



# SCHEDULE OF EVENTS



## MONDAY, MAY 11

**11:30 am - 5:30 pm**      **REGISTRATION OPEN**    **LOCATION:** San Diego Mission Bay Resort - Foyer

**2 - 5 pm**      **ADVANCED TECHNICAL SEMINAR | YEAST HANDLING BEST PRACTICES** (Separately Ticketed Offsite Event)  
Join MBAA, CCBA & White Labs for an advanced class on proper yeast handling. Learn how to get the most from your culture by extending generations, all while monitoring your fermentation to ensure optimal performance.  
  
Topics covered include: ideal yeast collection and storage conditions, yeast condition and health, sample fermentation profiles, a look at common fermentation problems caused by poor yeast handling, and 30-minute hands-on cell counting and viability testing demonstration.  
  
**LOCATION:** Stone Liberty Station – 2816 Historic Decatur Rd. #116, Liberty Station, San Diego, CA 92110

**5:30 - 7:30 pm**      **WELCOME RECEPTION**    **SPONSORED BY:** Moss Adams LLP  
Join conference attendees for a Welcome Reception at Modern Times. Shuttle buses will transport attendees from the San Diego Mission Bay Resort to Modern Times Beer beginning at 5:10pm.  
  
**LOCATION:** Modern Times Beer – Point Loma Location; 3725 Greenwood St, San Diego, CA 92110

## TUESDAY, MAY 12

**8 am - 5 pm**      **REGISTRATION OPEN**    **LOCATION:** San Diego Mission Bay Resort - Foyer

**8 - 9:15 am**      **WELCOME BREAKFAST & TRADE SHOW**    **LOCATION:** Garden Pavilion

**9:15 - 10:20 am**      **2020 CALIFORNIA CRAFT BREWERS ASSOCIATION LEGISLATIVE UPDATE**  
**SPEAKERS:** Tom McCormick, CCBA, Chris Walker, Walker Strategies & 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 your privilege 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 became law in January, a recap of the major victories and battles from the past year, and current legislative issues in 2020.  
  
**LOCATION:** Sorrento - Monte Carlo Room

**10:30 - 11:20 am**      **BEER FATIGUE AND BARTENDER BURNOUT; HOW TO KEEP YOUR STAFF EXCITED ABOUT YOUR BEER**  
**SPEAKER:** Emily Thomas, Santa Cruz Mountain Brewing Co.  
A good bartender is key to a successful guest experience. The very qualities that make a good bartender; friendliness, excited about beer and engagement, are a challenge to maintain daily. Ability to diagnose bartender burnout and beer fatigue is the first step. Finding creative solutions to keep good bartenders excited and engaged is next. In this workshop, we'll examine ways to spot and prevent burnout and creative solutions to solve it.  
  
**INTERMEDIATE**  
**LOCATION:** St Tropez Room

**IBUSELESS? A LOOK AT CALCULATIONS, MEASUREMENTS AND WHAT IT MEANS TODAY**  
**SPEAKER:** Jonathan Hughes, Heretic Brewing Co.  
The most widely-used process for measuring bitterness in beer, the IBU, was conceived more than 50 years ago, long before the advent of the modern American IPA. This presentation will explore how IBUs are measured and estimated, and how modern recipe design may be rendering the IBU obsolete.  
  
**INTERMEDIATE - ADVANCED**  
**LOCATION:** Terrazza Ballroom

**MEMBERS ONLY SESSION: 2020 GOVERNMENT AFFAIRS ISSUES AND STRATEGY**  
**SPEAKERS:** CCBA Government Affairs Team  
Join CCBA leadership for an in-depth update on current legislative & policy issues. This meeting is for brewery members only and will provide the opportunity for you to provide feedback on legislative priorities. Please join this meeting if you are interested in getting more involved with the CCBA's Government Affairs program.  
  
**ALL LEVELS**  
**LOCATION:** Marseilles & Portofino Rooms

**Tuesday, May 12 (Continued)**

<p>11:30 am - 12:20 pm</p>	<p><b>PERSPECTIVES ON LEADERSHIP</b>  <b>SPEAKERS:</b> Timothy Parker, Chula Vista Brewery; Laina McFerren, Wolf Creek Brewery  <b>MODERATOR:</b> Lynne Weaver, Three Weavers Brewing Co.                  The process of growing into a respected leader in your company and community is not always easily described. Pulling from past careers, mentors and lessons gleaned over the years, this lively panel discussion will help attendees learn how to define and refine "leadership" in the brewing industry.  <b>INTERMEDIATE</b>  <b>LOCATION:</b> St Tropez Room</p>	<p><b>STAYING COMPLIANT WITH ABC REGULATIONS</b>  <b>SPEAKER:</b> Matthew Botting, ABC                  Every business in the alcohol beverage industry needs to comply with the regulations in the ABC Act. Come to this seminar to learn directly from the ABC what common compliance issues occur in the marketplace and how to avoid them.  <b>ALL LEVELS</b>  <b>LOCATION:</b> Terrazza Ballroom</p>	<p><b>BREWHOUSE EFFICIENCIES: QUANTIFYING PRODUCTION IN DOLLARS AND CENTS</b>  <b>SPEAKERS:</b> Peter Hoey, Urban Roots Brewing Co.                  Learn from a long-time industry veteran how his focus on brewhouse efficiencies contributes to the bottom line of the business.  <b>INTERMEDIATE</b>  <b>LOCATION:</b> Marseilles &amp; Portofino Rooms</p>
<p>12:20 - 1:30 pm</p> <p><b>LUNCHEON &amp; KEYNOTE: AUTHENTICITY AND DIFFERENTIATION IN A CHANGING INDUSTRY</b>  <b>SPEAKERS:</b> Dick Cantwell, Magnolia Brewing Co.; Nico Freccia, 21st Amendment; Dande Bagby, Bagby Beer Co.  <b>MODERATOR:</b> Tomme Arthur, Port Brewing Co. &amp; The Lost Abbey                  With more than 1,000 breweries operating across the Golden State, how do you stand out? When selecting what styles to brew next, do you chase the trends or hunker down? Do you anticipate how the industry is changing next year and evolve your business to meet consumer demands? Join this panel for a thoughtful discussion on how to differentiate when change is top of mind for everyone.  <b>GENERAL SESSION</b>  <b>LOCATION:</b> Sorrento-Monte Carlo Rooms</p>			
<p>1:30 - 3:30 pm</p> <p><b>BEER RECEPTION &amp; TRADE SHOW OPEN</b> <b>LOCATION:</b> Camellia &amp; Gardenia Rooms</p>			
<p>1:40 - 2:30 pm</p>	<p><b>SO YOU WANT TO OPEN A BREWPUB? WHAT TO THINK ABOUT BEFORE ADDING FOOD SERVICE TO YOUR BREWERY</b>  <b>SPEAKERS:</b> Barry Braden, Fieldwork Brewing Co.; Gina Marsaglia, Pizza Port Brewing Co.; Lee Doxtader, San Diego Brewing Co.  <b>MODERATOR:</b> Julian Shrago, Beachwood Brewing &amp; BBQ                  The cost of business in CA is getting increasingly difficult, especially when you pile on the labor and food costs associated with a restaurant component. How flexible is your business model? Are you ready to ask yourself some hard questions that will help your business stay viable? Join this panel discussion for a reflection on right choices, wrong choices and what to be thinking about if you operate or plan to open a brewpub in California.  <b>INTERMEDIATE - ADVANCED</b>  <b>LOCATION:</b> St Tropez Room</p>	<p><b>INTERACTIVE ROUNDTABLE: WOMEN IN LEADERSHIP: STRATEGIES FOR DEVELOPING YOURSELF AND OTHERS</b>  <b>MODERATOR:</b> Virginia Morrison, Second Chance Beer Co.                  Join this discussion group to brainstorm the best ways to train, grow, support and encourage future generations of leaders in the beer industry. This roundtable will pose hypothetical scenarios and seek the best ways to encourage inclusion, build communication skills and cultivate stronger leaders.  <b>ALL LEVELS</b>  <b>LOCATION:</b> Marbella &amp; Las Palmas Rooms</p>	<p><b>INTERACTIVE ROUNDTABLE: HR LEADERS</b>  <b>MODERATOR:</b> Midori Cronky, Pizza Port Brewing Co.                  This roundtable discussion will facilitate an interactive conversation on common HR and compliance concerns, conflict and resolution practices, staff training and management and more. This group is open to anyone providing HR at their brewery.  <b>INTERMEDIATE</b>  <b>LOCATION:</b> Marseilles &amp; Portofino Rooms</p>
<p>2:40 - 3:30 pm</p>	<p><b>YEAST: MORE STRAINS, LESS PAINS</b>  <b>SPEAKER:</b> Teresa Psuty, Crooked Lane Brewing Co.                  At this technical seminar, learn to manage multiple strains of yeast in your brewery to create diverse and authentic beer styles. Everyone knows how important yeast character is when you are producing beers of classic and innovative new styles, but how do you keep your yeast in top condition when you have not one, but four "house" strains? At Crooked Lane, we often have up to five yeast strains at a given time, and we will share some tips and tricks about making award winning beer by keeping yeast happy and ready to make great beer for you.  <b>INTERMEDIATE - ADVANCED</b>  <b>LOCATION:</b> St Tropez Room</p>	<p><b>INTERACTIVE ROUNDTABLE: BREWERY OWNER/FOUNDER/CEO 1-5YRS</b>  <b>MODERATOR:</b> Samantha Schmitz, Lucky Luke Brewing Co.                  Join this roundtable if your brewery has been operating between 1-5 years to connect with your industry peers and share challenges, insights, resources and build your network. This facilitated mentoring group will provide valuable discussion topics to consider into the next five years of your business.  <b>INTERMEDIATE</b>  <b>LOCATION:</b> Marbella &amp; Las Palmas Rooms</p>	<p><b>INTERACTIVE ROUNDTABLE: BREWERY OWNER/FOUNDER/CEO 5+ YEARS</b>  <b>MODERATOR:</b> Ken Anthony, Device Brewing Co.                  Join this roundtable if your brewery is more than 5 years old to connect with your industry peers, find mentors, share challenges and build your network. This facilitated mentoring group will provide valuable discussion topics to consider into the next era of this industry and your business.  <b>INTERMEDIATE</b>  <b>LOCATION:</b> Marseilles &amp; Portofino Rooms</p>

## Tuesday, May 12 (Continued)

### 3:30 - 5:30 pm **TRADE SHOW OPEN: BREW TALKS AND BITES**

**LOCATION:** Garden Pavilion

### 3:45 - 4 pm **BREW TALKS: BREWING WITH KVIK YEAST**

**SPEAKER:** Joe Kurowski, White Labs

In this talk, learn from White Labs Head Brewer, Joe Kurowski, about their experience brewing with Kvik yeast and the benefits in doing so.

### 4:20 - 4:35 pm **BREW TALKS: BREWING HARD SELTZER**

**SPEAKER:** Marissa Elias, Eel River Brewing Co.

In this talk, take a deep dive into the world of craft brewed hard seltzers. Discuss challenges, opportunities and what distribution looks like in the segment. As the first craft brewed hard sparkling water available on the West Coast, we have had the opportunity to learn things the hard way and want to share our journey.

### 6 - 8 pm **DINNER RECEPTION AT CORONADO BREWING CO. SAN DIEGO TASTING ROOM**

Separately Ticketed event. Shuttle will be transporting attendees to and from the San Diego Mission Bay Resort and Coronado Brewing's San Diego tasting room starting at 5:40 pm.

**LOCATION:** Coronado Brewing Co. - 1205 Knoxville ST., San Diego, CA 92110

## WEDNESDAY, MAY 13

### 8 am - 2 pm **REGISTRATION OPEN** **LOCATION:** San Diego Mission Bay Resort- Foyer

### 7:30 - 8:30 am **WELLNESS ACTIVITY**

Join the CCBA and other conference attendees for a nice walk-and-talk along the oceanfront parkway before diving into educational seminars for the day!

**LOCATION:** Meet in front of Sand Box Bike Rentals on the Boardwalk at 7:30 a.m. to join the casual walk

### 8:30 - 10:30 am **TRADE SHOW OPEN: BREW TALKS AND MORNING COFFEE & BAGELS**

**LOCATION:** Garden Pavilion

### 9- 9:15 am **BREW TALKS: BREWING NON-ALCOHOLIC BEER**

**SPEAKER:** Kevin Barnes, Two Roots Brewing Co.

Discuss the data around the rise of low and non-alcoholic adult beverages, the pivot from "regular" beer to non-alcoholic beer, and the process behind the product.

### 9:35-9:50 am **BREW TALKS: THE ERA OF BREWING COLLABORATION**

**SPEAKER:** Cesar Torres, Burgeon Brewing Co.

We are all familiar with brewing collaborations, but what is the true impact of these partnerships? In this talk we will discuss the potential magnitude of collaborations in both brewery production and marketing, and how these beers aided in Burgeon Beer Company's early success.

### 10:10 - 11 am **MARKETING AND GROWING YOUR BREWERY IN COMPLIANCE WITH ABC REGULATIONS**

**SPEAKER:** Roger Hanney, Hanney and Associates

Come ready to take some notes! ABC consultant Roger Hanney will cover dos, don'ts and best practices to help your team stay in compliance with ABC regulations and avoid fines. Topics will include everything from event partnerships to marketing 101.

**ALL LEVELS**

**LOCATION:** St Tropez Room

### **HOW TO KEEP YOUR BRAND FRESH**

**SPEAKER:** Leif Miltenberger, Hired Guns Creative

Rebranding your brewery is no small thing and should not be entered into lightly. Join us for a discussion of industry standards and best practices for keeping your brewery brand from getting stale. Understand the reasons behind brewery rebranding projects by looking back at the history of brewery rebrands and the events that triggered them. Learn about how far you can safely push a rebranding project by looking at case studies of successful and unsuccessful brewery rebrands.

**INTERMEDIATE - ADVANCED**

**LOCATION:** Terrazza Ballroom

### **SETTING THE SCENE: LEVELING UP YOUR CUSTOMER EXPERIENCE THROUGH DESIGN LAYOUT, GUEST INTERACTION, AND SERVICE STYLE**

**SPEAKER:** Marvin Maldonado, Federalist

Opening or expanding your taproom? Trying to attract and retain guest? What trends in food and alcohol service, consumer behavior, and employee training have made other breweries, bars and restaurants successful? How can you create those experiences at your facility? As a designer, developer and previous operator of two Northern California bars and taprooms, Marvin Maldonado will dig into the principles of storytelling, architectural design, service style and guest interaction that will increase the hospitality experience for your guests.

**INTERMEDIATE**

**LOCATION:** Marseilles & Portofino Rooms

Wednesday, May 13 (Continued)

<p><b>11:10 am - noon</b></p>	<p><b>LEARNING TO LEAD: HOW TO BE A SUCCESSFUL MANAGER IN BEER</b></p> <p><b>SPEAKERS:</b> Maria Cizek, Eppig Brewing; Amy Spackman, North Park Beer Co.; Shannon Lynnette, Burning Beard Brewing Co.</p> <p><b>MODERATOR:</b> Beth Demmon, Journalist</p> <p>Regardless of whether your team is large or small, all managers working in the beer industry face a myriad of obstacles. From being taken seriously in a notoriously laid-back community to recognizing potential problems surrounding alcohol consumption, this panel will discuss real-world scenarios and offer first-hand techniques on how to efficiently manage both consumers and employees at bars and breweries.</p> <p><b>INTERMEDIATE</b> <b>LOCATION:</b> St Tropez Room</p>	<p><b>DEMYSTIFYING HARD KOMBUCHA</b></p> <p><b>SPEAKER:</b> Kyle Oliver, Boochcraft</p> <p>Boochcraft Lead Scientist and R&amp;D Innovation Brewer Kyle Oliver breaks down the ins and outs of brewing hard kombucha. From botanical infusions to SCOBY handling, the craft of kombucha isn't as far of a departure from craft beer as one might think.</p> <p><b>INTERMEDIATE</b> <b>LOCATION:</b> Terrazza Ballroom</p>	<p><b>THE PATHWAY TO PROFITABLE GROWTH: HOW PRO BREWERIES MANAGE CASH, INVEST IN GROWTH, AND TRAILBLAZE THE INDUSTRY</b></p> <p><b>SPEAKER:</b> Chris Farmand, Small Batch Standard</p> <p>The Craft Gold Rush is over. Today we find ourselves in an unforgiving, competitive craft market. The demands on owners and operators have escalated. The barriers to success continue to stack up. The business model has evolved. The game has changed. The good news? Craft is still an underdog, and there is a clear path forward to profitable growth for those who are willing to walk it. More than a few breweries have decided to act and Turn Pro. Will you?</p> <p><b>INTERMEDIATE - ADVANCED</b> <b>LOCATION:</b> Marseilles &amp; Portofino Rooms</p>
<p><b>noon - 1:30 pm</b></p> <p><b>TRADE SHOW OPEN: BREW TALKS AND BITES</b> <b>LOCATION:</b> Garden Pavilion</p> <p><b>1 - 1:15 pm</b></p> <p><b>BREW TALKS: "GLUTEN FREE" OR "GLUTEN REDUCED" – DOES IT REALLY MATTER?</b></p> <p><b>SPEAKER:</b> Jim Byers, Skyland Ale Works</p> <p>Learn how to produce good beer with no concerns about your brand on the Gluten Free Shelf at your local retailer.</p>			
<p><b>1:30 - 2:20 pm</b></p>	<p><b>DATA POINT AND PINTS: USING THE TAPROOM TO GET REAL CONSUMER FEEDBACK</b></p> <p><b>SPEAKER:</b> Lindsay Barr, Draughtlab</p> <p>Craft brewers go through great lengths to make the best product, but in the end, success comes down to only one thing: does the consumer like your beer? In this seminar, various consumer testing methods will be presented, and real data will be used to display how consumer testing can inform product development decisions. Participants will walk away knowing how to use their taprooms to engage consumers in a meaningful way while capturing useful consumer feedback.</p> <p><b>INTERMEDIATE</b> <b>LOCATION:</b> St Tropez Room</p>	<p><b>2020 EMPLOYMENT LAW UPDATE: NEW EMPLOYMENT LAWS THAT APPLY TO YOUR BREWERY AND HOW TO COMPLY</b></p> <p><b>SPEAKER:</b> Amy Lessa, Fisher &amp; Phillips LLP</p> <p>Governor Newsom recently signed numerous, significant pieces of legislation that impact employers across California. The new legislation ranges from a ban on mandatory arbitration agreements to a complete rewrite of the rules for the use of independent contractors, to a general prohibition on "no-rehire" clauses in settlement agreements, to expanding lactation accommodation requirements, and more. We will cover these and other relevant topics as well as the impact of recent significant court decisions impacting California workplaces that you need to know about to protect your brewery.</p> <p><b>INTERMEDIATE</b> <b>LOCATION:</b> Marseilles &amp; Portofino Rooms</p>	
<p><b>2:30 - 3:20 pm</b></p>	<p><b>INCREASING SALES THROUGH CUSTOMER EXPERIENCE: UNDERSTANDING EXPERIENTIAL BEER MARKETING</b></p> <p><b>SPEAKERS:</b> Brandon Borgel, Boochcraft; Additional Panelists TBA</p> <p><b>MODERATOR:</b> Hoby Wedler, Senspoint Design</p> <p>Come join us for a lively discussion of the current state of experiential marketing across beer, kombucha, and cider! During this engaging, educational, and entertaining panel discussion moderated by Dr. Hoby Wedler of Senspoint, we will explore the current state of marketing by experience in the above three industries. We will discuss how the power of creating excellent, engaging, and inclusive experiences is game changing when it comes to selling product.</p> <p><b>INTERMEDIATE</b> <b>LOCATION:</b> St Tropez Room</p>	<p><b>AN OUNCE OF PREVENTION IS WORTH A PINT OF CURE</b></p> <p><b>SPEAKERS:</b> Todd Friedman &amp; Corey Day, Stoel Rives LLP</p> <p>The presentation will focus on the legal issues/devices that can help a business survive a downturn and limit liability. Brewers will learn how their corporate structure informs/limits how they can act in the future and identify their contractual liability (from both supply and production contracts) and methods/best practices for negotiating future contracts in an uncertain beer market.</p> <p><b>INTERMEDIATE</b> <b>LOCATION:</b> Marseilles &amp; Portofino Rooms</p>	