


2019 Conference Schedule

Benton Convention Center, Winston-Salem, NC

Start	End	TUESDAY, November 5th		
9:00 AM	5:00 PM	Conference Registration Open <i>Piedmont Foyer</i>		
10:00 AM	12:00 PM	Brewers' Brunch sponsored by Deutsche Beverage <i>Footnote Cafe (634 W 4th St. - Walkable)</i>		
12:00 PM	5:00 PM	Well Crafted NC/ UNC-G: Building Your Brewery's Legacy <i>Piedmont Conference Room 1</i>		
12:00 PM	5:00 PM	Device Creative Collaborative - Creating Your Brand <i>(sponsored demo)</i> <i>Piedmont Conference Room 2</i>		
TUESDAY - SESSION TRACKS ¹				
		Start-Ups Sponsored by Arryved <i>Piedmont 1</i>	Marketing Sponsored by Device <i>Piedmont 2</i>	Taprooms + Events <i>Piedmont 3</i>
12:00 PM	12:45 PM	Supplier Relations Navigation Mickey Fanny, ABS Commercial Michael McAdoo, ABS Commercial Jacqueline Pait, Live Oak Bank Derek Allen, Allen Stahl + Kilbourne	Marketing on a Couponers Budget Jennifer Martin, Shop Local Raleigh/Brewgaloo	Optimizing Your Taproom Operations Nicole Chamberlin, Arryved Nancy Trigg, Arryved
1:00 PM	1:45 PM	Critical Considerations for Success as a Self-distributing Brewery Michelle Miniutti, Bombshell Brewing	Increasing Engagement Through Experiential Marketing Dr. Alistair Williams, Johnson & Wales University	Building Loyalty Through Education: An Educational Spin on Taproom Events Erik Fowler, White Labs
2:00 PM	2:45 PM	The Various Agreements a Brewery Negotiates Christian Staples, SLK Law Scott Burger, NC Beer Lawyer John Szymankiewicz, Beer Law Center	Maintaining Brand Relevance Eeva Redmond, Highland Brewing Company	4 Innovative Ways To Train Front-of-House Staff Katy Creech, The Glass Jug Jackie Chambliss, Gonza Tacos Roxanne Bellamy, Brewery Bhavana Jen Hunt, Artisanal Brewing Ventures
2:45 PM	3:00 PM	Snack Break		
3:00 PM	3:45 PM	Seven Things Your Lawyer and Accountant Wish You Knew Today Hayley Wells, Ward and Smith Dennis Theodossis, DHG, LLP	Brew to Build a Stronger Community Inez Ribustello, Tarboro Brewing Co.	Let's Get This Party Started! (aka Events and Taproom Experience) Stephanie Hudson, Sweet Tea
4:00 PM	4:45 PM	Crafting Lower Labor Costs (Risk Management for Small Business) Mitch Kaufmann, Insurance People Andrew Pate, Insurance People	Building Brewery Culture: One Pint at a Time Matt Shortway, Shortway Brewing Company	Pulling Back the Curtain on Music Licensing Jessica Frost, BMI
5:00 PM	9:00 PM	Official Welcome Reception: NCCBC Block Party at Fiddlin' Fish & Wise Man Sponsored by ABS Commercial		

¹ Beer Stations sponsored by: NC Beer Lawyer + Shumaker, Loop, & Kendrick, LLP 

Start	End	WEDNESDAY, November 6th	
8:30 AM	5:00 PM	Conference Registration Open <i>Piedmont Hall Foyer</i>	
9:00 AM	5:00 PM	Trade Expo Open <i>Exhibit Hall</i>	
WEDNESDAY - MORNING SESSIONS			
9:00 AM	9:45 AM	Brewery Sustainability: Best Practices Matt Gacioch, BA Sustainability Ambassador <i>Piedmont Halls 1, 2, & 3</i>	
10:00 AM	10:25 AM	Film Screening - "For the Love of Craft" Produced by the Brewers Association, Studio C3, & Charlie Papazian <i>Piedmont Halls 1, 2, & 3</i>	
10:30 AM	11:15 AM	Keynote Presentation: Charlie Papazian <i>Piedmont Halls 1, 2, & 3</i>	
11:30 AM	12:30 PM	State of the Industry * NCCBG BREWERY MEMBERS ONLY * <i>Piedmont Halls 1, 2, & 3</i>	
12:30 PM	1:30 PM	LUNCH BREAK in the Trade Expo Lunch & Learn: 2020 Legislative Priorities with Hardy Lewis, Alex Miller, Rich Greene * NCCBG BREWERY MEMBERS ONLY * <i>Piedmont Conference Room 2</i>	
WEDNESDAY - AFTERNOON SESSIONS²			
		Technical Brewing Presented by MBAA - District Carolinas <i>Piedmont 1 & 2</i>	Sales & Distribution Sponsored by Zengistics <i>Piedmont 3</i>
1:30 PM	2:15 PM	From Propagation to Pint: A Hop Grower's Perspective on New Hop Varieties Spencer Tielkemeier, YCH	Expanding Your Market Reach Charles Slezak, Lowes Foods Brad Johnston, Tryon Distributing Billy Pyatt, Catawba Brewing Company
2:30 PM	3:15 PM	Flaws and Off-Flavours from Malt & Grain Matt Letki, Country Malt Group	Getting the Most from your Distributor Relationship Mac Healy, Healy Wholesale Company Michael Hayek, Johnson Brothers-Mutual Distributing of NC
3:30 PM	4:15 PM	Myths, Misuses, and Misunderstandings in the World of Cleaning, Sanitizing, and Chemical Handling George Allen, Birko Corporation	Making Friends in the Retail Community Gabriela Magallanes, House of Hops
4:30 PM	5:15 PM	Enzyme Application for Specific Brewing Goals Andrew Fratianni, DuPont	Building a Comprehensive Sales Plan & Compensation Structure Jamie Bartholomaus, Foothills Brewing Company Aaron Gore, Carolina Beer Temple
6:00 PM	7:00 PM	Happy Hour in the Piedmont Foyer Sponsored by White Labs + Insurance People + Malteurop	
7:00 PM	9:00 PM	NC Craft Brewers Industry Awards Banquet Sponsored by Ward & Smith + DHG <i>Piedmont Hall 1, 2, & 3</i>	
9:00 PM	11:00 PM	After-Party at Footnote Cafe (634 W 4th St. - Walkable) Sponsored by Deutsche Beverage Food + beverage kindly donated by Foothills Brewing	

² Beer Stations sponsored by: Ardagh Group + Carolina Malt House 

THURSDAY, November 7th

8:00 AM	12:00 PM	Conference Registration Open <i>Piedmont Hall Foyer</i>		
9:00 AM	1:30 PM	Trade Expo Open <i>Exhibit Hall</i>		
THURSDAY - MORNING SESSIONS				
		Safety & Sustainability Sponsored by Atlantic Forklift <i>Piedmont Hall 1</i>	Raw Materials & Quality Control <i>Piedmont Hall 2</i>	Business Operations <i>Piedmont 3</i>
9:30 AM	10:15 AM	NCDEQ Partnering with Sustainable Breweries Jamie Ragan, NCDEQ	CBD + Craft Beer Dexter Hobbs, Bradley Arant Boult Cummings LLP Brett Taubman, Appalachian State University	Strategic Business Planning 101 Rich Greene, NCCBG
10:30 AM	11:15 AM	Are You Ready? Disaster Planning Jud Watkins, Wrightsville Beach Brewery	Micro What? Detecting and Controlling Yeast & Bacteria from Grain to Glass Richard Dube, Siebel Institute of Technology	Finding the Sweet Spot: Growing Your Brewery and Understanding How to Invest Your Profits Audra Gaizunas, Brewed For Her Ledger
11:15 AM	11:45 PM	SNACK BREAK IN THE TRADE EXPO³ <i>Exhibit Hall</i>		
11:45 AM	12:30 PM	Alcohol for Brewers Andrew Mason, Ph.D., Lost Province Brewing Company	Material Planning For Successful Operations Chris Lovett, Country Malt + Matt Gunnels, Sierra Nevada Brewing Company	Top 10 Employment Mistakes Affecting Breweries (Employment Law) Murphy Fletcher, McGuire Wood Law
12:45 PM	1:30 PM	Implementing a Zero Injury & Safety Initiative Denny Castro, Atlantic Forklift	Locally Grown Malt: Past, Present, and Future Henry Richardson, Carolina Malt House Aaron Goss, Carolina Malt House Brent Manning, Riverbend Malt House Sebastian Wolfrum, Epiphany Craft Malt	Numbers Powered Growth Chris Farmand, Small Batch Standard
12:00 PM	1:30 PM	BEER + GROWLER FILLING STATION + TAP HANDLE EXCHANGE Bring your own growler & fill 'er up! <i>Exhibit Hall</i>		
THURSDAY - AFTERNOON MEETINGS & OPEN HOUSES				
2:00 PM	2:45 PM	Regional Alliance - NCCBG Leadership Meeting: "Working Together to Grow Market Share" <i>Piedmont Hall 3</i>		
3:00 PM	3:45 PM	NCCBG Allied Member Meeting - "Building a Better Partnership" <i>Piedmont Hall 3</i>		
TBD	TBD	Regional Alliance Meetings (Check with your local Alliance leadership for meeting time & location)		
1:30 PM	5:00 PM	NC Dept. of Agriculture European In-Bound Mission - One on One Meetings <i>Sign up at NC Dept. of Agriculture table in Trade Expo!</i>		
2:30 PM	4:00 PM	Hyphen Hops Open House <i>4400 Styers Ferry Road - Driveable</i>		