

# CALIFORNIA CRAFT BREWERS CONFERENCE SPEAKERS & WORKSHOP DESCRIPTIONS

## MONDAY, NOV 3<sup>RD</sup> WORKSHOPS:

### **Overtime Exemptions and Misclassification Issues**

#### **Amy Lessa & Megan Winter**

Brewing Wage and Hour Violations Could Seriously Interrupt Your Craft. Paying employees a salary without overtime is risky under California law without careful analysis of the wage and hour exemption requirements. Most breweries don't give much thought to employee classifications. Yet, misclassification lawsuits and administrative claims are some of the most common and expensive claims breweries face. This seminar will review the brewery positions that are commonly misclassified and provide practical solutions to clean up your pay practices.

**Bio:** Amy Lessa and Megan Winter are partners at Fisher & Phillips LLP, a national law firm representing employers exclusively in the areas of labor and employment law for over 70 years. Amy and Megan are committed to providing efficient and practical solutions to today's labor and employment problems. California is a different world for most employers with its own laws and agencies governing the employment relationship including wage and hour, employment discrimination and harassment, and occupational safety and health. As one of the largest labor and employment law firms in California. Amy and Megan are well-versed in the unique features of California law, and have extensive experience designing alternative dispute resolution methods that can keep employers out of California courts.

### **From Nano to Micro & Beyond**

#### **Mike Hess**

**Description:** 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. Can you – will you – follow the road from nano to Micro...and beyond?

**Bio:** Mike Hess is founder, proprietor and CBO of Mike Hess Brewing. He began as a homebrewer in 1995 in his Philadelphia apartment. When he moved to San Diego in 2001, he built a 10 gallon, 3-tier gravity system. Mike opened up the original Hess in 2010 to try his hand in the world of craft beer, but more importantly to prove or disprove the concept of the nano-brewery as a viable business. Mike is the visionary behind our North Park location, which opened in 2013, wishing to create a unique brewery experience that showcases not just the equipment, but the brewers themselves, as they work to create delicious artisanal beers in full view of the brewery's visitors. Mike is a graduate of the University of Colorado, Boulder – the town in which he fell in love with craft beer – and served as an officer in the US Navy for 10 years.

### **Trademark Clearance – a Hands On Workshop**

#### **Candace Moon**

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**Description:** 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!

**Bio:** Candace L. Moon is a San Diego-based attorney who has spent the last five years dedicating her law practice to the craft beer industry. She currently works with over 100 craft breweries and craft breweries-in-planning nationwide, handling many different legal areas including business entity formation, alcoholic beverage law, contract review and trademark law.

### **Considerations & Challenges of Rapid Growth – Understanding Capital Structure**

#### **Ken Dansie**

**Workshop Description:** Sustained growth, especially the explosive growth that produces hockey-stick-shaped growth curves that are the Holy Grail of entrepreneurs and management teams everywhere, comes with its own set of risks and challenges. As a business grows, its relationship with capital will have to change. For a company that is growing slowly, traditional financing methods based on bank debt can function well. During rapid growth, however, companies need investments to be based on where they intend to be several years down the road, not on their existing available collateral. Even if a company is able to get the loans it needs to finance growth, there is a serious risk that its capital structure will become overburdened. A growing company will need to constantly evaluate its capital structure in light of its future capital needs. The time for this analysis is not when the need for the capital has become acute.

**Bio:** Ken Dansie is a CPA and leader in Burr Pilger Mayer's (BPM) Private Company Services Group. Ken's advisory work in the private sector includes operational and financial advice for rapid growth companies and extensive business consulting, due-diligence and investigations. Ken has served companies from a broad spectrum of industries including craft breweries and spirits companies large and small from throughout California. Through years of alcohol beverage experience, Ken has developed deep relationships with industry bankers, lawyers, distributors and other craft industry service providers.

### **History of the California Craft Brewing Industry**

#### **Jay Brooks**

**Description:** Brooks' talk on the History of Craft Beer in California will take a fond look back at the past nearly 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.

**Contact:** Email- [jay.brooks@gmail.com](mailto:jay.brooks@gmail.com) Website- <http://BrookstonBeerBulletin.com>

**Bio:** Brooks has been writing about beer for over 20 years, and is the former GM of the Celebrator Beer News and was the chain beer buyer for Beverages & more. He is currently a syndicated newspaper columnist for the Bay Area News Group with his bi-weekly column, "Brooks On Beer" and contributes to most major beer periodicals. Brooks studied brewing at

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U.C. Davis and has judged at the Great American Beer Festival, the Great British Beer Festival, the World Beer Cup and many other competitions, both local and international. His first book on beer was published in 1992, "The Bars of Santa Clara County: A Beer Drinker's Guide to Silicon Valley." He's also contributed entries to the "Oxford Companion to Beer," "1001 Beers You Must Taste Before You Die," and also "The Pocket Beer Guide: The Essential Handbook to the Very Best Beers in the World." He co-founded SF Beer Week, the North American Guild of Beer Writers and started the Bay Area Beer Bloggers. He also writes about beer online for a variety of websites, including his own Brookston Beer Bulletin ([BrookstonBeerBulletin.com](http://BrookstonBeerBulletin.com)).

### **TUESDAY, NOV 4<sup>th</sup> WORKSHOPS & GENERAL SESSION:**

#### **California ABC Regulations – An Historical Perspective**

##### **Roger Hanney**

**Description:** 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. There really is a rhyme or reason, and Roger has been on the front lines of policymaking since the birth of the craft brewing industry. 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.

**Bio:** Roger Hanney is the principle of Roger A Hanney & Associates. Hanney's consulting company targets the alcoholic beverage industry in California, specializing in ABC licensing and regulatory compliance for brewers, wholesalers and retailers.

#### **Quality Control in a Brewery - the How and Why**

##### **Vinnie Cilurzo & Mike Guilford**

**Description:** 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.

**Bio's** Vinnie Cilurzo is co-owner with his wife Natalie of Russian River Brewing Company in Santa Rosa, Sonoma County, California. Vinnie manages brewing, distributor and brewpub allocations, inventory, purchasing, and is fork lift driver. In 2008 Vinnie was honored with the Brewers Association Russell Schehrer Award for Innovation in Brewing.

Prior to completing the Master Brewers Program at the University of California, Davis in 2006, Mike Guilford dreamed about brewing beer as he worked in biotech and academic laboratories. After Davis, he interned at Russian River Brewing Company where he learned about the forbidden side of beer... bacteria, Brettanomyces, wooden barrels, and spontaneous fermentation. In 2009, he rejoined Russian River as Lead Brewer at the production facility. Mike currently oversees all aspects of the Quality Assurance and Quality Control. When not working, he spends his time with his wife and two little girls enjoying all that Sonoma County has to offer.

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### **Water Policy in California**

#### **Dr. Jeffery Mount**

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 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.

**Bio:** Dr. Jeffrey Mount is a Senior Fellow with the Public Policy Institute of California. He is the Founding Director of the UC Davis Center for Watershed Sciences, Professor Emeritus in the Department of Earth and Planetary Sciences, and former holder of the Roy Shlemon Chair in Applied Geosciences and the UC President's Chair in Undergraduate Education. During his long career Dr. Mount has published widely on science and management of rivers, including his award-winning book, *California Rivers and Streams* (UC Press). His work at the Public Policy Institute of California focuses on bringing together multidisciplinary teams of researchers to develop novel solutions to water problems, particularly in California.

### **Craft Brewing By the Numbers: Current Growth and Future Challenges**

#### **Dr. Bart Watson, Chief Economist at the Brewers Association**

**Description:** 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.

**Bio:** Dr. Bart Watson is the Chief Economist at the Brewers Association, the national trade association for America's small and independent craft brewers. Prior to joining the Brewers Association, he was a Lecturer at the University of California, Berkeley and a Visiting Assistant Professor at the University of Iowa.

### **Fritz Maytag, John Martin, Ken Grossman**

#### **Keynote – Celebrating our 25<sup>th</sup> Anniversary**

**Description** 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!

**Fritz Maytag:** Former owner of Anchor Brewing Company, founding CCBA Board president and industry pioneer. As a graduate of Stanford University, Fritz Maytag was living in San Francisco in 1965 and decided to purchase the failing Anchor Brewing Co.

**John Martin:** Founding CCBA Board member and owner of Triple Rock & Drake's Brewing Company.

**Ken Grossman:** Founder, Owner & President of Sierra Nevada Brewing Co.

Ken Grossman founded Sierra Nevada Brewing Co. in 1980, making it one of the first and most successful craft breweries in existence.

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