



**20
21**

**NC
CRAFT
BREWERS
CONFERENCE**

CONFERENCE PROGRAM

PRESENTED BY TAP  HOPPER

TAP HOPPER

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Digital Seam Verification For Each Run
Easy Online Request Process
Labels Available Through Wright Global Graphics

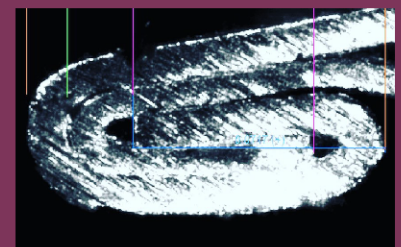
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CONFERENCE SCHEDULE

TUESDAY

PRE-CONFERENCE WORKSHOPS

Separate Registration Required

9:00 AM-12:00 PM

Workshop: New Brewery University (Piedmont 1)

Workshop: Preventing Harassment in the Workplace (Piedmont 2)

9:00 AM-11:30 PM

Brewery Owners Roundtable (Piedmont 3)

11:45-1:00 PM

NCCBG 2nd Quarter Board Meeting (Piedmont Meeting Room)

TUESDAY, NOVEMBER 2

8:30 AM-5:00 PM

Conference Registration Open (Piedmont Foyer)

10:00 AM-12:00 PM

Welcome Brunch (Footnote Cafe, 634 W. 4th Street, Ste. #120)
Sponsored by Deutsche Beverage Technology

TUESDAY SESSION TRACKS

	Marketing + Events Piedmont 1	Taprooms & FOH Piedmont 2	Finance + Business MGMT Piedmont 3
1:00-1:50 PM	Choosing the Right Partner Chris Geib, National Pediatric Cancer Foundation + Industry Friends	7 Easy Ways to Enhance Your Guest's Taproom Experience + Increase Revenue Jordan Boines, Arryved	Kreusen Little Thing Called Cash Audra Gaiziunas, Brewed For Her Ledger, LLC
2:00-2:50 PM	Turning Likes Into Loyalty: Paid Social Media Ads & Other Tools to Streamline Your Marketing Frank Kecseti & Alyson Kate Long, Social Burro	Sell More Beer in your Brewpub Starting Now... and Make More Money Seth Gross, Bull City Burger and Brewery	Managing Your Utilities Jud Watkins & Chris Zirnheld, Wrightsville Beach Brewery
3:30-4:20 PM	Marketing the Taproom Experience Dr. Alistair Williams PhD	Front-of-House Retail Laws that Impact You Christian Staples, SLK Law	Employee Benefits You Can Afford Katy Creech, The Glass Jug Beer Lab Michelle Wilson-Reynolds, Parrott Insurance
4:30-4:50 PM	Is My Marketing Working? How to Use Google Analytics to Find Out Julie Rhodes, Not Your Hobby Marketing	Boost Taproom Sales with Mobile Canning: Using Package to Your Advantage Matt Shortway, Shortway Brewing Co. Patrick Sanecki, Tap Hopper	Brewing Up IP: The Role of Intellectual Property in Creating Value Charles Pemble, Hexos IP

5:30-7:00 PM | Welcome Reception in the NCCBC Trade Expo (Piedmont 4) Sponsored by M.G. Newell
After 7:00 PM | #NCBeer Brewery Crawl (See details on the Events page.)




Tuesday Beer Stations sponsored by: NC Beer Lawyer + Prairie Malt + PakTech



SHUMAKER

Shumaker, Loop & Kendrick, LLP
is a proud sponsor of the
2021 NC Craft Brewers Conference.

A full-service law firm assisting start-up and established breweries with TTB and ABC permitting, distribution agreements and contracts, intellectual property, corporate formation and restructuring, employment, and other legal needs.



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CONFERENCE SCHEDULE

WEDNESDAY

WEDNESDAY, NOVEMBER 3

8:30 AM-5:00 PM

Conference Registration Open (Piedmont Hall Foyer)

9:00 AM-5:00 PM

Trade Expo Open (Exhibit Hall)

WEDNESDAY MORNING SESSIONS

9:00-9:50 AM

Safer Workspaces: Crafting an Inclusive Company Culture

Cat Pearce, Razia Gonzalez, Amanda Lee Scherle, Julie Rhodes, Mahalia Witter-Merithew, and Desiree Stark (Piedmont Halls, 1, 2, & 3)

10:00-10:50 AM

KEYNOTE: The Changing Dynamics of Alcohol and Retail in the Time of COVID and Beyond

Andy Ellen, NC Retail Merchants Association (Piedmont Halls 1, 2, & 3)

11:00-11:50 AM

State of the Guild & Guild Elections

* NCCBG BREWERY MEMBERS ONLY * (Piedmont Halls 1, 2, & 3)

11:50 - 1:10 PM LUNCH BREAK IN THE TRADE EXPO (EXHIBIT HALL)

WEDNESDAY AFTERNOON SESSIONS

Technical Brewing Piedmont 1 & 2

- 1:10-2:00 PM**
Next Gen Aroma: Harnessing Beer-Soluble Hop Compounds
Spencer Tielkemeier, YCH
- 2:10-3:00 PM**
Foolproof Fermentations
Pablo Gomez, White Labs
- 3:10-4:00 PM**
Tales from the Cask: Brewing Horror Stories
Michelle Acheson-MacLeod, Sam Humphrey, Anna Sauls, NC BioNetwork
- 4:10-5:00 PM**
Characterization of Unmalted Barley Treated with *Aspergillus oryzae*
Brett Taubman, Appalachian State University

Sales & Distribution Piedmont 3

- Sell More Beer: How to Master Sales Across the Taproom, eCommerce & Wholesale**
Alec Johnson, Ekos
- Distribution Agreements: How and What to Negotiate**
Derek Allen, Allen Stahl + Kilbourne, NC Beer Lawyers
- The Wholesale Market from a Distributor's Perspective: Opportunities & Challenges**
NC Beer & Wine Wholesalers Assoc.
- Interpreting Data-Driven Market Trends**
Charles Willet, NoDa Brewing Co. & Aaron Gore, Community Brewing Ventures

6:00-7:00 PM | Happy Hour in the Piedmont Foyer

7:00-9:00 PM | NC Craft Brewers Awards Banquet (Piedmont Hall 1, 2, & 3)

9:00-11:00 PM | After-Party at Footnote Cafe. Sponsored by Foothills Brewing & Country Malt Group. 634 W 4th St, in the back



Wednesday Beer Stations sponsored by: Malteurop Malting Co. + PakTech + M.G. Newell

CONFERENCE SCHEDULE THURSDAY

THURSDAY, NOVEMBER 4

8:00-12:00 PM | **Conference Registration Open** (Piedmont Hall Foye)

THURSDAY MORNING SESSIONS

	Regulatory & Legal Compliance Piedmont 1	Regulatory & Legal Compliance Piedmont 2
9:00 - 9:50 AM	Don't Spill the Beer: How to Protect and Preserve What Makes Your Brewery Successful Murphy Fletcher; McGuire, Wood & Bissette, P.A.	Cashing Out or Buying In: Both Sides of Buying/Selling a Brewery Scott Burger + Derek Allen, Allen Stahl + Kilbourne, NC Beer Lawyers
10:00-10:50 AM	Food Halls and Mixed-Use Developments: Legal Issues and Their Impact On Breweries Jennifer Morgan, Williams Mullen + Panel	An Update From the NC Dept. of Revenue Alexander Milak, NC Dept. of Revenue
11:10-12:00 PM	Brewing Your Legacy: Planning to Protect Your Brewery, Your Family, and You Geoffrey A. Losee + Michael A. Becker, Rountree Losee, LLP	What's New at the NC ABC Commission Terrance Merriweather, Missy Welch, Greg Stallings, and Jennifer Carbajal, NC ABC Commission
12:10-1:00 PM	A Sobering Reality: Employment Law Concerns for NC Breweries Xavier Lightfoot, Ward and Smith, P.A.	FDA/FSMA Inspections: What You Need to Know Lynette Johnson, NCSU + NC Dept of Agriculture

THURSDAY AFTERNOON MEETINGS

1:30-5:00 PM | **NCCBG Allied Member Meeting** (1:30-2:30 PM) (Piedmont Hall)
Regional Alliance Meetings

CHECK OUT ALL NETWORKING EVENTS ON THE NEXT TWO PAGES



Thursday Beer Stations sponsored by: ABS Commercial

EVENTS GUIDE

TUESDAY

Brewers Brunch

10:00 AM – 12:00 PM

Footnote Cafe, 634 W. 4th Street, Ste. #120

Sponsored by Deutsche Beverage Technology

Welcome Reception in the NCCBC Trade Expo

5:30 – 7:00 PM

Piedmont 4

Sponsored by M.G. Newell

#NCBEER BREWERY CRAWL

Enjoy our sponsored events happening at these
downtown breweries after 7 PM

Arryved >> Wise Man Brewing

ABS Commercial >> Fiddlin' Fish Brewing

Deutsche Beverage Technology >> Incendiary Brewing Co.

Insurance People >> Radar Brewing

WEDNESDAY

Pink Boots Society NC Statewide Meeting

5:15 – 6:00 PM
Piedmont
Meeting Room 1



Happy Hour

6:00 – 7:00 PM
Piedmont Foyer

NC Brewers Industry Awards Banquet

7:00–9:00 PM
Piedmont Hall 1, 2, & 3

Presented in conjunction with
Pro Refrigeration, Inc.

Official Awards After-Party

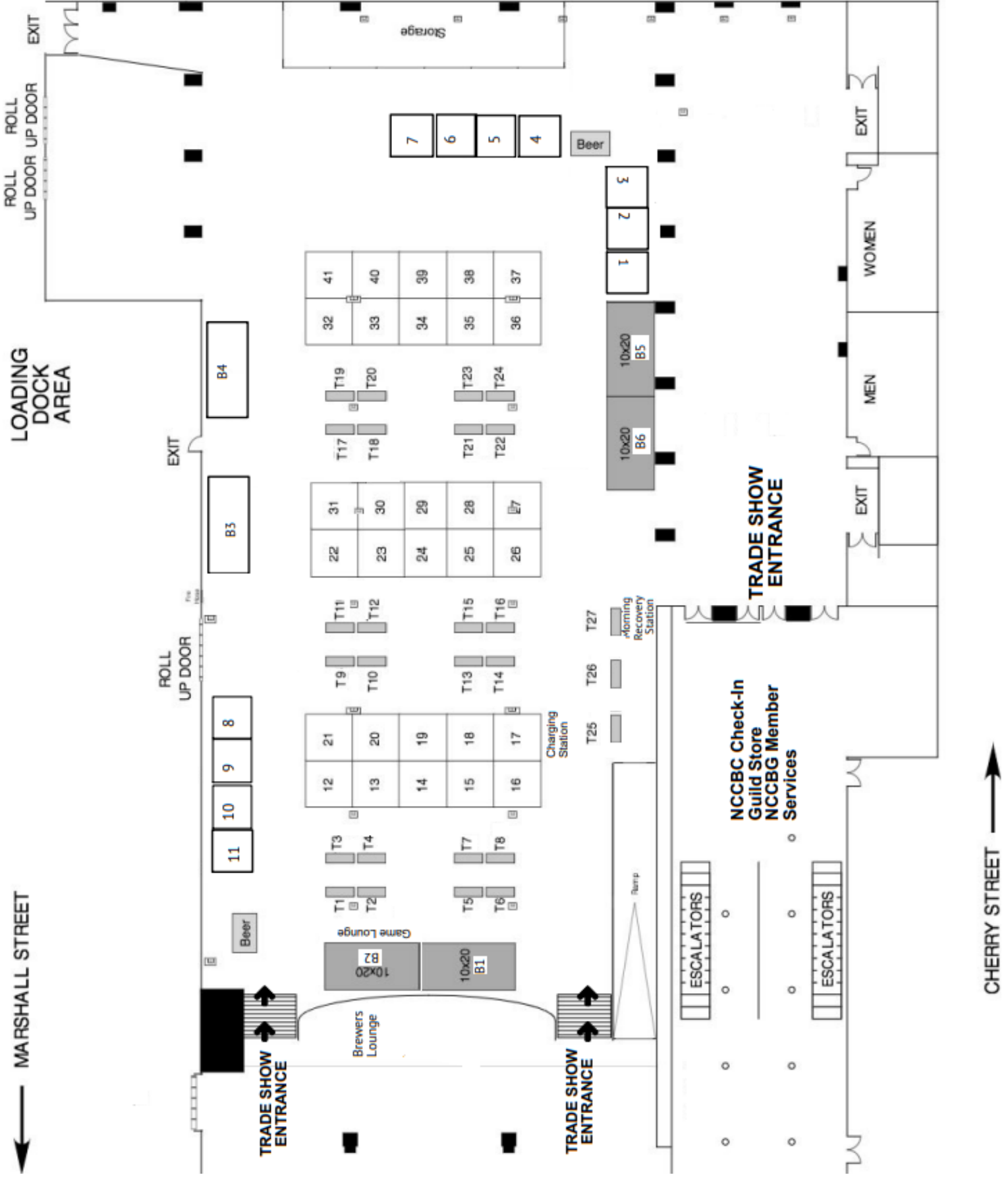
9:00 – 11:00 PM
634 W 4th St., in the back
Sponsored by Country Malt
Group and Foothills Brewing

THURSDAY

NCCBG Allied Member Meeting

1:30–2:30 PM
Piedmont Hall

TRADE EXPO MAP



TRADE EXPO VENDOR LIST

COMPANY

EXHIBITOR

ABS Commercial	37
American Beer Equipment	26
Amoretti	T26
Arryved – Point of Sale for Breweries	13
Atlantic Forklift	T07
BarTrack	30
Beer CPA; Laura M. Mikeworth, CPA	25
Beer Law Center	7
BioNetwork	22
Blue Label Packaging Company	T05
Boelter	T04
Brew Movers	8
Briess Malt & Ingredients	T11
BSG CraftBrewing	9
Carolina Malt	41
Central Carolina Insurance Agency	T08
Country Malt Group	B5
Craftpeak	15
Crosby Hopm Farm, LLC	T13
Deutsche Beverage Technology & Wild Goose Filling	B1
Draftline Technologies & Micro Matic	T03
Ekos	19
ELEASE FUNDING	33
ElectriCities of NC	14
EMC Insurance Co	T20
G&D Chillers, Inc	34
G4 Kegs	T17
GEA Westfalia	T19
GF Piping Systems	2
Grandstand	T25
Hillebrand Bev Pros	28
Hoffman & Hoffman	T09
Holston Gases	40
HopGistics Kegs	20
Hoppin' J's LLC Hops Farm	27

COMPANY

EXHIBITOR

Hopsteiner	32
Iron Heart Canning Co.	10
King Canopy	T01
L.D. Carlson Co.	16
Logo Label Printing Company	T10
M.G. Newell Corporation	17
Madison Chemical Co., Inc	T14
Malteurop Malting Company	12
Northwestern Extract Company	1
Oktober Can Seamers	29
Omega Yeast	T15
Our Local	T12
Packaging Solutions	24
Pak-Tec, Inc	21
PakTech	6
Pattons	5
Prairie Malt	31
Precision Fermentation	T06
Premier Patio Concepts	B3
ProChiller	B2
Proximity Malt, llc.	T18
Quartermaster Tax Management	3
Reece Bottling and Canning	35
Riverbend Malt House	4
Roberts Oxygen	T27
SeaThirst Creative & Hoptown Handles	11
Shade Headwear, LLC	36
Sovereign Flavors	T02
Tap Hopper & Wright Global	B6
United Community Bank	38
Victory Packaging	T16
White Labs	23
YCH Hops (Yakima Chief – Hop Union)	18
Zee Loeffler Brewery Sanitation	B4



Congratulations to the 2021 NCCBC Scholarship Class!

The NC Craft Brewers Guild is committed to providing all members of our craft brewing community the opportunity to learn from one another and grow, while honoring and respecting our individual differences. Thanks to the generosity of the Many Faces Initiative with Town Brewing Company, we are offering NCCBC Diversity Scholarships to women, persons with disabilities, veterans, and individuals who identify as BIPOC or LGBTQIA+.

Each scholarship covers a full registration to the 3 day conference + hotel accommodation, and invitation to the Diversity Scholars Reception.



2021 RECIPIENTS:

**Darrien King
Cortni McKenzie
Evan Wilder
Alex Stallings
Chelsea McGowen**

2021 NCCBC PRESENTERS



Aaron MJ Gore is the Director of Strategic Partnerships for Community Brewing Ventures, the world's first-ever Brewery Accelerator. Every day, he has the opportunity to help small beverage companies grow their business to meet their true potential. He has also been a writer, educator, and advocate for the craft beverage industry for nearly a decade, and has been credited both regionally and nationally in that capacity.



Alec Distler manages business development at Champlin Associates, a water and wastewater pumps and controls company based in Vermont. Champlin Associates specializes in municipal and commercial water and wastewater pumps, controls, operations, filtration, and treatment throughout the Northeast. Alec and the Champlin Team have helped breweries and other food producers manage their wastewater to meet compliance, lower hauling costs, and increase sustainability.



Alec Johnson is the Solutions Engineer, Head of Industry - Beer at Ekos, the leading business management software for craft producers. Ekos was just under a year old when Alec joined the team in 2015. As one might imagine, the team was small and the software was still in its early stages of development. Fast forward to the present day and Alec knows the ins and outs of the software like the back of his hand. This unique asset has helped over 1,500 customers around the world see the benefits that Ekos provides to help makers manage their day-to-day operations in inventory, production, sales & accounting.



Alexander J. Milak is the Assistant Director of the Excise Tax Division at the North Carolina Department of Revenue.



Alyson Kate Long (a.k.a. AK) has been a professional copywriter for 13 years. She has extensive ad agency experience working on clients big and small. AK brings a passion for brand strategy and collaborative storytelling to every project — and has an unwavering determination to help small businesses find their "Why". Alyson Kate also has a B.A. in Advertising from the Art Institute of Atlanta. She has created brand voices, content strategies and identities for more than 20 SMBs.



Dr. Alistair Williams is an experienced Professor with a demonstrated history of working in the higher education industry. Skilled in lecturing, event management, social media, public speaking, and team leadership, he also has a strong educational background with a Doctor of Philosophy (Ph.D.) focused in Hospitality Marketing from Leeds Beckett University.



Amanda Lee Scherle has worked in the brewing industry for seven years for three different breweries. In that time, she has operated canning lines, kegged, cellared, brewed, HR'd, QC'd, barbacked and bar tended, sold and served at farmers markets and events, judged beer competitions, scrubbed floors, set up diversity committees, redesigned employee restrooms, massacred fruit flies, and more. Currently the Production Manager at Fullsteam Brewery in Durham, NC, she truly believes that the industry can grow into a diverse space with room and deep respect for all.



Andy Ellen leads the NCRMA with a passion for promoting a positive legislative and regulatory environment for the retail industry. He has been named one of the top five most effective lobbyists in North Carolina by the NC Public Policy Institute for the last six years, and received the the 2014 Triangle Business Journal's Corporate Counsel Award. Come hear Andy Ellen speak at the NCCBC about the changing dynamics of alcohol and retail in the time of COVID and beyond.



Anna Sauls brings 7 years of laboratory, quality management and sensory science experience. Prior to joining BioNetwork, Anna served as a Quality Control Specialist, Process Chemist, Sensory Scientist, and Quality Manager in the craft beer industry.



Audra Gaiziunas is the Owner of Brewed For Her Ledger, an Asheville NC-based consultancy focused on providing financial guidance and leadership to the craft beverage community. She served as CEO of Bhamari Brewing 2016-2020, is an owner in DSSOLVR, and has worked with 230+ brewery clients. She was previously CFO of Mother Earth Brewing and Controller of Dogfish Head. Audra sits on the Brewers Association's Finance Committee, is a frequent speaker at conferences, writer for The New Brewer and BYO, and instructor. She holds an MBA from UNC Chapel Hill and BA in accounting and business management from Loras College.



Dr. Brett Taubman is a Professor in the A.R. Smith Department of Chemistry and Fermentation Sciences at Appalachian State University. He teaches analytical and brewing chemistry and introductory chemistry courses. He has earned BS degrees in both Finance and Chemistry from Pennsylvania State University and Montana State University, respectively, and a Ph.D. in Analytical Chemistry from the University of Maryland. Following his graduate studies, he worked as a Post-doctoral Research Associate at PSU before joining the faculty at ASU in 2007. He has found his research niche as a vice chemist, exploring the chemistry of beer and hemp-derived cannabinoids and terpenes. He developed an instructional brewing facility on campus and serves as President of Ivory Tower, Inc., a non-profit corporation with the mission of supporting research and education within fermentation sciences. Dr. Taubman helped to develop the four-year degree program in Fermentation Sciences, for which he is currently the Director.



Charles Pemble loves innovation and seeing new discoveries take shape! As Hexos IP's CCO, he directs all global commercial strategy and company development. In addition to managing global sales, marketing initiatives, and client relationships, he oversees the continual development of their tech platform. For the last 5 years, he has been a sales leader in the high-tech industry for a global firm that innovates complex analytical scientific instrumentation. He is also a Biochemist & Structural Biologist with more than 10 years of experience in multiple therapeutic and biophysical areas. His experiences give him a unique perspective on the importance of intellectual property innovation and protection to deliver valuable business outcomes.



Chris Geib has been with the National Pediatric Cancer Foundation since January of 2019 as a Director of Development and now as the Chief Corporate Development Officer. Having experience as a business owner and partner for a startup company, he understands the importance and value of non-profit partnership as it relates to marketing/sales. A major program they have at the NPCF is called "Brewing Funds the Cure". Prior to 2019, it was a local collaboration with two breweries. Currently, it is a nationwide effort with partners in nearly every state coming together to raise funds and awareness for pediatric cancer research.



Chris Zirnheld became involved with the craft beer industry in San Diego while earning a Professional Certificate in the Business of Craft Beer at San Diego State University. He has also since received a General Certificate in Brewing from the Institute of Brewing & Distilling, Certification in Brewery Safety through the Brewers Association, and has become a Cicerone Certified Beer Server. Chris worked his way up the industry starting on the bottling line at Ballast Point before moving to the cellar, and eventually becoming assistant, and now lead, brewer at Wrightsville Beach Brewery.



Christian Staples is an experienced alcohol beverage law attorney and lead instructor for UNC-Charlotte's Business of Craft Beer Certificate Program (Legal Bootcamp class). He has assisted local breweries and retailers with a wide variety of legal issues including TTB/ABC compliance, franchise/distribution and other contractual agreements, commercial leasing, employment/HR, and general corporate matters. Cristian has been an Allied member of the NCCBG for several years and has actively participated in events such as CBC, BrewSmart, and other social events.



Christina Kyriazi brings 12+ years of experience in SaaS marketing to Ekos, where she is leading and growing a marketing team focused on content, lead generation, communications and events. With a data-driven philosophy, Christina uses customer insights and analytics to create a marketing strategy that puts the customer at the center. Christina is a graduate of UNC Chapel Hill and has an MBA from UNC Charlotte.



Cat Pearce is the RDU Pink Boots Society Chapter Co-Leader and works for Bombshell Beer Company (North Carolina's 1st 100% women-owned brewery) as the Triangle West Territory Manager. Prior to working for Bombshell, Cat managed all sales, self-distribution, events, and social media at Jordan Lake Brewing Company. Her job as the RDU PBS Chapter Leader is to facilitate and create educational opportunities for women in the fermented beverage industry within her chapter via professional development, workshops, and scholarships. She has been in this role since January 2020.



Charles Willett, CPA is the Controller for NoDa Brewing Company in Charlotte, NC. He enjoys hiking and discussing Cost Accounting, Cash Flow Management and Tax Policy while drinking barleywines and IPA's.



Derek Allen is a leader in Alcoholic Beverage Law, Real Estate Development, and Zoning and Land Use. He has extensive experience with craft breweries ranging in size from small startups to those with national distribution. His practice includes representation of craft breweries, wineries, and distilleries in a wide range of permitting, regulatory, and trade issues. He has experience in all aspects of civil litigation, including depositions, hearings, mediations, arbitrations, jury trials, and appeals. He advises clients and litigates cases involving all forms of commercial, business, development, and real property disputes in state and federal courts. He has litigated numerous matters concerning land use issues at the trial and appellate levels. Derek also has experience litigating corporate and partnership disputes before the North Carolina Business Court.



Desiree Stark is a Sr. Consultant with the Davidson Group – HR Solutions. She has held various senior roles consulting leaders on people strategy and coaching managers on employee relations. She has managed HR Operations for global businesses, supporting diverse workforces in Chicago, Phoenix and Bangalore, India. While thankful for the experience she's gained working for large organizations, she particularly enjoys working with smaller businesses to help them get started on the right foot. As a skilled trainer and facilitator, she conducts workshops on leadership development, change management, diversity, equity and inclusion, and employment law. Desiree fell in love with Western North Carolina many years ago and moved from Chicago to Asheville.



Frank D. Kecseti: With 10 years in the Advertising/Marketing industry, Frank's career has many highlights from being a social media influencer for Home Depot to shooting a tee shirt cannon on center court at Atlanta Hawks games. Frank's background in branded apparel, marketing and graphic design means he knows exactly how to manage your brand and share it with the world. Frank has a B.A. in Advertising from the Art Institute of Atlanta and a diploma in Digital Brand Management from Oregon State University. He has multiple certifications for LinkedIn and Hootsuite, as well as Hubspot and Advanced Google Analytics.



Geoffrey A. Losee concentrates his practice in litigation defense, primarily in admiralty and maritime law. In addition, during the last 20 years, he has devoted substantial time to real estate matters, from acquisition to development and zoning matters. More recently, Losee has provided advice and counsel to members of Wilmington's growing craft brewing industry on matters ranging from business planning to local and federal permitting and regulatory compliance.



Greg Stallings is Director of Product & Pricing at the NC ABC Commission.



Jennifer Carbajal works in the Legal & Product section at the NC ABC Commission.



Jennifer Morgan focuses her law practice in alcoholic beverage distribution and regulation and regularly represents breweries, importers, wineries, distilleries, brokers, wholesalers, retail permittees, and land developers before the North Carolina ABC Commission, including matters involving supplier-wholesaler relationships; beer and wine distribution agreements; trade practice investigations; requests for exemption; and compliance proceedings. Jennifer advises clients in obtaining ABC permits and represents clients in drafting distribution agreements, as well as with questions regarding advertising other trade practice matters involving alcoholic beverages.



John Szymankiewicz is the founder of Beer Law Center® and has dedicated his practice to helping clients in the craft beverage and craft alcohol industries. Working with breweries, wineries, and distilleries, John is a recognized expert in the field of alcohol law. As a homebrewer for over 20 years, practicing alcohol law is a natural fit. John specializes in applying his comprehensive understanding of the industry to help his clients find success. John is licensed to practice in NC, VA, WV, and DC and lives in Raleigh with his wife Heather and several smelly/drooly basset hounds.



Jordan Boines is based in Asheville, NC and has spent the last decade mastering the business of Craft Beer & Beverages. From co-founding Newgrass Brewing & Biere de Femme, to fermentation science, and now a member of the Senior Growth Specialist team for Arryved, she offers a unique perspective of the industry. Her main focus is helping businesses find ways to grow their revenue through innovative technology solutions. When not on the clock she serves as Secretary of the Asheville Brewers Alliance or can be found hiking through the Appalachian Mountains.



Jud Watkins is the Owner of Wrightsville Beach Brewery and President of the NCCBG Board of Directors. He grew up oystering with his father and grandfather in Wrightsville Beach and Masonboro marshes. It was in these marshes that the trio dreamed up plans for a brewery and oyster house that would be a nod to Wilmington's rich coastal history, educate patrons about environmental preservation and give back to the community. Jud developed a passion for the food and beverage industry through several years spent homebrewing and working in Washington DC's restaurant scene. Jud is best-found surf kayaking, oystering, and enjoying the outdoors with his wife, Amber



Julie Rhodes: With over a decade of experience on the business side of the beer industry and even more years on the service industry side, Julie Rhodes is an authority on beer sales, digital marketing, sales team management, and distributor partnership management. She is the owner and operator of Not Your Hobby Marketing Solutions, an educational services and business consulting company built specifically for growing craft beverage brands, where she teaches small to medium-sized beverage alcohol companies how to increase sales by learning how to work smarter, not harder. In addition to being an educator, she is also a beer business writer, public speaker, is Cicerone Certified, a chapter leader within Pink Boots Society, and a member of the BA, the North American Guild of Beer Writers, the American Cider Association, Women of the Vine & Spirits and multiple state brewery guilds.



Katy Creech is a founder and co-owner of The Glass Jug Beer Lab in Durham, established 2014. She operated the Jug as one of the Triangle's highest grossing bottle shops for 3.5 years before expanding the business to include a brewery, bottle shop, and two taprooms. The spaces are now thriving, bustling cornerstones of the Durham community. One of Katy's primary roles is to manage the front of house teams as well as HR and payroll. She has seven years of experience learning to recruit, train, foster, and retain the right team members to help a business thrive.



Dr. Lynette Johnston is an assistant professor and food safety extension specialist at North Carolina State University, in the Department of Food, Bioprocessing and Nutrition Sciences. She has experience working in the food industry and was employed by the North Carolina Department of Agriculture as a food microbiologist before starting her career in extension. She currently serves the NC food processing industry in delivering education and outreach programs covering food safety management systems and regulatory requirements. Lynette received her B.S. in Food Technology at Texas Tech University and her Ph.D. in Food Science at NC State University.



Mahalia Witter-Merithew is the founder and president of Casita Brewing Company in Wilson, NC. She started in the beer industry as a temp in 2003, then as a part-time beer festival representative in 2007, then traveled the world as a brewer's wife and Hop Press contributor in 2009, helping to start a brewery in England in 2013 and then her own company in 2015. While she has been part of the beer industry for longer than anything else, she was also simultaneously an educator for many of those years



Matt Shortway and his wife, Lindsay, embarked on the dream of opening a brewery in 2016 after 10 years of active duty service as a United States Marine. He now utilizes these experiences to foster growth at the Shortway Brewing Company. When not geeking out in the brew-lab Matt can be found serving with the Newport Rotary Club or various other local government boards, but most likely floating on the water with their three young children.



Michael A. Becker focuses his practice on estate planning and asset protection. Using his knowledge of estate planning and asset protection, Becker guides individuals and entrepreneurs in planning on how their assets are protected and distributed at death, and how their assets can be protected during life. Becker brings a unique approach to his clients when planning for their estate and business'.



Michelle Acheson-MacLeod: Since joining BioNetwork in 2018, Michelle has provided instruction and support in the areas of food safety, HACCP, PCQI, FSMA, cGMPs, FSSC 22000, writing techniques, good documentation practices, auditing, fermentation science, and sanitation. Michelle's experience in the food manufacturing industry includes brewing beer and sake, sanitation, packaging, quality control, sensory analysis, recipe creation, management, and the propagation of yeast and koji.



Michelle Wilson-Reynolds is a 20-year health care industry veteran who specializes in helping organizations grow and retain employees through employee benefits. Parrott Insurance headquartered in Lexington, NC is Michelle's career home. She volunteers her time and is passionate about our industry trade association, National Association of Health Underwriters. She is currently in her second and final term as President of the Triangle chapter, in the State chapter she serves at the Chair of the General Assembly Action Committee, and as the Vice-President of NCAHU. Michelle has a passion for working with legislators in North Carolina to help them understand how health care policy impacts employees in our State.



Missy Welch joined the NC ABC Commission as Assistant Counsel in 2015 where she prosecuted alcohol-related offenses. She was promoted to Assistant Deputy Director in 2021. Missy became the Director of Programming for the Commission and currently oversees the Permit, Audit and Information Technology Sections. She attributes her accomplishments to the education received at NC Central University and NC Central School of Law.



Murphy Fletcher is an attorney with McGuire, Wood & Bissette, P.A., in Asheville, North Carolina. Murphy focuses on helping businesses navigate state and federal regulatory issues in the areas of employment and tax. Murphy advises employers on human resources issues; drafts employment policies and agreements; and represents businesses before government agencies and in state and federal court. In addition to human resources, Murphy assists employers with state and federal tax issues, including representation before the Internal Revenue Service and the North Carolina Department of Revenue. She also advises employers on the development, implementation, and maintenance of employee benefits plans.



Pablo Gomez travels the East Coast representing White Labs, he visits breweries and helps brewers with anything relating to yeast and fermentation. He is also the Spanish translator editor for the AHA's Zymurgy magazine, he hosts a podcast for The Brewing Network and is one of the reviewers for the Spanish version of the Cicerone Program.



Patrick Sanecki: Since opening a craft beer tour company in 2016, owner and CEO of Tap Hopper, LLC, Patrick Sanecki has worked towards the success of North Carolina's craft brewing industry. Not only providing business-focused, high-quality mobile canning, Tap Hopper now provides for wholesale can needs, steam-applied shrink-wrap sleeves, and turn-key canning services. Partnering with other NC-owned businesses for labels, packaging, and handles, Tap Hopper provides turn-key options to economically and efficiently bring your cans to market. Patrick's goal is to build long-term partnerships through which everyone finds success.



Razia Gonzalez [she/her/hers] is a Brewtender at Charlotte's Pilot Brewing where she splits her time between front-of-house operations and production, as well as marketing and social media for the nano-brewery. Recognized in 2021 as a first-year recipient of the "Talent on Tap" scholarship presented by City Brew Tours, she is looking to further hone her beer skills through Cicerone® and joining the ranks of the BJCP. An avid homebrewer Razia has recently participated in a subcommittee for Homebrewcon 2021. She is also an active member of the Charlotte Pink Boots Society chapter where she supports the Bière de Femme Festival.



Rebecca E. Crandall's passion for craft beer is only matched by her passion for trademarks. As the only NC Board Certified Trademark Specialist in Western North Carolina, she focuses her problem-solving skills on helping a variety of brewery clients to avoid and mitigate business risks with respect to their brands. Rebecca works with clients from the early stages of brand selection through clearance, registration, defense, and enforcement, utilizing in depth knowledge and experience of the more complex aspects of trademark law that are often crucial to obtaining registrations and defending and enforcing rights. She also has significant experience litigating in state and federal courts, at trial and appellate levels, as well as before the Trademark Trial and Appeal Board.



Robert Powell is a Senior HR Consultant with the Davidson Group. During a 20+ year career, he has served in both Senior HR as well as Operations roles across the Hospitality, Retail, Sales and Marketing, and Real Estate Development industries. Robert's strengths lie in strategic human capital planning, employee/labor relations, training/development/succession planning, and talent acquisition/recruitment. Robert has a unique business-owner perspective, having founded, run, and successfully divested a thriving restaurant in the Piedmont area.



Sam Humprey has worked in many facets of the food industry - from the farm to the kitchen to the lab. She has experience with nutrition, food safety, public health, supply chain management, food manufacturing, environmental monitoring, HACCP, food microbiology and much more. Most recently, she has worked closely with small food businesses to optimize GMPs, standardize SOPs and develop Food Safety Plans.



Scott Burger, the "NC Beer Lawyer," assists breweries in the negotiation and drafting of leases and other contracts, in many aspects of business transactions, with clearance, registration and defense of trademarks, and in compliance with local and federal alcohol regulations. In 2012, Scott founded Burger Legal, PLLC, a law firm serving individuals and small businesses in the Triad and throughout North Carolina. He resides in Winston-Salem with his wife and two daughters and is an avid lifelong University of Michigan sports fan.



Seth Gross is a graduate of the University of Florida and The Culinary Institute of America. In 2011, Seth opened Bull City Burger and Brewery in the "Foodiest Small Town in America" also dubbed the "Tastiest Town in the South" by Bon Appetit and Southern Living Magazines, respectively. In 2017 Bull City Burger and Brewery won the NCCBG Best in Show. Seth was awarded the Outstanding Service Award by the NC Business Council in appreciation for his "Visionary Leadership in Business Sustainability," and the Community Contributor Award from the NC Craft Brewers Guild. Bull City Burger and Brewery was named best small business in North Carolina 2018 by Business North Carolina. In 2020 he opened Bull City Solera and Taproom in southwest Durham which is his third restaurant.



Spencer Tielkemeier is the East Division and Brewing Innovations Lead for Yakima Chief Hops. He spent 9 years as a production brewer in Austin, TX, specializing in hop-forward and continental lager styles. Since joining Yakima Chief Hops, he has been a key part of their Brewing Innovations team, developing new products, honing best practices for product usage, and providing tailored customer support in challenging product application scenarios. Spencer believes the best beer pairing is made where hops meet disc golf. He lives in Yakima, WA with his wife, daughter, and dog.



Terrance Merriweather serves as the deputy commissioner and oversees the functions of the Commission's Legal, Programming, Special Services, Human Resources and Operations sections. Previously, Merriweather served as the deputy director of policy, since 2018, where he oversaw the Permit, Audit/Investigation, and Legal sections of the NC ABC Commission, to include being the law enforcement liaison. His law enforcement career began in 1997 as a deputy sheriff with the Harnett County Sheriff's Office and continued on in his role as deputy sheriff with the Cumberland County Sheriff's Office. In 2003, he was hired by the North Carolina Alcohol Law Enforcement Division, and in 2017 became the Branch Head. Deputy Director Merriweather is a United States Army veteran and graduate of Liberty University.



Xavier Lightfoot's practice primarily focuses on labor and employment law. Xavier regularly advises employers on a wide range of labor and employment law issues, including personnel policies and handbooks, employment discrimination and harassment, employee discipline and termination, drug and alcohol testing, and various wage and hour matters. He has conducted training presentations and webinars for employers on various COVID-19 employment topics like workforce reduction, ADA compliance, emergency paid sick leave and expanded family and medical leave requirements under the FFCRA, best practices and strategies for employers to return workers to the workplace, and preparation of liability waivers.

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OTHER HAPPENINGS

AT NCCBC

**NC Guild
Membership
Benefits Room**

Wednesday, Nov 3

**Piedmont
Meeting Room**

**Game Lounge
at the Pro
Refrigeration,
Inc. Trade
Expo Booth**

**Interviews
with NC
Beverage
Museum**

**Morning
Recovery
Station at
the Roberts
Oxygen Trade
Expo Booth**

Taphopper T-Shirt Swap

Want a free tshirt? Bring any size brewery related shirt you want to exchange for a new one of the same size.

Grab one of our tap Hopper shirts or anything else that catches your eye. Want 2? Bring 2 T-shirts. The more variety the better!

Stop by their booth on Wednesday during the trade show to participate.



Better Together.

BENEFITS OF MEMBERSHIP

Affordable company benefits:

- Workers Comp
- EAP
- TeleHealth
- 401K

Complimentary shipping to GABF + World Cup competitions

Weekly newsletter informing you of regulatory & legal advisories in real-time

Exclusive Promotion:

- State Fair Public House
- NCCBG booth at GABF
- NCCBG Social Media
- Media outreach

Discounted access to educational, networking, & social events

+
Access to brewery-only FB group

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BSG CraftBrewing
Caffey Distributing
Cape Fear Craft Beer Alliance
CaroCon Display & Packaging
CBG Draft Services
Country Malt Group
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Live Oak Bank
Lowes Foods
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MBAA - District Carolinas
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NC Retail Merchants Association
NCBeerGuys
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Packaging Solutions
PakTech
Parrott Benefit Group
Pattons
Precision Fermentation
Pro Refrigeration Systems, Inc
Quartermaster Tax Management
RH Barringer Distributing Company
Social Burro
SpotCFO
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Taphandles, LLC
Triangle Craft Beer Alliance
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