



SCHEDULE OF EVENTS

Monday November 16th

Registration Open | 9 am - 2 pm | Alexander Valley Foyer | Coffee Break Sponsored by Farwell Rashkis LLP

9:30 - 10:45 am

2015 CA Legislative Update

Speakers: **Tom McCormick, CCBA & Chris Walker, Nossaman LLP**

Tom & Chris will cover the new laws that were passed in the 2015 legislative cycle and give an overview of the 2016 legislative agenda. They will also discuss how the changing craft brewing industry is shifting the dynamics at the State Capitol. Also included in the discussion will be an update on Prop. 65 signage requirements and the ABI/MC merger.

Location: **Alexander Valley Ballroom 2-4**

11 am - noon

Quality Control

Speaker: **Dick Cantwell, Brewers Association Quality Ambassador**

Neither shaking an admonishing finger nor telling us all that everything's going to be all right, the Brewers Association's Quality Ambassador Dick Cantwell brings a message of urging to recognize both the quality systems you already have in place and the responsibility we all owe to our craft and community to make the best beer we possibly can.

Location: **Alexander Valley Ballroom 2-4**

Media 101 Workshop

Speaker: **Leia Ostermann, Perry Communications**

When a TV station, newspaper reporter or blogger calls, what are they looking for? Who do they want to talk to? What's the best way to maximize the story? Join CCBA's public relations agency, Perry Communications Group, to learn how to help reporters build a visual story, develop key messages to promote your brewery and become the go-to source for reporters in your region.

Location: **Alexander Valley Ballroom 1**

12:15 - 2 pm

Break (Lunch on your own) | "The Expert is In" Consultations | Russian River Ballroom

Sign-up for a FREE one-on-one consultations with experts in the craft beer industry! Experts in the following industries will be available for private, 15 minute consultations - ABC Trade practice, start-up general advice, TTB, Finance, Accounting, Employment law, and more!

2 - 2:50 pm

ABC 101-Foundations

Speaker: **Eugene Pak, Wendel Rosen Black & Dean LLP**

This talk will cover the history and foundation of our current ABC regulations and how it relates to today's regulatory structure. Eugene will cover the origins of tied house laws and the reasoning and basis for the three-tier system. Sound simple? You may be surprised what you learn. This seminar is essential for new entrants to the industry and a good "tune-up" for you veterans.

Location: **Alexander Valley Ballroom 2-4**

Planning for Growth

Speakers: **Ryan Graham, Track 7 Brewing Co. & Mike Hess, Mike Hess Brewing Co.**
Moderator: **Ken Dansie, BPM**

Many craft brewers are busting at the seams but making that "next step" can be daunting. Learn from two brewers who have been through the process. They will discuss the unexpected challenges of expanding into a larger brewhouse, and about the lessons learned in expanding into a new facility.

Location: **Alexander Valley Ballroom 1**

3 - 3:50 pm

Retail Panel - Push Pull

Speaker: **Craig Wathen, City Beer Store SF & Anthony Dyer- Raley's**
Moderator: **Jay Brooks, craft beer author & columnist**

Competition is heating up and there is only so much shelf space. Not only do you have to push your brand onto the retail real estate, you also have to make sure your beer pulls off the shelf. This panel of two off-premise retail buyers, one from a small independent store and the other from a chain grocery store, will cover how to make a sales presentation, most effective types of POS, what retailers are looking for in a craft brand and retailer expectations for a successful partnership.

Location: **Alexander Valley Ballroom 2-4**

CA HR Workshop

Speaker: **Amy Lessa & Grace Horoupiian- Partners at Fisher & Phillips LLP**

Overtime, break-time, salary versus hourly, interns, volunteers, hiring, firing, workman's' comp, health benefits. Yikes! There's a lot to know. Every brewery has employees. This valuable workshop will cover what you need to know whether you have one or 100 employees.

Location: **Alexander Valley Ballroom 1**

4 - 5:30 pm

Open Beer Bar and Trade Show | Dry Creek Valley Ballroom & Alexander Valley Foyer

6 - 8 pm

BBQ Dinner Reception | Lagunitas Brewing Co (ticketed event) | Sponsored by First Community Bank

Join us at Lagunitas Brewing Co. for a BBQ Dinner and beer garden! Dinner & Live Music! **Shuttles will be going from the Hyatt Vineyard Creek to Lagunitas every 20 min starting at 5:30 - 6:15 pm, then from Lagunitas back to the Hyatt beginning at 7:30 - 8:15pm**

Tuesday November 17th

Registration Open | 9 am - 2 pm | Alexander Valley Foyer

9:30 - 10:45 am

General Session | Alexander Valley Ballroom

9:30 - 10 am | Association Update | Board Introductions

10 - 10:45 am | Keynote Panel - What Can We Learn from the Wine Industry

Moderator: **David Walker, Firestone Walker Brewing Co.**

Panelists: **Honore Comfort, Brack Mountain Wine Co. & Andrew Murray, Andrew Murray Vineyards**

The high-end wine industry is many years ahead of the craft beer industry. At one time, the boutique wine industry looked strikingly similar to our craft beer industry today. But the wine folks have gone through a transformation of mergers and acquisitions, brand proliferation and SKU saturation. Sound familiar? What can we learn from those who have been there? Hear the wisdom and insight from three wine industry veterans.

10:45- 11 am

Coffee Break | Sponsored by City of Rohnert Park - Economic Development Division

11 am - noon

General Session continued

11 - 11:15 am | Assemblymember Marc Levine

11:15 - noon | Lori Ajax, Department of Alcohol Beverage Control

Lori Ajax, deputy director of the California Alcoholic Beverage Control will give us an inside view of the ABC and the challenges of working with the fast growing craft brewing industry.

noon - 1:30 pm

Lunch Reception | Sonoma Valley Garden | Sponsored by Burr Pilger Mayer (BPM)

1:30 - 2:20 pm

Future Industry Trends

Speaker: **JB Shireman, First Beverage Group**

"The times they are a-changin'..." Yes they are. And there is more to come. It has been a whirlwind of deals and changes in the beer industry this year at all levels. The world's largest brewer now owns a craft brewery, multiple wholesalers and retailers right here in California. What does it all mean? This compelling talk will delve into what further deals may be coming down the road and the implications this changing landscape may have on the craft beer industry.

Location: **Alexander Valley Ballroom 2-4**

Distribution 101

Speakers: **David Macon, Firestone Walker Brewing Co. & Marco Costales, Nossaman LLP**

Take the beginners course on setting up a distribution network. Marco will cover the "must-know" tips on writing a wholesaler contract and David will discuss how to choose the best wholesaler for your brand and navigating the complex puzzle of setting up a distribution network.

Location: **Alexander Valley Ballroom I**

2:30 - 3:20 pm

ABC Workshop Navigating New Laws in 2016

Speakers: **Roger Hanney, Hanney & Associates & Tom McCormick, CCBA**

There were many changes to ABC regulations that were passed during the 2015 legislative session including the new brand registration process, changes to how social media can be used, temporary expansion of a brewers licensed premise for special events and much more. These changes to the law will be essential for all brewers to know and understand. This workshop will cover all of the new laws that take effect on Jan. 1st.

Location: **Alexander Valley Ballroom 2-4**

CA Regulations and Opportunities

Speakers: **Wendy Manley-Wendel, Rosen, Black & Dean and Robert Sanger, California Manufacturers & Technology Association**

The state of California can seem unfriendly to business with its Storm Water permit and Cal OSHA regulations. However, California also offers the Employment Training Panel and GoBiz programs that can help to expand businesses in California. Come hear updates on these regulations and opportunities.

Location: **Alexander Valley Ballroom I**

3:30 - 4:20 pm

Wholesaler Panel

Speakers: **Steve Almaraz, Reyes Beverage Group & Dave Morrow, DBI Beverage**

Moderator: **Tom Dalldorf, Celebrator Beer News**

Learn from two veteran distributor managers how to cut through the clutter and gain that all-important "mind share" from your distributor. Learn from the source how to work with your wholesaler, what tools are needed, how to manage expectations and how your distributor relationship can be a win-win.

Location: **Alexander Valley Ballroom 2-4**

Safety Resources for Brewers

Speaker: **Matt Stinchfield, Brewers Association Safety Ambassador**

Matt makes safety exciting and fun with a rundown of some common-place safety concerns for brewers, including special considerations for California brewers. Learn about new safety resources being offered by the BA for craft brewers.

Location: **Alexander Valley Ballroom I**

4:30 - 6 pm

Closing Beer Reception | Dry Creek Valley Ballroom & Alexander Valley Foyer