



# 2018 Conference Schedule

**Benton Convention Center, Winston-Salem NC**

**Tentative - more updates coming daily!**

Start	End	TUESDAY, November 6th		
10:00 AM	5:00 PM	<b>Conference Registration Open</b> <i>Piedmont Foyer</i> <i>Exhibit Hall open for set up: 12pm-7pm</i>		
12:30 PM	5:15 PM	TUESDAY AFTERNOON SESSIONS		
		<b>Taprooms &amp; Brewpubs Track</b> Piedmont Hall 1 <i>Sponsored by Arryved</i>	<b>Up &amp; Comers Track</b> Piedmont Hall 2	<b>Sales &amp; Marketing Track</b> Piedmont Hall 3
12:30 PM	1:15 PM	Service Model Evolution <i>Arryved</i>	TBD	<b>Media Roundtable</b> Sponsored by Lowes Foods <i>Pre-Registration Required</i>
1:30 PM	2:15 PM	Being a Beer Guide; <i>Ari Sanders, Mystery Brewing</i>	How Location Drives Your Brewery's Business; <i>Matt Shortway, Shortway Brewing Co.</i>	Crash Course in Craft Beer Branding; <i>CODO Designs</i>
2:30 PM	3:15 PM	<i>"Your Service Sucks!" -That Guy On Yelp; Tim Brady, Brewers Association</i>	Financials: "12 Steps to Better Number Crunching"; <i>Audra Gaiziunas</i>	Creating & Maintaining Your Social Media Presence; <i>NC Beer Guy Dave</i>
3:30 PM	4:15 PM	Sensory Training for Taproom Servers; <i>Lallemand</i>	10 Legal Missteps Start-Up Breweries Make; <i>Scott Burger</i>	Not Another Pint Night Discussion <i>Charles Slezak + Panel</i>
4:30 PM	5:15 PM	<b>Taproom Mgmt Networking Roundtable</b>	<b>Ask Me Anything: Up &amp; Comers' Roundtable</b>	TBD
12:30 PM	5:00 PM	<b>Sponsored Demo</b> <i>Piedmont Conference 2</i>		
5:00 PM	6:00 PM	<b>Regional Alliances Meeting</b> <i>Piedmont Conference 2</i>		
5:30 PM	7:00 PM	<b>Hospitality Suites</b> <i>Marriott Room 315 + Marriott Room 320</i>		
7:30 PM	9:00 PM	Sponsored Socials at Local Brewery Taprooms		



**Beer Stations** sponsored by: TBA

# NC Craft Brewers Conference 2018

WEDNESDAY, November 7th Sponsored by MG Newell <i>Piedmont Hall 1, 2, &amp; 3</i>		
7:00 AM	9:30 AM	Exhibitor Setup
8:00 AM	5:00 PM	Conference Registration Open <i>Piedmont Hall Foyer</i>
10:00 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 <b>MEMBERS ONLY</b> <i>Guild Staff &amp; Board Leadership</i>
10:00 AM	10:45 AM	KEYNOTE <i>Eric Wallace, Left Hand Brewing Company</i>
11:00 AM	11:45 AM	Diversity: How to Get Out of the Way as a Tattooed, Bearded White Guy <i>Erik Lars Myers, Mystery Brewing Company</i>
12:00 PM	1:00 PM	LUNCH BREAK IN THE TRADE SHOW
		WEDNESDAY - AFTERNOON SESSIONS
1:00 PM	1:45 PM	An Update from the NC ABC <i>Renee Metz, Legal Counsel for the NC ABC</i>
2:00 PM	2:45 PM	Exporting Your Brand <i>John Hammond, NC Department of Agriculture</i>
3:00 PM	3:45 PM	Playing Nice in the Neighborhood: Joining the Fabric of Your Community <i>Jud Watkins &amp; Sarah Alexander</i>
4:30 PM	4:45 PM	Navigating Distribution Contracts <i>Erik Lars Myers &amp; Hardy Lewis</i>
5:30 PM	7:00 PM	Pink Boots Society: State-Wide Chapter Meeting <i>Fiddlin' Fish</i>
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 medal presentation <i>Piedmont Hall 1, 2, &amp; 3</i>
9:00 PM	11:00 PM	After-Party at Footnote Cafe Sponsored by Foothills Brewing <i>634 W 4th St., in the back - Walkable</i>

# NC Craft Brewers Conference 2018

## 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		
		<b>Safety Track</b> Presented by TBA Piedmont Hall 2	<b>Sustainability Track</b> Presented by TBA Piedmont Hall 3	<b>Quality Control Track</b> Presented by TBA Piedmont 3
9:00 AM	9:45 AM	CO2 Safety Monitoring; <i>Josh Pringle, CO2Meter, Inc.</i>	Impact Beyond the Bottom Line; <i>Eric Henry, TS Designs</i>	FDA Expectations Under FSMA; <i>BioNetwork</i>
10:00 AM	10:45 AM	OSHA Inspections: A How-To-Guide; <i>Courtney Pope, Hellman &amp; Assoc. Inc.</i>	Brewery Wastewater Considerations; <i>DMP Corporation</i>	Taking Your Lab to the Next Level: Potential Pathways & Strategies <i>Precision Fermentation</i>
11:00 AM	11:45 AM	Steam Boiler Systems: Best Practices Jeff Lawley	TBA	TBA
11:45 AM	1:00 PM	LUNCH BREAK IN THE TRADE SHOW 12:00 PM- 12:30 PM - NCCBG Members Lunch Bring your lunch for a TTB and ABC update by Guild legal counsel, Laura Collier (Guild members only)		
1:00 PM	5:00 PM	THURSDAY - AFTERNOON SESSIONS (three concurrent tracks, see schedules below)		
		<b>Technical Brewing Track</b> Presented by MBAA District Carolinas Piedmont Hall 2	<b>Legal &amp; Finance Track</b> Piedmont Hall 3	<b>Book Signings</b> Piedmont Foyer
1:00 PM	2:00 PM	TBA	Commercial Leasing for Expansion Plans; <i>Christian Staples, Shumaker, Loop &amp; Kendrick, LLP</i>	TBA
2:00 PM	3:00 PM	TBA	Make Your Mark: Trademarks 101; <i>Rebecca Crandall</i>	TBA
3:00 PM	3:30 PM	SNACK BREAK IN THE TRADE SHOW		
3:30 PM	4:15 PM	TBA	Are You NC Dept. of Revenue Audit Ready? <i>Lynne Mason, Lost Province Brewing &amp; Audra Gaizunas, Brewed for Her Ledger</i>	TBA
4:30 PM	5:15 PM	TBA	Valuation of a Beer Brand; <i>Tim Bartolomeo, MassMutual Carolinas &amp; Jennifer Morgan, Williams Mullen</i>	TBA
3:30 PM	5:15 PM	GROWLER FILLING STATION Sponsored by Boelter Bring your own growler & fill 'er up! <i>Piedmont Foyer</i>		



**Beer Stations** sponsored by: Amoretti, Cargell, and IBEW