

NC CRAFT BREWERS CONFERENCE



presented
by



2017 Conference Schedule

Location: Benton Convention Center, Winston-Salem NC

Updates as sessions are confirmed

[Sponsorships Still Available](#)

Start	End	TUESDAY BONUS TRACKS Sponsored by Keg Credit	
11:00 AM	5:00 PM	Conference Registration Open <i>(Piedmont Hall Foyer)</i> <i>Exhibit Hall open for exhibitor set up: 12pm-7pm</i>	
12:30 PM	5:15 PM	Bonus Tracks Sessions <i>Pre-Conference ticket required for Tuesday's sessions listed below in blue & green</i>	
		Startups Track <i>(Piedmont Hall 1)</i>	Brewpubs & Taprooms Track <i>(Piedmont Hall 2)</i>
12:30 PM	1:15 PM	How to Open a Successful Brewery from the Business Side Kevin & Laurie Mikeworth CPA	Pouring the Perfect Pint: Draft Efficiency Chris Westgard, Crafty Beer Guys
1:30 PM	2:15 PM	Trademarks 101 Rebecca Crandall, McGuire Wood & Bissette	The Future of Brewpub Food Seth Gross, Bull City Burger and Brewery
2:30 PM	3:15 PM	Quality Control: How Much Do You Need? Volker Bornemann, Avazyme & Keil Jansen, Ponysaurus	The Face of Your Brewery: Creating Taproom Culture Tanya Birch, Catawba Brewing Company
3:30 PM	4:15 PM	Locating Your Brewery: An Introduction to Commercial Real Estate Leases Scott Burger, NC Beer Lawyer	Sensory Analysis Training for Taproom Staff Caroline Parnin, Lallemand Yeasts
4:30 PM	5:15 PM	Ask Me Anything: A Brewer's Roundtable	Ask Me Anything: Brewpub & Taproom Roundtable
3:30 PM	5:15 PM	Hands-On Keg Safety Demo Mark Carpenter, Keg Credit <i>Piedmont Lobby</i>	
5:30 PM	7:00 PM	Hospitality Suites <i>Insurance People - Marriott Room 315</i> <i>IBEW Local 238 - Marriott Room 320</i>	
7:30 PM	9:00 PM	Pre-Party with ABS Commercial <i>Fiddlin Fish Brewing Co, 772 Trade St NW</i>	

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		WEDNESDAY PROGRAM Sponsored by M.G. Newell
7:00 AM	9:30 AM	Exhibitor Setup
8:00 AM	5:00 PM	Conference Registration Open <i>(Piedmont Hall Foyer)</i>
10:00 AM	5:00 PM	Trade Show Open <i>Exhibit Hall</i>
WEDNESDAY - MORNING SESSIONS		
9:00 AM	9:45 AM	Industry Update from the Brewers Association Julia Herz, Craft Beer Program Director, Brewers Association <i>(Piedmont Hall 1, 2, & 3)</i>
10:00 AM	10:45 AM	KEYNOTE David Oakley, BooneOakley <i>(Piedmont Hall 1, 2, & 3)</i>
11:00 AM	11:45 AM	State of the Guild, Guild Elections & Government Affairs Update MEMBERS ONLY Guild Staff and Board leadership <i>(Piedmont Hall 1, 2, & 3)</i>
12:00 PM	2:00 PM	LUNCH BREAK IN THE TRADE SHOW <i>Exhibit Hall</i>
WEDNESDAY - AFTERNOON SESSIONS		
2:00 PM	2:45 PM	Sustainability: How to Start Saving Resources & Money Amanda Richardson, Fullsteam Brewery & Brock Ashburn, Highland Brewing
2:45 PM	3:15 PM	SNACK BREAK IN THE TRADE SHOW <i>Exhibit Hall</i>
3:15 PM	4:00 PM	Beer Branding & Marketing: Diversifying Craft Beer Culture J. Nikol Jackson-Beckham, PhD, Randolph College
4:15 PM	5:00 PM	Engaging in Government Affairs Andrew Lemley, New Belgium Brewing & Kristie Nystedt, Raleigh Brewing Co.
6:00 PM	7:00 PM	Happy Hour - Piedmont Hall Foyer <i>Sponsored by:</i> <i>Novaflex</i> <i>Rocky Mount Mills</i> <i>American Beer Equipment</i>
7:00 PM	9:00 PM	Awards Banquet NC Brewers Cup medal presentation <i>Sponsored by WestRock</i> <i>(Piedmont Hall 1, 2, & 3)</i>
9:00 PM	11:00PM	After-Party at Foothills Brewpub <i>Sponsored by Foothills Brewing</i> <i>(638 W. Fourth St. - Walkable)</i>



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		THURSDAY PROGRAM Sponsored by Keg Credit		
8:00 AM	4:00 PM	Conference Registration Open <i>(Piedmont Hall Foyer)</i>		
10:00 AM	3:30 PM	Trade Show Open		
		THURSDAY - MORNING SESSIONS Piedmont Hall 1, 2, & 3		
9:00 AM	9:45 AM	ABC Law: What's New in 2017 Laura Collier, Strike & Techel		
10:00 AM	10:45 AM	Crafting Diversity: Creating an Inclusive Brewery Culture Shorlette Ammons, NC A&T University and Ari Sanders, Mystery Brewing Co.		
11:00 AM	11:45 AM	The Art of Brewery Blogging Ray Goodrich, Foothills Brewing and Emily Hutto, RadCraft		
11:45 AM	1:15 PM	LUNCH BREAK IN THE TRADE SHOW		
1:15 PM	5:00 PM	THURSDAY - AFTERNOON SESSIONS (three concurrent tracks, see schedules below)		
		Quality, Safety & Technique <i>Piedmont Hall 1</i>	Legal & Government Affairs Track <i>Piedmont Hall 2</i>	Sales, Marketing & Distribution Track <i>Piedmont Hall 3</i>
1:15 PM	2:00 PM	Getting the Most out of Malt Sebastian Wolfrum, Epiphany Craft Malts & Aaron McLeod, Hartwick College	Proper Care & Feeding of your Wholesaler - BREWERS ONLY Hardy Lewis, Blanchard, Miller, Lewis & Isley	MEDIA ROUNDTABLE Sponsored by Lowes Foods <i>Pre-Registration Required</i>
2:15 PM	3:00 PM	Production Planning After Fermentation Matt McComish & Jay Frasier, Highland Brewing	Financing Risk Assessment Keith Kapp, Williams Mullen; Ken Jernigan, Natural Capital Investment Fund & Sebastian Wolfrum, Bull Durham Beer Co.	Standing out on the Shelf in Bottle Shops Chris & Katy Creech, The Glass Jug
3:00 PM	3:30 PM	SNACK BREAK IN THE TRADE SHOW		
3:30 PM	4:15 PM	Simple Solutions for Yeast Management in the Brewery Neva Parker, White Labs	Internal Audits: Not as Painful as They Sound Audra Gaizunas, Brewed for Her Ledger	Connecting with your Community Jordan Boines, Newgrass Brewing, Mike Morris, Crank Arm Brewing
4:30 PM	5:15 PM	Kettle Souring Neva Parker, White Labs & Andrew Turner, Mystery Brewing	Mergers and Acquisitions in the Brewing Industry Michael Denny, GreenSky Law	Exporting Your Brand Andrew Morgan, The Bottle Shop (London, UK)
5:30 PM	until...	AFTER-AFTER PARTY		

Updated 9/27/2017



Beer Stations sponsored by: Briess Malts, BSG Craft Brewing, Draftline Technologies, IBEW Local 238, Keg Credit, PakTech, Boelter, and Arc3 Gases