

NC CRAFT BREWERS CONFERENCE

PRESENTED BY



2022 CONFERENCE SCHEDULE

Start	End	
TUESDAY, November 1st		
9:00 AM	5:00 PM	Conference Registration Open <i>Piedmont Foyer</i>
10:00 AM	12:00 PM	<u>NCCBG Welcome Brunch</u> <i>Sponsored by Deutsche Beverage, Wild Goose, and Ward & Smith</i> <i>Marriott, Banquet Hall</i>
10:30 AM	12:30 PM	<u>Looking Ahead at the Future of Chilling - Pro Chiller TOUR</u> <i>Meet at the NCCBC Registration area to board the bus.</i> <i>Transportation sponsored by City Brew Tours - Charlotte</i>
10:30 AM	12:30 PM	<u>Workshop: Off-Flavors & QC Tasting Course</u> Sponsored by the Siebel Institute Whit Baker & Chris Creech <i>Piedmont 2</i>
11:00 AM	12:00 PM	<u>Education Kollektive</u> <i>Piedmont 3</i> Learn about brewing education programs and new research happening around our state.
12:00 PM	4:00 PM	<u>NCCBC Trade Expo: Exhibitor Move-in</u> Exhibit Hall
<u>NEW & YOUNG BREWERIES TRACK</u> <i>Piedmont 1</i> For breweries-in-planning and breweries younger than 2 years.		
9:00 AM	9:50 AM	<ul style="list-style-type: none"> ● Part I. How Do I Know What Insurance I Need for My Brewery? <ul style="list-style-type: none"> ○ Tige Hopper, Insurance Service of Asheville
10:00 AM	10:50 AM	<ul style="list-style-type: none"> ● Part II. Finding The Right Social Media Management Tool <ul style="list-style-type: none"> ○ Julie Rhodes, Not Your Hobby Marketing
11:00 AM	11:50 AM	<ul style="list-style-type: none"> ● Part III. Getting Nerdy About Hardware - Steam, Glycol, and Can You DIY? <ul style="list-style-type: none"> ○ Jud Watkins & Chris Zirnheld, Wrightsville Beach Brewery
TUESDAY AFTERNOON SESSION TRACKS		

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		Communications + Marketing <i>Piedmont 1</i>	Taprooms + Events <i>Presented by Quad Piedmont 2</i>	Business Leadership <i>Piedmont 3</i>
1:00 PM	1:50 PM	Insights, Dashboards & Reports, OH MY! (Understanding Social Media Data) Frank Kecseti, Social Burro	Using the Right Data to Drive Guest Engagement Jordan Boimest & John Kelley, Arryved	Building Your "Thought Team" Rich Greene, Clarus Advisors
2:00 PM	2:50 PM	NC Laws on Marketing Hayley Wells, Ward & Smith	De-Escalation for Hospitality Professionals Robert Powell, Human Operations Solutions (HOPs)	Incentives for Success Aaron Gore, Bevana
3:00 PM	3:50 PM	How Craft Beer Brands Can Leverage Data to Improve Sales Drew Felty & Shannon Anderson, Quad	Capitalizing on Outdoor Spaces Vernardo "Tito" Simmons-Valenzuela, Dirtbag Ales & Chris Harker, Triple C Brewing Co Jason Brand, Bright Penny Brewing	Implementing Your Company Values Stephen Belenky, Hiddn Coaching Solutions
4:00 PM	4:50 PM	Your Role As a Tourism Asset Whitney Knollenberg & Ann Savage, NC State University	Event Permitting Guidelines Missy Welch, NC ABC	Saving Money through Sustainability Improvements NC Dept. of Environmental Quality
5:30 PM	7:00 PM	Welcome Reception in the NCCBC Trade Expo Sponsored by MG Newell, Zee Loeffler, and Brewgaloo <i>Exhibit Hall - Piedmont 4</i>		
8:00 PM	11:00 PM	#NCBeer Brewery Crawl Enjoy these sponsored socials happening at the downtown breweries below: <ul style="list-style-type: none"> ● BSG is at Wise Man Brewing ● Deutsche Beverage & Wild Goose are at Incendiary Brewing Co. ● Insurance People of NC are at Radar Brewing 		



Tuesday Beer Stations sponsored by: Atlas Copco & Prairie Malt

Start	End	WEDNESDAY, November 2nd
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		
10:00 AM	10:50 AM	KEYNOTE: What's Hot In Homebrewing and Why Your Brewery Should Care Julia Herz, American Homebrew Association <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>

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11:50 AM	1:10 PM		LUNCH BREAK IN THE TRADE EXPO <i>Exhibit Hall</i>	
12:00 PM	4:00 PM		Master Appreciation Class: Bourbon <i>Sponsored by Country Malt Group</i> <i>Exhibit Hall</i>	
11:00 AM	4:00 PM		Hospitality Lounge <i>Sponsored by Crafty Beer Guys, MicroMatic, & Mill 95 Hops</i> <i>Piedmont Foyer Meeting Room</i>	
9:00 AM	5:00 PM		Game Lounge + Pinball Tournament <i>Sponsored by Pro Refrigeration Inc,</i> <i>Exhibit Hall - Pro Refrigeration Booth</i>	
2:00 PM	4:00 PM		One on One Meetings with International Buyers (SUSTA) NC Department of Agriculture & Consumer Services (Pre-registration required) <i>Piedmont Foyer Meeting Room</i>	
WEDNESDAY - AFTERNOON SESSIONS				
			Technical Brewing <i>Presented by Yakima Chief Hops</i> <i>Piedmont 1 & 2</i>	Sales & Distribution <i>Piedmont 3</i>
1:10 PM	2:00 PM		The Art & Science of Barrel-Aged Beer Jen Currier, Wicked Weed Brewing Co. Mark Goodwin, Cellarest Nick Brown, Trophy Brewing	A Look Ahead: Forecasting & Trends 2023 Alex Labonge & Dustin Jeffers, Ollie
2:10 PM	3:00 PM		A Conversation: Brewing Hazy IPA's Aaron Skiles, New Anthem Beer Project, Vince Tursi, DSSOLVR, Jeff McGuire, Burial Beer Company, Cameron Schultz, Hopfly Brewing, Nick Brango, Funguys Brewing, & Whit Baker, Bond Brothers Brewing	A Conversation with NC Distributors Brad Johnston, Tryon Distributing Mac Healy, Healy Wholesale
3:10 PM	4:00 PM		An Exploration of Thiols Andy Arsenault, and Tessa Schilaty, YCH Lance Shaner, Omega Yeast	Coffee is for Closers: Don't Forget to Ask for the Sale Scott McWhorter, Wise Man Brewing Adam Eckhardt, Crank Arm Brewing Jamie Doom, Southern Pines Brewing
4:10 PM	5:00 PM		Local Love: Integrating Local Malt into Your Business Strategy Brent Manning, Riverbend Malt Sebastian Wolfrum, Epiphany Craft Malt Aaron Goss, Carolina Malt Moderator: Brian Quinn, Country Malt Group	Sponsored Session: More Beer, Less Admin Dustin Jeffers, Next Glass
6:00 PM	7:00 PM		Awards Night Happy Hour <i>Sponsored by Atlas Copco, Allen Stahl & Kilbourne, and Hillebrand / Coldbreak</i> <i>Piedmont Foyer</i>	
7:00 PM	9:00 PM		NC Beer Industry Awards Banquet <i>Sponsored by Arryved</i> <i>Piedmont Hall 1, 2, & 3</i>	
9:00 PM	11:00 PM		After-Party at Footnote Cafe <i>Sponsored by Lallemand and Foothills Brewing</i> 634 W 4th St., in the back - Walkable	

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Wednesday Beer Stations sponsored by: M.G. Newell & Malteurop Malting Co. & Riverbend Malt House

THURSDAY, November 3rd

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>	Finance & Business Management <i>Piedmont Hall 2</i>
9:00 AM	9:50 AM	Strange Brew! What You Need to Know about Near Beer, Almost Beer, Not Quite Beer, and other Alternative Beverages in the Brewery Space Scott Burger & Megan Farley, Allen Stahl + Kilbourne	Your Brewery Financial Toolkit: A Crash Course about Financial KPIs to Guide Your Brewery to Better Profitability Chris Farmand, Small Batch Standard
10:00 AM	10:50 AM	What's Brewing at the NC General Assembly? Legislative Updates and their Impact on NC Breweries Jennifer Morgan, Williams Mullen Hardy Lewis, BMLI Law	Best Practices to Protect your brewery from Cybercrime Nate Spurrier
11:10 AM	12:00 PM	Contract Brewing, Alternating Proprietorships, Alternating Premises, Co-Packing, and Contracted Services John Szymankiewicz, Beer Law Center	Navigating Financials During Difficult Times + Assessing Your Finances Post-Covid Audra Gaiziunas, Brewed For Her Ledger & Jason Sleeman, United Bank
1:30 PM	5:00 PM	THURSDAY - AFTERNOON MEETINGS	
		Regional Alliance Meetings	



Thursday Beer Stations sponsored by: Williams Mullen