



SCHEDULE OF EVENTS

2017 Fall Members Conference

Nov. 5-7, 2017 DoubleTree by Hilton Hotel Sonoma Wine Country | Rohnert Park, CA

Sunday, Nov. 5

1 - 5 pm

CCBA Santa Rosa Brewery Tour Separately Ticketed Event | Sponsored by The Country Malt Group

Join CCBA for a tour of three well-known Sonoma County breweries. The tour starts in front of the DoubleTree by Hilton Hotel in Sonoma Wine Country at 1pm and will travel to three breweries for fun and educational tours.

Brewery stops include: Plow Brewing Company, Henhouse Brewing Company and Russian River Brewing Company

5:30 - 7 pm

Welcome Reception | Sponsored by Moss Adams

Join conference attendees for a Welcome Reception at Seismic Brewing Co. Shuttle buses will transport attendees from the DoubleTree by Hilton Hotel to Seismic Brewing Co. beginning at 5:15pm.

Location: Seismic Brewing Co., Santa Rosa

Monday, Nov. 6

8 am - 3 pm

Registration Open Location: Library

8 - 9:15 am

Welcome Breakfast & Tradeshow Location: Vineyard & Chardonnay Room | Sponsored by Barnum Mechanical Inc.

9:15 - 10:30 am

2017 CCBA Welcome & Legislative Update

Speakers: Tom McCormick, California Craft Brewers Association; Chris Walker, Walker Strategies, CCBA Board of Directors

Changes in our industry fostered new alliances and a new legislative direction for the CCBA. Get the rundown on CCBA's legislative activity during the 2017 session and an overview of what the association expects in the year ahead.

Location: Grand Ballroom, Salon 3&4

10:40 - 11:30 am

Brewing Compliance: Top HR Issues at Craft Breweries and How to Address Them

Speakers: Carolyn Burke & Natalie Cilurzo, Russian River Brewing Co.

Learn from Russian River's Co-Owner and its Human Resource Director the policies and procedures the brewery has in place to ensure HR compliance. The session will include a big picture look at what motivated the decision to hire a "full time" HR staff, top employment issues in California you should be thinking about and some thoughts on how to address employment regulations at your brewery.

Audience: Startup-Intermediate

Location: Grand Ballroom, Salon 3&4

Maltematics: Understanding Malting Barley Varieties, Quality Reports and Agronomic Variation

Speakers: Taylor Nelson, UC Davis and Konrad Mathesius, UC Cooperative Extension

Most brewers would be hard pressed to claim that brews from Marris Otter are the same as those from a standard 2-row. As micro malt houses in California begin springing up, brewers will be in a better position to seek out different varieties of barley from different regions throughout the state. This presentation is intended to equip brewers with tools to manage and monitor their inputs amid a dynamic industry and raise awareness of some of the agronomic conditions that can generate variability in grain quality.

Audience: Intermediate-Advanced

Location: Grand Ballroom, Salons 1&2

11:40 am - 12:30 pm

Successful Small-Scale Distribution

Speakers: Barbara Gerovac, Anaheim Brewery; Barry Braden, Fieldwork Brewing Co., Dustin Vereker., Discretion Brewing Co.

Moderator: Tom McCormick, CCBA

Learn from three breweries the successes and pitfalls that come with self-distribution. Join Fieldwork Brewing Co., Anaheim Brewery and Discretion Brewing Co. as they walk through the decision to self-distribute, the framework they need to have in place to launch their beer into the market and what they've learned along the way.

Audience: Startup-Intermediate

Location: Grand Ballroom, Salons 3&4

Understanding How Tannin Level and Toast Effect Barrel-Aged Beer

Speaker: Christy Thomas, Vicard Generation 7

As barrel-aged beer continues to grow in popularity, we see increased attention on oak flavor and aroma impact. This workshop will include a presentation on oak chemistry and barrel aging to better demonstrate the impact of new oak. The session will conclude with an olfactory seminar where you'll be able to smell the 8 most common compounds found in oak.

Audience: Intermediate-Advanced

Location: Grand Ballroom, Salons 1&2

Monday, Nov. 6 (continued)

12:30 - 2 pm	Lunch & Tradeshow Sponsored by BPM LLP. Join exhibitors and attendees for a “working lunch” on the Trade Show floor. Location: Vineyard & Chardonnay Room	Expert-Is-In Sessions 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, employee benefits, accounting, employment law and more! Location: Bodega & Cotati Rooms
2 - 2:50 pm	How to Hire and Train Sales Staff Speaker: Marc Martin, Karl Strauss Brewing Co. It is critical to have a solid sales program to help differentiate your brewery in today’s hyper-competitive beverage market. Craft brewers of all sizes can struggle with successfully hiring, training, and managing craft beer salespeople. This can become an expensive and time consuming process for all involved. Done right, you will reap the rewards of your efforts and build profitable sales volume. Done wrong, you will forever be disappointed and flounder with your annual sales results. Attendees will walk away with ideas they can implement immediately within their own brewery that will help drive profitable sales! Audience: Startup-Intermediate Location: Grand Ballroom, Salons 3&4	Brewing Microbiology: Isolation and Identification of Potential Spoilage Organisms Speaker: Rachel Eidman, Sierra Nevada Brewing Co. This session will focus on brewing microbiology as it relates to product spoilage by reviewing methods for sample collection and processing, as well as enrichment and identification of the most common beer spoilage organisms. We will finish up by applying those concepts to the development of a brewery micro quality program with suggested sampling regimes, proactive sanitation measures, and troubleshooting processes. Audience: Intermediate-Advanced Location: Grand Ballroom, Salons 1&2
3 - 3:50 pm	Brewing Partnerships: Navigating Local Government Speakers: Christianne Penunuri, Groundswell Brewing Company Joshua Chanin, PhD, J.D., San Diego State University & Kevin Ham, City of Vista Opening a craft brewery is about much more than having a great IPA recipe. Craft brewers face a complicated web of state and local regulations, ranging from zoning and public safety, to those governing food/food truck permits and waste water. Cities looking to capitalize on the economic potential of the industry must also deal with the unique challenges posed by a new and rapidly changing set of regulatory issues. This session will use the example of the working relationship between San Diego region’s craft beer industry and the county’s 17 municipal governments. The discussion is designed to provide a set of lessons learned and current best practices from one of the country’s fastest growing craft beer regions. Audience: Startup-Intermediate Location: Grand Ballroom, Salons 3&4	Beer Server Training: Improving Customer Service at the Tasting Room Speaker: Tim Brady, Whetstone Station Restaurant and Brewery and Brewers Association Beer Server Training Manual Instructor The number one complaint about a restaurant or bar is almost always about service. As a matter of fact, we know that customers barely notice a small change in product or price, but quickly notice an “off moment” of service. The key to success is great service; great service comes from great staff; and great staff comes from great training. In this fast paced and information filled hour, we will talk about the most important aspects of good service as perceived by your guests and offer tips and take-aways about how to creatively use the brewpub server training manual and make your staff shine. Audience: Intermediate-Advanced Location: Grand Ballroom, Salons 1&2
4 - 5:45 pm	Beer Reception & Tradeshow Location: Vineyard & Chardonnay Room	
6 - 8 pm	Dinner Reception at Bear Republic Rohnert Park Brewpub Sponsored by Carothers DiSante & Freudenberger LLP Separately Ticketed event. The brewpub is just a short walk from the hotel!	
Tuesday, Nov. 7		
8 am - 1 pm	Registration Open Location: Library	
8 - 9 am	Morning Coffee & Bagels Location: Vineyard & Chardonnay Room Sponsored by Capital Corrugated & Carton	
9 - 10:15 am	Know Your ABCs: Q&A with the Experts Speakers: Roger Hanney, Hanney & Assoc.; Candace Moon, The Craft Beer Attorney; Craig Rashkis, Farwell Rashkis LLP Learn from a panel of ABC attorneys and experts about what’s going on in the industry, what trade practice violations are most common, pitfalls to avoid at your brewery, in retail and on social media and other “top 20” concerns around ABC trade practice, licensing and distribution. Make sure you come with questions! Location: Grand Ballroom, Salons 3&4	

Tuesday, Nov. 7 (continued)

<p>10:25 - 11:15 am</p>	<p>Lessons on Adaption: Business Planning for a Competitive Industry Speakers: Collin McDonnell, Henhouse, Nico Freccia, 21st Amendment & One More Moderator: Nicholas Hansen, Moss Adams Over a decade of double-digit growth has led to a wide selection of craft beer brands throughout the marketplace. Today, expansion is slowing, and while new breweries continue to appear, they're cropping up in concentrated markets making it hard for existing brands to continue to grow at the same pace. The changes in this competitive landscape demand new and creative go-to market strategies. So, how are craft brewers adapting? Audience: Intermediate-Advanced Location: Grand Ballroom, Salons 3&4</p>	<p>Sensory Methods for QA Speaker: Janet Williams, M.S., Dragonfly SCI This seminar will provide an overview of sensory methods that could be implemented for QA at a brewery. Using a hands-on approach to illustrate these methods, this seminar will cover how sensory programs can help brewers monitor quality, production variation and consumer preference. Audience: Intermediate-Advanced Location: Grand Ballroom, Salons 1&2</p>
<p>11:15 am - noon</p>	<p>Beer Reception & Tradeshow Location: Vineyard & Chardonnay Room</p>	<p>Mentor Is In Sessions Sign-up for one-on-one consultations with "mentors" in the craft beer industry! Brewery staff in the following roles will be available: Brewery Operations, HR, CFO, and CEO.</p>
<p>noon - 1:30 pm</p>	<p>Luncheon Reception & Closing Session Location: Ballroom Foyer & Grand Ballroom Salons 1-4 Sponsored by Live Oak Bank Keynote Speaker: Jacob Appelsmith, California Alcoholic Beverage Control Hear the "inside scoop" from Jacob Appelsmith, director of the California Alcoholic Beverage Control. Jacob will cover ABC priorities, enforcement practices and issues facing the industry. This will an opportunity to hear directly from the leadership of the ABC and get an inside look into the Department's direction and future.</p>	