

THURSDAY, SEPT. 7

10:10-11am	Opening Session: "State of the Industry" with Benj Steinman, Beer Marketer's Insight			
EDUCATIONAL SESSIONS				
11:10- Noon	Evaluating Sales and Marketing Strategies by the Data	Marijuana & Beer	The Next Adventure: Starting a New Brewery in Today's Changing Industry	Ask the Brewmaster
	<u>Speaker:</u> Dan Wandel, Senior Vice President, Beverage Alcohol Market Insights Group, IRI	<u>Speaker:</u> Lori Ajax, Chief, California Bureau of Medical Cannabis Regulation	<u>Moderator:</u> Lynne Weaver, Three Weavers Panelists: Brain Rauso, Green Cheek Beer; Ryan Fillipini, Common Space; Peter Hoey, Urban Roots Brewing	<u>Speakers:</u> Jay Goodwin, The Rare Barrel; Laura Ulrich, Stone; Richard Norgrove Jr., Bear Republic

Tap Talks

	TAP TALK Stage 1	TAP TALK Stage 2
12:30-1:00		
1:15-1:45	Women & the Craft Beer Industry <u>Speaker:</u> Rachael Akin, Benchmark Brewing (sponsored by Theilmann)	
2:15-2:45		California, Texas and Jester King Brewing Co. <u>Speaker:</u> Averie Swanson, Head Brewer Jester King
3:00-3:30		
3:45-4:15	A Talk With David Walker <u>Speaker:</u> David Walker, Firestone Walker (sponsored by Great Country Malt)	

FRIDAY, SEPT. 8

Time	EDUCATIONAL SESSIONS			
	TRACK 1: Selling Craft Beer	TRACK 2: Tasting Craft Beer	TRACK 3: Business of Beer	TRACK 4: Technical
9am-10am	Craft Beer and "Top Shelf" Sales Strategies <u>Speaker:</u> David Macon, Firestone	Tasting Tour through Craft Beer * <u>Speaker:</u> Mike Moore, Tastemoore	California Craft Brewing Industry Compensation <u>Speaker:</u> FutureSense	Cicerone Hands On Learning * <u>Speaker:</u> Pat Fahey, Cicerone Program

10:10-11:10am	Marketing & Branding: Differentiation in a Competitive Market <u>Speaker:</u> Julia Herz, Brewers Association	Sensory Training: Blind Tasting and Analysis * <u>Speaker:</u> Hoby Welder	State of the California ABC <u>Speakers:</u> Matthew Botting & Joseph McCollough, CA ABC	Research that Improves Everyday Brewing <u>Speaker:</u> Joe Williams, UC Davis
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Tap Talks

	TAP TALK Stage 1	TAP TALK Stage 2
11:15-11:45	A Talk with White Labs <u>Speaker:</u> Chris White, White Labs (sponsored by Theilmann)	
12:00- 12:30		
12:45-1:15		Malting: Thirsty Bear <u>Speaker:</u> Ron Silberstein, Owner, Thirsty Bear
1:30-2	Why History Matters: A Talk with Charlie Papazian <u>Speaker:</u> Charlie Papazian, Brewers Association (sponsored by Theilmann)	
2:00-2:30		
2:45-3:15	A Talk With Ken Grossman <u>Speaker:</u> Ken Grossman, Sierra Nevada (Sponsored by Peterson Farms)	
3:30-4:00		TBD
4:15-4:45		

*= Beer served