



SCHEDULE OF EVENTS

Wednesday, December 5

1 - 5 pm

CCBA SANTA ROSA BREWERY TOUR | Separately Ticketed Event

SPONSORED BY: >>>>

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 Cities.

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

Thursday, December 6

8 am - 5 pm

REGISTRATION OPEN **LOCATION:** Alexander Valley Foyer

8 - 9:15 am

WELCOME BREAKFAST & TRADESHOW

LOCATION: Dry Creek Valley Ballroom & Alexander Valley Ballroom 3 & 4

9:15 - 10:30 am

2018 CCBA WELCOME & LEGISLATIVE UPDATE

SPEAKERS: Tom McCormick, CCBA; Chris Walker, Walker Strategies; CCBA Board of Directors
Challenges, coalitions and changes in the industry all impact policy discussions at the State Capitol. The CCBA's Government Affairs team is highly engaged throughout the legislative process - speaking with a unified voice on behalf of the California craft brewing industry. Get the rundown on CCBA's legislative activity during the 2018 session, new laws impacting the alcohol beverage industry come January 1, and an overview of what the association expects in the year ahead.

GENERAL SESSION

LOCATION: Alexander Valley Ballroom 1&2

10:40 - 11:30 am

CALIFORNIA'S CRAFT IN A CAN CULTURE

SPEAKER: Sam Gilbert, Temescal Brewing, Additional Speaker TBD

Are you thinking about canning your beer? Are you interested in learning more about the craft in a can trend? Join Sam Gilbert for an in-depth look at the hottest packaging trend in the industry.

LOCATION: Alexander Valley Ballroom 1-2

ABC 102: REGULATORY UPDATES, ENFORCEMENT PRIORITIES

SPEAKER: Lee Riegler, CA ABC

How do you legally brew a beer with a retailer? Can you post about beer on social media? What are all the ways your brewery can donate or fundraiser for a nonprofit? What are the general guidelines for working with licensed retailers? Learn about key ABC regulations as they apply to marketing, social media, licensing, sponsorships and much more.

INTERMEDIATE

LOCATION: Russian River Ballroom

11:40 am - 12:30 pm

FANS, HANDS, AND BRANDS: STRATEGIES AND TACTICS FOR BEING INCLUSIVE AND BUILDING DIVERSITY IN CRAFT BEER

SPEAKER: Dr. J Nikol Jackson-Beckham, Brewers Association

What do a black belt in Jiu Jitsu, a colony of ants, and a recipe for a brown ale have in common? In the real world, very little. But in Dr. J.'s talk, this eclectic list of common objects will inspire attendees to rethink how we approach diversity and inclusion in the craft beer industry. In this interactive presentation, Dr. J. will open the door for an honest and judgement-free conversation about the realities of authentically reaching populations that are underrepresented among beer drinkers and brewery employees. Though there are no one-size-fits-all solutions to the many different challenges organizations face when seeking to diversify, this talk will use established best practices, craft brewing industry data, insights from social-science, and consumer research to help attendees begin to craft individualized plans for aligning inclusive practices and diversity outcomes with their overall organizational goals.

INTERMEDIATE

LOCATION: Alexander Valley Ballroom 1-2

12:30 - 2 pm

LUNCH & TRADESHOW

SPONSORED BY: Live Oak Bank

Join exhibitors and attendees for a "working lunch" on the Trade Show floor.

LOCATION: Dry Creek Valley Ballroom & Alexander Valley Ballroom 3 & 4

CCBA CONSULTATION SESSIONS: EXPERT-IS-IN

Sign-up for one-on-one consultations with business experts

LOCATION: Chalk Hill Room

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Friday, December 7 (continued)

11 am - noon

TRADE SHOW & BEER STATIONS OPEN

LOCATION: Dry Creek Valley Ballroom & Alexander Valley Ballroom 3 & 4

11:10 am - Noon

PULLING BACK THE CURTAIN ON MUSIC LICENSING

SPEAKER: Dan Spears, BMI

This seminar will pull the curtain back on music licensing and help you understand the legalities of using music in your brewery. We will provide an in-depth look at the Copyright Law and when a brewpub or taproom needs a public performance license. In addition, the session will focus on how licensing fees are determined & where the money goes and will feature a performance by a hit songwriter. Don't miss this opportunity to gain a greater understanding of music licensing and how it impacts your business.

BEGINNER-INTERMEDIATE

LOCATION: Russian River Ballroom

11:45 am -
12:30 pm

LUNCHEON RECEPTION & TRADE SHOW

SPONSORED BY: ~~Craft Care Products~~ | **LOCATION:** Sonoma Valley Garden

12:40 - 1:30 pm

BREW THE RIGHT THING: RETAINING BREWERY STAFF

SPEAKER: Jared Long, Fort Rock Brewing,
Additional Speaker TBD

Maintaining a well trained, satisfied and safe staff is critical to your brewery's viability. The quality of your employees have direct implications on the quality of your product. What measures have your brewery taken to develop, and retain, a staff that is passionate, and that want to stick around? This seminar will pose questions, and provide suggestions, towards the measures required to foster a top notch working environment for your staff.

INTERMEDIATE-ADVANCED

LOCATION: Alexander Valley Ballroom 1-2

CONTRACT BREWING: HOW TO WORK WITH BREWERIES, DEVELOP CONTRACTS, COMPLY WITH ABC GUIDELINES AND SET YOURSELF UP FOR SUCCESS

SPEAKER: Roger Hanney, Hanney & Associates and Dean Leuders

Thinking about contract brewing? Perhaps you have extra capacity at your brewery, maybe you're looking for a place to brew more beer for you and extend your existing capacity, or maybe you are looking to contract a "private label" with a local restaurant. Everything comes down to the contract. Learn what you can and cannot do and key items that should be spelled out in a contract before you move forward with any production relationship.

INTERMEDIATE-ADVANCED

LOCATION: Russian River Ballroom

*Sage Smith
Brewing
Brewing*

Thursday, December 6 (continued)

2 - 2:50 pm

QUALITY: A COMPLETE PICTURE

SPEAKER: Neil Witte, *Brewers Association*

The talk is an examination of what quality means to today's brewer, the brewery and the industry as a whole. Quality programs are explored through the lens of the vast array of resources available from the Brewers Association, while at the same time encouraging Brewers to expand their understanding of what constitutes a quality program.

INTERMEDIATE-ADVANCED

LOCATION: Alexander Valley Ballroom 1-2

ENVIRONMENTAL COMPLIANCE 101: A COMPREHENSIVE INTRODUCTION TO ENVIRONMENTAL, HEALTH & SAFETY REQUIREMENTS AND COMPLIANCE STRATEGIES

SPEAKERS: Bruce Armbruster, JE Compliance Services and Christopher Foster, Esquite, Clark Hill-Los Angeles

In this seminar participants will be provided with information regarding priority environmental compliance issues confronting the craft brewing industry. The participants will receive information regarding various environmental, health, and safety regulatory requirements with a discussion of critical compliance issues, practical potential strategies to address them, and a long term forecast of the future regulatory climate. Participants will be given an opportunity to ask questions regarding specific compliance issues they are dealing with.

BEGINNER-INTERMEDIATE

LOCATION: Russian River Ballroom

3 - 5:30 pm

TRADE SHOW & BEER STATIONS OPEN

LOCATION: Dry Creek Valley Ballroom & Alexander Valley Ballroom 3 & 4

3 - 4 pm

CCBA CONSULTATION SESSIONS: MENTOR-IS-IN

Sign-up for one-on-one consultations with your beer industry peers.

LOCATION: Chalk Hill Room

3 - 3:50 pm

HAVE A BEER WITH AN HR ATTORNEY

SPEAKER: Carolyn Burke, Russian River Brewing and Kari Brown, Spaulding and McCullough

In this seminar, Kari Brown, attorney at Spaulding and McCullough, and Carolyn Burke, Director of HR for Russian River Brewing Company, will walk you through everything HR and answer questions you have about compliance and managing your staff.

BEGINNER-INTERMEDIATE

LOCATION: Russian River Ballroom

6 - 8 pm

DINNER RECEPTION AT KARL STRAUSS BEER GARDEN & TASTING ROOM

SPONSORED BY: Carothers DiSante & Freudenberg LLP | Separately Ticketed event

Dinner Reception at Karl Strauss Beer Garden & Tasting Room

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Friday, December 7

8 am - 1 pm

REGISTRATION OPEN

LOCATION: Alexander Valley Foyer

8 - 9 am

MORNING COFFEE & BAGELS + TRADE SHOW

SPONSORED BY: Capital Corrugated & Carton

LOCATION: Dry Creek Valley Ballroom & Alexander Valley Ballroom 3 & 4

9 - 10 am

KEYNOTE: THE INDUSTRY AT A GLANCE WITH BUMP WILLIAMS

SPEAKER: Bump Williams,

The world of easy growth, access to market, healthy sales and loyal consumers is OVER. What lies ahead and how do you develop a realistic and achievable growth strategy to survive in this environment of divisiveness, unfair trade practices and a declining category? It's time to get back to basics and it all starts at your Brewery!

INTERMEDIATE-ADVANCED

LOCATION: Alexander Valley Ballroom 1-2

10 - 10:50 am

BUSINESS DECISIONS FOR SMALL SCALE BREWING

SPEAKER: Tomme Arthur, Port Brewing and The Lost Abbey

As a small business and small brewery i, what key business acumen should you learn to maximize and effectively organize small-scale growth, large-scale efficiencies and business development? Learn from Tomme Arthur of Lost Abbey what decisions he makes on a daily basis to improve his business and brewery.

INTERMEDIATE-ADVANCED

LOCATION: Alexander Valley Ballroom 1-2

CONGRATULATIONS, YOU MADE YOUR BEER SOUR. HERE'S HOW TO MAKE IT GREAT

SPEAKER: Jonathan Porter, Smog City Brewing Co.

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.

ADVANCED

LOCATION: Russian River Ballroom

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