

NC CRAFT BREWERS CONFERENCE

November 5-6, 2014
The Proximity Hotel
704 Green Valley Rd, Greensboro, NC 27408

Wednesday, November 5

11:00 a.m.-6:00 p.m.

Registration Open

Lobby

Day Sponsor: Williams Mullen

1:00 p.m.-1:50 p.m.

Getting Hitched: Choosing A Distributor + A Primer on Franchise Law

Weaver

This discussion will cover criteria for choosing a distributor plus details on North Carolina's stringent beer franchise laws.

Moderator: Sumit Vohra, Lonerider

Speakers: Keith Kapp, Williams Mullen; Paul Philippon, The Duck Rabbit Craft Brewery; Brad Johnston, Tryon Distributing

2:00 p.m.-2:50 p.m.

12 Steps to Better Number Crunching

Weaver

Come away with some helpful tips to improve your brewery's bookkeeping and accounting practices.

Speakers: Audra Gaiziunas, Brewed for Her Ledger, LLC; Hayes Humphries, Devil's Backbone Brewing Co.

3:00 p.m.-3:50 p.m.

Sustainable Practices: Case Studies From Inside and Out

Weaver

Hear from sustainability experts from various brewery perspectives plus outside perspectives from a B-corp apparel company and a LEED certified hotel.

Moderator: Eric Henry, TS Designs

Speakers: Susanne Hackett, New Belgium Brewing Co.; Ian Hughes, Goose Island; Dennis Quaintance, Quaintance-Weaver

4:00 p.m.-4:50 p.m.

Wood Barrel Aging

Weaver

This session will be chock full of useful info on the growing trend of barrel-aging beers with plenty of time for Q&A with the experts.

Speakers: Walt Dickinson, Wicked Weed; Ian Hughes, Goose Island

5:00 p.m.-5:45 p.m.

Increasing Profits via Cooperative Purchasing

Weaver

Find out about a new opportunity to cooperate with other craft breweries and gain purchasing power and preferred pricing on raw materials.

Speakers: Steve Westphal. David Schwebel & Rick Blake of Edge Network

5:45 p.m.-6:30 p.m.

Vans Depart for Evening Event (every 20 minutes)

Proximity Main Lobby

6:00 p.m.-8:00 p.m.

Dinner at Natty Greene's Brewing Co.

Greensboro Taproom

Sponsored by Carded Graphics

8:00 p.m.-9:30 p.m.

Beers at Gibb's Hundred Brewing Co.

9:00 p.m. to 9:45 p.m.

Vans Return to Proximity Hotel (every 20 minutes)

Pick-up at Gibb's Hundred

Thursday, November 6

8:00 a.m.-12:00 p.m.

Registration Open

Lobby

8:00 a.m.-5:30 p.m.

Trade Show

Social Lobby

8:00 a.m.-8:50 a.m.

Breakfast with Exhibitors

Social Lobby

Sponsored by Lallemand

Enjoy a hearty continental breakfast while networking and exploring the Trade Show with the guild's affiliate members.

9:00 a.m.-9:50 a.m.

State of the Guild

Weaver

Sponsored by Divinity Beer Systems

Hear a recap of the guild's work this year and get the latest on future plans and new initiatives.

Speakers: Erik Lars Myers, Guild President; Margo Knight Metzger, Guild Executive Director; Guild Board Members

10:00 a.m.-10:50 a.m.

The Winds of Change

Weaver

Sponsored by Grandstand Glassware & Apparel

Don't miss this presentation on current trends with consumers, retailers, distributors, suppliers and legislators and how these trends will affect the craft beer business moving forward.

Speaker: JB Shireman, First Beverage Group

11:00 a.m.-11:50 a.m.

Keynote Address: The Role of Guilds with Ken Grossman

Weaver

Sponsored by DWS Printing

Sierra Nevada Brewing Co. founder Ken Grossman will offer insights on the importance of state guilds to the craft beer industry in NC and beyond.

12:00 p.m.-1:15p.m.

Lunch with Exhibitors

Social Lobby

Sponsored by Self Help Ventures Fund

Enjoy lunch while making the rounds of the Trade Show. Guild representatives will be pouring statewide collaboration beer NC Gose West.

1:30 p.m.-2:30 p.m.

(concurrent sessions)

Social Media 201

Latham

Take your social media efforts to the next level. Learn how to maximize engagement with fans on various networks, including advanced strategies and “hacks.”

Speaker: Cindy Molchany, Craft Beverage Media

Economics of Draft Beer Quality

White Oak 1&2

Improving retail draft quality leads to improved sales and experience.

Speaker: Stacia Janes, New Belgium

Legislative Issues Panel

White Oak 3&4

Sponsored by Poyner Spruill LLP

Learn how to engage with your local representatives and hear the latest on the guild’s lobbying efforts.

Moderator: Sean Wilson, Fullsteam Brewery

Speakers: Pete Johnson, Brewers Association; Alex Miller, Kochanek Group; Erik Lars Myers, Mystery Brewing

2:30 p.m.-2:50 p.m.

Break with Exhibitors

Social Lobby

Sponsored by Packaging Solutions

2:50 p.m.-3:50 p.m.

(concurrent sessions)

Tapping into Tourism

Latham

Find out how to work with local and state tourism offices to bolster your business.

Speakers: Brooks Luquire, Luquire, George, Andrews; Suzanne Brown, NC Division of Tourism; Kristen Moore, Charlotte Regional Visitors Authority

Some Dos and Don'ts of Yeast Management

White Oak 1&2

Learn steps to achieve a consistent, high-quality product.

Speaker: Dr. John Sheppard, NC State University

Employment Law

White Oak 3&4

Sponsored by Poyner Spruill LLP

Find out more about the US Department of Labor's pending classification of brewers as non exempt.

Speakers: Sebastian Wolfrum, Epiphany Malt; Steven Rowe, Poyner Spruill

4:00 p.m.-4:50 p.m.

(concurrent sessions)

Calling on Chain Account Buyers

Latham

Gain info and tools to understand chain retail as it applies to craft beer and develop a strategy to engage with chain accounts. Learn how and when to conduct effective calls on chain retailers, and properly service chain stores.

Speakers: Rick Craig and Eric Monsees, R.H. Barringer Dist. Co., Kitty Price, Highland Brewing Co.

Cultivating Safety

White Oak 1&2

Learn how to integrate safety measures throughout the brewery from BA Safety Committee experts.

Speakers: Chris Shields, Mystery Brewing; Reva Golden, Colorado State U.

Guild Nuts & Bolts *(Guild Brewery Members Only)*

Sponsored by Poyner Spruill LLP

White Oak 3&4

This session offers an opportunity for members to ask questions and offer feedback in a members-only setting.

Speakers: Erik Lars Myers, Guild President; Margo Knight Metzger, Guild Executive Director

6:00 p.m.-9:00 p.m.

Dinner Buffet and Awards Presentation

Weaver

Sponsored by M.G. Newell

Enjoy the company of your industry colleagues as we dine on local fare and hear a short program including presentation of the NC Brewers Cup trophy.