



2018 Conference Schedule

Benton Convention Center, Winston-Salem NC

Start	End	TUESDAY, November 6th		
9:00 AM	5:00 PM	Conference Registration Open, <i>Piedmont Foyer</i> Exhibit Hall open for set up: 12pm-7pm		
9:00 AM	11:00 AM	Brewers Breakfast sponsored by Roberts Oxygen <i>Trade Street Diner, 529 Trade St NW - Walkable</i>		
12:00 PM	5:00 PM	White Labs - Sponsored Demo Piedmont Conference 2		
11:30 PM	4:45 PM	TUESDAY AFTERNOON SESSIONS		
11:30 AM	12:15 PM	Media Roundtable, sponsored by Lowes Foods Piedmont Conference 1 (Pre-Registration Required)		
		Taprooms & Brewpubs Track Piedmont Hall 1 <i>Sponsored by Arryved</i>	Up & Comers Track Piedmont Hall 2	Sales & Marketing Track Piedmont Hall 3
11:30 PM	12:15 PM	Being a Beer Guide; <i>Ari Sanders, Mystery Brewing</i>	How NOT to Market Your Startup Brewery; <i>Ray Goodrich, Foothills Brewing</i>	Packaging Insights; Dave Hayslette, WestRock
12:30 PM	1:15 PM	Sensory Training for Taproom Servers; <i>Lallemend</i>	10 Legal Missteps Start-Up Breweries Make; <i>Scott Burger, NC Beer Lawyer</i>	Crash Course in Craft Beer Branding; <i>Isaac Arthur, CODO Designs</i> <i>Cody Fague, CODO Designs</i>
1:30 PM	2:15 PM	"Your Service Sucks!" -That Guy On Yelp; <i>Tim Brady, Brewers Association</i>	Financials: "12 Steps to Better Number Crunching"; <i>Audra Gaiziunas</i>	@Brewery Social Media and Websites - You need to get the #WordOut! <i>Dave Tollefsen, NCBeerGuys</i>
2:15 PM	3:00 PM	Session Break ----- Eastern NC Snack Social <i>sponsored by Rocky Mount Mills; Piedmont Conference 1</i>		
3:00 PM	3:45 PM	Service Model Evolution <i>Nicole Chamberlin, Arryved</i> <i>Nancy Trigg, Arryved</i>	How Location Drives Your Brewery's Business; <i>Matt Shortway, Shortway Brewing Co.</i>	Not Another Pint Night: A Discussion <i>Charles Slezak, Lowes Foods</i> <i>Lauren Bilski, Birdsong Brewing</i> <i>Eddie Legare, Brooklyn Brewery</i>
4:00 PM	4:45 PM	Taproom Mgmt Networking Roundtables	Ask Me Anything: Roundtable <i>John Szymankiewicz, Beer Law Center</i> <i>Dave Gonzalez, Rivermen Brewing</i> <i>Kevin Mikeworth, Beer CPA</i>	Festivals & Events: The Devil is in the Details <i>Jennifer Martin, Shop Local Raleigh</i> <i>Lynn Fuhler</i>
5:00 PM	6:00 PM	Regional Alliances - Leaders Meeting <i>Piedmont Conference 2</i>		
Beginning at 5 PM		NCCBC SPONSORED EVENING SOCIALS:		
		<ul style="list-style-type: none"> Hospitality Suite, sponsored by IBEW, Marriott Room 315 Hospitality Suite, sponsored by Insurance People, Marriott Room 320 NCCBC Block Party at Fiddlin' Fish & Wise Man, sponsored by ABS Commercial Collab Beer Release Party at Incendiary Brewing, sponsored by Deutsche Beverage 		



Beer Stations sponsored by: NC Beer Lawyer, CWS, and Shumaker, Loop, & Kendrick LLP

NC Craft Brewers Conference 2018

WEDNESDAY, November 7th Sponsored by MG Newell <i>Piedmont Hall 1, 2, & 3</i>		
7:00 AM	9:00 AM	Exhibitor Setup
8:00 AM	5:00 PM	Conference Registration Open <i>Piedmont Hall Foyer</i>
9:00 AM	5:00 PM	Trade Show Open <i>Exhibit Hall</i>
		WEDNESDAY - MORNING SESSIONS
9:00 AM	9:45 AM	State of the Guild, Guild Elections, & Government Affairs Update BREWERY MEMBERS ONLY <i>Guild Staff & Board Leadership</i>
10:00 AM	10:45 AM	KEYNOTE: 25 Years of Craft Beer <i>Eric Wallace, Left Hand Brewing Company</i>
11:00 AM	11:45 AM	An Update from the NC ABC <i>Renee Metz, Legal Counsel for the NC ABC</i>
12:00 PM	1:00 PM	LUNCH BREAK IN THE TRADE SHOW
		WEDNESDAY - AFTERNOON SESSIONS
1:00 PM	1:45 PM	Diversity: How to Get Out of the Way as a Tattooed, Bearded White Guy <i>Erik Lars Myers, Mystery Brewing Company</i>
2:00 PM	2:45 PM	Multiple Brewery Locations: Compliance Issues <i>Derek Allen, Ward & Smith, PA</i> <i>Mike Rangel, Asheville Brewing Company</i>
3:00 PM	3:45 PM	Playing Nice in the Neighborhood: Joining the Fabric of Your Community <i>Jud Watkins, Wrightsville Beach Brewery</i> <i>Sarah Alexander, Free Range Brewery</i>
4:00 PM	4:45 PM	<div> <div> Navigating Distribution Contracts <i>Erik Lars Myers, Mystery Brewing Co.</i> <i>Hardy Lewis, Blanchard, Miller, Lewis & Isley, P.A.</i> </div> <div> Exporting Your Brand <i>John Hammond, NC Department of Agriculture</i> <i>Jennifer Simpson,</i> ** Conference Room 1 ** </div> </div>
5:00 PM	6:00 PM	<ul style="list-style-type: none"> Pink Boots Society, Statewide Chapter Meeting: Fiddlin' Fish Brewing Company MBAA District Carolinas, Meet & Greet: Wise Man Brewing
6:00 PM	7:00 PM	Happy Hour in the Piedmont Foyer Sponsored by Novaflex, White Labs, and Holston Gases
7:00 PM	9:00 PM	Awards Banquet NC Brewers Cup & Industry Impact Awards <i>Piedmont Hall 1, 2, & 3</i>
9:00 PM	11:00 PM	After-Party at Footnote Cafe Sponsored by Foothills Brewing & WestRock <i>634 W 4th St., in the back - Walkable</i>

NC Craft Brewers Conference 2018

Beer Stations sponsored by: Amoretti, Cargill, and Ardagh Group

THURSDAY, November 9th

8:00 AM	4:00 PM	Conference Registration Open <i>Piedmont Hall Foyer</i>		
9:00 AM	5:00 PM	Trade Show Open		
		THURSDAY - MORNING SESSIONS Piedmont Hall 1, 2, & 3		
		Safety Track Piedmont Hall 1	Sustainability Track Piedmont Hall 2	Quality Control Track Piedmont 3
9:00 AM	9:45 AM	CO2 Safety Monitoring; <i>Josh Pringle, CO2Meter, Inc.</i>	Making an Impact, it is not just the bottom line; <i>Eric Henry, TS Designs</i>	FDA Expectations Under FSMA; <i>Chris Reedy, BioNetwork</i>
10:00 AM	10:45 AM	OSHA Inspections: A How-To-Guide; <i>Courtney Pope, Hellman & Assoc. Inc.</i>	Do I Need to Treat My Wastewater; <i>Daryl Mandoza, DMP Corporation</i>	Taking Your Lab to the Next Level: Potential Pathways & Strategies <i>Tim Wadkins, Precision Fermentation</i>
11:00 AM	11:45 AM	Steam Boiler Systems: Best Practices <i>Jeff Lawley, W.C. Rouse</i>	Environmental Stewardship: Giving Back <i>John Washburn, Bold Rock Cider</i>	Dry Hopping: HOPTimal Practices for Consistent Product <i>Ryan Dunnivant, Oskar Blues</i>
11:45 AM	1:00 PM	LUNCH BREAK IN THE TRADE SHOW ----- 12:00 PM- 12:45 PM - NCCBG Brewery Members Lunch, Piedmont Conference Room 1 Bring your lunch for a TTB and ABC update by Guild legal counsel, Laura Collier (Guild brewery members only)		
1:00 PM	5:00 PM	THURSDAY - AFTERNOON SESSIONS (three concurrent tracks, see schedules below)		
		Technical Brewing Track Presented by MBAA District Carolinas Piedmont Hall 1	Legal & Finance Track Piedmont Hall 2	Book Signings Piedmont Foyer
1:00 PM	2:00 PM	Stop the Guessing Game: Fermentation <i>Pablo Gomez, White Labs</i>	Commercial Leasing for Expansion Plans; <i>Christian Staples, Shumaker, Loop & Kendrick, LLP</i>	TBA
2:00 PM	3:00 PM	What to Do / Not to Do in a Brewery <i>John Stewart, Perrin Brewing Co.</i>	Make Your Mark (and Keep It): Trademarks 101; <i>Rebecca Crandall, McGuire Wood & Bissette</i>	TBA
3:00 PM	3:30 PM	PRETZEL BREAK IN THE TRADE SHOW, sponsored by Queen City Pretzel Factory		
3:30 PM	4:15 PM	Flaked Grain, Adjuncts, and Hazy IPAs <i>Matthew Letki, Canada Malting</i>	Are You NC Dept. of Revenue Audit Ready? <i>Lynne Mason, Lost Province Brewing</i> <i>Audra Gaizunas, Brewed for Her Ledger</i>	TBA
4:30 PM	5:15 PM	Hidden Secrets of the New England IPA + Hop Panel Discussion <i>Ryan Dunnivant, Oskar Blues</i> <i>Dr. John Paul Maye, Hopsteiner</i> <i>Wayne Wambles, Cigar City Brewing</i>	Valuation of a Beer Brand; <i>Tim Bartolomeo, MassMutual Carolinas</i> <i>Jennifer Morgan, Williams Mullen</i>	TBA
4:00 PM	5:30 PM	BEER + GROWLER FILLING STATION + TAP HANDLE EXCHANGE Bring your own growler & fill 'er up!		



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