

California Craft Brewers Conference- Schedule of Events

Monday November 16th, 2015

Registration Open | 9:00am- 2:00pm | Alexander Valley Foyer

9:30am-
10:45am

2015 CA Legislative Update: Tom & Chris will review current legislative issues facing our industry, provide an overview of the 2015 CCBA-sponsored bills, and discuss our legislative priorities for 2016. **Tom McCormick, CCBA, Chris Walker, Nossaman LLP**
Location: Alexander Valley Ballroom 2-4

11:00 AM-
12:00 PM

Quality Control
Speaker: Dick Cantwell, Brewers Association
Quality Ambassador
Location: Alexander Valley Ballroom 2-4

Media 101 Workshop
Speaker: Leia Ostermann, Perry Communications.
The media can be your best friend and a powerful tool, or worst enemy – depending on how you handle it. Learn how to use the media to gain PR and promote your brand. This workshop will also cover the important do's and don'ts of a media interview to make sure your press is good press.
Location: Alexander Valley Ballroom 1

12:15 PM-
2:00 PM

Break (Lunch on your own) | "The Expert is In" Consultations- *Russian River Ballroom*
Sign-up for one-on-one consultations with experts in the craft beer industry! Experts in the following industries will be available, sign up for the time slots at the registration table or "drop-in" on the session during the break! ~ ABC Licensing ~Storm Water ~Financing~ ABC trade practice~ and more!

2:00 PM-
2:50 PM

ABC 101-Foundations
Speaker: Eugene Pak, Wendel Rosen Black & Dean LLP
Learn the history and foundation of our current ABC regulations. 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.
Learn from those who have done it. Many craft brewers are busting at the seams but making that "next step" can be daunting. Learn from two brewers who have done it. 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

3:00 PM-
3:50 PM

Retail Panel- Push Pull
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 three retailers will cover how to make a sales presentation, best types of POS to provide, what retailers are looking for in a craft brand and what crates good sales velocity.
Location: Alexander Valley Ballroom 2-4

CA HR Workshop
Speaker: Amy Lessa, Fisher & Phillips
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

4:00pm-
5:30pm

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

6:00 PM -
8:00 PM

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

Tuesday November 17th, 2015

Registration Open | 9:00 AM- 2:00 PM | Alexander Valley Foyer

General Session | Location- Alexander Valley Ballroom

Talk 1: Association Update | Board Introductions 9:30- 10:00

Talk 2: Lori Ajax, Department of Alcohol Beverage Control 10:00-10:45

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.

Coffee Break

Talk 3: Assemblymember Marc Levine- 11:00-11:15am

Key Note Panel - What Can We Learn from the Wine Industry David Walker – moderator

The high-end wine industry is about 20 years ahead of the craft beer industry. At one time, the boutique wine industry looked strikingly similar to our industry before it today, until it went through a transformation of mergers and acquisitions. Will the craft industry follow in similar footsteps? Here the wisdom and insight from three wine industry veterans.

Lunch Reception | Sonoma Valley Garden

California Trends & Statistics

Location: Alexander Valley Ballroom 2-4

Distributor contracts & how to pick a distributor (beginning)

Location: Alexander Valley Ballroom 1

ABC– Advanced

Get the rundown on ABC regulations from this panel of ABC experts. They will cover some of the commonly asked questions and delve deep into the ABC code. Plenty of time for Q&A.

Location: Alexander Valley Ballroom 2-4

CA Regulations (storm water, CAL OSHA, Gas generators, waste water)

Location: Alexander Valley Ballroom 1

Wholesaler Panel

Speakers: Steve Alamaraz, Reyes Beverage Group & Dave Morrow, DBI Beverage

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 and how your distributor relationship can be a win-win.

Location: Alexander Valley Ballroom 2-4

Brew house Safety – Matt Stinchfield

Speakers: Matt Stinchfield, Brewers Association Safety Ambassador

Location: Alexander Valley Ballroom 1

Closing Beer Reception | Dry Creek Valley Ballroom