

NC CRAFT BREWERS CONFERENCE



presented
by



2017 Conference Schedule

Location: Benton Convention Center, Winston-Salem NC

Start	End	TUESDAY BONUS TRACKS Sponsored by Keg Credit	
11:00 AM	5:00 PM	<p>Conference Registration Open Piedmont Foyer Exhibit Hall open for exhibitor set up: 12pm-7pm</p>	
12:30 PM	5:15 PM	<p>Bonus Tracks Sessions Bonus Tracks ticket required for Tuesday's sessions listed below in blue & green</p>	
		<p>Startups Track Piedmont Hall 1</p>	<p>Brewpubs & Taprooms Track Piedmont Hall 2</p>
12:30 PM	1:15 PM	<p>How to Open a Successful Brewery from the Business Side Kevin & Laurie Mikeworth CPA</p>	<p>Pouring the Perfect Pint: Draft Efficiency Chris Westgard, Crafty Beer Guys</p>
1:30 PM	2:15 PM	<p>Trademarks 101 Rebecca Crandall, McGuire Wood & Bissette</p>	<p>The Future of Brewpub Food Seth Gross, Bull City Burger and Brewery</p>
2:30 PM	3:15 PM	<p>Quality Control: How Much Do You Need? Volker Bornemann, Avazyme & Keil Jansen, Ponysaurus</p>	<p>The Face of Your Brewery: Creating Taproom Culture Tanya Birch, Catawba Brewing Company</p>
3:30 PM	4:15 PM	<p>Locating Your Brewery: An Introduction to Commercial Real Estate Leases Scott Burger, NC Beer Lawyer</p>	<p>Sensory Analysis Training for Taproom Staff Caroline Parnin Smith, Lallemand Yeasts</p>
4:30 PM	5:15 PM	<p>Ask Me Anything: A Brewer's Roundtable Startups Track presenters + Jamie Bartholomaus, Foothills Brewing</p>	<p>Ask Me Anything: Brewpub & Taproom Roundtable Taproom Track presenters + Natalie Anderson, Crank Arm Brewing</p>
12:30 PM	5:00 PM	<p>Keg Basics & Safety Demo Palmer Finger, Keg Credit Piedmont Conference 2</p>	
5:00 PM	6:00 PM	<p>Regional Alliances Meeting Piedmont Conference 2</p>	
5:30 PM	7:00 PM	<p>Hospitality Suites Insurance People - Marriott Room 315 IBEW Local 238 - Marriott Room 320</p>	
7:30 PM	9:00 PM	<p>Pre-Party with ABS Commercial Fiddlin Fish Brewing Co, in the brewery 772 Trade St NW - walkable</p>	



Beer Stations sponsored by: NC Beer Lawyer & Wilson Covington Construction
Featuring Triad Brewers Alliance beer

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		WEDNESDAY PROGRAM Sponsored by M.G. Newell <i>Piedmont Hall 1, 2, & 3</i>
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
10:00 AM	10:45 AM	KEYNOTE David Oakley, BooneOakley
11:00 AM	11:45 AM	State of the Guild, Guild Elections & Government Affairs Update MEMBERS ONLY Guild Staff & Board leadership
11:00 am	3:00 PM	Puppy Bus! Sponsored by Raleigh BrewsCruise Snuggle a homeless pet & snap a pic with Animal Adoption & Rescue Foundation (AARF) Photography by Taps & Snaps <i>Outside the main entrance on Cherry Street</i>
12:00 PM	1:00 PM	LUNCH BREAK IN THE TRADE SHOW
WEDNESDAY - AFTERNOON SESSIONS		
2:00 PM	2:45 PM	Sustainability: How to Start Saving Resources & Money Amanda Richardson, Fullsteam Brewery, Brock Ashburn, Highland Brewing, Ed White, Lime Energy & Ernie Swanson, Waste Reduction Partners
2:45 PM	3:15 PM	Milk Stout & Cookies SNACK BREAK IN THE TRADE SHOW Sponsored by <i>Our State Magazine</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 Kristie Nystedt, Raleigh Brewing, Andrew Lemley, NC Craft Brewers Guild, Michael Craft, New Belgium Brewing & Alex Miller, Guild lobbyist
6:00 PM	7:00 PM	Happy Hour in the Piedmont Foyer Sponsored by: Novaflex Rocky Mount Mills American Beer Equipment
7:00 PM	9:00 PM	Awards Banquet NC Brewers Cup medal presentation Sponsored by WestRock <i>Piedmont Hall 1, 2, & 3</i>
9:00 PM	11:00PM	After-Party at Foothills Brewpub Sponsored by Foothills Brewing <i>638 W. Fourth St., in the Brewery - Walkable</i>



Beer Stations sponsored by: Keg Credit, Briess Malts, BSG Craft Brewing & PakTech
 Featuring Triangle Craft Brewers Alliance beer

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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, Center for Environmental Farming Systems 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 Sponsored by Smart Machines Technologies <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, Hanover Square & Sebastian Wolfrum, Epiphany Craft Malt & 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), Paul Jones, NC Dept of Agriculture & Sumit Vohra, Lonerider
3:30 PM	5:15 PM	GROWLER FILLING STATION Sponsored by NC Craft Brewers Guild Bring your own growler & fill er up! <i>Piedmont Foyer</i>		



Beer Stations sponsored by: Boelter, Arc3 Gases, IBEW Local 238 & Draftline Technologies