

# 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>“The Challenges of Rapid Growth in the Craft Brewing Industry”</b></p> <p>Rapid growth is the Holy Grail for entrepreneurs but it comes with its own set of risks and challenges. The craft brewing industry is expecting exponential growth over the next few years and Breweries will need access to debt and capital. Learn about how to evaluate rapid growth and the debt and capital structures needed to fund that growth.</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>“Overtime Exemptions and Misclassification Issues :Brewing Wage and Hour Violations Could Seriously Interrupt Your Craft”</b></p> <p>This seminar will review the brewery positions that are commonly misclassified and provide practical solutions to clean up your pay practices..</p> <p><b>Amy Lessa &amp; Megan Winter, Attorneys</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 in a Brewery- the How and Why”</b> Other than safety, quality is the most important thing when it comes to making beer. Vinnie and Mike will show you an entire life cycle of a batch of beer in the Russian River lab including all of the test and procedures each batch goes through. They will also talk about why it is so critical to have a top notch QC/QA program. <b>Vinnie Ciluzo &amp; Mike Guilford, 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> <b>Dr. Jeffery Mount- Senior Fellow at the Public Policy Institute of California</b> Water is the next gold in California, and beer is mostly water. Drought or no drought, water is a key resource for our industry. Jeff Mount will describe in a simple terms the myths of water supply in California and what we can expect in future years for supply and cost of this valuable ingredient. <i>Alexander Valley Ballroom</i>
2:50-3:10PM	<b>Break</b>
3:00 PM- 5:00 PM	<b>General Session</b> <b>Talk 3: “Craft Brewing By the Numbers: Current Growth and Future Challenges”</b> <b>Bart Watson, Chief Economist for the Brewers Association</b> Looking at the state of the craft brewing industry, particularly in CA by comparing per capita statistics and growth across the country. Will also look to the future and potential strains on growth from raw materials and other suppliers. <b>Key Note: “Celebrating our 25<sup>th</sup> Anniversary”</b> <b>Fritz Maytag, John Martin, and Ken Grossman.</b> Celebrate and toast with the founding Board members of your association in an engaging, entertaining and informative discussion with three craft beer pioneers. This will be an informal and fun chat with a toast to the CCBA! <i>Alexander Valley Ballroom</i>
5:00 PM- 7:00 PM	<b>Beer Reception</b> <i>Alexander Valley Foyer</i>