

CRAFT BEER WHOLESALERS

SYMPOSIUM 2018

Monday, April 30

10:00 a.m.

Introduction and Ground Rules – Bart Watson and Bob Collins

Room: Omni Hotel: Legends Ballroom D-G

10:30 a.m. – 11:30 a.m.

Keynote Speaker – Greg Koch, executive chairman and co-founder, Stone Brewing

11:30 a.m. – 11:45 a.m.

Move to Breakouts

11:45 a.m. – 12:45 p.m.

Breakout Session #1

1. **Speaking the Brewer's Language 3.0: 3 Tier Management of Portfolio Complexity** – Bob Sullivan

Room: Cumberland 2, Level 3

2. **BEER: Competing with Wine and Spirits** – Joseph Schileci

Room: Cumberland 3, Level 3

3. **Sales Training: Separate Yourself from the Competition** – David Morrow

Room: Cumberland 4, Level 3

4. **New/Small/Startup Craft Distributors: What You Need to Know** – Mike "Shorty" Short

Room: Cumberland 5, Level 3

5. **Sales/Ops Working Together** – Kevin McGillen

Room: Cumberland 6, Level 3

6. **Owners Discussion** – Terry Cekola

Room: Mockingbird 1, Level 3

1:00 p.m. – 2:00 p.m.

Lunch – Food and Beer Pairing hosted by Chef Adam Dulye – Three-course lunch with three beers

2:00 p.m. – 3:00 p.m.

Breakout Session #2 – Repeat breakouts 1 – 5

1. Speaking the Brewer’s Language 3.0: 3 Tier Management of Portfolio Complexity – Bob Sullivan

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2. BEER: Competing with Wine and Spirits – Joseph Schileci

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3. Sales Training: Separate Yourself from the Competition – David Morrow

Room: Cumberland 4, Level 3

4. New/Small/Startup Craft Distributors: What You Need to Know – Mike “Shorty” Short

Room: Cumberland 5, Level 3

5. Sales/Ops Working Together – Kevin McGillen

Room: Cumberland 6, Level 3

6. Draught Quality and Profits: Connecting the Dots – Neil Witte, Craft Quality Solutions

Room: Mockingbird 1, Level 3

3:00 p.m. – 4:00 p.m.

Breakout session #3 – Repeat breakouts 1-6

11. Speaking the Brewer’s Language 3.0: 3 Tier Management of Portfolio Complexity – Bob Sullivan

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2. BEER: Competing with Wine and Spirits – Joseph Schileci

Room: Cumberland 3, Level 3

3. Sales Training: Separate Yourself from the Competition – David Morrow

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4. New/Small/Startup Craft Distributors: What You Need to Know – Mike “Shorty” Short

Room: Cumberland 5, Level 3

5. Sales/Ops Working Together – Kevin McGillen

Room: Cumberland 6, Level 3

6. Draught Quality and Profits: Connecting the Dots – Neil Witte, Craft Quality Solutions

Room: Mockingbird 1, Level 3

4:00 p.m. – 5:00 p.m.

How to Navigate Current Craft Trends, Including Brewer and Distributor Consolidation – Jack McCrain, Baker Tilly

Room: Omni Hotel: Legends Ballroom D-G

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SYMPOSIUM 2018

Tuesday, May 1

9:15 a.m. – 10:30 a.m.

Craft Brewers Conference General Session I, Karl F. Dean Ballroom (optional)

10:30 a.m. – 10:45 a.m.

Move to Symposium Room

Room: Omni Hotel: Broadway Ballroom A-E

10:45 a.m. – 11:45 a.m.

Bart Watson, BA chief economist, and Lester Jones, NBWA chief economist

11:45 a.m. – 12:00 p.m.

Scheduled Break

12:00 p.m. – 12:45 p.m.

Buyers Panel: Three of the top national and regional buyers discuss how and why they make decisions – Steve Almaraz

12:45 p.m. – 1:45 p.m.

The Best of Both Worlds: Addressing the challenges of blending the passion of craft culture with advanced sales techniques, analytics and complex expectations. – Fred Bueltmann, Craft Nation

1:45 p.m. – 2:15 p.m.

Recap, Final Topics and Closing (Main Room, with a cold beer) – Paul Gatza, Bart Watson and Bob Collins