



# SCHEDULE OF EVENTS



## Sunday, May 5

**11 am - 5:30 pm**    **REGISTRATION OPEN**    **LOCATION:** Hilton San Diego Resort & Spa-Foyer

**1 - 5 pm**    **CCBA SAN DIEGO BREWERY TOUR**    **SPONSORED BY:** The Country Malt Group  
Join CCBA for a tour of three San Diego County breweries. The tour starts in front of the Hilton San Diego Resort & Spa at 1pm and will travel to three breweries for fun and educational tours.  
**BREWERY STOPS:** AleSmith Brewing, Karl Strauss Brewing Co. and Bitter Brothers Brewing

**5:30 - 7:30 pm**    **WELCOME RECEPTION**  
**SPONSORED BY:** Moss Adams LLP  
Join conference attendees for a Welcome Reception at Stone Liberty Station. Shuttle buses will transport attendees from the Hilton San Diego Resort & Spa to Stone World Bistro & Gardens - Liberty Station beginning at 5:15pm.  
**LOCATION:** Stone World Bistro & Gardens - Liberty Station; 2816 Historic Decatur Rd, San Diego, CA 92106

## Monday, May 6

**8 am - 5 pm**    **REGISTRATION OPEN**    **LOCATION:** Foyer

**8 - 9:15 am**    **WELCOME BREAKFAST & TRADE SHOW**    **LOCATION:** Garden Pavilion

**9:15 - 10:20 am**    **2019 CALIFORNIA CRAFT BREWERS ASSOCIATION LEGISLATIVE UPDATE**  
**SPEAKERS:** Tom McCormick, CCBA; Chris Walker, Walker Strategies and CCBA Board of Directors  
Challenges, coalitions and changes in the industry all impact policy discussions at the State Capitol. The CCBA's Government Affairs team is highly engaged throughout the legislative process - speaking with a unified voice on behalf of the California craft brewing industry. Get the rundown on CCBA's legislative activity during the 2019 session, new laws impacting the alcohol beverage industry and an overview of what the association expects in the year ahead.  
**LOCATION:** Sorrento - Monte Carlo Room

**10:30 - 11:20 am**    **TAX PLANNING TIPS AND TOOLS TO MINIMIZE YOUR TAX BURDEN**  
**SPEAKER:** John Urrutia, CPA, Partner  
Projections, strategy and planning for taxes at your brewery.  
**INTERMEDIATE**  
**LOCATION:** St Tropez Room

**ABC 102: REGULATORY UPDATES, ENFORCEMENT, PRIORITIES AND FAQs**  
**SPEAKER:** Lee Riegler, California ABC  
How do you legally brew a beer with a retailer? Can you post about beer on social media? What are all the ways your brewery can donate or fundraise for a nonprofit? What are the general guidelines for working with licensed retailers? Learn from the ABC trade enforcement unit an overview of key regulations that apply to marketing, social media, licensing, sponsorships and more.  
**ALL LEVELS**  
**LOCATION:** Terrazza Ballroom

**RAPID SENSORY QUALITY CONTROL: NEW SENSORY METHODS FOR CRAFT BREWERS**  
**SPEAKER:** Lindsay Barr, Draughtlab, LLC  
The most important function of any brewery is the production and release of brands that are both free of defects and consistent with their intended flavor profile. This objective requires the application of robust quality assurance methods, but many small craft breweries see their lack of time, money and expertise as insurmountable barriers-to-entry preventing them from building their ideal quality assurance program. Rapid Sensory QC methods will be presented to highlight how the brewing industry can successfully circumvent these common challenges and build a sustainable sensory program.  
**INTERMEDIATE**  
**LOCATION:** Marseilles & Portofino Rooms

## Monday, May 6 (Continued)

11:30 am - 12:20 pm

### **BUSINESS DECISIONS FOR SMALL SCALE BREWING**

**MODERATOR:** Tomme Arthur, Port Brewing and The Lost Abbey  
**SPEAKERS:** Doug Constantiner, Societe Brewing Company; Sam Cappione, Speakeasy Ales and Lagers; Peter Zien, AleSmith Brewing Company

Every brewery starts with making great beer and connecting to consumers, but what do you need to pay attention to as your business expenses grow year over year? Where can you be more efficient with your dollars and your resources? How should you assess risk while remaining fiscally responsible? Join this panel discussion to participate in a candid discussion about business best practices.

**INTERMEDIATE-ADVANCED**  
**LOCATION:** St Tropez Room

### **10 TOOLS TO BUILD YOUR MARKETING SYSTEM**

**SPEAKER:** Cambria Griffith, Figueroa Mountain Brewing Co.

A marketing plan is a critical piece of any business. As craft brewers, we often find ourselves short on the time, capital, and customization that we need. Set yourself up for success and efficiency with a toolbox specifically curated to build a craft beer marketing system that works. Your size, budget, and growth model may change, but a strong foundation today will let you build an even better tomorrow.

**INTERMEDIATE**  
**LOCATION:** Terrazza Ballroom

### **ENVIRONMENTAL COMPLIANCE 101: A COMPREHENSIVE INTRODUCTION TO ENVIRONMENTAL, HEALTH & SAFETY REQUIREMENTS AND COMPLIANCE STRATEGIES**

**SPEAKERS:** Bruce Armbruster, JE Compliance Services and Christopher Foster, Esquire, Clark Hill-Los Angeles

In this seminar, learn about the priority environmental compliance issues confronting the craft brewing industry. The seminar will cover environmental, health, and safety regulatory requirements along with critical compliance issues, practical strategies to address them, and a long-term forecast of the future regulatory climate. Come with questions about your own compliance issues and best practices.

**INTERMEDIATE**  
**LOCATION:** Marseilles & Portofino Rooms

12:20 - 1:30 pm

### **LUNCHEON & KEYNOTE PART I: THE APPLE DOESN'T FALL FAR FROM THE TREE: TRACKING CRAFT TRENDS**

**SPEAKER:** Christopher Shepard, Craft Brew News

Fragmentation in US beer, ushered in by craft, only seems to be picking up speed, creating pockets of growth and contributing to tougher trends all at once. Craft keeps rollin' but fractures further as new coalitions form and old lines are redrawn or obliterated. By way of Newton's three laws of motion, this up-tempo overview of the total beer industry and craft's shifting place within it will dive deep into the latest data and news developments.

**GENERAL SESSION**  
**LOCATION:** Sorrento-Monte Carlo Rooms

1:40 - 2:30 pm

### **PERSPECTIVES ON MANAGING A SUCCESSFUL TAPROOM**

**SPEAKERS:** Lori Nicolini Miller, Berryessa Brewing Company; Chris Cramer, Karl Strauss Brewing Co.; Sayre Piotrkowski, HenHouse Brewing

**MODERATOR:** Jim Woods, Woods Beer Co.

How do you create a brand-centric and experience-focused environment for every consumer that walks into your tasting room? What do you set in place to ensure that this experience becomes a part of your brand? How to do you execute on the vision for your brand within the walls of your tasting room? Learn from a panel of your peers how to differentiate and advance the consumer experience at your tasting room.

**INTERMEDIATE**  
**LOCATION:** St Tropez Room

### **YEAST HANDLING: TIPS AND TECHNIQUES**

**SPEAKER:** Kara Taylor, White Labs  
This presentation will discuss yeast handling, specific for craft brewers. We will discuss the different methods and best practices of each method and some ideas on how you can implement this in your own brewery.

**INTERMEDIATE-ADVANCED**  
**LOCATION:** Terrazza Ballroom

### **CASE STUDY: ERP BREWERY MANAGEMENT**

**SPEAKERS:** Mike Parker and Kirk Faris, Moss Adams LLP and Andrew Koehring, Seismic Brewing Company

Join Seismic Brewing Co. and Moss Adams to review specifically how ERP can serve as the software solution that manages your brewery-based business. This case study review and Q&A session will give your brewery thoughtful recommendations for software integrations at your brewery.

**BEGINNER-INTERMEDIATE**  
**LOCATION:** Marseilles & Portofino Rooms

2:40 - 3:30 pm

### **HOW HAS "CRAFT" IMPACTED THE BEVERAGE INDUSTRY?**

**SPEAKERS:** Thomas First, Castanea Partners; Elwyn Gladstone, Biggar & Leith

**MODERATOR:** JB Shireman, Arlington Capital

Join a panel of beverage industry experts from wine, spirits and NA to discuss what can be learned from craft's impact on the beverage industry and what it means for the future. This panel will be moderated by industry consultant, JB Shireman, and include thoughtful forward-thinking conversations for breweries of every size.

**INTERMEDIATE-ADVANCED**  
**LOCATION:** St Tropez Room

### **SMALL BUSINESS LOAN TRANSACTIONS: LEGAL AND PRACTICAL ISSUES RELATED TO OBTAINING AND USING CREDIT FACILITIES**

**SPEAKER:** Kyle Leingang, Stradling Yocca Carlson & Rauth

Join this seminar for an overview of small business loan options generally available to breweries and, in particular, SBA loans, equipment financings, important loan terms to consider, and the logistical process of obtaining and using loans in a growing business.

**INTERMEDIATE**  
**LOCATION:** Terrazza Ballroom

### **GUILD LEADERS MEETING INVITE ONLY**

Roundtable discussion with California's regional guild leaders on current projects and initiatives.

**LOCATION:** Marseilles & Portofino Rooms

## Monday, May 6 (Continued)

**1:40 - 3:30 pm** **BEER RECEPTION & TRADE SHOW OPEN** LOCATION: Garden Pavilion

**3:30 - 5:30 pm** **BREWS & BITES ON THE TRADE SHOW FLOOR** SPONSORED BY: Fisher & Phillips and MacFab Welding  
LOCATION: Garden Pavilion

**3:30 - 5 pm** **CCBA EXPERT-IS-IN SESSIONS**  
Sign-up for one-on-one consultations with business experts.  
LOCATION: Marbella & Las Palmas Rooms

**6 - 8 pm** **DINNER RECEPTION AT SOCIETE BREWING CO.**  
SPONSORED BY: Carothers DiSante & Freudenberger LLP  
Separately ticketed event. Shuttle will be transporting attendees to and from the Hilton Hotel and Societe starting at 5:30 pm.

**8 - 10 pm** **SPONSORED EVENT | POOL LOUNGE MIXER AFTERPARTY**  
HOSTED AND SPONSORED BY: MUN CPAs  
Craft beer & wine included.  
LOCATION: HILTON SAN DIEGO RESORT & SPA POOL BAR & LOUNGE

## Tuesday, May 7

**8 am - 1 pm** **REGISTRATION OPEN** LOCATION: Foyer

**8 - 9 am** **MORNING COFFEE & BAGELS + TRADESHOW**  
LOCATION: Garden Pavilion

**9 - 10 am** **KEYNOTE PART 2: TRACKING CRAFT BEER TRENDS ON THE GROUND**  
SPEAKERS: John Martin, Drake's Brewing Company; Doug Constantiner, Societe Brewing Company; Nico Freccia, 21st Amendment  
MODERATOR: Tom McCormick, CCBA  
How has the developments in the US beer and alcohol beverage market impacted the CA craft beer industry? Join three brewery owners for a candid discussion on the impact of craft's shifting pace, and the latest data and news developments on the business of craft brewing. This keynote panel will discuss how the analyst's numbers shared in keynote part one impact real-life practices and decisions made on the ground by brewery owners every day.  
GENERAL SESSION  
LOCATION: Sorrento - Monte Carlo Rooms

**10:10 - 11 am** **MANAGING A TEAM IN THE BREWING INDUSTRY**  
SPEAKERS: Jack Dyer, Topa Topa Brewing Co.; Virginia Morrison, Second Chance Beer Co.; Colleen Mims, Modern Times Beer  
MODERATOR: Leia Bailey, CCBA  
What can you do to craft a strong team culture at your brewery? How do you maintain that culture as your brewery grows and you, as an owner or a manager, become more distant from the day-to-day operation? How do you set into practice key ways to control the evolution of your team and make sure you stay true to your vision? Learn from a panel of craft brewers about what they do to manage the vision and execution of team culture.  
INTERMEDIATE  
LOCATION: St Tropez Room

**STRENGTHENING YOUR ONLINE PRESENCE: SOCIAL MEDIA TIPS AND TRICKS**  
SPEAKER: Jemma Wilson, Firestone Walker Brewing Company  
Learn how to level up your online presence through social media! Join this discussion to learn how to IMPROVE your existing social media channels through techniques that gain organic reach. Attendees will also learn how to use paid ads that reach new consumers and what different levels of investment will earn you across social networks.  
BEGINNER-INTERMEDIATE  
LOCATION: Terrazza Ballroom

**CRITICAL SAFETY PRACTICES BREWERIES USUALLY SCREW UP**  
SPEAKER: Dan Drown, Drown Consulting  
This session will discuss a handful of the commonly observed safety practices in breweries that are not being done, or, are incorrectly/ inadequately implemented. You may think your brewery has a stellar program but you will find out that several critical safety and regulatory requirements may be missing the mark.  
INTERMEDIATE-ADVANCED  
LOCATION: Marseilles & Portofino Rooms

<p>11:10 am - noon</p>	<p><b>VOICES IN ON-PREMISE</b>  <b>PANELISTS:</b> Trevor Tyler, Eureka Restaurant Group; Joann Cornejo, Machete Beer House; Matt Raftee, Cheesecake Factory  <b>MODERATOR:</b> Jill Davidson, Pizza Port Brewing Co.                  Learn from a panel of beer buyers in the on-premise space how to work your beer into the taproom line-up.  <b>INTERMEDIATE</b>  <b>LOCATION:</b> St Tropez Room</p>	<p><b>SPIRIT BARREL AGING: PROCESSES, PROCEDURES, &amp; TECHNIQUES FOR SMALL-SCALE PROGRAMS</b>  <b>SPEAKER:</b> Julian Shrago, Beachwood BBQ &amp; Brewing Co.                  Learn the processes and techniques Beachwood Brewing uses for its spirit barrel-aged beers, including recipe formulation &amp; blending.  <b>INTERMEDIATE-ADVANCED</b>  <b>LOCATION:</b> Terrazza Ballroom</p>	<p><b>IS THE CUSTOMER ALWAYS RIGHT? HOW TO NAVIGATE REPORTS OF HARASSMENT INVOLVING CUSTOMERS AND OTHER THIRD PARTIES</b>  <b>SPEAKERS:</b> Megan Walker and Amy Lessa, Fisher &amp; Phillips LLP                  While employers know they are obligated to quash any potential harassment by and among their employees, anti-harassment laws also prohibit harassment by and against third parties, including customers and vendors. Navigating and investigating harassment complaints involving third parties presents its own unique challenges. This solutions-focused session will examine harassment scenarios involving third parties and the relationships between a brewery and its customers and vendors to identify key steps all parties can take to address these types of reports and ensure a harassment-free environment.  <b>INTERMEDIATE</b>  <b>LOCATION:</b> Marseilles &amp; Portofino Rooms</p>
<p>noon - 1 pm <b>TRADE SHOW AND BEER &amp; FOOD STATIONS OPEN</b> <b>SPONSORED BY:</b> HUB International  <b>LOCATION:</b> Garden Pavilion</p>			
<p>noon - 1 pm <b>CCBA MENTOR-IS-IN SESSIONS</b>                  Sign-up for one-on-one consultations with brewing industry peers  <b>LOCATION:</b> Marbella &amp; Las Palmas Rooms</p>			
<p>1 - 1:50 pm</p>	<p><b>CANNED HEAT: THE RISE OF THE 16OZ SMALL BATCH CAN</b>  <b>SPEAKER:</b> Sam Gilbert, Temescal Brewing, additional panelists TBA                  The times are changing! Look closely at industry trends of the past few years—the proliferation of beer brands, the explosive growth of small breweries, the rise of hazy IPA, the changing demographics of craft beer drinkers—and weaving its way through it all, you'll find a newly-fashionable packaging format: the 16oz can. Sam Gilbert of Temescal Brewing will lead a panel of brewers and vendors at the heart of the recent small batch, one-off can craze in California. Together, they'll explore the shift in demand towards cans, the culture and marketing of 'hype cans', the benefits and challenges of canning as a small brewery, and the future of the trend.  <b>INTERMEDIATE</b>  <b>LOCATION:</b> St Tropez Room</p>	<p><b>DISTRIBUTION CONTRACTS: THE BEER INDUSTRY PRE-NUPTIAL AGREEMENTS</b>  <b>SPEAKER:</b> Eugene Pak, Wendel, Rosen, Black &amp; Dean LLP                  Entering into a beer distribution contract is like entering into a pre-nuptial agreement, you want to carefully negotiate the terms -- especially termination of contract -- before signing. This seminar will review key issues to address in a beer distribution contract, and creative ways that a brewery can negotiate less onerous termination provisions, preserve its ability to self-distribute, and otherwise maintain control over its beers.  <b>INTERMEDIATE</b>  <b>LOCATION:</b> Marseilles &amp; Portofino Rooms</p>	
<p>2 - 2:50 pm</p>	<p><b>A DESIGNER AND A LAWYER WALK INTO A BREWERY: A GUIDED CONVERSATION ON CREATING AND PROTECTING A COMPELLING BRAND</b>  <b>SPEAKERS:</b> Alesha Dominique, Mitchell Silberberg &amp; Knupp LLP and Isaac Arthur, CODO Design  <b>MODERATOR:</b> Aaron Wais, Mitchell Silberberg &amp; Knupp LLP                  Breweries face many branding and marketing decisions that can impact their visibility, reputation, and growth. These decisions are fraught with legal ramifications that must also be considered. Through a moderated discussion, a brewery representative, branding expert, and attorney will explore several contemporary issues, including those arising from pop culture/celebrity-influenced beer names; expanding your distribution into new regions; extending your brand to new products; and protecting elements beyond your brewery and beer names.  <b>INTERMEDIATE</b>  <b>LOCATION:</b> St Tropez Room</p>	<p><b>D SYSTEM KEG VALVES: SAFETY AND QUALITY ASSURANCE FOR YOUR DRAFT BEER</b>  <b>SPEAKER:</b> Jon Graber, Micromatic                  What's going on in your kegs? Learn how to solve the mystery! In this presentation you will learn all about the D System, aka "American Sankey" keg valve - from guidance on safe repair and maintenance techniques, to tips on keg washer interface with D System valves, to overall quality assurance and customer satisfaction for your draft beer.  <b>ALL LEVELS</b>  <b>LOCATION:</b> Marseilles &amp; Portofino Rooms</p>	