

# CALIFORNIA CRAFT BEER SUMMIT

## EDUCATIONAL SESSIONS

## AT-A-GLANCE

TIME		FRIDAY, SEP 11, 2015		
9:00 – 10:00AM Session 1	State of the Industry: Current Trends & Statistics Where the Industry is Heading	Food and Beer Pairings Speaker: Bill Sysak, Craft Beer Ambassador for Stone Brewing Co.	Beer 101: Get to Know the Brewing Process Speaker: Dr. Charlie Bamforth, UC Davis	
10:15 – 10:30	Break			
10:30 – 11:45 Session 2	Craft Beer “The New Top Shelf” How Craft Beer can Increase your Overall Bottom Line Speaker: David Macon, VP Sales & Marketing, Firestone Walker Brewing Co.	Craft Beer Tasting: The Right Glass Makes a Difference Spiegelau Glass	Different Styles, Different Tastes How to talk about Tastes with Guests Speaker: Dave Adams, Director of Education Green Flash Brewing Co.	
11:45 – 1:00	Lunch Break			
12:00 – 5:30PM	<b>SUMMIT HALL OPENS</b>			
1:00 – 2:15PM Session 3	Step-by-Step Guide to Opening A Brewery Speakers: Lynne Weaver, Three Weavers Brewing Co. & Peter Hoey, Brewers Supply Group (BSG)	Social Media and Promotion of your Tap Lists – Legality, rules and regulations Speakers: Candace Moon, The Craft Beer Attorney & Andy Coppock, National Accounts Manager for Tap Hunter	Draft Systems Technical Workshop Speaker: Michael Peacock, Instructor at San Diego State University College of Extended Studies program, The Business of Craft Beer.	
5:30 – 7:30PM	Brewer’s Reception (Invite Only)			
TIME		SATURDAY, SEP 12, 2015		
9:00 – 10:15 Session 1	Beer Styles the Advanced Course	A Personal Story: From Home Brewer to Microbrewery Mike Hess, Founder of Mike Hess Brewing Co.	Craft Beer Higher Learning UC Davis, Master Brewers Program San Diego State University, Business of Beer	
10:00 – 3:00	<b>SUMMIT HALL OPENS</b>			
10:15 – 11:00 Session 2	Meet the Pioneers of the Craft Beer Industry Brian Hunt, Moonlight Brewing Co. / Don Barkley, Napa Smith Brewing Co. / Mark Ruedrich, North Coast Brewing Co.			
4:00 – 8:00	Brewers Showcase at Capitol Mall			