

California Craft Brewers Conference- Long Beach- Schedule of Events

Sunday, April 10- Welcome Reception 5:30pm- 7:30pm | Smog City Brewing Co. Torrance, CA

Monday, April 11

Registration Open | 9:00am- 2:00pm | Centennial Ballroom Foyer
Breakfast & Coffee | 9:00am-10am | Salon A

10:00am-
11:15am

2016 CCBA Legislative Update:

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

Tom & Chris will give an overview of the 2016 legislative agenda including dramatic challenges to the 3-tier system, an update on changes to the Prop 65 sign requirements and the ongoing investigations into the ABInBev/MillerCoors merger. They will also discuss how the changing craft brewing industry is shifting the dynamics at the state Capitol, and how the CCBA is making strategic adjustments in our ongoing legislative advocacy work.

Location: Salon B

11:20 AM-
12:20 PM

Water and Energy Efficiency for Craft Brewing Operations

Speaker: Greg Ryan, PTG Water & Energy

Learn best practices and strategies for lowering energy costs for your craft brewery. Find out how to reduce the cost of heating and processing water and key techniques to promote water use.

Location: Salon B

Marketing Events: How to Promote your Taproom

Speaker: Brandon Hernandez, Alesmith Brewing Co., additional panelists TBA

Whether it's an opening party, an anniversary party or a neighborhood party, learn what's need to throw a successful event at your taproom. Our panel of experts will share tips and tricks for planning, permitting and promoting a standout event.

Location: Salon C & D

12:25 PM-
2:00 PM

Break (Lunch on your own) | "The Expert is In" Consultations, Barcelona/ Casablanca Rooms

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, trademarking, retirement planning, finance, accounting, employment law and more!

2:00 PM-
2:50 PM

Evaluating Raw Materials- A Craft Brewers Perspective

Speaker: Peter Hoey, BSG CraftBrewing

Learn how to evaluate raw materials for a small brewery, including white malts, roasted malts and hops. Review how to read a base malt analysis sheet and learn new analysis techniques for exploring quality and performance indicators, including how to evaluate Crystal malt without a lab, new hop processing technology and a primer for evaluating hops in your brewery.

Location: Salon B

Media Workshop

Speaker: Leia Ostermann, CCBA

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 Managing Director 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: Salon C & D

3:00 PM-
3:50 PM

New Laws and FAQ's

Speakers: Candace Moon, The Craft Beer Attorney & Tom McCormick, CCBA

Candace will discuss the numerous news laws that went into effect Jan. 1st of this year, including the new brand registration process, temporary expansion of the licensed premise for special events and others. She will then discuss the "top 10" most often asked questions followed by Q&A

Location: Salon B

Practical Brewing: Quality Lab Essentials

Speaker: Rick Blankemeier, Quality Assurance Manager- Stone Brewing Co.

Brewing is both a science and an art. Getting the science right can only aid creativity. Getting a basic QA/QC lab setup at your craft brewery is the best way to improve your brewing process and deal with QC issues with beer before it hits the shelves or taps. Join Rick to review the equipment and lab methods you'll need in place to make the best beer possible.

Location: Salon C & D

4:00pm-
6:00 pm

Open Beer Bar and Trade Show | Centennial Ballroom Foyer

6:00 PM -
8:00 PM

BBQ Dinner Reception | Beachwood BBQ & Brewing (Separately ticketed event)

Tuesday, April 12

	Registration Open 9:00 AM- 2:00 PM Centennial Ballroom Foyer	
9:30 AM- 11:00 AM	ABC Essentials – Understanding ABC Regulations Speaker: Roger Hanney, Hanney & Associates Roger will give a historical perspective on the foundations of ABC regulations and the current Tied House landscape today. This is essential information for anyone trying to navigate ABC regulations. He will also delve into some of the top trade practice misconceptions and issues, followed by plenty of time for Q&A Location: Salon B	Distributor Workshop Speakers: David Macon, Firestone Walker Brewing Co. & Steve Almaraz, Reyes Beverage It's getting harder to gain distribution as wholesalers get more and more selective. Learn how to achieve high value distribution through a channel that works for both you and your wholesalers. This comprehensive panel discussion will cover all elements of getting and working with wholesalers including how to choose the right wholesaler for your brand, how to present your brand to potential wholesalers and how to work with wholesalers to gain all-important mind-share. The panelists will also cover distribution contracts, termination and how to set up distribution footprints. Location: Salon C & D
11:10 AM- 12:00 PM	How to Start and Grow a Mixed Fermentation Program Speakers: Curtis Chism, Liz Chism, Jeffrey Crane; Council Brewing Co. How did the Council Brewing team go from 4 oak barrels to over 60 and a 3BBL to over 300 BBL cellar within a year of opening the brewery? Learn how to organically grow a Mixed Fermentation (Sour/Wild/Brett) Program with smart reinvesting, including generating project funding from the program itself. Learn how monthly bottle releases and consistent draft offerings in the tasting room has differentiated the brewery in a competitive San Diego market. Location: Salon B	Optimal Strategies to Fund Growth: Equity vs. Debt Speakers: Jeremy Little, Carle Mackie Power & Ross, LLP. Randall Behrens, Live Oak Bank; Cody Jennings Zeponi & Company Your brewery is growing, but how do you fund expanded operations? Explore the options for obtaining working capital, equity investments, issuances of debt and the importance of assessing operational needs with selecting sources of capital. For each vehicle of capital we will discuss the basics: what is it, what is required of the company, how it is obtained, potential pitfalls, and specific pros/cons. Location: Salon C & D
12:00 PM- 1:30 PM	Lunch reception Salon A & Terrace	
1:30 PM- 2:45 PM	General Session Centennial Ballroom Salons B,C,D Association Update Board Introductions Join CCBA's executive director, Tom McCormick, for an introduction to CCBA staff and 2016 board of directors, including incoming president, Natalie Cilurzo (Russian River). This session will include an update on the association's goals and initiatives for the year ahead, an overview of the board's role in CCBA decisions impacting industry change and a brief talk on the importance of engaging with the association to support its continued work as a strong, credible voice for the craft brewing industry in the light of ongoing legislative issues and an increasingly competitive marketplace.	
2:45 PM- 3:00PM	Coffee Break	
3:00 PM- 4:00 PM	General Session Keynote: State of the Industry Benj Steinman Benj Steinman, editor of Craft Beer and Beverage INSIGHTS, will provide a State of the Industry address to discuss how the craft beer marketplace has radically changed in the last six months. Join Benj to learn how the evolution of the industry has changed the playing field, revised perspectives and set the stage for how we position and prepare for the future.	
4:00 PM- 5:30 PM	Closing Beer Reception & Trade show	