

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
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 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- ABC Trade practice, start-up general advice, TTB, Finance, Employment law, 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. & Mike Hess- Mike Hess 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
Speaker: Craig Wathen, City Beer Store SF
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 retailer buyers, one from a small independent store and the other from a chain grocery store, 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! Dinner & Live Music!
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	
9:30 AM-10:45AM	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.	
10:45- 11:00	Coffee Break	
11:00 AM-12:00 PM	Talk 3: Assemblymember Marc Levine- 11:00-11:15am Keynote Panel - What Can We Learn from the Wine Industry David Walker – moderator Panelists: Honore Comfort, Brack Mountain Wine Co. & Andrew Murray, Andrew Murray Vineyards 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? Hear the wisdom and insight from three wine industry veterans.	
12:00 PM-1:30 PM	Lunch Reception Sonoma Valley Garden	
1:30 PM-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 even retailer's right here in California. What does it all mean? Should the craft industry be worried? 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. <i>Location: Alexander Valley Ballroom 2-4</i>	Distribution 101 Speakers: David Macon, Firestone Walker Brewing Co. & Marco Costales, Nossaman LLP Take the beginners course on setting up a distribution network. This workshop will cover the "must-know" tips on what should be in a wholesaler contract and will discuss how to choose the best wholesaler for your brand and navigating the complex puzzle of setting up a distribution network <i>Location: Alexander Valley Ballroom 1</i>
2:30 PM-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, social media announcements of non-profit events, temporary permit to allow licensed premise expansion, etc. These will be essential for all brewers to know and understand. This workshop will cover all of the news laws that take effect on Jan. 1st. <i>Location: Alexander Valley Ballroom 2-4</i>	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 <i>Location: Alexander Valley Ballroom 1</i>

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Wholesaler Panel

Speakers: Steve Almaraz, 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***

Brewhouse Safety – Matt Stinchfield

Speakers: Matt Stinchfield, Brewers Association Safety Ambassador

Learn about the BA’s commitment to safety, including the great new and free resources being developed especially for craft brewers. Matt makes safety exciting and fun with a rundown of some commonplace safety concerns for brewers. He’ll finish with special considerations for California brewers.

*Location: **Alexander Valley Ballroom 1***

3:30 PM-
4:20 PM

4:30 PM-
6:00 PM

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