



# 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> <i>Exhibit Hall open for set up: 12pm-7pm</i>		
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 <i>Piedmont Conference 2</i>		
11:30 PM	4:45 PM	TUESDAY AFTERNOON SESSIONS		
11:30 AM	12:15 PM	Media Roundtable, sponsored by Lowes Foods <i>Piedmont Conference 1 (Pre-Registration Required)</i>		
		Taprooms & Brewpubs Track <i>Piedmont Hall 1</i> <i>Sponsored by Arryved</i>	Up & Comers Track <i>Piedmont Hall 2</i>	Sales & Marketing Track <i>Piedmont Hall 3</i>
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>	@Brewery Social Media and Websites - You need to get the #WordOut! <i>Dave Tollefsen, NCBeerGuys</i>
12:30 PM	1:15 PM	Sensory Training for Taproom Servers; <i>Lallemmand</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 Gaizunas</i>	Packaging Insights; <i>Dave Hayslette, WestRock</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"> <li>• Hospitality Suite, sponsored by IBEW, Marriott Room 315</li> <li>• Hospitality Suite, sponsored by Insurance People, Marriott Room 320</li> <li>• NCCBC Block Party at Fiddlin' Fish &amp; Wise Man, sponsored by ABS Commercial</li> <li>• Collab Beer Release Party at Incendiary Brewing, sponsored by Deutsche Beverage</li> </ul>			



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

# NC Craft Brewers Conference 2018

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

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



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