



2021 Conference Schedule

Start	End	
Pre-Conference Workshops: TUESDAY, November 2nd		
9:00 AM	12:00 PM	Workshop: New Brewery U. <i>Separate registration required (\$35)</i>
9:00 AM	12:00 PM	Workshop: Sexual Harassment Prevention <i>Separate registration required (\$35)</i>
9:00 AM	11:30 PM	Brewery Owners Roundtable <i>Separate registration required (complimentary)</i>
11:45 AM	1:00 PM	NCCBG Board Meeting <i>2nd Quarter Meeting for Directors of the Board</i>

Start	End	TUESDAY, November 2nd		
9:00 AM	5:00 PM	Conference Registration Open <i>Piedmont Foyer</i>		
10:00 AM	12:00 PM	Kick-Off Brewers Brunch <i>Address - Walkable</i>		
TUESDAY SESSION TRACKS				
		Marketing + Events <i>Piedmont 2</i>	Taprooms & FOH <i>Piedmont 3</i>	Finance + Business Management <i>Piedmont 1</i>
1:00 PM	1:50 PM	Choosing the Right Partner , Chris Geib, National Pediatric Cancer Foundation	7 Easy Ways to Enhance Your Guest's Taproom Experience + Increase Revenue , Arryved	Kreusen Little Thing Called Cash , Audra Gaiziunas, Brewed For Her Ledger, LLC
2:00 PM	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, Wrightsville Beach Brewery
3:30 PM	4:20 PM	Marketing the Taproom Experience , Dr. Alistair Williams PhD	TBA	Growing Your Business with Affordable Employee Benefits , TBA
4:30 PM	4:50 PM	Is My Marketing Working? How to Use Google Analytics to Find Out , Julie Rhodes, Not Your Hobby Marketing	TBA	TBA
5:30 PM	7:00 PM	Opening Reception in the NCCBC Trade Expo		
#NCBeer Brewery Crawl Stop by one of the sponsored events happening at these downtown breweries: Wise Man, Incendiary, Radar Brewing, and Fiddlin' Fish				

2019 NC Craft Brewers Conference

Start	End	WEDNESDAY, November 3rd	
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	9:50 AM	Safer Workspaces: Crafting an Inclusive Company Culture Cat Pearce, Razia Gonzalez, Amanda Lee Scherle, Julie Rhodes, Mahalia Witter-Merithew, and Desiree Stark <i>Piedmont Halls, 1, 2, & 3</i>	
10:00 AM	10:50 AM	KEYNOTE: TBA <i>Piedmont Halls 1, 2, & 3</i>	
11:00 AM	11:50 PM	State of the Guild & Guild Elections * NCCBG BREWERY MEMBERS ONLY * <i>Piedmont Halls 1, 2, & 3</i>	
12:00 PM	1:30 PM	LUNCH BREAK IN THE TRADE EXPO <i>Exhibit Hall</i>	
WEDNESDAY - AFTERNOON SESSIONS			
		Technical Brewing <i>Piedmont 1 & 2</i>	Sales & Distribution <i>Piedmont 3</i>
1:30 PM	2:20 PM	Next Gen Aroma: Harnessing Beer-Soluble Hop Compounds, Spencer Tielkemeier, YCH	Sell More Beer: How to Master Sales Across the Taproom, eCommerce & Wholesale, Alec Johnson, Ekos
2:30 PM	3:20 PM	What's New in the World of Sour Beers? Molly Browning, Lallemand	Distribution Agreements: How and What to Negotiate, Derek Allen, Allen Stahl + Kilbourne
3:30 PM	4:20 PM	TBA	The Wholesale Market from a Distributor's Perspective: Opportunities & Challenges TBA
4:30 PM	5:20 PM	TBA	TBA
6:00 PM	7:00 PM	Happy Hour in the Piedmont Foyer	
7:00 PM	9:00 PM	NC Craft Brewers Awards Banquet <i>Piedmont Hall 1, 2, & 3</i>	
9:00 PM	11:00PM	After-Party at Footnote Cafe Sponsored by Foothills Brewing <i>634 W 4th St., in the back - Walkable</i>	



Beer Stations sponsored by: Sponsor Name at 12:00pm- 2:15pm + Sponsor Name at 2:30pm - 4:45pm

2019 NC Craft Brewers Conference

THURSDAY, November 4th

8:00 AM	12:00 PM	Conference Registration Open <i>Piedmont Hall Foyer</i>	
THURSDAY - MORNING SESSIONS			
		Regulatory & Legal Compliance <i>Piedmont Hall 1</i>	Regulatory & Legal Compliance <i>Piedmont Hall 2</i>
9:00 AM	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, NC Beer Lawyer; Derek Allen, Allen, Stahl & Kilbourne
10:00 AM	10:50 AM	Food Halls and Mixed Use Developments: Legal Issues and Their Impact On Breweries Jennifer Morgan, Williams Mullen + Panel	Reporting Tutorial & Update on Plans for Automation NC DOR
10:50 AM	11:10 PM	SNACK BREAK Piedmont Foyer	
11:10 AM	12:00 PM	Planning For You and Your Brewery Geoffrey A. Losee + Michael A. Becker, Rountree Losee. LLP	What's New at the NC ABC Commission NC ABC Commission
12:10 PM	1:00 PM	TBA	Inspections: Understanding Regulations FDA + NC Dept of Agriculture
THURSDAY - AFTERNOON MEETINGS			
1:30 PM	5:00 PM	NCCBG Allied Member Meeting	
		Regional Alliance Meetings	



Beer Stations sponsored by: Sponsor Name at 12:00pm- 2:15pm