

Schedule at a Glance

THURSDAY, SEPT. 8

1 - 6 PM	REGISTRATION OPEN (located at the entrance of exhibit hall A/B)
2 - 3 PM	CCBA MEMBERS MEETING (members only) TAP TALK STAGE 2
3 - 5:30 PM	SUMMIT EXPO HALL OPEN
5:30 - 7 PM	WELCOME RECEPTION SUMMIT EXPO HALL <i>Sponsored by DBI BEVERAGE</i>

FRIDAY, SEPT. 9

8 AM - 6:30 PM	REGISTRATION OPEN (located at the entrance of exhibit hall A/B)
9AM - 11:15 AM	EDUCATIONAL SESSIONS (all sessions will take place on the third floor meeting rooms)

	Business Track ROOM 306	Retail Track ROOM 307	Building a Brand Track ROOM 308	Technical Track ROOM 309	Meet the Distributors ROOM 302-303
9 - 10AM	Craft Beer Insider: State of the Industry	How to Build a Beer List	Build Your Brand: How to Earn Customers and Influence Beer Lovers	Yeast: The Key to Quality Fermentation and Outstanding Beer	Meet with select distributors to discuss business goals and sales prospects.
10 - 10:15 AM	COFFEE BREAK <i>Sponsored by COMERICA BANK</i>				
10:15 - 11:15 AM	California's Tied-House Laws: Unnecessary Barrier to Business or Reasonable Regulation?	How to Talk About Beer Styles with Guests	Building Community: The Making of Beer Camp Across America	Flavor Training by Cicerone: Preview of Taste Panel Training	

11 AM - 6 PM	SUMMIT EXPO HALL OPEN
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	Tap Talk Stage 1	Tap Talk Stage 2	Chef & Brewer Demos
	Bringing Malting Back to California 11:15 - 11:45am <hr/> A Talk with AleSmith: Chartering Growth Over 21 Years 1:15 - 1:45 PM <hr/> Quality Counts 3:15 - 3:45 PM <hr/> Past, Present and Future: A Talk with David Walker 4:30 - 5 PM	The Story Behind 21st Amendment 11:55 AM - 12:25 PM <hr/> The Rise of Sour Beers 1:55 - 2:25 PM <hr/> Beer in Barrels: Lessons from Your Barrel Maker 3:55 - 4:25 PM	Seafood & Beer 12:35 - 1:05PM <hr/> Sours & Savories 2:35 - 3:05 PM <hr/> IPA's and New Pairing Concepts 3:30 - 4 PM

FRIDAY, SEPT. 9 (continued)

4:30 - 6 PM	HOppy HOUR EXPO HALL FLOOR <i>Sponsored by AMORETTI</i>
5 - 6 PM	PRESS RECEPTION (invite only) THIRD FLOOR TERRACE
6 - 8 PM	BREWERS RECEPTION (invite only) THIRD FLOOR TERRACE <i>Sponsored by MARKSTEIN BEVERAGE</i>

SATURDAY, SEPT. 10

8 - 11:30 AM	REGISTRATION OPEN (located at the entrance of exhibit hall A/B and at the registration desk on the third floor after 10:30 AM)
9 - 11:15 AM	EDUCATIONAL SESSIONS (all sessions will take place on the third floor meeting rooms)

	Career & Start-Ups Track ROOM 306	Homebrewing Track ROOM 307	Beer Trends Track ROOM 308	Advanced Tasting Track ROOM 309
9 - 10 AM	How to Start a Career in Craft Beer	How to Be a Homebrewer: Kicking off the Hobby at Home	Morning Beer: Coffee and Beer Collaborations	Master Pairings: Craft Beer & Artisanal Chocolate
10 - 10:15 AM	COFFEE BREAK			
10:15 - 11:15AM	Are You Ready to Start a Brewery?	Advance Your Homebrewing: Taking Your Beer to the Next Level	Hazy Beer Trends: A Discussion on Northeast IPAs	Sip & Judge: Beer Styles the Advanced Course
11:30 AM - 12:30 PM	CLOSING SESSION The Craft Beer Boom ROOM 312-314			
12:30 - 2 PM	BREWERS LUNCH AT THE BEER FESTIVAL (for brewery staff only)			
3 - 7 PM	SUMMIT BEER FESTIVAL CAPITOL MALL Main entrance on 7th and Capitol Mall			