



# SCHEDULE OF EVENTS



## SUNDAY, DEC. 8

**11:30 am - 5:30 pm**    **REGISTRATION OPEN**    **LOCATION:** Sheraton Grand Sacramento Hotel, Grand Nave Ballroom Foyer

**noon - 5 pm**    **CCBA GREATER SACRAMENTO AREA BREWERY TOUR | PLACER COUNTY**  
Join CCBA for a tour of four Placer County breweries. The tour starts in front of the Sheraton Grand Hotel lobby at 12pm and will travel to four breweries for fun and educational tours.  
**BREWERY STOPS:** Auburn Alehouse, Crooked Lane Brewing, Knee Deep Brewing, and Moonraker Brewing

**5:30 - 7:30 pm**    **WELCOME RECEPTION**  
**SPONSORED BY:** Moss Adams LLP  
Join conference attendees for a Welcome Reception at Drake's The Barn. Shuttle Buses will transport attendees from the Sheraton Grand Sacramento to Drake's The Barn beginning at 5:10 pm.  
**LOCATION:** Drake's The Barn; 985 Riverfront St, West Sacramento, CA 95691

## MONDAY, DEC. 9

**8 am - 5 pm**    **REGISTRATION OPEN**    **LOCATION:** Sheraton Grand Sacramento Hotel, Grand Nave Ballroom Foyer

**8 - 9:15 am**    **WELCOME BREAKFAST & TRADE SHOW**    **LOCATION:** Camellia & Gardenia Rooms

**9:15 - 10:20 am**    **2019 CALIFORNIA CRAFT BREWERS ASSOCIATION LEGISLATIVE UPDATE**  
**SPEAKERS:** Tom McCormick, CCBA; Chris Walker, Walker Strategies and CCBA Board of Directors  
As competition increases in the craft brewing and alcohol beverage industry, the dynamics also change at the State Capitol. Every year bills impacting the privileges to brew and sell beer are introduced and the CCBA is your advocate during the legislative process. Come learn from the CCBA Government Affairs team what bills from the 2019 legislative session will become law, a recap of the major victories and battles from the past year, legislative issues expected going into 2020 and how you can help.  
**LOCATION:** Magnolia Ballroom

**10:30 - 11:20 am**    **Q&A: LEADERSHIP IN ACTION**  
**SPEAKERS:** Julian Shrago, Beachwood Brewing & BBQ and Damian Fagan, Almanac Beer Co.  
**MODERATOR:** Craig Rashkis, Farwell Rashkis, LLP  
Join this in-depth interview with Craig Rashkis, Julian Shrago, and Damian Fagan as they talk about their experience developing discipline, culture and leadership in their organization. Come hear these brewery principals talk about their experiences and learn how you can build your own skills to bring a higher level of management and leadership to the brewing community and your own business.  
**ADVANCED**  
**LOCATION:** Magnolia Ballroom

**NAVIGATING IN A SEA OF SKUS: WHOLESALER / SUPPLIER RELATIONSHIPS**  
**SPEAKERS:** William Culligan, Seismic Brewing Co.; Jennifer Grant, Markstein Sales Co.; Jason Mussetter, Mussetter Distributing; Daniel "Bully" Bollwinkel, North Coast Brewing Co.  
**MODERATOR:** Ashley Pond, Deschutes Brewing Co.  
In a world with more breweries AND distributor consolidation, what keeps you from being lost in a sea of SKUs? Navigating the supplier/wholesaler relationship can be tedious and intimidating when you're 'in-house' with major players. This panel will discuss expectations and keys to success and how to separate yourself from the herd as a valued supplier.  
**INTERMEDIATE**  
**LOCATION:** Tofanelli Room, 2<sup>nd</sup> Floor

**COMPARING SOURING MICROBES: A REVIEW AND STUDY**  
**SPEAKER:** Brittny Berg, Lallemand Brewing  
Today, there are plenty of souring options brewers can choose from. From bacteria to wild yeast, and even bio-engineered strains on the market - it can be tough to know what bug will be the best for your brewery and final flavor goals. This presentation will be an informative review of various souring methods and bugs to get the job done. The seminar will finish with a comparative study of seven lactobacillus strains.  
**BEGINNER**  
**LOCATION:** Bataglieri Room, 2<sup>nd</sup> Floor

<p>11:30 am - 12:20 pm</p>	<p><b>NEW CALIFORNIA MANDATED RESPONSIBLE BEVERAGE SERVICE TRAINING AND HOW IT WILL AFFECT YOU</b>  <b>SPEAKER:</b>                  Kevin Ortega, California ABC                  Have you heard about the new California statewide mandate (AB 1221) requiring Responsible Beverage Service training for anyone in your establishment who checks IDs, takes alcoholic beverage orders, or serves or pours alcohol? Both servers and their managers will be required to complete a Responsible Beverage Service training and pass an ABC administered exam by 2021. Join the California Department of Alcoholic Beverage Control for a discussion about what you can do to be in compliance with the new regulations.  <b>ALL LEVELS</b>  <b>LOCATION:</b> Magnolia Ballroom</p>	<p><b>BREWERS BEWARE: THE IMPORTANCE OF WAGE &amp; HOUR COMPLIANCE</b>  <b>SPEAKER:</b> Steve Rodriguez, OmegaComp HR                  California businesses are among the most regulated workplaces in the United States. Faced with wage and hour requirements at the federal level, they also must comply with sticky overlays of state laws and regulations found in the California Labor Code. An employer who fails to comply with these laws can be subject to fines, penalties, damages and lawsuits. Join Human Resources expert, Steve Rodriguez, as he identifies the most critical compliance mistakes and how to avoid them.  <b>BEGINNER-INTERMEDIATE</b>  <b>LOCATION:</b> Tofanelli Room, 2<sup>nd</sup> Floor</p>	
<p>12:20 - 1:30 pm</p>	<p><b>LUNCHEON AND KEYNOTE PART I: DO'S AND DON'TS FOR BREWING SUCCESS</b>  <b>SPEAKER:</b> Dr. Charlie Bamforth, Sierra Nevada Brewing Co.                  There are some things you just won't find in a textbook. Join Charlie Bamforth for a journey through some of the stranger things he has encountered over forty-plus years, as an illustration of some of the do's and don'ts in the essential journey to quality assurance.  <b>GENERAL SESSION</b>  <b>LOCATION:</b> Magnolia Ballroom</p>		
<p>1:30 - 3:30 pm</p>	<p><b>BEER RECEPTIONS &amp; TRADE SHOW OPEN</b>  <b>LOCATION:</b> Camellia &amp; Gardenia Rooms</p>		
<p>1:40 - 2:30 pm</p>	<p><b>DO NOT DO THIS! TOP 5 MISTAKES BREWERS MAKE IN BUSINESS PLANNING, FINANCING, AND EMPLOYMENT ARENAS</b>  <b>SPEAKERS:</b> Alyssa Pignati, Knee Deep Brewing Co. and Kris Kennedy, Summit State Bank  <b>MODERATOR:</b> Joel Van Parys, Carothers DiSante &amp; Freudenberger                  A panel of three experts in the brewing, financial, and legal areas will explain the most critical mistakes brewers make while planning and managing their business, financing their work, and employing people to help. The panel will be a lively, interactive session that helps every brewer identify and avoid mistakes.  <b>BEGINNER-INTERMEDIATE</b>  <b>LOCATION:</b> Magnolia Ballroom</p>	<p><b>THE LONG TAIL IS GETTING LONGER: WHAT IT MEANS FOR BRANDS AND BRANDING</b>  <b>SPEAKER:</b> Mike Kallenberger, Tropos Brand Consulting                  The surge in the number of brewpubs and taprooms has put some pressure on more established breweries, but this seminar will make the case that there's still room for more. Many larger breweries, however, will have to reinforce and maybe even reimagine their brand positioning. The key will be to differentiate your brand using the most appropriate framework for you brewery: neighborhood, state, or regional/national.  <b>INTERMEDIATE</b>  <b>LOCATION:</b> Tofanelli Room, 2<sup>nd</sup> Floor</p>	<p><b>GUILD LEADERS MEETING</b>  <b>INVITE ONLY</b>                  Roundtable discussion with California's regional guild leaders on current projects and initiatives.  <b>LOCATION:</b> Bataglieri Room, 2<sup>nd</sup> Floor</p>
<p>2:40 - 3:30 pm</p>	<p><b>CANNABIS: FRIEND OR FOE?</b>  <b>SPEAKERS:</b> Erik Ott, KO Acquisitions; Michael Hayford, CEO Two Roots Brewing Co; Keith Villa, Ceria Brewing Co. and Kenny Morrison, CEO VCC Brands                  Much has been made about the perceived threat of cannabis taking wallet share from Craft Beer. Is that view shared from the Cannabis industry? A group of leading Cannabis and beverage industry CEOs discuss their feelings about the competition they have with the craft beer industry and offer insights into various forms of collaboration...or not!  <b>GENERAL</b>  <b>LOCATION:</b> Magnolia Ballroom</p>	<p><b>FINANCIAL KPIS (KEY PERFORMANCE INDICATORS)</b>  <b>SPEAKER:</b> Lou Catalano, MUN CPAs                  Developing a system to focus on the few numbers that really matter so you can get back to serving your customers.  <b>INTERMEDIATE</b>  <b>LOCATION:</b> Tofanelli Room, 2<sup>nd</sup> Floor</p>	
<p>3:30 - 4:30 pm</p>	<p><b>Q&amp;A WITH CCBA'S GOVERNMENT AFFAIRS TEAM</b>  <b>SPEAKERS:</b> Tom McCormick, CCBA and Chris Walker, Walker Strategies                  Join CCBA's government affairs team for a conversation &amp; Q&amp;A session regarding CCBA legislation, current issues and larger political environment at the State Capitol. This forum is a good opportunity to ask questions about current legislative bills, CCBA's government affairs and advocacy process, why and how legislation is supported or opposed by the industry and the next step on multiple legislative efforts.  <b>LOCATION:</b> Tofanelli Room, 2<sup>nd</sup> Floor</p>		

Monday, Dec. 9 (Continued)

3:30- 5:30 pm

**BREWS AND BITES ON THE TRADE SHOW FLOOR**

**LOCATION:** Camellia & Gardenia Rooms

**CCBA MENTOR-IS-IN SESSIONS**

Sign up for one-on-one consultations with brewing industry peers.

**LOCATION:** Compagno Room, 2<sup>nd</sup> floor

6 - 8 pm

**DINNER RECEPTION AT URBAN ROOTS BREWING & SMOKEHOUSE** | Separately Ticketed Event

**SPONSORED BY:** Carothers DiSante & Freudenberger LLP

**LOCATION:** Urban Roots Brewing & Smokehouse; 1322 V St, Sacramento, CA 95818

**TUESDAY, DEC. 10**

8 am - 2 pm

**REGISTRATION OPEN** **LOCATION:** Sheraton Grand Sacramento Hotel, Grand Nave Ballroom Foyer

8 - 9 am

**MORNING COFFEE & BAGELS + TRADE SHOW OPEN**

**SPONSORED BY:** Capital Corrugated & Carton | **LOCATION:** Camellia & Gardenia Rooms

9 - 10 am

**KEYNOTE PT. 2: WHO'S DRIVING THIS FLYING UMBRELLA? - US CRAFT UPDATE**

**SPEAKER:** Chris Shepard, Craft Brew News

The apple cart is officially upset. In this age of disruption, just trying to keep up can feel like a mad dash or wild goose chase. Get grounded with this fast-paced update on the latest beer biz numbers and news, digging into the most important metrics and how they're shifting due to the latest developments.

**GENERAL SESSION**

**LOCATION:** Magnolia Ballroom

10:10 - 11 am

**MANAGING A TEAM IN THE BREWING INDUSTRY**

**SPEAKERS:** Ken Anthony, Devise Brewing Co.; Jeanne Young, Drakes Brewing Co. and Rob Archie, Urban Roots Brewing & Smokehouse

**MODERATOR:** Leia Bailey, CCBA

What can you do to craft a strong team culture at your brewery? How do you maintain that culture as your brewery grows and you, as an owner or a manager, become more distant from the day-to-day operation? How do you set into practice key ways to control the evolution of your team and make sure you stay true to your vision? Learn from a panel of craft brewers about what they do to manage the vision and execution of team culture.

**INTERMEDIATE**

**LOCATION:** Magnolia Ballroom

**SMALL SCALE HOP FARMING IN CALIFORNIA**

**SPEAKERS:** Audrianna Basurto, Lagunitas Brewing Co.; Mark Cabrera, Victory Lee Hop Farms and Michael Stevenson, NorCal Hop Growers Alliance

**MODERATOR:** Paul Hawley, Fogbelt Brewing Co.

Members of the NorCal Hop Growers Alliance will offer insights on California hops and the history of hop farming in the North Bay Area, the feasibility of starting a small-scale hop farm, and the future of farm to brewery beers.

**INTERMEDIATE**

**LOCATION:** Tofanelli Room, 2<sup>nd</sup> Floor

**ADVERTISING 101: LEVERAGING VIDEO TO PROMOTE YOUR BRAND**

**SPEAKER:** Rick Cohen, Rocket Science Corp.

Join advertising agency veteran Rick Cohen, one of the creative minds behind Dos Equis' "Most Interesting Man" campaign, for a chat about how to create video productions that define your brand at any scale. Whether you have a full studio or just a camera phone, you'll learn about branding, advertising best practices, and what national campaigns get wrong that small business owners can get right.

**INTERMEDIATE-ADVANCED**

**LOCATION:** Bataglieri Room, 2<sup>nd</sup> Floor

11:10 am - noon

**NEW RULES FOR 2020: THE NEXT GENERATION OF BRAND INNOVATION**

**SPEAKERS:** Collin McDonnell, HenHouse Brewing Co. and Oceania Eagan, Blindtiger Design

**MODERATOR:** Brandon Borgel, General Brewing Collective

The beer industry as we knew it is gone. The old ways of building brands just aren't bearing fruit. It's time to let go and build sustainable strategies for the next generation. A panel of innovators in the beverage space will talk about how they're breaking the mold and help to dispel conventional wisdom.

**INTERMEDIATE**

**LOCATION:** Magnolia Ballroom

**ALL ABOUT OATS: INGREDIENTS AND USE IN BEER**

**SPEAKER:** Bob Hansen, Briess Malt & Ingredients Co.

Oats impart unique characteristics to finished beer, from flavor to improved body and mouthfeel to haze. There are a variety of different oat products that can be used by brewers including malted oats, flakes, groats and syrups. Processing difficulties can occur if the characteristics of the product used are not understood or adjusted for. This talk will start with background on oats and how they are processed and finish with a brewing "user's manual" for the different types of processed oats.

**LOCATION:** Tofanelli Room, 2<sup>nd</sup> Floor

**Tuesday, Dec. 10 (Continued)**

<b>noon - 1 pm</b>	<b>LUNCHEON &amp; TRADE SHOW OPEN</b> <b>LOCATION:</b> Camellia & Gardenia Rooms	<b>CCBA EXPERT-IS-IN SESSION</b> Sign up for one-on-one consultations with business experts. <b>LOCATION:</b> Compagno Room, 2 <sup>nd</sup> Floor
<b>1 - 1:50 pm</b>	<b>ABCS OF SELLING BEER TO RETAIL</b> <b>SPEAKER:</b> Roger Hanney, Roger A. Hanney & Associates Learn the ins and outs of ABC laws you need to know to sell beer outside your tasting room. This seminar is ideal for sales reps, sales managers and owners interested in developing a training program for their sales team to ensure they know the law and lower risk to your organization. Topics covered will range from discounts to retail events to credit law to marketing. <b>INTERMEDIATE</b> <b>LOCATION:</b> Magnolia Ballroom	<b>THE RIGHT DIGITAL PLAN FOR YOUR BRAND</b> <b>SPEAKER:</b> Cambria Griffith, Figueroa Mountain Brewing Co. With so many free and paid digital options available to everyone, where does a small craft brewery even start? Selecting and managing the right combination of channels to work together to carry your message can strengthen your brand and snowball your success. This seminar will cover how to approach your channel mix and improve communication of your brand vision, even on a tight budget and with a small team. <b>INTERMEDIATE</b> <b>LOCATION:</b> Tofanelli Room, 2 <sup>nd</sup> Floor
<b>2 - 2:50 pm</b>	<b>BREWING UP INTEREST: ORGANIZING BEER EVENTS</b> <b>SPEAKERS:</b> Lindsey Nelson, Co-Owner/Marketing Director, Art of Beer Invitational; Clancy McCrory, Loomis Basin Brewing Company; Melissa McCann, Queen of Beer Homebrew Competition <b>MODERATOR:</b> Alyssa Steger, Crooked Lane Brewing Company Events that bring beer and breweries to the public have become incredibly popular, drawing crowds to try new beers, discover new breweries, and enter beer into competition. In this panel we will discuss how to start events, run them smoothly, and showcase great beer! <b>BEGINNER-INTERMEDIATE</b> <b>LOCATION:</b> Magnolia Ballroom	<b>LOOKING OVER THE HORIZON AT THE CRAFT BEER INDUSTRY'S WATER SUPPLY AND WASTEWATER DISCHARGE CHALLENGES</b> <b>SPEAKER:</b> Dr. Jeffrey Mount, Senior Fellow, Public Policy Institute of California and Professor Emeritus, UC Davis The water supply picture is changing in California and much of the semi-arid West, with increasing cost of water, demands for reductions in use and, in some regions, decreasing reliability of supplies. Change is also coming to wastewater discharge standards, particularly as water conservation concentrates waste streams. The future is not dire, but it pays to think ahead about these issues in long term business planning. <b>INTERMEDIATE-ADVANCED</b> <b>LOCATION:</b> Tofanelli Room, 2 <sup>nd</sup> Floor