

# California Craft Brewers Conference- Schedule of Events

Advanced Track

Start-Up Track

## Monday November 3<sup>rd</sup>, 2014

9:00AM-2:00 PM	<b>Registration Open</b> <i>Alexander Valley Foyer</i>	
10:00AM-11:00 AM	<p><b>“Water Conservation Seminar”</b></p> <p>Learn how to implement best practice water conservation strategies from an industry expert.</p> <p><i>Alexander Valley Ballroom 1 &amp; 2</i></p>	<p><b>“Trademark Clearance – a Hands On Workshop”</b></p> <p>Come and learn exactly what databases you need to check and what may be considered a problem when trying to clear potential brewery or beer names. Bring your laptop and do it yourself as we go along!</p> <p><b>Candice L. Moon, The Craft Beer Attorney</b> <i>Dry Creek Valley Ballroom</i></p>
11:00AM-12:00 PM	<p><b>“Considerations &amp; Challenges of Rapid Growth – Understanding Capital Structure.”</b></p> <p>Rapid growth is the Holy Grail for entrepreneurs but it comes with its own set of risks and challenges. Learn about how to evaluate rapid growths capital structure to better prepare for your future needs.</p> <p><b>Ken Dansie, CPA with Burr Pilger Mayer</b> <i>Alexander Valley Ballroom 1 &amp; 2</i></p>	<p><b>“History of the California Craft Brewing Industry”</b></p> <p>Brooks' will take a fond look back at the past 50 years since Anchor Brewery was bought by Fritz Maytag , and the landscape of craft beer has exploded since, from the pioneers who started New Albion, Sierra Nevada and Triple Rock to today's 400+ breweries throughout the Golden State.</p> <p><b>Jay Brooks-Craft beer writer and author</b> <i>Dry Creek Valley Ballroom</i></p>
12:00PM-2:00 PM	<b>Break</b>	
2:00 PM-3:00 PM	<p><b>Distributor Panel Discussion</b></p> <p>“Working with Distributors- The Advanced Course”</p> <p><b>Moderator-Bob Stahl, DBI Beverage</b> <i>Alexander Valley Ballroom 1 &amp; 2</i></p>	<p><i>Seminar Topic- To Be Announced</i></p> <p><i>Dry Creek Valley Ballroom</i></p>
3:00 PM-4:00 PM	<p><b>“Exempt vs. Non-Exempt Employee Status”</b></p> <p>What you need to know for your business. This workshop will help you understanding the difference between exempt vs. non-exempt employee status.</p> <p><b>Amy Lessa, Attorney</b> <i>Alexander Valley Ballroom 1 &amp; 2</i></p>	<p><b>“From Nano to Micro &amp; Beyond”</b></p> <p>Mike Hess started Hess Brewing Company as a nano in 2010. In a short few years, he has grown into a packaging brewery with widespread distribution. Find out firsthand the journey from nano to beyond.</p> <p><b>Mike Hess, Founder of Mike Hess Brewing Co.</b> <i>Dry Creek Valley Ballroom</i></p>
4:00 PM-5:30 PM	<b>Open Beer Bar and Trade Show</b> <i>Alexander Valley Foyer</i>	
6:00 PM - 7:30 PM	<b>Beer Garden BBQ Dinner Reception</b> <i>Sonoma Valley Garden (ticketed event)</i>	

# California Craft Brewers Conference- Schedule of Events

## Tuesday November 4th, 2014

9:00 AM- 1:00 PM	<b>Registration Open</b> <i>Alexander Valley Foyer</i>
9:30 AM- 10:30AM	<b>“California ABC Regulations- A Historical Perspective”</b> Roger Hanney will go 'where few have dared to go' by exploring the history and origins of California alcohol beverage regulations that we live with every day. Find out how and why such 'regulatory oddities' such as the type 75 license, self-distribution, growler labeling, tasting rooms and other privileges came to be -- and why you can't expect them to last forever. <b>Roger Hanney, Hanney &amp; Associates</b> <i>Alexander Valley Ballroom 1 &amp; 2</i>
10:30 AM- 11:30 AM	<b>“Quality Control- the How and Why”</b> Vinnie Ciluzo from Russian River Brewing Co. will go over some of the best practices for Quality Control within the industry, why it matters and how it can be implemented. <b>Vinnie Ciluzo, Founder of Russian River Brewing Co.</b> <i>Alexander Valley Ballroom 1 &amp; 2</i>
11:30 AM- 1:00 PM	<b>Open Trade Show &amp; Lunch Reception</b> <i>Alexander Valley Foyer, Knights Valley Garden</i>
1:00 PM- 2:50 PM	<b>General Session</b> <b>Talk 1: Association Update   Legislative Update   Board Introductions</b> Assemblymember Wesley Chesbro-CCBA Award Presentation  <b>Talk 2: “Water Policy in California”</b> Dr. Jeffery Mount- Senior Fellow at the Public Policy Institute of California <i>Alexander Valley Ballroom</i>
2:50 - 3:10 PM	<b>Break</b>
3:00 PM- 5:00 PM	<b>General Session</b> <b>Talk 3: “Craft Brewing By the Number: Current Growth and Future Challenges”</b> Bart Watson, Chief Economist for the Brewers Association  <b>Key Note: “Celebrating our 25<sup>th</sup> Anniversary”</b> Hear from the founding board members of the CCBA and industry pioneers <b>Fritz Maytag, John Martin, and Ken Grossman</b> as they talk about the principles of which the CCBA was born on and share antidotes and stories from the early days of our industry.  <i>Alexander Valley Ballroom</i>
5:00 PM- 7:00 PM	<b>Beer Reception</b> <i>Alexander Valley Foyer</i>