogue among the public, citizen scientists and career scientists and was recently selected as a finalist for the 2012 AAAS Early Career Award for Public Engagement with Science. At the museum, she directs the highly successful Genetics of Taste Lab, a community-based research model that incorporates both crowdsourcing and citizen science. The data from Dr. Garneau's research will improve the understanding of how evolution has helped humans adapt as a species in order to survive and also explain the effects of taste evolution on modern day humans. When she's not in the lab, or collaborating on sensory science in the beer industry, she's dropping science gems online as @yoppearlscgirl.

### **Paul Gatza**

**Director, Brewers Association**

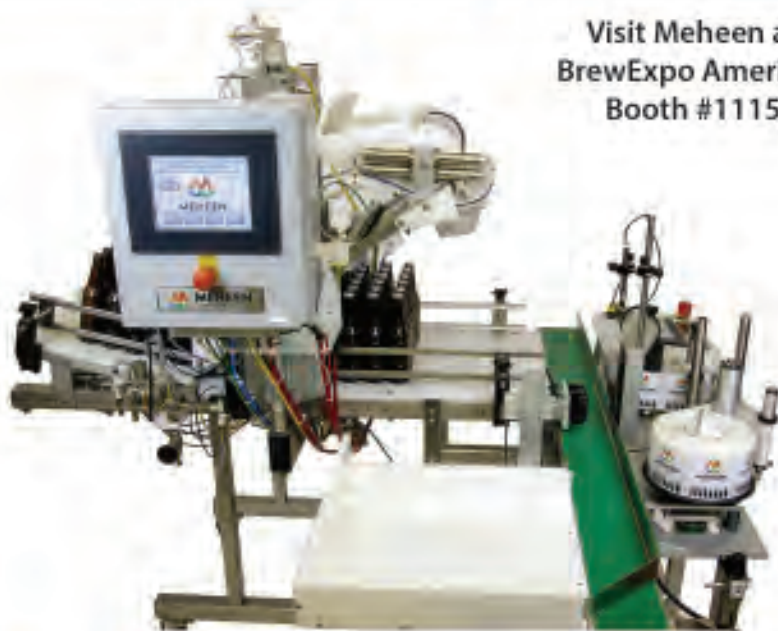
Paul is director of the Brewers Association, the not-for-profit trade association whose purpose is to promote and protect American craft brewers, their beer and the community of brewing enthusiasts. Paul is a member of the association's brewpubs, technical, communications, market development, PR & marketing and government affairs committees. Paul's origin in the beer community started when he took up homebrewing in 1990. He worked on the bottling line at Boulder Beer and owned a pair of homebrew supply shops from 1994 to 1998. He served as director of the American Homebrewers Association for seven years and is in his 12th year as BA director.

### **David Gent, Ph.D**

**Research Plant Pathologist, U.S.**

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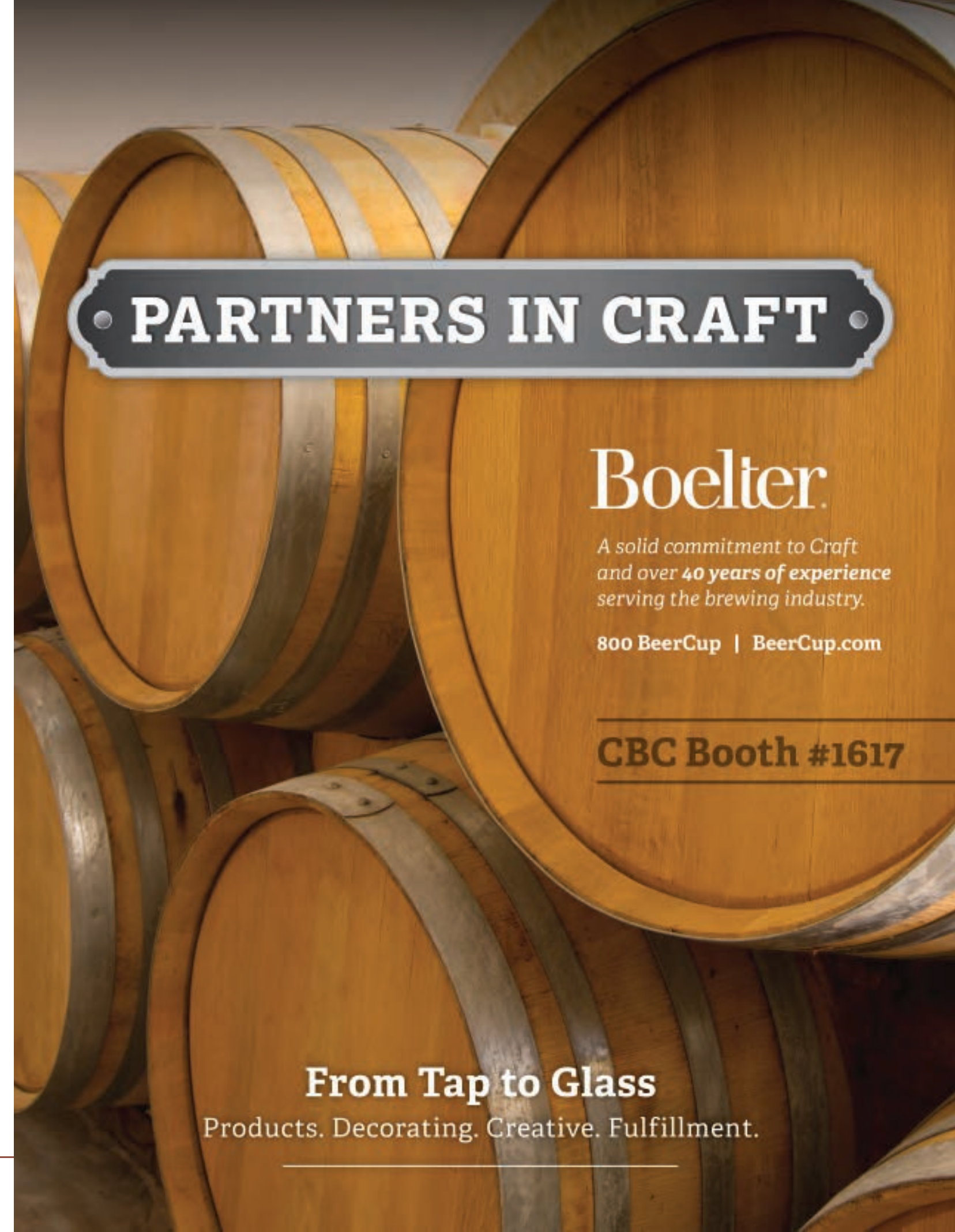
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**Department of Agriculture - Agricultural Research Service**

**gentd@onid.orst.edu**

David Gent is a research plant pathologist with USDA-ARS in Corvallis, Ore. He is also courtesy associate professor in the Department of Botany and Plant Pathology, Oregon State University, Corvallis, and honorary faculty at the University of Tasmania, Australia. His current research is focused on the epidemiology, population biology and management of powdery mildew and downy mildew diseases on hop and other crops. He was senior editor for the *Compendium of Hop Diseases and Pests*, as well as the *Field Guide for Integrated Pest Management in Hops*. Presently, he is president-elect of the Pacific Division of the American Phytopathological Society and senior editor for the journal *Plant Disease*. He received his B.S. from Oregon State University and his M.S. and Ph.D. in plant pathology from Colorado State University.

**Rob Gerrity**

**Trade Quality Manager, Sierra Nevada Brewing Company**

Rob Gerrity is trade quality manager for Sierra Nevada Brewing Company, where he has worked for eight years. Prior to Sierra Nevada, Rob worked in brewery production, sales and field quality for breweries including Great Lakes, Guinness and Molson-Coors. He has participated in several draught beer dispense schools, is a member/presenter of the Brewers Association's draught beer quality subcommittee and is a Certified Cicerone.

**Matty Gilliland**

**Brewing Analyst, New Belgium Brewing Company**

**mgilliland@newbelgium.com**

Since 1995, Matty "Smooth" Gilliland has squandered his waking hours making delicious Colorado craft beer. He joined the production group at New Belgium Brewing Company in 1997, plying his skills in the fermentation cellar and brewhouse. He's spent the last five years heading up the process analysis group, steadily working to increase production efficiencies, optimize processes, reduce waste, eliminate capacity constraints and generally smooth things out. He lives with his wife in Fort Collins, where they juggle two careers, two kids, two dogs and too much to do.

**Reva Golden**

**Graduate Student/Safety Consultant, Colorado State University**

**rgolden4@gmail.com**

Reva Golden entered the brewing industry as a QC sampling tech at Coors Brewing Company. Her time at Coors Brewing Company sparked a



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passion for brewing. In the following years Reva attended brewing school at American Brewers Guild and began working as a production brewer at breweries all over the country. After witnessing a crippling accident at a brewery, Reva turned her focus to brewery health and safety. Currently, she is a graduate student at Colorado State University, earning a master's in industrial hygiene, and is a member of the BA safety subcommittee.

### **Katy Greiner**

**Category Manager  
Delta, Southwest and Dillons  
Divisions, Kroger**

**katy.greiner@kroger.com**

Katy started with Kroger in June 2000 in the Kroger Columbus Division and held various roles before joining the management team in 2008. In 2011 she was promoted to total adult beverage category manager at the Columbus division office. She joined the corporate beer team in the fall of 2012. She has overseen category management and sales planning for a number of the southeast markets of the U.S., and in the past year has transitioned to cover the Delta, Southwest and Dillons divisions. She is currently leading business strategies in 10 states, including Texas, Louisiana, Missouri, Nebraska, Kansas, Tennessee, Mississippi, Arkansas

and Kentucky. She is currently studying for the Cicerone exam, and this is her first year attending Craft Brewers Conference.

### **David Grinnell**

**Vice President Brewing and Quality,  
Boston Beer Company**  
**david.grinnell@bostonbeer.com**

David Grinnell is vice president of brewing and quality at Boston Beer Company. David has worked for Boston Beer for more than 25 years, starting in 1988. He is responsible for all brewing ingredients, recipe design, research and innovation, quality assurance, and capital planning in the brewing area.

### **Lindsay Guerdrum**

**Sensory Specialist, New Belgium  
Brewing Company**  
**lguerdrum@newbelgium.com**

Lindsay Guerdrum received a B.S. in biochemistry and molecular biology from the University of New Mexico in Albuquerque and an M.S. in food science and technology from the University of California, Davis. While at UC Davis she focused on malting and brewing science under Dr. Charles Bamforth, working on gluten-free beer research. She began employment at New Belgium, where she is currently a sensory scientist, in March 2011.

She has been involved as a member of ASBC and MBAA for the last five years and is chair of the ASBC sensory subcommittee.

### **Jason Hansen**

**Head Brewer, Sante Adairius Rustic Ales**  
**adair@rusticales.com**

Jason has been brewing at Sante Adairius for the last two-plus years, the last year as head brewer. This is his first professional brewing gig. Before Sante, he was manager of a local homebrew shop and an avid homebrewer. He is fascinated with the idea that we will never really know what beer tasted like before science and stainless steel became the norms in the industry.

### **Michael Harden**

**Managing Director, Eureka  
Capital Partners**

**michael.harden@eurekacap.com**

Michael Harden, managing director, leads Eureka Capital Partner's ESOP buyout and capital raising practices. He has 20 years of experience in accounting, mergers and acquisitions, financings, ESOP buyouts and valuations. His industry experience includes craft breweries. Prior to joining Eureka, he was

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with BCC Capital Partners and Credit Suisse First Boston's M&A Group. He began his career in the audit group of Coopers & Lybrand and subsequently the business valuation group of Arthur Andersen. He graduated from the University of California Santa Barbara with a B.A. in Business Economics and Accounting. He is a Certified Public Accountant (CPA), Chartered Financial Analyst (CFA), a Registered Securities Principal (Series 24) and a Registered Securities Representative (Series 7 and 63) through FINRA. Michael is chairman of the National ESOP Association's Finance Advisory Committee and he also serves as a director on the board of four companies, three of which are 100 percent ESOP-owned.

**John Harris**  
Brewmaster/Owner, Ecliptic Brewing  
[john@eclipticbrewing.com](mailto:john@eclipticbrewing.com)

John Harris has 28 years of experience in the brewing industry. He opened Ecliptic Brewing, where he is brewmaster and owner, in October 2013. John has been active in the Master Brewers Association of the Americas and the Brewers Association for many years. John received the Brewers Association Russell Schehrer Award for Innovation in Craft Brewing in 2001.

**Geof Hasegawa**  
Production Planning Supervisor,  
Deschutes Brewery  
[ghasegawa@deschutesbrewery.com](mailto:ghasegawa@deschutesbrewery.com)

Born and raised in Chicago, Geof Hasegawa earned a B.A. in Asian studies from the University of Illinois. Geof moved to Oregon in 1995 in search of great beer and new experiences. He has travelled to various places like Sri Lanka, Bolivia and Syria. He coaches marathon runners, enjoys endurance events and loves sour beer.

**Todd Hasselbeck**  
Vice President, PurposeEnergy, Inc.  
[todd.hasselbeck@purposeenergy.com](mailto:todd.hasselbeck@purposeenergy.com)

As vice president of worldwide sales, Todd Hasselbeck is chartered with introducing food and beverage manufacturers to the financial and environmental benefits of PurposeEnergy's anaerobic digestion system. Previously, Todd participated as a Clean Energy Fellow at the New England Clean Energy Council and worked as an advisor to conservation and renewable energy organizations. He spent two years in Mozambique leading the restoration of the legendary Gorongosa National Park. Todd has held the positions of CEO at Common

Voices, operations director at Cisco Systems, vice president of worldwide sales at Summa Four, and vice president of international sales at Boston Technology.

**Joe Hertrich**  
[jdhertrich@verizon.net](mailto:jdhertrich@verizon.net)

Joseph Hertrich is retired group director for brewing raw materials at Anheuser-Busch, Inc. Prior to joining Anheuser-Busch, Mr. Hertrich held various corporate and plant positions in brewing and malting with Stroh Brewery Company, Pabst Brewing Company and Christian Schmidt Brewing Company. In retirement he continues to consult, write and speak on his observations from over 50 years in the U.S. brewing industry. Mr. Hertrich is a member of both MBAA and ASBC. He has authored and co-authored technical papers on brewing materials and brewing processing and has been an instructor at various MBAA educational courses. He served as MBAA International President during 1993-1994 and received the MBAA Award of Honor in 2000. He is a past member of the American Malting Barley Association, Canadian Brewing and Malting Barley Research Institute and MBAA national technical committee.

**Julia Herz**  
Craft Beer Program Director, Brewers  
Association

Julia is craft beer program director at the Brewers Association and publisher of CraftBeer.com. She is a BJCP beer judge, award-winning homebrewer, Certified Cicerone® and co-author of the CraftBeer.com Beer & Food Course. Her areas of expertise include resources and education on craft beer, general statistics on the craft brewer segment, beer styles and trends, plus craft beer and food pairing. In her role at the BA she serves as an advocate for and educator about U.S. craft brewers and as a spokesperson for the association.

**Martha Holley-Paquette**  
Co-Founder/Director, Pretty Things Beer  
& Ale Project  
[martha@prettythingsbeertoday.com](mailto:martha@prettythingsbeertoday.com)

Martha Holley-Paquette started Pretty Things Beer & Ale Project in 2008 with her husband Dann. Together they brew their beers in rented breweries, providing all brewing labor, raw materials and recipes themselves. Martha also runs the merchandising and numbers sides of the business. Her background is in academic science, so she is a newcomer to branding and marketing. However, with Dann, she has used an intuitive



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approach to design Pretty Things' beer labels, promotional materials and POS. She recently spoke to a class at Northeastern University on the topic of Understanding Design.

**Larry Horwitz**

**Regional Brewer, Iron Hill Brewery & Restaurant**

[larryh@ironhillbrewery.com](mailto:larryh@ironhillbrewery.com)

Larry Horwitz is regional brewer for Iron Hill Brewery & Restaurant. He has been a professional brewer and brewery consultant since 1992

and has worked for Iron Hill since 2004. He attended Ohio State University and is a graduate of both the MBAA Malting and Brewing Science Program at the University of Wisconsin, Madison, and the American Brewers Guild Brewery Science and Engineering Program. Larry has worked for breweries all over the U.S. He is an experienced beer judge who has won awards at the Great American Beer Festival®, World Beer Championships and World Beer Cup®. He teaches courses on brewing, judging beers and sensory analysis. He is on the board of governors for the Master Brewers Association of the Americas Philadelphia district and was a William R. Hipp scholarship recipient. Iron Hill Brewery has 11 locations in Pennsylvania, New Jersey and Delaware and was named Great American Beer Festival Large Brewpub of the Year in 2005, World Beer Cup Large Brewpub of the Year in 2010 and World Beer Cup Small Brewpub of the Year in 2012.

**Ian Hughes**

**Assistant Brewery Manager, Goose Island Beer Company**

[ian.hughes@gooseisland.com](mailto:ian.hughes@gooseisland.com)

Ian Hughes dove into the brewing industry by merging his six years of environmental education and five years of environmental

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consulting experience with his insatiable passion for all things beer. In 2011, he left a life of water quality and soil/groundwater remediation projects to become environmental and safety manager at Goose Island Beer Company. Initially tasked with building regulatory compliance programs for their Fulton Street production brewery, he recently assumed the role of assistant brewery manager and supports all aspects of brewery operations. Ian has also been chairperson for Goose Island's green team for the past three years, leading all things sustainability at the brewery.

### **Ginger Johnson**

**Founder/Owner, Women Enjoying Beer**  
[ginger@womenenjoyingbeer.com](mailto:ginger@womenenjoyingbeer.com)

Beer and women. Both universal and never before specifically studied. Ginger Johnson, owner and publisher of Women Enjoying Beer, does just this, collecting actionable, qualitative research for pros and consumers. As an expert in marketing to the world's biggest population (females), Ginger works with clients across the continent with the insight and means to successfully sell beer to women. She can often be found cooking with beer (either in the food or in the glass) and is available at [womenenjoyingbeer.com](http://womenenjoyingbeer.com).

### **Pete Johnson**

**Programs Manager, Brewers Association**  
[pete@brewersassociation.org](mailto:pete@brewersassociation.org)

Pete Johnson serves as programs manager for the Brewers Association, with primary responsibilities in the areas of government affairs and membership programs. He joined the BA at its inception in 2005, having previously worked as programs director for the Brewers Association of America. Before coming to the small brewing industry in 2001, Pete worked for 14 years with both state and federal elected officials in Pennsylvania and Washington, D.C.

### **Jessica Jones**

[jessica.l.jones@gmail.com](mailto:jessica.l.jones@gmail.com)

Jessica Jones recently left the role of chief operating officer at Ninkasi Brewing Company. She has been a member of the BA market development committee since early 2012, working with the other committee members to support the continued development of the domestic market for craft brewers. Prior to joining Ninkasi, Jessica spent time working for Firestone Walker Brewing Company and in the management consulting industry. Jessica received her B.A. from Harvard and her M.B.A. from Stanford's Graduate School of Business.

### **Lester Jones**

**Chief Economist, NBWA**  
[ljones@nbwa.org](mailto:ljones@nbwa.org)

Lester Jones is chief economist for the National Beer Wholesalers Association. He has more than 20 years of experience in research, survey methodology and applied economics. He most recently served as chief economist at the Beer Institute, where he developed and executed significant research initiatives that helped shape America's beer industry. He also has become a respected public speaker, offering in-depth technical, analytical and quantitative expertise.

### **Steve Jones**

**Proprietor, Cheese Bar**  
[steve@cheese-bar.com](mailto:steve@cheese-bar.com)

Steve Jones is a cheesemonger and educator and proprietor of Cheese Bar, a retail cheese counter and casual restaurant in Portland, Ore. Cheese Bar allows Steve to share his love of beer and his pursuit of interesting cheese and beer pairings. Steve's long background in beer exploration includes classes and collaborations with many small breweries. Steve is also a founding member of the Portland Firkin Fest. In 2011, Steve competed against 40 cheesemongers from around the world to win the Second Annual Cheesemonger Invitational in New York.

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## **Sylvia Kopp**

**Co-founder, Berlin Beer Academy**  
**kopp@berlinbeeracademy.de**

Sylvia Kopp is Germany's leading beer sommelier. Holding a diploma from Doemens Academy, she has worked independently since 2007 giving speeches and seminars, developing and hosting beer dinners, and writing for consumer and trade magazines. She is a jury member at international beer competitions like World Beer Cup®, European Beer Star and Brussels Beer Challenge, and co-founder and leader of Berlin Beer Academy, a school for amateurs and professionals from trade and gastronomy devoted to exploring the pleasures of beer. In September 2014 her book *Barley & Hops: The Craft Beer Book* was released by Gestalten publishers in English and German.

## **Michael LaCouture**

**Owner, Broken Goblet Brewery**  
**mike@brokengoblet.com**

After 12 years of pharmaceutical sales by day, and being a touring musician by night, Mike LaCouture decided that was enough of the grind and decided to utilize his skill sets in a whole new industry. As the marketing and sales arm of Broken Goblet, Mike leverages his relationship-building skills to grow the craft beer market in the Philadelphia suburbs and beyond. He graduated from St. Joseph's University with a B.S. in science, and returned to get his master's degree in anatomy and physiology. Shortly after graduation in 1999 he took a field position with Eli Lilly & Company, marketing 12 products across five therapeutic categories. In 2008, Mike moved to the other side of the industry and took a position with WebMD, allowing him flexibility to tour as a musician and work the day job on the road. This position reinforced his sales and marketing acumen and helped him build skills in digital marketing and web development. Mike used this to push his band to a record deal through strong support and crowdsourcing as a vehicle to fund recording and touring. He once again tapped the crowdfunding avenue to raise capital for Broken Goblet, creating a fundraiser that hit nearly 200 percent of its goal.

## **Eric Larkin**

**Brewer, Allagash Brewing Company**  
**elarkin@allagash.com**

Eric Larkin is a brewer and team leader of the sustainability team at Allagash Brewing Company in Portland, Maine. He previously worked at Zero Gravity Brewing in Burlington, Vt., as the second brewer. Eric completed the American Brewing Guild course for intensive brewing science and engineering in 2012 and received his B.S. in

biology from St. Michael's College in 2010.

## **Mike Lawinski**

**Owner, FATE Brewing Company**  
**Mike@fatebrewingcompany.com**

In 2012, with more than 15 years of restaurant experience, Mike Lawinski decided to stop chasing other people's dreams and pursue his own. After a year of planning, construction and development, a sizable brewpub was born. Today, FATE Brewing Company is a high-volume restaurant, brewery and catering service with a strong presence at local events. FATE expected to brew over 2,000 barrels in 2014, and has begun

to transition into a production style brewpub by increasing fermentation space 150 percent before year-end. FATE is a significant partner with the University of Colorado and has partnered with local non-profit organizations, such as the Denver Zoo and Local 900 Firefighters, to offer specialty fundraising beers. Mike has been active in local and state restaurant associations including the Colorado Restaurant Association and Restaurant Hospitality Group, Colorado Brewers Guild and Brewers Association, where he serves on the event committee.

## **Scott Lawrence**

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canada@prosperequip.com

**Beer Drinker/Owner, Breakside Brewery**  
scott@breakside.com

Scott Lawrence is founder and owner of Breakside Brewery in Portland, Ore. He spent a dozen years or so living in various cities around the U.S., working corporate sales gigs while always wanting to do something in the food and beer business. He finally got the push he needed one afternoon at Alaskan Brewing Company in Juneau after a sea kayaking trip with some buddies. Scott served as a bartender and GM of Breakside Brewing's pub for the first two-plus years, and now oversees pub and brewery operations. Scott believes he has the best "job" ever imagined, though it certainly wasn't a cakewalk.

**Andrew Leager**

**Owner, Boylan Bridge Brewpub**  
andrew@wemakestuff.com

After homebrewing for 10 years, Andrew had the chance to create a brewpub when he moved his cabinet shop into a larger building in downtown Raleigh. He developed a cooperative business plan for both businesses and built the woodwork for the pub in the shop and maintains pub equipment with shop tools, sharing such things as a forklift to unload both lumber and malt. As a registered architect with a contractor's license, Andrew designed and built the facility. The Boylan Bridge Brewpub opened in 2009 and has consistently been voted the top outdoor brewpub in Raleigh. Andrew regularly attends Craft Brewers Conference and has presented a seminar on his brewpub start-up in the past. He is a member of the Brewers Association brewpub committee.

**Andrew Lemley**

**Government Affairs Emissary, New Belgium Brewing Company**  
alemley@newbelgium.com

Andrew Lemley is government affairs representative for New Belgium Brewing Company. Andrew advocates for sound policy at the federal and state levels that benefit the environment, people and the business of craft brewing.

**Ashton Lewis**

**Staff Master Brewer, Paul Mueller**  
alewis@muell.com

Ashton Lewis has been with Mueller since 1997, serving as the company's staff master brewer and most recently as the company's brewing industry product manager. When he first joined Mueller he viewed stainless steel as the raw material that all brewers used, but few truly appreciated. Eighteen years later he continues to hold this belief and enjoys talking about this topic whenever possible. Ashton has been master brewer of Springfield





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Brewing Company since the brewery was founded in 1997 and technical editor and Mr. Wizard columnist for Brew Your Own magazine since the magazine was founded in 1995. Like most craft brewers he began his career as a homebrewer. He earned his B.S. in food science from Virginia Tech in 1991 and his M.S. in food/brewing science from UC Davis in 1994.

### **Yuhang Lin**

**General Manager/ Co-founder, Cascadia International Distribution**  
[yuhang.lin@cascadia.com.tw](mailto:yuhang.lin@cascadia.com.tw)

Yuhang Lin is co-founder of Taiwan Craft Beer Club, the largest beer-related Mandarin-speaking Facebook fan page, and general manager and co-founder of Cascadia International Distribution LLC. Yuhang was born and raised in Taipei City, Taiwan. When pursuing his master's degree in Seattle, he had his first sip of craft beer and got hooked immediately. After moving back to Taiwan, he had a hard time finding craft beers, so in 2009 he started an importing company called Cascadia with his friends in the U.S., importing craft beer, especially hoppy ales. Today Cascadia is considered the largest importing company of hoppy ales in Taiwan. Yuhang was a homebrewer back in the U.S and has knowledge of and passion

for craft beer. He is a judge for Taiwan homebrewing competitions and the Asia Beer Cup.

### **Anda Lincoln**

**Attorney, Funkwerks**  
[anda@lincolnlawoffice.com](mailto:anda@lincolnlawoffice.com)

Anda Lincoln is an attorney and one of the founders of Funkwerks in Fort Collins. She helps breweries, distilleries and wineries with their start-up and continued operations, from formation, real estate leasing, licensing and trademark protection to financing, contract brew arrangements, distribution agreements and intellectual property issues. Anda is a member of the Pink Boots Society and is a Certified Cicerone®.

### **Laura Lodge**

**Collaborative Author, Brewpub Server Training Manual**  
[LLodge@hotmail.com](mailto:LLodge@hotmail.com)

Living in the Rocky Mountains of Colorado for over 20 years, Laura Lodge has been involved with both the distribution and retail tiers of the craft beer industry. Coordinator of the renowned Big Beers, Belgians & Barleywines Festival, creator of the craft beer program at the Vail Cascade Resort, author of Distribution Insight

for the Craft Brewer, and owner/consultant for Customized Craft Beer Programs, she brings a wealth of knowledge and experience to the table. Also a Cicerone® Certified Beer Server, Laura enjoys discussing craft beer and facilitating tasting experiences of all kinds.

### **Tatiana Lorca**

**Sr. Manager, Food Safety Education and Training, Ecolab**  
[tatiana.lorca@ecolab.com](mailto:tatiana.lorca@ecolab.com)

Dr. Tatiana A. Lorca is senior manager of food safety education and training for the food and beverage division of Ecolab. She is in charge of developing audit, training, consulting services and scientific support for the supply chain from farm to fork, as well as working with multiple internal divisions to assure staff compliance with international food safety certification programs. Previously, Dr. Lorca served as manager of food safety education and training and manager of supply chain quality assurance. Dr. Lorca began her career in 2007 within Ecolab's EcoSure Division as manager of supply chain quality assurance. Before joining Ecolab, she held positions at BSI Management Systems Americas, Inc. and the SQF Institute (a division of Food Marketing Institute), coordinating and

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### Ben Love

**Brewmaster/Owner, Gigantic Brewing Company**

[ben@giganticbrewing.com](mailto:ben@giganticbrewing.com)

Ben Love is brewmaster for Gigantic Brewing Company. A native Oregonian, Ben's passion for beer (legally) began with a pint at the Horse Brass and a stint at Belmont Station. His brewing career began in Appleton, Wis., at the Adler Brau Brewpub. He returned to Oregon to brew at Pelican Pub and Brewery in Pacific City, then became the first employee and head brewer at Hopworks Urban Brewery (HUB) in Portland. Ben always wanted to own his own business and put years of dreaming and scheming into action to start Gigantic Brewing with fellow brewer Van Havig. He spins funk and soul and will do anything for incredible food.

### Jeff MacWain

**Sales Manager, Samskip Logistics**

[jeff.macwain@samskip.com](mailto:jeff.macwain@samskip.com)

Jeff MacWain has 15 years' experience in international shipping, with posts in Australia, England and South America.

### John Mallett

**Director of Operations,  
Bell's Brewery, Inc.**

[jmallett@bellsbeer.com](mailto:jmallett@bellsbeer.com)

In addition to being a fun-loving, ski-patrolling organic gardener and proud father of two great kids, John has managed all beer production for Bell's Brewery, Inc. in Kalamazoo since 2001. He has served in numerous capacities since he began making beer professionally in 1988, first as head brewer of Boston's Commonwealth Brewery, next as brewmaster at Old Dominion Brewing Co. in Ashburn, Va., and then as founder and president of SAAZ, a brewing equipment and service provider. John serves on many boards and technical committees including MBAA, BA and American Malting Barley Association. He has authored 40+ technical brewing papers and presentations and has served as a member of the extended faculty of Siebel Institute of Technology since 1995. He is author of the recent Brewers Publications title, *Malt: A Practical Guide from Field to Brewhouse*. In 2002, he was the overjoyed recipient of the Russell Schehrer Award for Brewing Innovation.

### Alissa Marquess

**Founder, Mother Road Brewing Company**

[alissa@motherroadbeer.com](mailto:alissa@motherroadbeer.com)

Alissa Marquess co-founded Mother Road Brewing Company in 2011 with husband Michael. As chief strategist she guides Mother Road's vision, growth and marketing efforts.

### Michael Marquess

**Founder/Chief Beer Officer, Mother Road Brewing Company**

[michael@motherroadbeer.com](mailto:michael@motherroadbeer.com)

Michael Marquess arrived at Northern Arizona University in 1992 and stayed in Flagstaff for a degree in hospitality. He founded Mother Road Brewing Company with his wife Alissa. When not at the brewery, he is wrenching on an old Ford, tasting the next beer and food pairing, or trying to keep up with his three kids.

### Craig Marshall

**Assortment Manager, Kroger**

[craig.marshall@kroger.com](mailto:craig.marshall@kroger.com)

Craig started with Kroger in November 1985 and has had many roles throughout his career. Craig started his career as a courtesy clerk in a small store in Cincinnati. He grew up in the supermarket business and has managed several different departments. He credits many mentors for revealing the art of merchandising during these formative years. Craig is currently national assortment manager for Kroger and is leading the way for change with technology. As national assortment manager of beer, Craig leads with a "customer first" strategy, which puts the customer at the center of how Kroger's business is run.

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**Formulation Division, Alcohol and Tobacco Tax and Trade Bureau**  
**kent.martin@ttb.gov**

Kent “Battle” Martin is a specialist for the Alcohol and Tobacco Tax and Trade Bureau’s Advertising, Labeling and Formulation Division. He reviews applications and associated documentation for the issuance of Certificates of Label Approval and Certificates of Exemption for all domestic and imported malt beverage products. Mr. Martin provides assistance and guidance to industry members in response to requests for informal review of proposed malt beverage product labels in an effort to ensure regulatory compliance. He

has been with TTB for 11 years.

**Marc Martin**  
**Vice President of Beer, Karl Strauss Brewing Company**  
**marc.martin@karlstrauss.com**

Marc Martin has 28 years of senior-level sales and marketing experience for well-known brand name companies such as Gallo, Seagrams, Palomar Mountain Spring Water, The UPS Store, PIP & Sir Speedy Printing and Karl Strauss Brewing Company. As vice president of beer for Karl Strauss, Marc is responsible for all sales, marketing, production, distribution, warehousing, quality control and

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human resources. Karl Strauss Brewing Company is located in San Diego and makes, sells and delivers more than 70,000 barrels of beer a year.

**Ruth Martin**  
**Research & Development Analyst, Sierra Nevada Brewing Company**  
**Ruth@sierranevada.com**

Ruth Martin has 18 years’ experience at Sierra Nevada Brewing Company, 15 of which were in quality assurance before more recently working in research and development. She has seen several areas of growth within the Chico brewery and now is experiencing the growth of a new brewery in North Carolina. Ruth is a long-time member of the MBAA and currently serves as the scholarship chair for District Northern California MBAA.

**Andrew Mason**  
**Production Manager, 3 Floyds Brewing Co.**  
**andrew@3floyds.com**

As production manager at 3 Floyds Brewing Co., Andrew Mason has a liberal arts degree that he doesn’t use, like many people in the brewing industry.

**Alva Mather**  
**Attorney, Griesing Law**  
**amather@griesinglaw.com**

As the chair of the Alcoholic Beverage Industry practice group, Alva Mather works with a dedicated team of legal professionals to address the complex set of legal and regulatory challenges facing craft brewers. With a background in business litigation, Alva focuses her practice on providing brewers with seasoned business counsel on matters of distribution and franchise law, environmental compliance, licensing requirements and enforcement, trademark protection, and corporate advice and counsel. Alva stays active in the industry by sharing her experiences and insight on issues facing craft brewers by writing articles for BeerAdvocate, Modern Brewery Age and Food & Drink. She also participates in various trade organizations such as the Brewers Association, Brewers of Pennsylvania, Garden State Craft Brewers Guild, as well as through her work as the Pennsylvania and New Jersey chapter coordinator for the Pink Boots Society.

**Will McCameron**  
**Owner/Brewmaster, Brewery 85**  
**will@brewery85.com**

Will McCameron is president, owner and operator of Brewery 85 in Greenville, South Carolina. He is a graduate of Siebel Institute of Technology in Chicago. He also holds a World Brewing Academy International Diploma in Brewing Technology








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from Doemen's Academy in Bavaria, Germany. He runs communications and social media for the South Carolina Brewers Guild.

**Tom McCormick**  
 Executive Director, California Craft  
 Brewers Association  
[tom@californiacraftbeer.com](mailto:tom@californiacraftbeer.com)

Tom entered the craft brewing industry in 1982. Two years later he founded McCormick Beverage Co., one of the first beer wholesalers in the country that sold craft beer exclusively. After selling the company, he created an on-site educational seminar for major brand wholesalers about how to sell craft beer. He also taught classes at the American Brewers Guild and UC Davis Extension and consulted for brewers, wholesalers and importers. In 1997 he was a co-founding partner in Wolaver's Organic Ales. He later became editor of the online industry newsletter BeerWeek and manager of the online industry resource site ProBrewer.com. In 2006 he became the first executive director of the California Craft Brewers Association.

**Tony McCrimmon**  
 Environmental Safety and Training,  
 Process Safety, Noble Energy  
[mccrimmon.tony@gmail.com](mailto:mccrimmon.tony@gmail.com)

Russell "Tony" McCrimmon is OHST certified with a Safety and Health Specialist Certificate. From years in process automation, production and safety equipment, Tony has expertise in machine guarding, gas detection, forklifts, PPE and safety equipment. He's been involved with thousands of confined space entries, written safety policies and procedures, has managed safety programs for small and large companies and is a member of the Brewers Association safety subcommittee.

**John McDonald**  
 Founder of Boulevard Brewing Co.,  
 Boulevard Brewing Co./Duvel USA

John McDonald is founder of Boulevard Brewing Company. For the last 25 years, John has steered the Kansas City-based brewery to become one of the largest and most respected breweries in the country, selling nearly 190,000 barrels annually while distributing in 29 states plus the District of Columbia. Last year, Boulevard Brewing Company became a part of the Duvel Moortgat family of breweries, joining Brewery Ommegang as the second U.S.-based operation for the world-renowned company. John remains active in the daily operations and happenings at Boulevard, while serving as a minority owner and board member for Duvel USA.

**Carman McKinney**  
 Food Safety/Sustainability Manager,



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**Roy Farms**  
**carman@royfarms.com**

Raised in the heart of hop country in the Yakima Valley in Washington State, Carman has invested over 20 years in the ag industry, with the last 13 years specifically dedicated to the growing and manufacturing of hops. As food safety and sustainability manager at Roy Farms, she is responsible for the corporate governance of all third party food safety and environmental programs, human safety and education, organic producer/processor programs, and sustainability life cycle assessments. Under her direction, Roy Farms recently became the first hop farm in the U.S. to become GlobalGAP certified, and the first hop farm in Washington to become salmon-safe certified.

**Dave McLean**  
**Founder/Brewmaster,**  
**Magnolia Brewing Company**  
**dave@magnoliapub.com**

Dave McLean is founder and brewmaster of Magnolia Brewing Company in San Francisco. He opened Magnolia in 1997 as a brewpub. Magnolia expanded in 2014 with a new San Francisco production facility along with a second restaurant/bar.

**Matt Meadows**  
**Director of Field Quality, New Belgium**  
**Brewing Company**  
**mmeadows@newbelgium.com**

Matt Meadows started with New Belgium Brewing Company in 2002. His background with New Belgium includes being a packaging supervisor and draught beer quality manager for New Belgium's local distribution. In 2006 Matt became New Belgium's director of field quality. Today he oversees a national team that manages all facets of post-brewery quality in New Belgium's 37 states and Canada. Matt is co-author of the Brewers Association's Draught Beer Quality Manual and Draught Beer Quality for Retailers. Matt is the chair of the Brewers Association's draught beer quality subcommittee and sits on the Brewers Association technical committee.

**John Mercer**  
**Main Dude, Brewery Wastewater Design**  
**john@brewerywastewater.com**

John Mercer has more than 17 years of wastewater experience, in breweries and laboratories, and was a licensed wastewater treatment plant operator in the state of Oregon. He worked at Deschutes Brewery from 1998–2010 where he operated, maintained and managed the waste treatment facility at the production brewery,

among many other things. After riding bicycles around the world for two years with his wife, he now has a brewery consulting business as well as an organic farm and ranch in Colorado.

**Burghard Hagen Meyer**  
**Head International Training &**  
**Education/Scientific Assistant, VLB**  
**Berlin**  
**meyer@vlb-berlin.org**

Burghard Meyer, brewing engineer, completed his apprenticeship as a brewer and maltster at Bolten Brewery in Korschbroich, Germany. After graduating as an engineer in brewing and biotechnology at the Technical University Berlin, he started his job as a research assistant at VLB in 2004. Today he is the head and main teacher of the international training courses of VLB Berlin.

**Will Meyers**  
**Brewmaster, Cambridge**  
**Brewing Company**  
**will@cambridgebrewingcompany.com**

Will Meyers homebrewed his first beer in 1990 and began his career at Cambridge Brewing Company in 1993. In addition to authentic interpretations of traditional beer styles, he and his team craft unique, adventuresome beers, some referencing ancient brews of the world and others breaking new ground in the art of brewing.

**Jason Milburn**  
**National Beer Coordinator, Kroger**  
**jason.milburn@kroger.com**

Jason started with Kroger in January 1998 in the Louisville market and has held roles in store management, risk management and as a category manager in the Midsouth division. During this tenure, Jason was introduced to beer and worked as a category manager for adult beverage prior to transitioning to the Cincinnati General Office in 2010. He has held various roles on the Kroger beer team over the past 10 years. Jason currently leads the 11-person Kroger beer team in the Cincinnati corporate office. He is working with his team on three- to five-year strategic planning and initiatives within assortment, promotional activity and digital marketing. He is studying for the Cicerone exam and this is his first year attending Craft Brewers Conference.

**Walker Modic**  
**Sustainability Specialist, Bell's Brewery, Inc.**  
**wmodic@bellsbeer.com**

Walker Modic is sustainability specialist at Bell's Brewery, Inc. He is responsible for employee education, waste mitigation, efficient resource utilization and environmental compliance,

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assessment and advocacy. Prior to joining Bell's in 2013, he was head brewer at a small regional brewpub in Cambridge, Mass. Before beginning his career in craft beer, Walker worked at the U.S. Environmental Protection Agency's National Health and Environmental Effects Research Laboratory, where he received the EPA's award for Scientific and Technological Achievement. He holds an M.A. in sustainability and environmental management from Harvard University and an M.S. in molecular and structural biochemistry from North Carolina State University.

**Candace L. Moon**

**Founder, The Craft Beer Attorney, APC**  
**candace@craftbeerattorney.com**

Candace L. Moon is a San Diego-based attorney who has spent the last six years dedicating her law practice to the craft beer industry. She has worked with over 100 craft breweries and craft breweries in planning nationwide, handling many different legal areas including business entity formation, alcoholic beverage law, contract review and trademark law. Her clients include Green Flash, Drake's and Heretic Brewing. Ms. Moon's undergraduate degree is from the University of Virginia and she attended the Thomas Jefferson School of Law in San Diego, Calif. She has been a member of the California State Bar since 2008 and the BA since 2009.

**Randy Mosher**

**Founder, 5 Rabbit Cerveceria**  
**randymosher@rcn.com**

Randy Mosher is author of five beer and brewing books, including two new ones, *Mastering Homebrew* and *Beer for All Seasons* (winter, 2015). He also writes a regular column for *All About Beer* called The Taster. Mosher is a member of the faculty of the Siebel Institute and teaches for the Doemens Beer Sommelier. He is also a creative consultant specializing in new product development and design for craft breweries, and is a partner in two Chicago-area breweries: 5 Rabbit Cerveceria and Forbidden Root.

**Erik Myers**

**CEO/Founder/Brewer, Mystery Brewing Company**  
**erik@mysterybrewing.com**

Erik has run the gamut of right- and left-brained career choices. With a degree in theater and performance and a long work background in programming, he ended up right in the middle with a beer in hand. He has worked with the North Carolina Brewers Guild, was the executive editor for the Know Your Brewer website and founded the craft beer blog Top Fermented. He has published more than 90 columns and is a staff writer at Intrepid Media and ExitEvent. In February 2012, he founded and opened

Mystery Brewing Co. in Hillsborough, N.C., the country's first seasonal-only brewery.

**Cyrena Nouzille**

**Proprietor/General Manager, Ladyface Ale Companie - Alehouse & Brasserie®**  
**cyrena@ladyfaceale.com**

Cyrena Nouzille's degree in biology and passion for design originally led her to a career in exhibit design at The Natural History Museum of Los Angeles County. Later, as a stay-at-home mom, she began homebrewing in 2000 and realized her dream of opening a brewpub in Agoura Hills, Calif. in 2009. As co-founder and general manager of Ladyface Ale Companie - Alehouse & Brasserie®, one of Cyrena's goals has been to nurture a sustainable craft beer culture in the greater Los Angeles area. Ladyface is a founding brewery member of the Los Angeles County Brewers Guild. Cyrena is active in many local events and is chair of the L.A. Beer Week event committee. As she continues her own beer education, she enjoys introducing more women to the craft beer world through clubs and event presentations.

**Jeff Nowicki**

**Chief Strategy Officer,**  
**Bump Williams Consulting**  
**jeff@bumpwilliamsconsulting.com**

Jeff Nowicki is a seasoned industry executive with

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over 34 years' experience working with retailers, distributors, importers and brewers. He has been published in multiple industry trade magazines and national newspapers. Jeff's work and analyses provide keen insights on retailer strategies, consumer purchase behaviors and beverage alcohol industry trends. He is a veteran of CBC, having presented at this event multiple times in past years.

### **R.J. O'Hara**

**Partner, Flaherty & O'Hara, pc**  
**[rj@flaherty-ohara.com](mailto:rj@flaherty-ohara.com)**

Robert "R.J." O'Hara, president of Flaherty & O'Hara, P.C., received his J.D. from the University of Dayton in 1989 and his B.A. in English in 1985 from the same school. He was a co-founder of the Alliance of Alcohol Industry Attorneys and Consultants and is chair of its board. He is an associate member of the National Conference of State Liquor Administrators, National Association of Alcohol Beverage Administrators, Academy of Hospitality Industry Attorneys, National Association of Licensing and Compliance Professionals, HospitalityLawyers.Com and is often an invited speaker at national and regional conferences on alcohol-related topics. R.J. represents members of all three tiers of the alcohol industry, providing liquor licensing advice, handling ownership changes,

handling litigation, citations and administrative hearings, and advising clients on complex national licensing issues arising from mergers, acquisitions and corporate restructuring. R.J. is also a shareholder and board member in a craft brewery, Erie Brewing Company in Erie, Penn., maker of Railbender Ale, an award-winning Scotch ale, among others.

### **Roland Pahl**

**Head of Institute for Beer and Beverage Production, VLB Berlin**  
**[pahl@vlb-berlin.org](mailto:pahl@vlb-berlin.org)**

Roland Pahl began his brewing career with a technical apprenticeship as a brewer and maltster at the Schultheiss Brewery in Berlin. He later received his doctorate degree in brewing technology. After his university education, Roland started working at the Chair of Brewing Technology as a scientific assistant. In January 2004 he began working at VLB Berlin in the Institute for Engineering and Packaging Technology department, where he has been for the last seven years. With the recently established VLB Research Institute for Beer and Beverage Production, Roland is working on new projects that involve the entire chain of the b

### **Steve Panos**

### **Production Manager, Reverend Nat's Hard Cider**

**[steve@reverendnatshardcider.com](mailto:steve@reverendnatshardcider.com)**

Steve has been working in the brewing industry for the past 10 years with stints as shift brewer, head brewer and brewery manager on both the East Coast and West Coast for breweries of a variety of sizes. He recently decided to try a slightly different approach to things by taking a production manager position for Reverend Nat's Hard Cider.

### **Charlie Papazian**

**President, Brewers Association**  
**[charlie@brewersassociation.org](mailto:charlie@brewersassociation.org)**

Charlie is one of the most prominent and recognized names in the world of beer and brewing. His published commentaries provide insights into the industry, advice to homebrewers, and beer perspectives for beer drinkers. Since founding the American Homebrewers Association and Association of Brewers in 1978, he has helped guide the development of the association. He is currently president of the Brewers Association, whose activities include American Homebrewers Association, World Beer Cup®, Great American Beer Festival®, Brewers Publications and more. He is founding publisher of and a regular contributor to *Zymurgy* and *The New Brewer*.

## Brewing Elements



## Megan Parisi

**Head Brewer, Wormtown Brewery**  
[megan@wormtownbrewery.com](mailto:megan@wormtownbrewery.com)

Megan Parisi has more than 11 years of commercial brewing experience, most of which has been in her adopted home of Massachusetts. Her brewing career started with Cambridge Brewing Company, where she volunteered before earning a part-time job, eventually serving as lead brewer over a seven-year span. For two years, Megan served as brewmaster and part of the opening team at Bluejacket, a boutique brewery in Washington, D.C., where she completed 20 collaboration brews prior to the brewery's opening. At its opening, the taps were filled with 20 unique rotating draft lines and five rotating cask lines. After leaving Bluejacket, Megan joined Wormtown Brewery in Worcester, Mass., where she has been head brewer since June 2014. Since joining the team at Wormtown, she has helped facilitate the five-year-old brewery's expansion and commissioning of a new brewery system. She has served as a GABF and WBC judge for several years and has significant experience in recipe development, barrel aging and experimental brewing styles and techniques.

## Steve Parkes

**Lead Instructor, American Brewers Guild**  
[abgbrew@gmail.com](mailto:abgbrew@gmail.com)

Steve Parkes has brewed for over 30 years in the UK and on both coasts of the U.S. He started the first microbrewery (as they were called back then) in Maryland in 1988, and was head brewer at Humboldt Brewery in Arcata as they grew to be the second largest Northern California brewery in 1997. As head brewer with Wolavers Fine Organic Ales, he developed the nation's biggest-selling line of organic beers in the mid-2000s. He and his wife purchased the American Brewers Guild brewing school from its founders in 1999, and have continued to educate and train a large percentage of the nation's craft brewers. Steve was awarded the Russell Schehrer Award for Innovation in Craft Brewing by the Brewers Association in 2009.

## Christine Perich

**President/COO, New Belgium Brewing Company**

Christine Perich serves as New Belgium Brewing Company's president and chief operating officer and is a member of the board of directors. Christine has been an integral part of New Belgium's growth and success. When she started there in 2000, the company operated a 165,000-barrelage-production facility and distributed its products in seven states. In 2014, New Belgium will produce more than 940,000

barrels and distribute its products in 37 states and Alberta, British Columbia and Sweden. At the end of 2012, she guided the company through a second stage ESOP transaction which resulted in the company becoming a 100-percent employee-owned B Corp. Perich has oversight of all daily operations as well as the construction, integration and optimization of the company's second production facility in Asheville, N.C., slated for completion in late 2015. Christine received a Bachelor of Science in business administration from Colorado State University and is a member of the College of Business Global Leadership Counsel. She also serves on the Health-Ade board

of directors and the BA finance committee.

## Jason Perkins

**Brewmaster, Allagash Brewing Company**  
[jasonperkins@allagash.com](mailto:jasonperkins@allagash.com)

Jason Perkins is the brewmaster of Allagash Brewing Company in Portland, Maine. He was one of the first employees in the company and he has been there for the past 16 years. Prior to that, Jason enjoyed positions at The Kettle House in Missoula, Mont. and Gritty McDuff's in Freeport, Maine. He began his brewing career like so many craft brewers, as a homebrewer during college and the early years thereafter.

The advertisement for Habitat Glassware features a green and white color scheme. At the top, there is a logo consisting of a blue circle with a green leaf inside. Below the logo, the text reads "Habitat Glassware" in a large, blue, sans-serif font, followed by "Eco-Friendly UV Technology" in a smaller, green, sans-serif font. The main headline is "UV PRINTED GLASSWARE" in large, bold, blue letters. Below this, there are four bullet points: "• environmentally responsible printing process", "• eye-catching, custom 8-color designs", "• durable, long lasting finish", and "• cost effective". The background of the advertisement shows silhouettes of various glassware items, including bottles and glasses. At the bottom, there is a dark blue banner with the text "VISIT US AT BOOTH 2545" in white. Below the banner, the website "habitatglassware.com", email "info@habitatglassware.com", and toll-free number "844.723.4902" are listed. There are also social media icons for Facebook and Twitter. On the right side, there are logos for the Wisconsin Brewers Guild and the Brewers Association, with the text "ASSOCIATE MEMBER" below the Brewers Association logo.

## Geiger Powell

Director of Marketing, Cigar City Brewing  
[geiger@cigarcitybrewing.com](mailto:geiger@cigarcitybrewing.com)

Geiger Powell has been director of marketing at Cigar City Brewing since March 2011. He is responsible for all graphics and branding, oversees all social media and helps out with event planning. Mr. Powell is available for weddings and bar mitzvahs.

## Mike Powell

Packaging Manager, Pelican Brewing

## Company

[mike@pelicanbrewery.com](mailto:mike@pelicanbrewery.com)

Mike Powell has a varied and multifaceted industrial background in addition to his service in the U.S. Army. He joined Pelican Brewing Company four years ago and has served a variety of roles including maintenance manager.

## Alastair Pringle

Consultant, Pringle-Scott LLC  
[apringle@pringle-scott.com](mailto:apringle@pringle-scott.com)

Alastair Pringle was educated in England where he earned undergraduate and graduate degrees in microbiology. He joined Anheuser-Busch

in 1984 where he held a number of technical management positions. As director of brewing research, his responsibilities included all technical aspects of the brewing process. He is currently the principal consultant at Pringle-Scott LLC, a science-based consulting company that works with craft breweries on process control and quality. In addition, Alastair teaches microbiology at Maryville University, St. Louis and is a member of the IBD Board of Examiners.

## Mellie Pullman

Professor, Portland State University  
[mpullman@pdx.edu](mailto:mpullman@pdx.edu)

Mellie Pullman is director of the Business of Craft Brewing Certificate at Portland State University. She was former brewmaster/owner of Wasatch Brewery in Park City, Utah, and worked at Pyramid Breweries and Hops Brewpub. She is author of multiple books and articles on food and beverage businesses.

## Marc Rauschmann

General Manager,  
 Brau-Manufacturen GmbH  
[m.rauschmann@braufactum.de](mailto:m.rauschmann@braufactum.de)

More than 20 years ago, Marc Rauschmann became a homebrewer inspired by the German TV program Hobbythek (a clever do-it-yourself guide). His first beers were made with his mother's 20-liter juice extractor pot. Soon after, Marc was brewing up to 100 liters in an old copper laundry cauldron over an open fire. Enthusiasm for experimenting with ingredients allowed Marc to turn passion into profession in 1990. He studied industrial engineering at Berlin Research Institute for Brewing and Malting Technology and at Technical University of Berlin. In 2001 Marc joined Radeberger Group as master brewer, where he was responsible for quality management, technology and product development and thus for the quality of the raw material. His vision of brewing in a rather unusual way was still in his mind. At the Radeberger Group he found support and the freedom to experiment together with his colleague Thorsten Schreiber. They developed a business model which led to the foundation of BraufactuM in 2010. With the brand BraufactuM, Marc brought the craft beer movement to Germany. As a passionate hobby chef, he is also involved in the development of food pairings for craft beer styles.

## Christopher Rice

President/Publisher, *All About Beer* Magazine  
[chris@allaboutbeer.com](mailto:chris@allaboutbeer.com)

Chris Rice began his career in 1994 by co-founding Carolina Brewery, North Carolina's fourth

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brewery. As president and publisher of *All About Beer*, Chris leads the magazine, which is in its 35th year of chronicling the global beer industry for beer consumers. *All About Beer* also produces the World Beer Festivals, recognized nationally by *Forbes*, *USA Today*, and CNN. Chris has advised several leading breweries and brewpubs, helped launch a children's museum, and coached entrepreneurs across the brewing, specialty food and publishing communities. He has graduated twice from the University of North Carolina at Chapel Hill, receiving both a B.A. and M.B.A.

### **Eppa Rixey**

**Strategic Planning Manager, Lagunitas Brewing Company**  
[eppa.rixey@lagunitas.com](mailto:eppa.rixey@lagunitas.com)

Eppa Rixey graduated from Vanderbilt University with a degree in mechanical engineering before working in management consulting for a few years with Bain & Company. After working on a variety of cases in all sorts of industries, he found a way to merge his personal interest in craft beer with his professional skill set by taking a job with Lagunitas Brewing Company. He currently is their strategic planning manager, tackling projects related to operations and strategy.

### **Madison Roane**

**Director of Brewing Operations, Cigar City Brewing**  
[madison@cigarcitybrewing.com](mailto:madison@cigarcitybrewing.com)

Madison started homebrewing in 1989 and has been brewing professionally in Florida since 1997. After 10 years at McGuire's Irish Pub and Brewery in Destin, Fla., he moved to Tampa and began brewing at Dunedin Brewery. The former executive director of Florida Brewers Guild, Madison is currently working at Cigar City Brewing in Tampa.

### **Michael Roy**

[hael@royfarms.com](mailto:hael@royfarms.com)

Michael Roy is the hop division director and part owner of Roy Farms, a third generation farm located in the Yakima Valley in Washington State. Michael has been involved in many aspects of the family-owned business over the years, but his expertise lies in managing one of the largest hop farms in the nation. His focus is primarily on technology and he has a strong intention of evolving the sustainable culture in the agricultural industry. He serves on the board of directors of several local agricultural organizations, and was directly involved in establishing the American Organic Hop Growers Association

(AOHGA). Early in 2013, AOHGA lobbied USDA to rule that organic hops have to be used to brew organic beer. More recently, he was involved and instrumental in the first U.S. hop farm to become GlobalGap certified and the first hop farm in Washington to have acreage salmon-safe certified.

### **Tim Rynders**

**Project Engineer, CDM Smith**  
[RyndersT@cdmsmith.com](mailto:RyndersT@cdmsmith.com)

Tim Rynders is a process engineer with experience in planning, 3D design, piloting and start-up of water reclamation and treatment facilities for industrial clients. He is experienced in brewery wastewater management and a homebrewer who is fascinated with all fermented things.

### **Jill Sacco**

**Merchandising, POS, and Retail Manager, Allagash Brewing Company**  
[jsacco@allagash.com](mailto:jsacco@allagash.com)

Jill is a 13-year industry veteran, with experience at New Belgium Brewing Company, Dogfish Head Craft Brewery and Allagash Brewing Company. For the last four years Jill has worked at Allagash overseeing web sales, retail operations, POS and merchandise sourcing and purchasing, tour program operations and



inventory management.

### **Nathan Sanborn**

**Owner/Head Brewer, Rising Tide Brewing Company**  
[nathan@risingtidebrewing.com](mailto:nathan@risingtidebrewing.com)

Nathan Sanborn is co-owner and head brewer at Rising Tide Brewing Company. Growing up during the early days of the American craft brewing renaissance, he began homebrewing in 1994 and put his toes into the professional brewing waters in October 2010, founding Rising Tide with a one barrel brewhouse. Without a formal brewing education, he has learned largely through the school of hard knocks and the support of his generous colleagues in the craft brewing community in Maine. He now manages all brewing operations on Rising Tide's 15 barrel brewhouse, overseeing a team of 11 and an annual production of 2,400 barrels and growing.

### **Kevin Sandefur**

**Founder/President, BearWaters Brewing Company**  
[kevin@bwbrewing.com](mailto:kevin@bwbrewing.com)

Kevin Sandefur started as a homebrewer with a big dream. He has a diverse background including

military intelligence and special operations, plus medical, construction and manufacturing management. He has also worked as a business coach and marketing director. Kevin has used all of his skills to open and grow a nano-scale award-winning craft brewery, BearWaters Brewing Company, into a larger microbrewery operation over a two-year period. His business model has been studied and cited as an innovative model by local colleges that offer brewery science programs.

### **Melanie Sandefur**

**Vice President, BearWaters Brewing Company**  
[hello@bwbrewing.com](mailto:hello@bwbrewing.com)

Melanie Sandefur is vice president and co-founder of BearWaters Brewing Company. She has an extensive background in business start-ups and marketing. She has served as vice president of BearWaters Brewing Company, where she has specialized in retail merchandising and performance improvement.

### **Christina Schoenberger**

**Manager Technical Sales, Barth Haas Group**  
[christina.schoenberger@johbarth.de](mailto:christina.schoenberger@johbarth.de)

Christina Schönberger studied brewing technologies in Weihenstephan and received her Ph.D. in non-volatile flavor compounds in beer in 2003. After a year with the German Brewers Association she joined Barth Haas Group in 2005. Christina is head of the hops academy, an educational program that gives seminars on hops around the world. She is also head of the technical sales support team and has authored various articles on hops and sensory.

### **Harry Schuhmacher**

**Editor/Publisher, Beer Business Daily**  
[hs@beernet.com](mailto:hs@beernet.com)

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### **Dr. Paul Schwarz**

**Professor, North Dakota State University**  
[paul.schwarz@ndsu.edu](mailto:paul.schwarz@ndsu.edu)

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Paul Schwarz is professor of plant sciences at North Dakota State University, where he directs malting barley quality research, and serves as director of food safety programs. Dr. Schwarz publishes and lectures extensively on barley and malt quality. His current research is primarily in the area of food safety and mycotoxins. He has previously worked at Kurth Malting Corp., A. Egger Bierbrauerei and was a visiting scientist at Coors Brewing Company.

**Melinda Sellers**

Partner, Burr & Forman LLP  
msellers@burr.com

Melinda Sellers is a partner with the law firm of Burr & Forman LLP, a regional firm with nine offices in five southeastern states. Melinda's prior engagements include establishing start-up breweries and representing breweries and distributors regarding contract brewing arrangements, distribution agreements and trademark infringement matters. For the last three years, Melinda has been recognized as a "rising star" by Alabama Super Lawyers. She is also founder of a Birmingham, Ala. craft beer education club for women, member of the Pink Boots Society and Certified Cicerone®.

**Daniel Sharp**

Graduate Research Assistant and  
Doctoral Candidate, Oregon State  
University

Daniel.Sharp@oregonstate.edu

Daniel Sharp is a doctoral candidate in the Food Science and Technology department at Oregon State University, focusing on hop studies conducted in Dr. Thomas Shellhammer's lab. A native Oregonian, Daniel earned a B.A. from the University of Oregon and his M.S. from Oregon State University. He has presented hop aroma research at the 2011 and 2012 CBCs, regional and national MBAA meetings, and the 2012 World Brewing Congress. Daniel was awarded the 2012-2014 InBev Baillett-Latour Brewing Scholarship to fund his Ph.D. research focusing on the development of a predictive model for hop aroma in finished beer.

**Thomas Shellhammer, Ph.D.**

Nor'Wester Professor of Fermentation  
Science, Oregon State University  
tom.shellhammer@oregonstate.edu

Dr. Shellhammer is Nor'Wester Professor of Fermentation Science in the Department of Food Science and Technology at Oregon State University, where he leads the brewing science education and research programs. His brewing research investigates hops and beer quality. He

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directs the brewing education component of the fermentation science program at OSU and teaches courses about brewing science and technology, beer and raw materials analyses, as well as an overview of the history, business and technology of the wine, beer and spirits industries. Dr. Shellhammer is president of the American Society of Brewing Chemists and international section chairman of the Institute of Brewing and Distilling. He received his Ph.D. from the University of California, Davis in 1996.

### Chris Shields

**Brewer, Rhinegeist Brewery**  
[chris@rhinegeist.com](mailto:chris@rhinegeist.com)

Chris Shields recently joined the team at Rhinegeist Brewery in Cincinnati. Prior to that he was head brewer at Mystery Brewing Company, a small, seasonal-only production brewery in Hillsborough, N.C., since it opened in 2011. While getting a master's degree in biology, Chris fell in love with homebrewing; he finds craft beer's experimental nature is the perfect fit for his love of the interplay of art and science. He is a member of the MBAA and sits on the BA safety subcommittee.

### JB Shireman

**Vice President of Craft Services, First**

### Beverage Group

[jshireman68@gmail.com](mailto:jshireman68@gmail.com)

Born and raised in L.A. (Lower Arkansas), JB Shireman's affinity for beer developed early. In 1987, he found his way to Colorado and Colorado State University. He eventually became a partner in the smallest bar in the state and the oldest continually operating business in the city of Fort Collins. In 2011, JB joined First Beverage Group as a consultant. JB and First Beverage have consulted with and advised many of today's leading craft suppliers and distributors on topics ranging from operational efficiencies, improved wholesale and retail management, distribution network changes, and sales and marketing leadership. Recently, the First Beverage team aided in notable craft transactions including Duvel's partnership with Boulevard Brewing Company and Anheuser-Busch InBev's acquisition of 10 Barrel Brewing Company.

### Gabe Sierra

**President, Prometrix OSHA Consulting**  
[glsierra@prometrixinc.com](mailto:glsierra@prometrixinc.com)

Gabe Sierra is managing director of Prometrix Consulting, Inc. Prometrix has experience in the brewing industry. With more than 20 years of industry and government experience, Mr. Sierra has extensive professional expertise in industrial

engineering and construction, OSHA regulatory management, manufacturing, technology innovation, business strategy and marketing. Prior to founding Prometrix Consulting, Mr. Sierra was appointed and served as chief of staff for OSHA, where he served from 2006 to 2009. During his tenure as a senior member of the assistant secretary's management team, injury/illness and fatality rates declined to the lowest levels in the nation's history, enabled by the utilization of all the tools available through the Occupational Safety & Health Act of 1970. Mr. Sierra holds a B.S. in Electrical Engineering and an M.B.A. in Finance. He also possesses seven utility patents.

### Simon Sinek

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam at laoreet enim. Suspendisse vulputate turpis et varius eleifend. Curabitur vestibulum dui quis leo egestas, eget varius nisi sagittis. Nam pulvinar facilisis tortor a venenatis. Nam lorem risus, hendrerit eget urna vel, accumsan hendrerit elit. Maecenas mattis lectus vitae enim tincidunt rhoncus. Nulla vehicula nec ante vel consequat. Cras at fermentum sapien

### Rob Singleton

**Beer Category Manager, Liquor Depot and Wine & Beyond**  
[rsingleton@lsgp.ca](mailto:rsingleton@lsgp.ca)

Rob Singleton is beer category manager for the Canadian branch of Liquor Stores North America (LSNA). He has over 20 years' experience in the Alberta and British Columbia liquor retail market. With experience in purchasing for both provinces, he has seen the challenges for retailers and suppliers alike during the evolution of the Alberta and British Columbia retail models.

### Jamie C. Smith

**Marketing Director, Firestone Walker Brewing Company**  
[jamie@firestonebeer.com](mailto:jamie@firestonebeer.com)

Jamie C. Smith has over 10 years of marketing experience in the craft beer industry. As the marketing director of Firestone Walker Brewing Company, he oversees all creative design, marketing strategy, events and media efforts. He ensures that everything projected as a company from Firestone is in line with its core values and beliefs.

### Marc E. Sorini

**Partner, McDermitt Will & Emery LLP**  
[msorini@mwe.com](mailto:msorini@mwe.com)

Marc E. Sorini is a partner in the law firm of McDermott Will & Emery LLP, based in the firm's Washington, D.C. office. He is the leader of the firm's Alcohol Regulatory & Distribution Group, where his practice focuses on regulatory,

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distribution and litigation issues facing craft brewers and the alcohol beverage industry generally.

### **Patrick Staggs**

**Director of Continuous Improvement,  
Crown Cork and Seal**

**patrick.staggs@crowncork.com**

A mechanical engineering graduate from Purdue University, Patrick Staggs has spent his 13-year career in various manufacturing environments and has a proven record of improving operations through Lean Six Sigma techniques and team-based problem solving. After five years in the machining industry, Patrick joined Dr Pepper Snapple Group and managed operations in the Chicago bottling plant and the Mott's finished goods plant in Williamson, N.Y. With over a decade of homebrewing adventures, Patrick was able to marry his love for craft beer with his operational experience and took the role of director of brewery operations for Dogfish Head Craft Brewery. Patrick has found a niche and a passion for the beverage industry which has taken him to his current role as the director of continuous improvement for Crown Cork and Seal. Patrick and his wife Shannon are enjoying life on the Delaware beaches with their three young children.

### **Andrea Stanley**

**Owner/Maltster, Valley Malt  
andrea@valleymalt.com**

Andrea is co-owner and maltster at Valley Malt a craft malthouse in Hadley, Mass. She is also president of the Craft Maltsters Guild.

### **Benj Steinman**

**President, Beer Marketer's INSIGHTS  
benjstein@aol.com**

Benj Steinman is president of Beer Marketer's Insights (BMI), the leading trade publisher for the United States brewing industry since 1970. Benj joined BMI in 1980. He is publisher and editor of the flagship newsletter as well as several other online and print media publications. Beer Marketer's Insights currently has six publications and two conferences, all about beer and/or beverages. Its newest additions are focused on the fast growing craft segment: *Craft Brew News*, an email newsletter, debuted in 2010 and *Craft Brew Guide*, a reference book, debuted in 2014. BMI hosts two annual conferences, the Beer Insights Spring Conference in May in Chicago and the Beer Insights Seminar in November in New York City.

### **John Stier**

**Senior Consultant, Antea™ Group**

### **John.Stier@anteagroup.com**

John Stier partners with global clients to develop sustainable strategies that deliver superior financial return. As the former director of corporate environmental affairs for Anheuser-Busch Companies, John offers clients more than 35 years of experience with sustainability strategies, transactional support, external communications, water risk management, climate change mitigation and adaptation, regulatory compliance and legislative review. John is primary author of the BA sustainability manuals and tools.

### **Barnaby Struve**

**Vice President, 3 Floyds Brewing Co.**

**barnaby@3floyds.com**

Barnaby Struve is co-founder and vice president of 3 Floyds Brewing Co. in Munster, Ind. Barnaby helps organize and facilitate Dark Lord Day—a festival and the only day of the year to buy 3 Floyds Dark Lord Russian Imperial Stout.

### **Timothy Suprise**

**Founder & President, Arcadia Ales**

**tsuprise@arcadiaales.com**

Hailing from Upstate New York, Tim Suprise worked five years in law enforcement before a

10-year career in the pulp and paper industry that eventually led him to Kalamazoo, Mich. After traveling throughout the U.S. and overseas to the world's paper mills, Tims' interest in and passion for locally made beers, from Baton Rouge to Boston (and Bangkok to Beijing), inspired a confidence to leave a perfectly good paying job in 1996 to establish Arcadia Brewing Company in Battle Creek, Mich. Dedicated to distinctive, artisanal British-inspired beers, Arcadia Ales has earned Great American Beer Festival® and World Beer Cup® awards and in 2014 completed a major expansion in building and commissioning its new Kalamazoo Riverfront Brewery, Pub & Kitchen. In addition to his role as founder and president of Arcadia, Tim serves the Michigan Brewers Guild as co-chair of the government affairs committee and sits on the board of directors of Cereal City Development Corporation (Kellogg Arena), Battle Creek Downtown Development Authority and Southwest Michigan First.

### **Chris Swersey**

**Technical Brewing Projects Manager,  
Brewers Association**

**chris@brewersassociation.org**

Chris Swersey serves as Brewers Association technical brewing projects manager, focusing on brewing ingredients supply chain. Chris serves on

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the Brewers Association technical committee and five subcommittees focused on ingredients, safety, sustainability, quality and draught beer quality. He joined BA technical staff in 2010 and has served as World Beer Cup® and Great American Beer Festival® competition manager since 2002.

## **Kara Taylor**

**Analytical Laboratory Manager, White Labs**  
[kara@whitelabs.com](mailto:kara@whitelabs.com)

Kara Taylor has been with White Labs since 2009. She became interested in fermentation science while homebrewing during her days at Loyola Marymount University. She received a B.S. in biology in 2009 and began employment at White Labs in San Diego as a yeast laboratory technician. Since January 2014, she has functioned as analytical laboratory manager in White Lab's analytical laboratory. She is a member of Master Brewers Association of Americas and the American Society of Brewing Chemists.

## **Michael Texido**

**Managing Director, Constellation  
 Wealth Advisors**  
[mike@cwallc.com](mailto:mike@cwallc.com)

Michael is a founding member and managing director of Constellation Wealth Advisors LLC, with over 21 years of experience in financial services and wealth management. He is a member of the firm's investment committee that oversees and provides direction for the firm's \$5 billion of client assets under management. Prior to joining Constellation, Michael was senior vice president with Citi Smith Barney. Past experience includes serving as a director at Credit Suisse First Boston, where he advised institutional money managers and hedge funds, and as a managing director with Montgomery Securities. Michael began his career in the investment banking department of Merrill Lynch & Co. in New York.

## **Whitney Thompson**

**South & Eastern Region Sales Manager,  
 Malteurop**  
[whitney.thompson@malteurop.com](mailto:whitney.thompson@malteurop.com)

Whitney Thompson holds a B.S. in biology from Bridgewater College in Virginia. She began her brewing career at Ernst August Brauhaus in Hannover, Germany, and has worked for several mid-Atlantic craft breweries including Starr Hill Brewery, Appalachian Brewing Company, Troegs Brewing Company and Victory Brewing Company. Her most recent professional brewing post was as the quality services executive manager for Victory. She is now the South and Eastern regional sales manager for Malteurop North America.

## **Duke Tufty**



**Partner, Wyse Kadish LLP**

[dt@wysekadish.com](mailto:dt@wysekadish.com)

Duke is a partner at Wyse Kadish LLP, a law firm in Portland, Ore. His practice focuses on alcohol regulatory law, including liquor licensing, license defense, compliance and training, and strategic counseling. He regularly assists breweries with their alcohol regulatory needs. He also is a regular instructor for Oregon State University's Craft Brewery Startup Workshop.

**Andrew Turner**

**Owner/Scientist, Mystery Brewing Company**

[andrew@mysterybrewing.com](mailto:andrew@mysterybrewing.com)

Andrew served as director of technology development at PhaseBio Pharmaceuticals, Inc., and was co-founder and director of molecular biology of BioRexis Pharmaceuticals Corporation. Andrew has 15 years of molecular biology experience in the biotechnology industry. He is currently owner and scientist at Mystery Brewing Company.

**Jean Pierre Veillet**

**Creative Director/Founder/Developer, Siteworks Design|Build**

[jp@siteworksportland.com](mailto:jp@siteworksportland.com)

Jean Pierre Veillet is a Portland-based artist, designer and developer. Trained as a sculptor, Veillet takes a spatially informed, aesthetically thoughtful and economically pragmatic approach to projects from international hotel renovations to GABF award-winning breweries. With his firm Siteworks, he recently completed design and construction projects for Hopworks Urban Brewery, Breakside Brewery, Genoa Restaurant, Ava Gene's, Keetsa, Voicebox, Pips and Bounce and the World of Speed museum. In 2014, he launched Pine Street Market, a redevelopment project that created an urban marketplace for Portland retailers and food vendors plus beer, wine and spirits purveyors and operators.

**Dan Vollmer**

**Graduate Research Assistant and Doctoral Candidate, Oregon State University**

[Daniel.Vollmer@oregonstate.edu](mailto:Daniel.Vollmer@oregonstate.edu)

Dan Vollmer is a doctoral candidate in the food and fermentation science program at Oregon State University (OSU), working in Dr. Thomas Shellhammer's lab. His research examines the origins of hop aroma in beer, with specific study of the aroma of oxidized hops, water-soluble



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flavor precursors in hops and the influence of hop oil content on dry hop aroma in beer. Additionally he has developed coursework in support of OSU's annual beer analyses workshop series, focusing on quality assurance and control; he also contributes to the execution and delivery of these courses. Daniel is a member of the American Society of Brewing Chemists and

Institute of Food Technologists. He completed the UC Davis Master Brewers Program in 2012 and received his M.S. and B.S. in Food Science from the University of Massachusetts, Amherst in 2011 and 2010, respectively.

**Katie Wallace**  
Assistant Director of Sustainability;

**Purveyor of The Good Life, New Belgium Brewing Company**  
[kwallace@newbelgium.com](mailto:kwallace@newbelgium.com)

Katie Wallace is assistant director of sustainability and Purveyor of the Good Life at 100 percent employee-owned New Belgium Brewing Company, where she has been for 10 years. She helps to lead the company's efforts to make a positive impact on the environment and be a force for good in the world. Katie operates from the philosophy that breweries achieve authenticity and success when coworkers are having fun, doing good for the world and feeling secure, connected and empowered. She frequently shares New Belgium's business model and best practices as a national presenter and by partnering with company leaders and government officials across the globe. Katie is ecstatic to work in a field that perfectly matches her passion for cultural innovation, human happiness and ecological stability. In her free time, she is pursuing a graduate degree in positive psychology and its application to 21st century business, travels the world with an endless curiosity for other perspectives and enjoys the bikes + beer culture in the amazing town of Fort Collins, Colo.

**Michael Warren**  
Formula Specialist, Alcohol and Tobacco Tax and Trade Bureau  
[michael.warren@ttb.gov](mailto:michael.warren@ttb.gov)

Michael began his career with the TTB in 2004 as a specialist in the Advertising, Labeling and Formulation Division. As a specialist, his primary focus is reviewing and analyzing formulated beverage alcohol products across beer, wine and spirits. He also provides support and input on labels, market and compliance matters and field investigations. Prior to joining the TTB, Michael was employed in law enforcement.

**Bart Watson, Ph.D.**  
Chief Economist, Brewers Association  
[bart@brewersassociation.org](mailto:bart@brewersassociation.org)

Bart Watson is chief economist at the Brewers Association. Prior to his position with the BA, he was a lecturer at the University of California, Berkeley, a visiting assistant professor at the University of Iowa, and an associate at The Barthwell Group, a management consulting firm. His academic research focused primarily on the political and economic effects of increasing market consolidation in distribution channels. He holds a B.A. from Stanford University and a Ph.D. from the University of California, Berkeley.

**Darron Welch**  
Brewmaster, Pelican Brewing Company  
[darron@pelicanbrewery.com](mailto:darron@pelicanbrewery.com)



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Darron Welch has been with Pelican Brewing Company since 1995, first as head brewer and currently as brewmaster. Since opening in 1996, Pelican has grown from less than 300 barrels per year to 7,000 barrels in 2014, has expanded and remodeled the original facility in Pacific City, and in 2013 built a production brewery in the nearby town of Tillamook, Ore. Along the way, Pelican has won numerous medals and awards at competitions around the world.

### Neil Witte

**Technical Support/Training Manager,  
Duvel USA/Boulevard Brewing Co/  
Brewery Ommegang**  
nwitte@boulevard.com

Neil Witte is training and technical support manager for Duvel USA, Boulevard Brewing Company and Brewery Ommegang. He began his career in the Kansas City brewpub industry, moving to Boulevard Brewing Company in 1997 as a brewer. In 2001, he took over field quality and training responsibilities and continues that role today with the Duvel family of beers. With quality and education as a main focus, he works closely with the national sales and marketing teams on all technical and training matters. He also does extensive distributor and retailer training on all manner of beer-related topics, including the brewing process, beer styles, draught systems and beer and food. He is BJCP Certified and is currently one of seven holding Master Cicerone® certification. He is co-author of the Brewers Association's Draught Beer Quality Manual and Draught Beer Quality for Retailers, and a contributing author to the MBAA Beer Steward Handbook.

### Sebastian Wolfrum

**Founder, Epiphany Craft Malt**  
sebastian@epiphanymalt.com

Sebastian Wolfrum is in the start-up phase of Epiphany Craft Malt and has recently joined Capitol Broadcasting Company as executive brewmaster for the Rocky Mount Brewmill & Bull Durham Beer Co. Born and raised in Germany, he earned his certification as a brewer and maltster with Ayinger Brewery in 1999, where he is involved with their annual brewery auditing to this date. In 2012, he added a certificate in distilling from IBD, London. Continuing his brewing career in the U.S., from 2006-2013 Sebastian was director of brewing operations for the second-largest craft brewery in North Carolina. As a founding member of the North Carolina Craft Brewers Guild in 2008, he continues to be very involved in the affairs of small brewers in the region. Furthermore he is engaged at the national level with the

Brewers Association by serving on the brewpub committee and as a regular contributor to *The New Brewer*. Sebastian lives with his wife and their twins in Durham, N.C.

### Rusty Wortman

**Director of Awesome, Golden Eagle Distributors**  
richardw@gedaz.com

Richard "Rusty" Wortman graduated from the University of Arizona, where his informal beer education first began. After graduation Rusty was hired at Golden Eagle Distributors, where he has held a variety of roles, including driver, sales representative, training director, business analyst and (currently) director of awesome. When the craft/import side of the business started to grow nine years ago, he was promoted to oversee the craft/import portfolio for Golden Eagle Distributors. This year Rusty is celebrating 21 years with the company, which is a family-owned beverage wholesaler with seven branches across Arizona.

### Chad Yakobson

**Owner/Brewer, Crooked Stave Artisan Beer Project**  
chad@crookedstave.com

Chad Yakobson is owner and brewer of Crooked Stave Artisan Beer Project, located in Denver, Colo. He obtained a B.S. in horticulture science before going on to study viticulture and oenology in New Zealand. He then switched focus to the brewing industry, concentrating on various microorganisms present during barrel aging of sour beer. In 2010 Chad completed his master's thesis, titled Primary Fermentation Characteristics of Brettanomyces Yeast Species and Their Use in the Brewing Industry, and was awarded a Master of Science in brewing and distilling from Heriot-Watt University and the International Centre for Brewing and Distilling in Edinburgh, Scotland.

### Nate Yovu

**Co-Owner/Brewer, BTU Brasserie Chinese Food & Brewery**  
nateyovu@yahoo.com

Nate Yovu is co-owner and brewer of the new BTU Brasserie Chinese Food & Brewery. He has a degree from the American Brewers Guild and worked at Captian Lawrence Brewing in New York before coming to Portland as head chef at the Burnside Brewing Co. Instead of the usual pub food, BTU serves its brews with bao, noodle dishes and stir fries.

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TeraG anix 759	WPA Pinfol 858	King Orcha 857	Ningbo 958	Erben Packa 959	Croxs ons 1058	Beer Statio 1059	Britis h 1158	Brew ery 1159	Kalsec 20'		
Allied Hose 757	Univer sity of 856	Aunt Fanni 855	A&E Conveyo r 20'	20' Satellite Logistics Group 20'		Ceramic Decorating Co Inc 30'	Pacific Brewery System 30'	Riege r/Flow 1157	1256		
SAFE TY 755	Diedri ch 854	ChenStatio n 20'	DWS Printing 20'	953		1053	1152	W.M. Sprinman 20'	Thonhouse r 20'		
BestF riends 753	Card Conne 852	851	950	NuCO 2 949		BrauB eviale 1048		40' Micro Matic USA 40'			
Edwar ds 751	Aquat herm 850	20' JVNW Inc 30'		Praxa ir, Inc. 947	VLB Berlin 1046	40' 1043		Green Air 1255	Custom Metalcraft, 20'		
Enerq up, 749	Centu ry 848	843		Cask Brewi 1044	Beer Statio 1042	1251		German Hop 20'	MEC Brew of YMS 20'		
Kegconnec tion.com 20'	Sonoma Cast Stone 20'	844		Berk Brew 1044		Beer Statio 1249		Atlas Keg Company 20'	1350		
JC Youn 743	Packa ging 842	843		843		BRAU WELT 1247		Hayn es 1344	Brew eryGa 1342		
Zep Inc. 20'	Flowtrend 20'	20' CIMEC S.r.l 841		PTG Water 941	Keg Credit 40'		FILTROX North 20'	Weber Scientific 20'	Markem- Image 20'		
739	838	20' SIMATEC Impiantibirra 30'		Spec Trellis 939	1034		1039	1138	20' Alfa Laval, Inc 30'		
Ther mona 737	McBra dy 836	835		Burkart Fluid 20'	1034		20' Buhler Inc 20'		Allied Boiler 1137	Bohe mia 1236	
Eco- Produ 735	Ecola b Inc. 834	835		1034		1035		20' Ardagh Group 1135		1235	

Hall D

■ = Beer Stations

40' GEA Westfalia Separator 30'		30' 47Hops 30'		HEUFT USA, Inc. 30'		20' Premier Stainless Systems 30'		ABM Equipment Co., Inc. 30'		Loeffler Chemical Corp 30'	
725	923	1023	1122	1123	1223	1322	20' A.B.E. - American Beer Equipment 30'		20' Criveller Group 20'		
Portia nd 718	Rehrig 719	UBC Group 20'	HDA Archit 819	Lance r 1018	Smyth Co 1019	SEW- Eurodrive, 20'	Matheon Manufacturing, Inc. 30'	Palmer Camming, A Palmer-Tech 30'	1215		20' American Beer Equipment 30'
Macfa dden 716	API Heat 717	816	Sams on 817	MISC O 1016	Nation al 1017	1116	1115	1214	1215		30'
Union Street 714	Vita- Pakt 715	Granb ury 814	Mumtoms Malted 20'	Gaslig ht 1014	Burles on's 1015	Silver Cloud 1114	1115		1214		30'
Globa l Keg 712	Quant iperm 713	Z Speci 812	813	20' Feldmeier Equipment 20'		Silver State 1112	1115		1214		30'
AHM Insura 710	Premi er 711	Premi er Software 20'	Beer Statio 811	909		Dutch Gold 1110	1115		1214		20' Criveller Group 20'
Globa l 708	Meili 709	VichityBe w 20'	Charles Feram Inc. 20'	Big Ass Fans 20'	908	ALec o 1108	1109		1208		20' Pukka 20'
Crawf ord 706	Porto cork 707	Ferrum Inc 20'	807	Stea meric 906	907	Kegw orks,c 1106	1109		1208		20' Pukka 20'
Beer Institu 704	BRE WHA 705	20'	804	Rack & North Caroli 904	905	Colu mbine 1104	1105		1204		20' Victor 1205
Unive rsity 702	Blich mann 703	Vacuum Barrier 20'	800	Above All 803	Therm aline 1004	Phoen ix 1102	1105		1204		Art and 1302
Mill Wood 700	McCla in 701	800	Vettri a 801	The Barrel Mill 900	Burnh am 1002	Cold Shot 1001	1101		1200		Atlas Label 1300

# Exhibitor MAPS

## Hall C

■ = Beer Stations

## Halls A1-B

Stampac Ink 1359	20' North west 1357	20' Star Kav 1355	20' Crosby Hop Farm 200 1351	20' Amori m 1349	20' Paul Mueller Company 20' 1343	20' Rocky Mountain 1458	20' FormP ak Inc. 1459	20' R & L Intern 1457	20' STM Instru 1455	20' Maise nneuv 1453	20' Cambr ian 1451	20' SixPa ckCar 1449	20' Brewi ng 1447	20' ShipComp ant 20' 1443	20' Briesa Malt & 20' 1542
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20' CFT Packaging USA / SBC Bottling & Canning 20' 1555
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20' Leibinger GmbH 20' 1659
--------------------------------------

20' MacDonald Steel Ltd 30' 1757
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20' Pall Corporation 20' 1859
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20' KegCra ft 20' 1653
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20' Milne Fruit 1753	20' L.J. Star 1852
----------------------------	--------------------------

20' Castle Maltin 1855	20' UK Brewi 1954
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20' Industrial Dynamics 20' 1647	20' Chylian, Inc. 20' 1746
---	-------------------------------------

20' DMA 20' 1749	20' North weste 1850	20' Symbi ont 1848
------------------------	----------------------------	--------------------------

20' Brewer's Supply 20' 1843	20' UK Brewi 1954	20' Weyermann @Specialty 20' 1942
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20' White Labs, Inc. 1643	20' Albert Hand 1744	20' AFTE K, Inc. 1742
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20' Kottis Design 20' 1743
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20' Brewer's Supply 20' 1843	20' Brewer's Supply Group 20' 1847
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40' Prospero Equipment Corp. 40' 1434
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20' Taprite / DSi 1541	20' Lambr achts 1638	20' American paranic 20' 1634
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30' Allied Beverage Tanks, Inc. 40' 1734
--

40' Kronen Inc. 40' 1834
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20' DME Brewing Solutions 30' 1323
--

20' Zeon 20' 1423	20' Stand- ard- 1526	20' Barth- Haas 1523
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20' Beer Statio 1626
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30' Brewmaton 30' 1623	30' Brewery Brending Co. 30' 1722
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20' Treatt 1727	20' Bosto n 1826	20' Hach 20' 1723	20' MicroStar Keg 20' 1822
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20' Brewer's Association 30' 1823
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20' Tosca 1317	20' Gem 20' 1313	20' RMS Roller Grinder 20' 1309	20' CPE Syste 1307	20' Dex-O -Tex 1305	20' TANK NET 1303	20' Ignite Bever 1301	20' Fels Sta Chemicals 20' 1416	20' Argelth Ceramic 20' 1413	20' Dynamic Displays 20' 1409	20' Hamilt on 1405	20' Roxam Beverage 20' 1401	20' Wilhel m 1417	20' Emerson Industrial 1516	20' AC Bever 1514	20' The Brandi 20' 1508	20' M.G. Newel 1505	20' Bell- Ande 1501	20' MNF Beer 1406	20' Argelth Ceramic 20' 1413	20' Dynamic Displays 20' 1409	20' Hamilt on 1405	20' Roxam Beverage 20' 1401
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20' Beer Statio 1512	20' Orchestr ate dBEER 20' 1509	20' M.G. Newel 1505	20' Brews ry 1604	20' On The 1503	20' Bell- Ande 1501	20' G & D Chillers, Inc. 30' 1614	20' G & D Chillers, Inc. 30' 1614	20' Argelth Ceramic 20' 1413	20' Dynamic Displays 20' 1409	20' Hamilt on 1405	20' Roxam Beverage 20' 1401
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20' Beer Statio 1617	20' Centec USA 30' 1609
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20' Sibal Desig 1719	20' Brewer's Hardware, 20' 1715	20' EZ 20' 1713	20' Fisher & 20' 1711	20' LD Carlson CO 20' 1707	20' Clear Water 1705	20' Mum CRAFT 20' 1800	20' Scurp tura 1701	20' Quad Pack 1703	20' Mumm CRAFT 20' 1800	20' Scurp tura 1701
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20' Digital Dining 1605	20' Beer Statio 1704	20' Neil Enterp 1603	20' Ball Corpo 1702	20' United CO2 1601	20' Clear Blu 1700	20' Brewer's Hardware, 20' 1715	20' EZ 20' 1713	20' Fisher & 20' 1711	20' LD Carlson CO 20' 1707	20' Clear Water 1705	20' Mum CRAFT 20' 1800	20' Scurp tura 1701	20' Quad Pack 1703	20' Mumm CRAFT 20' 1800	20' Scurp tura 1701
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20' Carpa's Brewing 1817	20' Munt Boiler & 1813	20' Sentr y 1914	20' BeerR un 1912	20' Top Line 1918	20' EUW A 1916	20' Brewer's Hardware, 20' 1715	20' EZ 20' 1713	20' Fisher & 20' 1711	20' LD Carlson CO 20' 1707	20' Clear Water 1705	20' Mum CRAFT 20' 1800	20' Scurp tura 1701	20' Quad Pack 1703	20' Mumm CRAFT 20' 1800	20' Scurp tura 1701
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20' Green Mount 2199	20' AR Metall 2197	20' Ska Fabric 2195	20' May Group 2193	20' ARIX Co. 2191	20' PicoB rew 2189	20' Super lor 2187	20' McKa y 2296	20' Nord DriveS 2295	20' Invisi ble 2293	20' Alcoho l & 2291	20' Hartne ss 2289	20' Union Jack 2287	20' Centu ry 2398	20' Clima x 2297	20' Antea Group 2394	20' Kusel Equip 2392	20' Parke r 2390	20' COMP TOIR 2388
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20' The Strain 2299	20' Centu ry 2398	20' Clima x 2297	20' Antea Group 2394	20' Kusel Equip 2392	20' Parke r 2390	20' COMP TOIR 2388	20' Union Jack 2287	20' Beer Statio 2386
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20' Glacier 2397	20' Custo m 2395	20' Coast er 2393	20' ClearWate r 2389	20' Cicer one 2387	20' Cabbeyo n 2381	20' Pacion n 2377	20' EBS Ink-Je t 2373	20' Design 2369	20' Maltbaup 2365
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20' Enhanc e 2499	20' Waterlo 2497	20' Thern a-Stor 2495	20' Kernu 2493	20' Orego n 2491	20' Wave Train 2489	20' ARS/IS WASH 2487	20' Profa nce 2598	20' Eriah Inc. 2596	20' Thern a-Stor 2495	20' Flatwag 2592	20' Orego n 2491	20' Wave Train 2489	20' ARS/IS WASH 2487	20' Rocheste r Midland 2592	20' Profa nce 2598	20' Eriah Inc. 2596
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20' A.B. Seale r 2183	20' Innov ative 2181	20' Whale n 2179	20' Meridi an 2177	20' Ambr sch. 2175	20' Ampc o 2173	20' Bev Can 2171	20' Columbi a 2167	20' Maltaup 2165	20' Brewo ry Pak 2280	20' Beer n 2278	20' Separ ators, 2274	20' Tel- Tru 2272	20' H2O Engin 2270	20' Cycle Dog 2268	20' OC Mecha 2266	20' Pentair 2265
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20' Craftwerk Brewing Systems 2281	20' Bevcorp LLC 2277	20' Beer Statio 2478	20' Imperi al 2476	20' Digital Four 2474	20' Cascade Floors Inc. 2470	20' Vermon t 2470	20' Cascade Floors Inc. 2470	20' Vermon t 2470	20' Cascade Floors Inc. 2470	20' Cascade Floors Inc. 2470	20' Cascade Floors Inc. 2470	20' Cascade Floors Inc. 2470	20' Cascade Floors Inc. 2470	20' Cascade Floors Inc. 2470	20' Cascade Floors Inc. 2470	20' Cascade Floors Inc. 2470
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20' Beer Statio 2478	20' Imperi al 2476	20' Digital Four 2474	20' Cascade Floors Inc. 2470	20' Vermon t 2470	20' Cascade Floors Inc. 2470	20' Vermon t 2470	20' Cascade Floors Inc. 2470	20' Vermon t 2470	20' Cascade Floors Inc. 2470	20' Vermon t 2470	20' Cascade Floors Inc. 2470	20' Vermon t 2470	20' Cascade Floors Inc. 2470	20' Vermon t 2470	20' Cascade Floors Inc. 2470	20' Vermon t 2470
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20' Cargill Specialty Malt 2479	20' Holsa 2582	20' Eicos 2578	20' Marks Design & Metalworks 2473	20' O-I 30' 2465
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20' Gusmer Enterprises Inc 2159	20' Wyea 2257	20' Anton Paar 2251	20' Madis on 2353	20' MIIR 2349	20' TAWI USA 2347	20' Inters tate 2345	20' AJS Tap 2343	20' Miura Ameri 2241	20' Mirra 2241	20' Northwest Brew Gear 2237	20' Sahn 2235	20' Gusmer Enterprises Inc 2159	20' Wyea 2257	20' Anton Paar 2251	20' Madis on 2353	20' MIIR 2349	20' TAWI USA 2347	20' Inters tate 2345	20' AJS Tap 2343	20' Miura Ameri 2241	20' Mirra 2241	20' Northwest Brew Gear 2237	20' Sahn 2235
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20' Beer Statio 2358	20' Anton Paar 2251	20' Madis on 2353	20' MIIR 2349	20' TAWI USA 2347	20' Inters tate 2345	20' AJS Tap 2343	20' Miura Ameri 2241	20' Mirra 2241	20' Northwest Brew Gear 2237	20' Sahn 2235
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20' TopTier 30' 2357	20' Sabco Industrie 2455	20' Clayton Industrie 2451	20' M Cornell Importers, 2443	20' Harbo r 2544	20' VNE Corpo 2546	20' Good natur 2550	20' Growl erWar 2552	20' InterD yn 2554	20' Hops- Meist 2556	20' BETE Fog 2558	20' Emm ett 2560	20' TopTier 30' 2357	20' Sabco Industrie 2455	20' Clayton Industrie 2451	20' M Cornell Importers, 2443	20' Harbo r 2544	20' VNE Corpo 2546	20' Good natur 2550	20' Growl erWar 2552	20' InterD yn 2554	20' Hops- Meist 2556	20' BETE Fog 2558	20' Emm ett 2560
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20' SMT Food 2553	20' Alima c Sri 2551	20' Deco Sign 2549	20' Chill Art 2547	20' Habit at 2545	20' Klean Kante 2543	20' SMT Food 2553	20' Alima c Sri 2551	20' Deco Sign 2549	20' Chill Art 2547	20' Habit at 2545	20' Klean Kante 2543
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20' Newlands Systems Inc. 2143	20' Sugar Creek Hops, LLC 2243	20' Nulab el 2344	20' FIZZ Dispe 2346	20' SMB Machi 2342	20' Miura Ameri 2241	20' Mirra 2241	20' Northwest Brew Gear 2237	20' Sahn 2235
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20' Anton Paar 2251	20' Madis on 2353	20' MIIR 2349	20' TAWI USA 2347	20' Inters tate 2345	20' AJS Tap 2343	20' Miura Ameri 2241	20' Mirra 2241	20' Northwest Brew Gear 2237	20' Sahn 2235
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20' Beer Statio 2358	20' Anton Paar 2251	20' Madis on 2353	20' MIIR 2349	20' TAWI USA 2347	20' Inters tate 2345	20' AJS Tap 2343	20' Miura Ameri 2241	20' Mirra 2241	20' Northwest Brew Gear 2237	20' Sahn 2235
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20' Beer Statio 2358	20' Anton Paar 2251	20' Madis on 2353	20' MIIR 2349	20' TAWI USA 2347	20' Inters tate 2345	20' AJS Tap 2343	20' Miura Ameri 2241	20' Mirra 2241	20' Northwest Brew Gear 2237	20' Sahn 2235
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20' Sahn 2235	20' Pack leader USA 2238	20' Northwest Brew Gear 2237	20' Spoka ne 2338	20' World Bottl 2334	20' Beer Statio 2335	20' Sahn 2235	20' Pack leader USA 2238	20' Northwest Brew Gear 2237	20' Spoka ne 2338	20' World Bottl 2334
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20' Beer Statio 2335	20' Pack leader USA 2238	20' Northwest Brew Gear 2237	20' Spoka ne 2338	20' World Bottl 2334	20' Beer Statio 2335	20' Sahn 2235	20' Pack leader USA 2238	20' Northwest Brew Gear 2237	20' Spoka ne 2338	20' World Bottl 2334
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20' Beer Statio 2335	20' Pack leader USA 2238	20' Northwest Brew Gear 2237	20' Spoka ne 2338	20' World Bottl 2334	20' Beer Statio 2335	20' Sahn 2235	20' Pack leader USA 2238	20' Northwest Brew Gear 2237	20' Spoka ne 2338	20' World Bottl 2334
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20' Beer Statio 2335	20' Pack leader USA 2238	20' Northwest Brew Gear 2237	20' Spoka ne 2338	20' World Bottl 2334	20' Beer Statio 2335	20' Sahn 2235	20' Pack leader USA 2238	20' Northwest Brew Gear 2237	20' Spoka ne 2338	20' World Bottl 2334
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# Exhibitor LISTING

BrewExpo America® is North America's largest tradeshow geared towards the craft beer industry. With over 490 exhibitors from around the world, this is your chance to shop for all of your brewing needs. From equipment manufacturers, to suppliers, to things to help your business run better, BrewExpo America is your one-stop shopping resource.

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Campden BRI is the UK's leading brewing research centre, covering all matters related to beer, cider, wine and spirit production, analysis, NPD and information support.

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1571 Campus Delivery  
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GEA Flow Components manufacturers and supplies sanitary flow components for the brewing industry, including mixproof valve technology, cleaners, inline connections and VARITOP® tank tops. Our components can improve production efficiency; improve taste stability and shelf life. Using our components in small design adjustments can lead to dramatic progress or a new way of doing things. Put our technology to work in your brewery and start seeing better results today.

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The IBD is the leading global provider of vocational technical brewing qualifications, as well as being an important publisher of the Brewer & Distiller International and the Journal of the Institute of Brewing. The IBD is also a members' organisation offering a wide range of educational resources.

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www.lybrew.com

Jinan Liangyoubier Machinery Co., Ltd. is a comprehensive joint-stock company, integrating science, industry and trade together. Our main products are equipment of microbreweries with daily capacity of 1hl - 10hl products and middle-class brewery plants with daily capacity up to 20hl - 100hl. We provide beverage equipment of wine, distillate spirits etc and light industry equipment of the pharmaceutical, chemical and petroleum industry.

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Keg Credit is the solution for your keg financing/leasing needs. Keg Credit does NOT require long-term contracts. Why commit yourself to a 48, 60, 72+ month minimum term??? Our program is simple, straightforward and is very popular with all size breweries. Need freight?? Easy, Keg Credit can handle that as well! Stop by our booth #1034 to let us show you how we can save you money, provide you the highest quality cooperage and increase your keg returns! (Our Kegs are not made in China).

**2050 / Keg Logistics LLC**  
3314 Meadow Creek Pl  
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RENT TO OWN KEGS & FREIGHT SERVICES We provide our brewery partners with the highest quality kegs in the world. Each keg is silk-screened with the brewery's logo or graphic design to identify the keg as your asset. The brewery builds equity ownership in the kegs with every rental payment. The Brewer selects the rental term, and has the option to take ownership anytime after year 1. Keg Log can assist with all of your shipping needs, from empty keg returns, to the shipment of full product.

**745 / Kegconnection.com**  
1800 EDC Parkway  
Comanche, TX 76442 US  
www.kegconnection.com

Kegconnection supplies Draft Beer Dispensing Equipment to both business and home users. We sell new Kegs, both commercial and home brew style. We can supply you with the items you need to outfit your brewery tasting room, bars that carry your beers or even draft beer dispensing systems for home users in your area. It is related to draft beer we can help you! We have been in business for over 8 years and we sell both domestically and internationally.

## SPONSOR



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KegCraft offers the largest selection of keg programs available. Pay-Per-Fill keg management services as well as keg rental leasing and rent to own programs are our core offerings. We can customize any program to fit your needs. With a fleet of over 200,000 kegs we are big enough to service almost any need, and small enough to know your name.

**1106 / Kegworks.com**  
1460 Military Rd  
Buffalo, NY 14217-1308 US  
www.kegworks.com  
Draught Beer Dispensing Equipment

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1600 Executive Pkwy Ste 110  
Eugene, OR 97401-7116 US

**543 / KHS USA, Inc.**  
PO Box 1508  
880 Bahcall Court  
Waukesha, WI 53187-1508 US  
www.khs.com/en/

KHS is a global leader and preferred supplier to the packaging industry with a focus on beverage applications, turnkey lines and systems. KHS designs and manufactures kegging equipment, bottle and can fillers, rinsers, cappers, labelers, pasteurizers, process systems, inspection equipment, conveyors, palletizers and secondary packaging equipment such as tray/case packers and multipackers.

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www.KingOrchards.com

King Orchards is a Family fruit farm in northwest lower Michigan. We specialize in fruit juice concentrates offering Montmorency tart cherry, Balaton tart cherry, MacIntosh apple, and Bartlett pear concentrates. We grow tart cherries, sweet cherries, peaches, apricots, nectarines, pears, and apples and offer these fruits fresh throughout the harvest season. Along with concentrates, we also offer pitted IQF Balaton and Montmorency tart cherries year 'round.

**1100 / Kinnek**  
304 Park Avenue South  
Suite 207  
New York, NY 10010 US  
www.kinnek.com

Save time, save money. Brew more. Kinnek is an online platform for breweries to compare custom quotes from top suppliers. With a single request, you can get quotes for anything from brewhouses, growlers, promotional products, kegs, or even bottle fillers.

**2543 / Klean Kanteen**  
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www.kleankanteen.com

Durable 18/8 stainless steel is choice material in the beer industry for good reason. A sustainable alternative to glass and cans, Klean Kanteen 40oz and 64oz growlers provide straight-from-the-tap

easy transport for your brewery, gift shop, or tasting room. We also offer stainless steel pints and new Insulated Tumblers, ideal for outdoor events and adventures. Most importantly, the containers won't fill up the landfill like the ubiquitous red party cup—cheers to that!

**1816 / K-Malt**  
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www.k-malt.com

K-Malt, Inc. specializes in sourcing and designing malt handling systems for breweries; ensuring they have the best gear for the best beer. We provide silos, augers, chain conveyors, malt mills, load cells, and other products that are vital to the malt handling process. Additionally, we are the exclusive representative for Kuenzel in North America and proudly sell Kuenzel mills.

**1743 / Kotis Design**  
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www.kotisdesign.com/beer

Best Beer Gear Ever. From shirts to signs, hoodies to hats, we are experts at leveraging merchandise into the brand-building, revenue-generating part of your business that it should be. Let us streamline your apparel and promotional items so you can focus on what matters - the beer. Stop by our booth to pick up your LIMITED EDITION CBC hat or shirt - and to learn more about our easy to use Online Store platform.

**1834 / Krones Inc.**  
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PO Box 321801  
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www.krones.com

Krones is a global leader in the manufacture of fully integrated brew house, bottling/canning and packaging systems as well as IT and integration engineering solutions. Kosme, a wholly-owned subsidiary of Krones, specializes in bottling and packaging equipment for small to mid-sized breweries. The company has facilities strategically located around the world and serves the North American market from its Franklin, Wisconsin facility.

**2392 / Kusel Equipment Co**  
820 West St  
Watertown, WI 53094 US  
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Kusel Equipment manufactures stainless steel drainage systems. Stainless steel floor drains, cleanouts, hub drains, floor sink, troughs, trench drains, and P traps are available in stand and custom configurations. Many of our products are NSF Certified.

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L.J. Star is a leading supplier of process observation equipment including: a variety of sanitary sight glasses; sight windows and sight ports; sanitary visual flow indicators, sanitary fittings, mounts and clamps; light ports, luminaries and tank lights; camera systems; level gages and accessories including wipers and timers. At L.J. Star, we stand behind our products and provide third-party documentation of product performance claims and standards compliance, unlike other suppliers.

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www.lallemandbrewing.com  
Lallemand Brewing offers a full range of products including dry yeast and nutrients under the Lallemand brand. Under our AB Vickers brand, we offer brewing process

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www.lambrechts-group.be

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www.lamotte.com

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San Antonio, TX 78219 US

**1707 / LD Carlson Co**  
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Kent, OH 44240 US

LD Carlson Company has been a leading national wholesaler of winemaking and beer making products since 1970. Based in Kent Ohio, LD Carlson operates from a modern facility with the focus on quality products delivered with prompt and efficient service. LD Carlson represents products designed for the brewer including Hopunion hops; White Labs liquid yeast; 5 Star chemicals; and Brewer's Best spices. We sell a variety of quality malt brands including Avangard German Malz, Briess Malting, Munton's Malts, and Dingeman's Belgian Malts. Our dedication to providing the industry with the best possible customer service and competitive pricing allows us to serve you with confidence and an eye on the future.

**351 / Leader Group / Thielmann Portinox**  
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Lightweight Containers is the originator of the KeyKeg system. KeyKegs are third-generation one-way kegs. They combine two unique technologies. The Bag-in-Ball technology offers the best of the best protection for beverages. The new Double Wall technology makes it even safer and more suitable for beverages with a higher CO2 percentage. The KeyKeg system benefits everyone in the chain: producers, distributors, bars and restaurants, and of course, their customers.

**1322 / Loeffler Chemical Corp**

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www.loefflerchemical.com

Loeffler Chemical Corporation is the premier supplier of sanitation products, chemical automation, beerline cleaning products and brewery enzyme technologies to the brewing industry. Established in 1931, our company specializes in product and technology solutions for breweries supported and serviced by experienced personnel from the brewing industry. If you are looking for a full service provider with specialized knowledge in the brewing industry, please stop by our booth and visit us.

**253 / Lofton Label Inc**

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Services offered: Prime Pressure Sensitive Labels, Private Label Pressure Sensitive Labels, Coupons, Promotions & Fold Over's, Scratch Off Labels, Stock Labels & Ribbons, Pouches, Automated Labeling Systems, Print & Apply Systems, Thermal Transfer Label Printers, RFID Solutions, Labels & Ribbons, Design Printing Software, Marketing, Coding & Scanning, Printer Parts & Service

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M. Cornell Importers specializes in the design and importation of European Glassware and European/Asian stoneware. We offer full color decal transfer decorating as well as full custom raised relief stoneware steins. Stop by our booth #2443 at the Craft Brewers Conference.

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M.G. Newell is a full service provider of sanitary equipment for breweries. We carry a broad range of pumps, valves, tanks, fittings, heat exchangers and other manufacturing supply needs. Our engineers and technicians customize and build equipment to meet your processing requirements including pump carts, skid mounted systems, flowmeter panels and valve clusters. Automation hardware and software controls are developed to provide turnkey solutions for CIP, batching and other processes.

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www.maisonneuve-sa.fr

Maisonneuve Keg SA is based in Normandy, France and is a leading European manufacturer of stainless steel kegs, casks, and food tanks. Eurosource, Inc. is the sole agent for Maisonneuve SA in the US, Canada, and Mexico. In addition to selling container loads of kegs shipped directly from the factory, we are able to supply our customers with small quantities of kegs and casks from our U.S. inventory.

**1419 / Malek Brautech GmbH**

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www.malek-brautech.de

We are a family owned German manufacturer for high quality kegging equipment with more than 45 years of experience. Whether you fill 10 or 10,000 kegs a day, our expertise, selective consultation service and flexible modular-based systems mean we provide you with the right technology.

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Markem-Imaje, a Dover company, specializes in industrial coding and marking equipment including specific applications related to traceability. Markem-Imaje designs, produces and distributes equipment using four major marking technologies (inkjet printers, laser coders, print & apply systems, thermal transfer and direct thermal printers), as well as application software, consumables and related services.

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**254 / Master Brewers Association of the Americas**

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www.mbaa.com

The Master Brewers Association of the Americas (MBAA) provides technical information and practical knowledge to assist members in constantly improving processes and procedures to create a better brew. Short courses, workshops, local MBAA District meetings, and the annual conference provide educational opportunities that cover every aspect of brewery operations. Founded in 1887, MBAA continues to serve as an important and valued resource for those who are passionate about brewing.

**258 / Matrix Label**

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Located in Plainfield, Indiana, Matrix Label has over 25 years of experience providing the highest quality custom printed products. As an experienced innovator and leader in the converting industry we provide many of the latest materials and design ideas. For the past 25 years, our sole focus has been the development and improvement of the products and service we provide which has enabled us to understand the needs of our customers and provide them with sound solutions that solve problems.

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www.matthewsmarking.com

Matthews offers more ways to code and identify your product than any other single supplier, from laser coding to complete turnkey ink-jet systems. Our products provide traceable and accurate coding solutions to all categories and stages of the craft brew industry. Our technologies include: thermal ink jet, high resolution ink jet, laser, thermal transfer, and specialty inks that can be intergraded into your production and/or bottling line.

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1200 Forum Way S  
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www.mayvb.com

May Group has been producing unique POP materials since 1946. 99% of our products are made in the USA. Because of that we are able to have faster lead times and maintain tighter quality control. We manufacture metal tackers, illuminated LED signs, wooden signs, combinations of these material, and much more in our centrally located, Fort Worth, TX facility. We also have six on site designers if you need assistance in designing a POP item for your brewery.

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PO Box 2549  
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www.mcbradyengineering.com

Our Bottle Cleaners will insure that your containers leave your facility free of foreign material. Examples of our machinery: ORBIT Bottle Rinser/Cleaner; Offers multiple rinses, wide range of speed ability, direct rinse tube injection, a compact design. HS-Gripper up to 600 bpm, 2-3 minute changeover NO CHANGE PARTS. For pharmaceutical applications our Exterior Vial Washer cleans/decontaminates the exterior of the vials with air drying for bone dry vials.

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Bottling your beverage gets it into the hands of more customers and is the ultimate step in growing your business. Meheen filling technologies are engineered to make premium beverage bottling possible and profitable. Our filler helps premium brands ramp up bottling production quickly and efficiently. A Meheen fully-automated, pneumatic powered filler can produce up to 2,300 bottles per hour and help you increase distribution, revenues and profit margins from the first bottle and beyond.

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www.mnf.beer  
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www.mobilecanningsystems.com

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*Modern Process Equipment is dedicated to leading in the invention, development and manufacturing of our industries most advanced processing equipment, including grinders, conveyors and total system solutions. Founded in 1957, MPE has grown from being the world-wide leader in grinding equipment for the brewery, coffee, food and chemical industries, to a full line manufacturer and integrator of process equipment, specializing in the revolutionary Chain-Vey conveyor!*

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Muntons Malted Ingredients Inc is based in Redmond, WA, with distribution centres located in San Francisco, Boston and Lyndonville. We offer a wide range of malted ingredients made from the finest British malting barley and carefully selected specialist cereals sourced from farms within a fifty mile radius of our two UK based maltings.

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www.murphyandson.co.uk

Murphy and Son Ltd can provide you with all the brewing processing aids you need. Every single one of our products is formulated and manufactured to perform to the highest standard and will give you the consistent results you require every time you brew. Murphy and Son's portfolio gives a comprehensive range of products such as yeast foods, carrageenan, isinglass finings, PGA, antifoam, enzymes, auxiliary finings, and zetolite. All our products are backed with technical support.

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Developed over 50 years ago and made in the U.S.A., Whirl-Pak® bags were the first sterile sample bags on the market. Whirl-Pak® bags made possible the "universal sample system," which means that a single sample can be used

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**1017 / National Honey Board**

11409 Business Park Circle  
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www.BeveragesWithHoney.com

The National Honey Board (NHB) is an industry-funded agriculture promotion group that works to educate beverage processors about the benefits and uses for honey and honey products through research, marketing and promotional programs. The Board's work, funded by an assessment of one cent per pound on domestic and imported honey, is designed to increase the awareness and usage of honey by consumers, the foodservice industry and food manufacturers.

**1603 / Neil Enterprises Inc.**

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VERNON HILLS, IL 60061 US

**158 / Nether Industries Inc.**

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www.netzsch.com

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www.newageindustries.com

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**2143 / Newlands Systems Inc.**

602-30731 Simpson Rd  
Abbotsford, BC V2T 6Y7 Canada  
www.nsbrew.com

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## BOOTH / COMPANY

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www.rockymountainbarrelcompany.com  
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ROLEC Prozess- und Brautechnik is a supplier to the world wide craft beer industry, covering equipment from 2 bbl pilot brew systems to 250 bbl cold knock out brew houses. We can help with single pieces of equipment when there is need

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Ruian Aobaosi Machinery Co., Ltd. specializes in producing keg valve, keg coupler, stainless keg neck more than 10 years. we have become the biggest keg valve manufacturer in china these years. We export to USA, Italy, Australia, Canada, Russia, Austri and so on. Producing more than 30,0000 keg valves per year. We are the supplier of many keg companies home and abroad.

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**953 / Satellite Logistics Group**  
12621 Featherwood Dr Ste 390  
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Satellite Logistics Group (SLG) specializes in supply chain management for the beverage industry. We deliver innovative and efficient supply chain solutions to help our customers manage their businesses more strategically and accommodate changing needs. Our core services include Kegspediter® keg management, LogiTrax® transportation management and EcoBev® beverage disposal. SLG is a majority-owned subsidiary of JF Hillebrand Group, a global beverage logistics company. Visit www.slg.com.

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Schubert & Salzer manufactures valve and control products for a wide range of process. In brewing; applications include pasteurization, keg lines, packaging, utilities, fermentation, CIP, sanitary filling, etc. Media includes steam, water, CO<sub>2</sub>, caustics as well as a varied array of other gases and liquids. Located in the heart of Bavaria, with US headquarters in North Carolina we provide equipment to the industry's leading machinery manufacturers and countless breweries around the globe.

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Sculpture Concepts specializes in design & manufacture of fine sculptured tap handles. Our 4 lines include CUSTOM TAP tap handles, stock "Sculptured Tap Handles", versatile "Dynamic Tap Handles", & economical generic "Shapes". For 27 years SC award winning custom tap handles have given our customers the tools they need to market their products effectively through elegant, eye-catching tap handle designs. All products are 100% designed & manufactured here in the USA.

**460 / Seamless Flooring**

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We are a New Jersey based enterprise that services the East Coast with over 30 years experience in the Food & Beverage, Healthcare, Pharmaceutical & Institutional Industries, servicing both large corporations and family owned businesses. Seamless Flooring is certified by numerous manufacturers for the application and installation of Decorative and Industrial Resinous Flooring, Mechanical Room and Parking Deck Coatings, Hygienic Wall Systems, Recycled Vinyl Flooring, VCT & Sheet Vinyl.

**1914 / Sentry Equipment Erectors, Inc.**

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www.sentryequipment.com

Sentry Equipment & Erectors, Inc. is an employee owned, North American based full service provider of conveyor equipment and related container handling machinery. Located in Central Virginia, Sentry employs approximately 200 people that specialize in integrating packaging equipment and conveying systems into cost-effective and efficient plant designs.

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Shepard Bros. is a leading provider of chemical products and engineering services, solving problems in a wide variety of markets. Shepard Bros. Food and Beverage Division provides environmentally responsible cleaning products and services. Shepard Bros. integrates superior products, custom engineered feed systems, and around-the-clock technical support to assure our customers of the most comprehensive and cost-effective cleaning and sanitation programs available.

**1443 / ShipCompliant**

1877 Broadway Ste 703  
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www.shipcompliant.com/breweries

ShipCompliant makes software that simplifies compliance for the beverage industry. Our tools assist brewers and beer importers with distributor reporting, product registration, and data visibility. With our industry-leading software and commitment to legendary support, ShipCompliant takes the burden of compliance off of our clients' plates, giving them the freedom to focus on what they do best: make great beer. Learn more at www.shipcompliant.com/breweries.

**1719 / Sibyl Design Inc**

421 Glen Ave  
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www.sibyl.com

Sibyl Design is a full-service web and graphic design firm specializing in brand building and marketing strategies for the craft beer industry. Our team is a dedicated little band of artists, pixel jockeys, code wranglers and big-brained thinkers. We're ready to do what it takes to help you reach the right people and sell more beer.

**2043 / Siebel Institute of Technology**

900 N. North Branch Ave Suite 1N  
Suite 1N  
Chicago, IL 60642 US  
www.siebelinstitute.com

Siebel Institute of Technology provides a wide range of services and products to the brewing industry. While best known for our courses and programs for brewers and those involved in the sale & service of beer, we also offer consulting, yeast production and banking services, sensory training kits, genetic services and a complete catalog of analytical services.

**2035 / Siemens**

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www.usa.siemens.com/brewery

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Simpsons Malt is a family-owned independent malting company providing premium malt to the brewing, distilling and food industries worldwide. We have been maltsters and agricultural merchants since 1862, in an ever changing market place. We remain independent by providing premium products and services to our customers who value quality products and services and a long term partnership approach, which is mutually beneficial to all stakeholders. Available through Brewers Supply Group.

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www.smbsales.com

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10100 SMC Boulevard  
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www.smcsusa.com

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**1019 / Smyth Co**

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Thorntown, IN 46071 US  
www.sugarcreekhops.com

Sugar Creek Hops is an independent family-run hop supplier based out of Central Indiana. Together with our grower partners we farm, process, and distribute hops from the Pacific Northwest, United Kingdom, Europe, and the Pacific. Whether you are in the planning phases of your brewery or an established large regional, our team is dedicated to supplying you with premium hops, superior customer service, all while fostering a sustainable hop industry.

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**2166 / Taizhou Kegmaxs Brewing Equipment Co.,Ltd.**

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-, Zhejiang Province 317600 China  
www.kegmaxs.com/  
Kegmaxs specializes in the development, manufacture and sale of

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**2067 / TALOS**

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www.chinabrass.com

YUHUAN HC PLUMBING COMPANY (TALOS) is the biggest manufacturer of draft beer dispensing equipment in China. Company has two factories total building area 48,000M2 (total floor space 30,100M2), specializes in manufacturing beer cooler, keg spear, keg coupler, beer tower, beer tap, CO2/N2 regulator, gas cylinder and various of accessories, supplies quality products and services to more than 300 customers from all over the world.

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www.acrolon.com/

**2142 / Taphandles, LLC**

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www.taphandles.com

Taphandles helps breweries Sell More. Beer. From our modest roots as a tap handle design and manufacturer, we've evolved with the industry into a fully integrated beer marketing company that helps breweries bring visibility to their brands through innovative product design. At Taphandles, we see it as our job to help bring brands to life and connect breweries to their customers. We bring passion for beer and industry experience to our daily work.

**1541 / Taprite / DSI**

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www.taprite.com

Taprite is a preferred supplier to many well known brands in the soda and beer industries around the world. The company operated as two companies, Taprite-Fassco and North American Dispense Systems (NADS) and have merged to form Taprite. Taprite is owned by Aalberts Industries, which globally is the largest supplier of CO2 regulators in the beverage industry. Taprite's quality products and commitment to the industry makes it a brand of choice!

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www.techlite.net

TechLite Insulation is a great option for brewery operations. Our insulation is mold and fungus resistant, non-fibrous, non-corrosive and easy to install. Our 879 Series PVC jacket which is laminated to the foam makes for a clean, appealing finished look and we have many color options available. Let us quote your brewery insulation needs!

**2272 / Tel-Tru Manufacturing Company**

408 St. Paul Street  
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www.teltrubrew.com

Precise temperature measurement is critical in the brewing process. For sure,



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a few degrees can separate a good brew from a great one. For generations, Tel-Tru has been manufacturing a complete line of rugged, accurate, and dependable temperature instruments, in more configurations than any other manufacturer. We're confident that we can offer you the temperature (and pressure) device you need for nearly every process of the beer brewing cycle.

**759 / TeraGanix**

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www.teraganix.com

WT1000 is a bacterial inoculant that has been shown to be effective for the control of odor from spent grain and in the treatment of waste water in a variety of applications around the world. By introducing fermenting bacteria into the spent grain there is less possibility of pathogenic bacterial activity. By treating waste water before it is released to municipal facilities organic matter is predigested and the BOD and COD levels are reduced.

**900 / The Barrel Mill**

640 Chinook ave SW  
Avon, MN 56310 US  
www.thebarrelmill.com

Established in 2004, The Barrel Mill is a small family owned cooperage located in central Minnesota. We specialize in new charred American White Oak barrels, the patented Oak Infusion Spiral (flavoring agent in beer, wine and spirits), and barrel themed POP display enhancers and pub signs.

**248 / The Beer Connoisseur****660 / The Blast Shop**

Walla Walla, WA 99362 US

**1508 / The Brandit**

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The Brandit is a boutique graphic design, brand development and marketing agency. Our creative talent and unwavering devotion to results allows us to make brands that are: Compelling. Strategic. Powerful. Timeless. Awesome. We make brands that work.

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Irvine, CA 92618-2459 US

**2299 / The Strainrite Companies**

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Auburn, ME 04210 US  
www.strainrite.com

Strainrite offers liquid filter bags, filter cartridges and filter housings. We have locations in Maine, Michigan, California and Georgia. Our distributors are located throughout North America, as well as Europe and the Far East. The combined capabilities and approvals in the automotive, paints, coatings, adhesives, plating, inks, chemical and medical industries makes Strainrite your best choice in liquid filtration products.

**1102 / The Vincit Group**

412 Georgia Ave Ste 300  
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www.vincitgroup.com

Our state-of-the-art sanitation solutions for the brewery industry help you manage your plant's challenges simply and effectively. Our expert team helps you achieve your goals by working with you to develop SSOPs. Then we'll monitor and validate your procedures at every

level using the latest in chemical and micro-testing applications. We then provide detailed reports. Our team also determines your product & cleaning needs, and recommends the best options to suit your plant's challenges.

**638 / The Zythos Project LLC**

1631 NE Broadway St # 157  
Portland, OR 97232-1425 US  
www.thezythosproject.com

The Zythos Project LLC manufactures and markets The Bräuler™ Modular Growler System including a CO2 charger and a tap. Advanced Quick Fill, No Spill technology pays dividends at the tap. Pubs say it all: "Bräuler owners are the most loyal and return for the most growler fills."

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Therma-Stor brings decades of dairy refrigeration expertise to the brewing industry. Thermo-Stor proudly manufactures glycol chillers and heat reclaim water heaters in the USA.

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**737 / Thermomass**

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www.thermomass.com

Thermomass is a patented, highly energy-efficient insulation system for concrete sandwich walls. The two components of Thermomass are rigid insulation and manufactured fiber-composite connectors. They combine to create a load-bearing, durable, moisture resistant, highly energy-efficient concrete sandwich wall. This remarkable insulation system offers unlimited design flexibility and is durable and virtually maintenance-free.

**1252 / Thonhauser USA/AFCO**

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US representative:  
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services, including selling new and used kegs, repairing kegs and valves to meet your specific needs, selling rebuilt valves, and retrieving stray kegs and returning them to you. For more information, visit [toscaltd.com](http://toscaltd.com) or email [beer@toscaltd.com](mailto:beer@toscaltd.com).

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Treatt® is a leading global independent supplier of innovative ingredient solutions for the flavor, fragrance and consumer goods industries renowned for its technical expertise and knowledge of ingredients, their origins and market conditions. Our in-depth knowledge of ingredients allows us to provide direct access to unique solutions which customers would not usually find elsewhere. This allows your company to create signature products using Treatt's specialties.

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We offer a large selection of unique cleaning and handling tools for craft breweries. Tools such as the popular Food Hoe allow spent grain to be easily removed from tanks. Store and remove your spent grain in our food-grade bins and drums. Help keep your brewery tanks clean with our color-coded tank brushes made from FDA-compliant materials. We also offer several sizes of mixing paddles and shovels in both plastic and stainless steel.

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**1400 / Universal Packaging**

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Universal Packaging provides bottles, screen-printed labels and cartons, along with graphic design, warehousing and logistics.

**1959 / University of California - Davis**

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UC Davis has been the leading provider of university-level qualification in brewing science and brewery engineering since 1958. The professional brewing programs at UC Davis Extension are the only North American programs accredited by the IBD. Led by renowned instructors Michael Lewis, Ph.D., and Charles Bamforth, Ph.D., D.Sc., our programs offer unparalleled expertise in brewing science, technology and engineering.

**856 / University of Nottingham**

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www.nottingham.ac.uk/brewingscience/index.aspx

The International Centre for Brewing Science at the University of Nottingham applies contemporary science and pioneering sensory understanding to deliver outstanding value to the international brewing industry. We provide world class teaching across the globe via our Postgraduate Brewing qualifications and short courses delivered through e-learning and residential courses. Research strengths: yeast & fermentation technology, malting science, sensory and consumer science and beer flavor technology.

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Vetreria Etrusca manufacture unique and beautiful beer bottles in Italy. Made in our signature VerdEtrusco, dark green glass. It is highly protective and with a unique lustre; it gives your packaging a truly stand out appeal on the shelf. With many unusual and unique shapes your beer will be protected and promoted by these beautiful bottles.

**808 / VicinityBrew Software**

137 Johnson Ferry Rd  
Suite 2230  
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www.vicinitybrew.com

VicinityBrew® software from Vicinity Manufacturing™, offers comprehensive brewery management solutions for Microsoft Dynamics by integrating and automating critical data along production, finance, quality, scheduling and compliance. Key functionality includes centralized recipe management, quality control, lot traceability and recall, actual costing, TTB reporting, excise tax, yeast management, inventory control, production planning, visual scheduling, and accounting.

**1205 / Victory Packaging**

19673 E 32nd Pkwy  
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At Victory Packaging, We are Architects of Packaging Solutions. We create a solution that meets your individual requirements by focusing on your unique needs. Victory Packaging is a full service supplier of packaging products, services and equipment. With over 60 locations across the US, Canada and Mexico we have a location to provide you with a packaging solution nearby. Stand out above the craft crowd. Go beyond the ordinary package with your extraordinary beer. Think Victory Packaging!

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**715 / Vita-Pakt Citrus Products Co**

707 N Barranca Ave  
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Vita-Pakt Citrus Products Co. is a vertically integrated processor of conventional and organic citrus & kiwi fruit products located in California. Currently supplying frozen & dehydrated citrus peels to the brewing industry on an industrial level. We specialize in the Seville variety (bitter orange) that is commonly used in Traditional Belgian Ales. We also offer sweet orange, lemon, lime, grapefruit and tangerine peels. All fruit comes from central CA with no additives and non-GMO compliant.

**1046 / VLB Berlin**

Sesstrasse 13  
Berlin, D-13353 Germany  
www.vlb-berlin.org

The VLB Berlin is a German institute and service provider with a focus on beer brewing. Today around 130 people work in the fields of research, teaching, service and information for the brewing, malting, beverage and their supply industries. The VLB has its roots in the German brewing industry but also works internationally. Customers all around the world take advantage of our training courses and of our broad experience in the fields of analyses and consulting.

**2546 / VNE Corporation**

PO Box 1698  
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VNE Corporation is a leading manufacturer of stainless steel fittings, valves, and specialty related products, both for sanitary and industrial applications. VNE also offers stainless steel sanitary and industrial tubing. VNE serves the dairy, food processing, beverage, pharmaceutical, cosmetics, chemical, water treatment, and many other industries. All orders - large or small - receive our immediate attention and carry the quality, name, and reputation of VNE.

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**1139 / Weber Scientific**

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Wilbur-Ellis is an international feed ingredient marketing company specializing in working with breweries and malting companies to help provide solutions for their co-product streams. Marketing spent grains, spent yeasts, barley, and other malting by-products directly to farmers and end users throughout the US and Canada. Whether your brewery is producing 8,000 bbls per year or over 300,000 bbls per year we'll help you build and manage a safe and profitable plan for your co-products.

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**1260 / Wine & Craft Beverage News**

PO Box 121  
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wineandcraftbeverage.com

Wine and Craft Beverage News is a monthly trade publication covering all phases of producing a craft beverage. Our broad coverage allows you to gather good information and ideas from the wine and distilling industries as well as craft brewing.

**2334 / World Bottling Cap, LLC**

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World Bottling Cap markets and sells the patented Easy Pull Bottle Cap for use on glass and aluminum bottles. The Easy Pull Bottle Cap is an industry changing product that works on current production / filling lines and is available in single up to four color printing.

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**1101 / Zahm & Nagel Co., Inc.**

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www.zahmnagel.com

Zahm & Nagel is a small family-owned business which was established in 1908 in Buffalo, New York. In 1954, after years of successful production and sales of carbonating and quality control equipment for the beverage industry, the original company was sold to the Koch family who have continued the Zahm & Nagel tradition of producing high quality products for customers in the brewing industry. Zahm and Nagel equipment is used in over 100 countries around the world.

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*Zep Food & Beverage Division has been a true partner in food and beverage safety and sanitation for more than 70 years. We offer a variety of high quality CIP and COP cleaners and sanitizers, drain maintenance products, biofilm removers, hand care and janitorial products. Zep's Food and Beverage Safety Consultants are strategically located across North America and readily available to serve customers on a local level.*

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*From the brewhouse to the bright beer tank cellar – ZIEMANN offers tailor-made solutions for small craft and large-scale breweries: malt intake, mills, mashing vessels, lauter tuns, mash filters, wort kettles, whirlpools, wort cooling systems, fermentation, storage, bright beer, yeast and water tanks, as well as the required process technology.*

# SELLING TOOLS

# Help Make CBC a Green Event

You are an important partner in making CBC a sustainable event. Please do your part. Think before you throw. Help us be a reflection of the inspiring green efforts that we see in your companies!

## Exhibitors

Minimizing waste in BrewExpo America® is crucial to greening the event.

- Exhibitors have been asked to make a commitment to sustainability (and

provided the resources to do so) and have a pack-in, pack-out mentality.

- Collection bins are available during set-up and tear-down to recycle cardboard, plastics (including shrink wrap) and the like. Place materials in front of your booth to be hauled off.
- Whenever possible, Freeman Exhibit Services will reuse materials, including signage, carpeting and pallets.
- ZeroHero coordinates landfill diversion

efforts during set-up and tear-down, as well as manages recovery on the docks to direct materials to various waste management centers.

## Conscious Products

- All products at the convention center are served on recyclable or compostable plates, bowls, napkins and cutlery.
- Compostable cups provided by sponsor Eco-Products are available throughout all areas, including beer stations, hospitality suites and seminars.
- Please use your commemorative glass provided by sponsor Chrislan whenever possible!

## Landfill Diversion and You!

Please help us put recycling, compost and waste in their proper place. Dispose of the following in bins throughout the venue:

- *Recycle Bin:* Cardboard, paper, hard plastics #1-#6, aluminum cans, bottles
- *Compost Bin:* Food scraps, soiled paper and cardboard, paper plates, napkins, compostable utensils and cups
- *Trash:* Wrappers, Styrofoam, plastic

## World Beer Cup®

### Competition Recycling

Judging cups must be scentless and completely clear, limiting products appropriate for use. More than 50,000 plastic, hard-to-recycle cups used at the competition will be collected separately and recycled through our partnership with Eco-Cycle.

## Sustainability Open House: Conversations in Green

Friday, April 11  
11:30 am – 1:30 pm  
Room 212

*Save Money. Save Resources.  
One Beer at a Time.*

Please join colleagues over beers and munchies during a two-hour, come-and-go-as-you-please gathering to mingle with members of the BA's Sustainability Committee, enter to win sustainable products and services like a bike and a one-day consulting session from Antea Group, get paired with a Sustainability Buddy, learn about the BA Sustainability Manuals, hear about resources, get inspired, and more.

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Attend "Technology Talks for Sustainable Packaging Lines" at 10 a.m., 12 p.m. and 3 p.m. Wednesday and Thursday in Booth 1516.

Psst...if you attend, you can sign up for a chance to win an Apple iPad. Drawing will be Friday morning and you do not need to be present during the drawing to win.



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