



# Schedule of Events

Hilton San Diego Resort & Spa on Mission Bay // April 8-10, 2018

## SUNDAY, APRIL 8

- NOON - 5:30 pm**    **Registration Open** // LOCATION: HILTON SAN DIEGO RESORT & SPA: FOYER
- 1 - 5 pm**    **CCBA San Diego Brewery Tour** // SPONSORED BY HUB INTERNATIONAL | SEPARATELY TICKETED EVENT

Join CCBA for a tour of three San Diego County breweries. The tour starts in front of the Hilton San Diego Resort & Spa at 1pm and will travel to three breweries for fun and educational tours.

BREWERY STOPS INCLUDE: COUNCIL BREWING, MODERN TIMES BEER AND BAY CITY BREWING CO.
- 5:30 - 7:30 pm**    **Welcome Reception** // SPONSORED BY MOSS ADAMS LLP

Join conference attendees for a Welcome Reception at Coronado Brewing Co. San Diego Tasting Room. Shuttle buses will transport attendees from the Hilton San Diego Resort & Spa to Coronado Brewing Co. beginning at 5:15pm.

LOCATION: CORONADO BREWING CO. SAN DIEGO TASTING ROOM  
1205 KNOXVILLE ST., SAN DIEGO

## MONDAY, APRIL 9

- 8 am - 5 pm**    **Registration Open** // LOCATION: FOYER
- 8 - 9:15 am**    **Welcome Breakfast & Trade Show** // SPONSORED BY PROSPERO | LOCATION: PAVILION
- 9:15 - 10:30 am**    **2018 CCBA Welcome & Legislative Update**

SPEAKERS: TOM MCCORMICK, CCBA; CHRIS WALKER, WALKER STRATEGIES; CCBA BOARD OF DIRECTORS

Changes in our industry are fostering new alliances and a new legislative direction for the CCBA. Get the rundown on CCBA's legislative activity during the 2017-2018 session, new 2018 laws and an overview of what the association expects in the year ahead.

LOCATION: SORRENTO-RIVIERA ROOMS

<p><b>10:40 - 11:30 am</b></p>	<p><b>ABC 101: Basic Compliance and Recent Developments in ABC Law</b></p> <p>SPEAKER: CANDACE L. MOON, ESQ., DINSMORE &amp; SHOHL LLP</p> <p>Learn everything from the basics to the nuances of California ABC law in this primer for all members of the brewing industry. From social media laws to donations to sponsorships, learn what you can and cannot do at your brewery and the best ways to navigate the complicated regulatory code.</p> <p>BEGINNER-INTERMEDIATE LOCATION: SORRENTO-RIVIERA ROOMS</p>	<p><b>Diastaticus Variety, Function &amp; How Cross Contamination is a Threat You Should Know About</b></p> <p>SPEAKER: KEVIN LANE, FERMENTIS</p> <p>Attenuation differences and the causes of differences between strains will be reviewed as a basis for looking at diastaticus variety <i>S. cerevisiae</i> and how they function. Additionally, the risk of cross contamination between different strains in the brewery will be covered, showing potential recognition of a cross contamination and the threat that could impose on a brewery.</p> <p>INTERMEDIATE-ADVANCED LOCATION: MONTE CARLO &amp; ST. TROPEZ ROOMS</p>	<p><b>Packaging and Point of Purchase (POP) Displays: The Silent Salesperson</b></p> <p>SPEAKERS: BOB DELAIN &amp; SAHAR MEHRABZADEH, BAY CITIES</p> <p>How do you make your brand stand out from the others? Packaging and POP displays can be the silent salesperson that calls attention, spreads a message, reinforces your brand, and engages loyal customers. During this session, we will explore the importance of marketing through POP displays, packaging, and augmented reality.</p> <p>INTERMEDIATE LOCATION: MARSEILLES &amp; PORTOFINO ROOMS</p>
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## MONDAY, APRIL 9 (CONTINUED)

11:40 AM - 12:30 PM	<h3>Working with Distributors: What to Expect and How to Motivate Sales</h3> <p>SPEAKER: MARK COLBURN, MARKETING EXECUTIVE/AUTHOR</p> <p>With 900 breweries in the state how do you compete? How do you pick a distributor? How do you motivate them? How can you improve this relationship? How do marketing and sales factor into this equation? This seminar will address these timely topics.</p> <p>INTERMEDIATE-ADVANCED LOCATION: SORRENTO-RIVIERA ROOMS</p>	<h3>Managing Employees: Make The Law Work For You</h3> <p>SPEAKERS: JOEL VAN PARYS &amp; KENT SPRINKLE, CAROTHERS DISANTE &amp; FREUDENBERGER LLP</p> <p>California's legal climate makes it particularly difficult to manage employees. Often, what seems right and fair, even generous, can be a violation of the law. These errors can create risk for your business and take time away from running your brewery. This workshop will help managers and supervisors recognize and manage key aspects of an employment relationship in California, especially at a brewery.</p> <p>INTERMEDIATE LOCATION: MONTE CARLO &amp; ST. TROPEZ ROOMS</p>	<h3>Sell More Draught Beer: Draught Beer Quality Best Practices</h3> <p>SPEAKER: KARL BRAUN, AFCO/ZEP</p> <p>On premise craft beer sales are over 55% draught beer. Better maintained draught beer systems sell more craft beer. Consumers want draught beers fresh and clean of any beer spoilers. Retailers want full yield out of every keg. Wholesalers want to sell more beer for their breweries. Learn best practices to keep quality high on dispense and give consumers the best and perfect pint on draught.</p> <p>BEGINNER LOCATION: MARSEILLES &amp; PORTOFINO ROOMS</p>
12:30 - 2 pm	<h3>Lunch &amp; Trade Show // LOCATION: PAVILION</h3> <p>Join exhibitors and attendees for a "working lunch" on the Trade Show floor.</p> <hr/> <h3>CCBA Consultation Sessions // LOCATION: MARBELLA &amp; LAS PALMAS ROOMS</h3> <p>Sign-up for one-on-one consultations with business experts &amp; brewing industry members.</p>		
2 - 2:50 pm	<h3>Congratulations, You Made Your Beer Sour. Here's How to Make it Great!</h3> <p>SPEAKER: JONATHAN PORTER, SMOG CITY BREWING CO.</p> <p>In this advanced brewing seminar, Smog City owner and brewmaster will cover common off-flavors and how to avoid them, controlling acidity, and driving flavor. Advance your technical brewing knowledge so you know how to not only brew sour beers, but brew great sour beers.</p> <p>ADVANCED LOCATION: SORRENTO-RIVIERA ROOMS</p>	<h3>Game Changing Marketing Tactics for CA Breweries</h3> <p>SPEAKER: RUBY BENOIT, DIVERGENT GROUP</p> <p>With so much competition in the marketplace, we'll show you how to take marketing to the next level through effective, targeted, and unique marketing tactics. We'll share specific examples from the craft beer industry and other industries, including differentiation, target marketing, promotions, and much more.</p> <p>BEGINNER-INTERMEDIATE LOCATION: MONTE CARLO &amp; ST. TROPEZ ROOMS</p>	<h3>Roundtable: Regional Guild Leaders Meeting</h3> <p>Roundtable discussion with California's regional guild leaders on current projects and issues. (Invite only)</p> <p>LOCATION: MARSEILLES &amp; PORTOFINO ROOMS</p>
3 - 3:50 pm	<h3>Lessons on Adaption: Business Planning for a Competitive Industry</h3> <p>MODERATOR: TED GRAFE, MOSS ADAMS LLP</p> <p>PANELISTS: PATRICK RUE, THE BRUERY DOUG CONSTANTINER, SOCIETE BREWING AND JULIAN SHRAGO, BEACHWOOD BBQ &amp; BREWING</p> <p>Over a decade of double-digit growth has led to a wide selection of craft beer brands throughout the marketplace. The changes in this competitive landscape demand new and creative go-to market strategies. How are craft brewers adapting?</p> <p>INTERMEDIATE LOCATION: SORRENTO-RIVIERA ROOMS</p>	<h3>I Got My License - Now What? An Overview of Reporting and Registration Requirements</h3> <p>SPEAKER: FAUNA SHRAGO, CRAFT BEVERAGE COMPLIANCE</p> <p>Getting your brewery license is monumental. Continuing to remain compliant is essential. This session will provide an overview of ongoing reporting requirements at the federal, state, county and city level, and provide an outline to keep you filing on time and on task.</p> <p>BEGINNER-INTERMEDIATE LOCATION: MONTE CARLO &amp; ST. TROPEZ ROOMS</p>	<h3>Working with the Press</h3> <p>SPEAKER: NICKIE PEÑA, PARADEIGM PR + SOCIAL</p> <p>How do I write a press release that works? How do I gain interest from media about our brewery? Are there tips and tricks to increase PR productivity and inspire earned media? Learn how to communicate effectively with press at this session on PR for craft breweries.</p> <p>INTERMEDIATE LOCATION: MARSEILLES &amp; PORTOFINO ROOMS</p>

## MONDAY, APRIL 9 (CONTINUED)

4 - 5:30 pm **Beer Reception & Trade Show //** LOCATION: PAVILION

6 - 8 pm **Dinner Reception at Karl Strauss Beer Garden & Tasting Room**

SPONSORED BY CAROTHERS DISANTE & FREUDENBERGER LLP | SEPARATELY TICKETED EVENT

Shuttles will be transporting attendees to and from the Hilton Hotel and Karl Strauss.

## TUESDAY, APRIL 10

8 am - 1 pm **Registration Open //** LOCATION: FOYER

8 - 9 am **Morning Coffee & Bagels + Trade Show //** SPONSORED BY MUN CPAS | LOCATION: PAVILION

9 - 9:50 am **Keynote: Jacob Appelsmith, Director of the California ABC**

KEYNOTE SPEAKER: JACOB APPELSMITH, CALIFORNIA DEPARTMENT OF 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 be an opportunity to hear directly from the leadership of the ABC and get an inside look into the Department’s direction and future.

LOCATION: SORRENTO-RIVIERA ROOMS

10 - 10:50 am

**Secondary Fermentation Caused by Warm Dry Hopping**

SPEAKER: MORGAN TENWICK, MODERN TIMES BEER

Also referred to as “hop creep”, this phenomenon has become an increasingly common issue in which varying levels of re-fermentation occur after dry hopping. The discussion will focus in on why this occurs, the various factors involved, and provide real world experiences demonstrating how brewers are dealing with hop creep, and occasionally even using it to their advantage.

INTERMEDIATE-ADVANCED

LOCATION:  
SORRENTO-RIVIERA ROOMS

**HR: The Highs (and Lows) of Managing Brewery Employees in the Wake of Legalized Recreational Marijuana**

SPEAKERS: AMY LESSA & MEGAN WINTER, FISHER & PHILLIPS LLP

Now that recreational marijuana is legal in California, employers must evaluate potential workplace issues and take steps to ensure a productive and safe workforce. Between California’s Prop-64, safety regulations, federal law and the current administration, it can be difficult to know where to draw the line. Potential issues include whether to revise your workplace drug policy, whether to test at the hiring stage, and whether employers have a duty to accommodate medical marijuana use.

INTERMEDIATE

LOCATION:  
MONTE CARLO & ST. TROPEZ ROOMS

**Projecting Growth and Funding: You Survived Your First Year of Business – What’s Next?**

SPEAKER: LOU CATALANO, MUN CPAS

Growing too fast can be just as dangerous as not growing at all. Having a clear plan to manage cash flow and capital expenditures while you grow is the key to your brewery’s long term success. This seminar will give you tools and techniques to help you plot sustainable growth.

INTERMEDIATE

LOCATION:  
MARSEILLES & PORTOFINO ROOMS

## TUESDAY, APRIL 10 (CONTINUED)

11 - 11:50 am

### How to Hire and Train Sales Staff

SPEAKER: MARC MARTIN, KARL STRAUSS BREWING CO.

It is critical to have a solid sales staff to help differentiate your brewery in today's hyper-competitive beverage market. Learn how to successfully hire, train, and manage craft beer salespeople to drive profitable sales volume! Attendees will walk away with ideas they can implement immediately within their own brewery that will help drive profitable sales!

INTERMEDIATE-ADVANCED

LOCATION: SORRENTO-RIVIERA ROOMS

### Business is Brewing for City Government

SPEAKERS: CHRISTIANNE PENUNURI, GROUNDSWELL B BREWING CO. AND JOSHUA CHANIN, PHD, J.D., SAN DIEGO STATE UNIVERSITY

Local government regulations are an underappreciated and understudied aspect of opening and running a craft brewery. In San Diego County the burden is greater in some cities than in others. This session will help the brewer and brewery owner understand how to navigate government regulation.

INTERMEDIATE

LOCATION: MONTE CARLO & ST. TROPEZ ROOMS

### How to Prepare for a Product Recall

SPEAKER: SARAH SANTANA, SIERRA NEVADA BREWING CO.

This seminar will provide perspective on what a recall means and how to manage the crisis from someone who's been through it. We'll talk about where to start if you are at square one and what to do next if you are already on your way towards building a robust traceability process. I'll give you 5 easy things that you can do right now to prepare for the worst case scenario and share with you some of the valuable lessons we learned in the winter of 2017.

INTERMEDIATE

LOCATION: MARSEILLES & PORTOFINO ROOMS

11:50 am - 12:30 pm

**Luncheon Reception & Trade Show //** SPONSORED BY CRAFT CARE PRODUCTS | LOCATION: PAVILION

12:30 - 1:45 pm

### Closing Session: Know Your ABCs Q&A Seminar

SPEAKERS: MARCO D. COSTALES ESQ., NOSSAMAN LLP; DIANE MEDINA, DINSMORE & SHOHL LLP AND EUGENE PAK; WENDEL ROSEN BLACK & DEAN 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: SORRENTO-RIVIERA ROOMS

## SPONSORED EVENT | TUESDAY, APRIL 10

2 - 4 pm

**Brewprint After-Party Gathering //** SPONSORED BY BREWPRINT ADVISORS OF RAYMOND JAMES

SOCIETE BREWING COMPANY  
8262 CLAIREMONT MESA BLVD  
SAN DIEGO, CA 92111

Join us for a conference after-party at Societe Brewing Company. Stop by the Brewprint beer station to get up to 2 tickets for free beers. Pizza will be provided. Come hang out and wind down after the conference with other attendees.