



2019 Conference Schedule

Benton Convention Center, Winston-Salem, NC

Start	End	TUESDAY, November 5th		
9:00 AM	5:00 PM	Conference Registration Open <i>Piedmont Foyer</i>		
10:00 AM	12:00 PM	Brewers' Brunch sponsored by Deutsche Beverage <i>Address - Walkable</i>		
12:00 PM	5:00 PM	Sponsored Demo - Well Crafted Piedmont Conference Room 1		
12:00 PM	5:00 PM	Sponsored Demo - Device Creative Piedmont Conference Room 2		
TUESDAY - SESSION TRACKS				
		Start-Ups Sponsored by Arryved <i>Piedmont 1</i>	Marketing Sponsored by Device <i>Piedmont 2</i>	Taprooms + Events <i>Piedmont 3</i>
12:00 PM	12:45 PM	Panel: Supplier Relations Navigation ABS Commercial + Others	Marketing on a Couponers Budget Jennifer Martin, Shop Local Raleigh/Brewgaloo	Optimizing Your Taproom Operations Nicole Chamberlin, Arryved
1:00 PM	1:45 PM	Critical Considerations for Success as a Self-distributing Brewery Michelle Miniutti, Bombshell Brewing	Increasing Engagement Through Experiential Marketing Dr. Alistair Williams, Johnson & Wales University	Building Loyalty Through Education: An Educational Spin on Taproom Events Erik Fowler, White Labs
2:00 PM	2:45 PM	Panel: The Various Agreements a Brewery Negotiates TBA	Maintaining Brand Relevance TBA	Panel: 4 Innovative Ways Breweries Are Training Front-of-House Staff Katy Creech, The Glass Jug
2:45 PM	3:00 PM	Snack Break		
3:00 PM	3:45 PM	Building Brewery Culture: One Pint at a Time Matt Shortway, Shortway Brewing Company	Brew to Build a Stronger Community Inez Ribustello, Tarboro Brewing Co.	Let's Get This Party Started! (aka Events and Taproom Experience) Stephanie Hudson, Sweet Tea
4:00 PM	4:45 PM	Crafting Lower Labor Costs (Risk Management for Small Business) Insurance People	TBA	Pulling Back the Curtain on Music Licensing Jessica Frost, BMI
5:00 PM	9:00 PM	Official Welcome Reception: NCCBC Block Party at Fiddlin' Fish & Wise Man Sponsored by ABS Commercial		



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

2019 NC Craft Brewers Conference

Start	End	WEDNESDAY, November 6th	
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	9:45 AM	Brewery Sustainability: Best Practices Matt Gacioch, BA Sustainability Ambassador <i>Piedmont Halls 1, 2, & 3</i>	
10:00 AM	10:25 AM	Film Screening - "For the Love of Craft" Produced by the Brewers Association, Studio C3, & Charlie Papazian <i>Piedmont Halls 1, 2, & 3</i>	
10:30 AM	11:15 AM	Keynote Presentation: Charlie Papazian <i>Piedmont Halls 1, 2, & 3</i>	
11:30 AM	12:30 PM	State of the Guild * NCCBG BREWERY MEMBERS ONLY * <i>Piedmont Halls 1, 2, & 3</i>	
12:30 PM	1:30 PM	LUNCH BREAK in the Trade Expo Lunch & Learn: 2019 Legislative Update by Hardy Lewis * NCCBG BREWERY MEMBERS ONLY * <i>Piedmont Conference Room 2</i>	
WEDNESDAY - AFTERNOON SESSIONS			
		Technical Brewing Presented by MBAA - District Carolinas <i>Piedmont 1 & 2</i>	Sales & Distribution <i>Piedmont 3</i>
1:30 PM	2:15 PM	TBA	Panel: Expanding Your Market Reach TBA
2:30 PM	3:15 PM	TBA	Panel: Getting the Most from your Distributor Relationship TBA
3:30 PM	4:15 PM	TBA	TBA
4:30 PM	5:15 PM	TBA	Building a Comprehensive Sales Plan & Compensation Structure Jamie Bartholomaeus, Foothills Brewing Company Aaron Gore, Carolina Beer Temple
6:00 PM	7:00 PM	Happy Hour in the Piedmont Foyer Sponsored by: White Labs + Malteurop	
7:00 PM	9:00 PM	NC Craft Brewers Awards Banquet <i>Piedmont Hall 1, 2, & 3</i>	
9:00 PM	11:00 PM	After-Party at Footnote Cafe Sponsored by Deutsche Beverage ¹ Food + beverage kindly donated by Foothills Brewing <i>634 W 4th St., in the back - Walkable</i>	

¹ Beer Stations sponsored by: Ardagh Group + Carolina Malt House

2019 NC Craft Brewers Conference

THURSDAY, November 7th

8:00 AM	12:00 PM	Conference Registration Open <i>Piedmont Hall Foyer</i>		
9:00 AM	1:30 PM	Trade Expo Open Exhibit Hall		
THURSDAY - MORNING SESSIONS				
		Safety & Sustainability Sponsored by Atlantic Forklift <i>Piedmont Hall 1</i>	Raw Materials & Quality Control <i>Piedmont Hall 2</i>	Business Operations <i>Piedmont 3</i>
9:30 AM	10:15 AM	Green Travel & Sustainability Jamie Ragan, NCDEQ	CBD + Craft Beer Dexter Hobbs, Bradley Arant Boult Cummings LLP Brett Taubman, Appalachian State University	Strategic Planning 101 Rich Greene, NCCBG
10:30 AM	11:15 AM	Are You Ready? Disaster Planning Jud Watkins, Wrightsville Beach Brewery	Micro What? Detecting and Controlling Yeast & Bacteria from Grain to Glass Molly Browning, Lallemand Brewing Siebel Institute of Technology	Finding the Sweet Spot: Growing Your Brewery and Understanding How to Invest Your Profits Audra Gaizunas, Brewed For Her Ledger
11:15 AM	11:45 PM	SNACK BREAK IN THE TRADE EXPO Exhibit Hall		
11:45 AM	12:30 PM	Alcohol for Brewers Andrew Mason, Ph.D., Lost Province Brewing Company	Material Planning For Successful Operations Chris Lovett, Country Malt + Matt Gunnels, Sierra Nevada Brewing Company	Top 10 Employment Mistakes Affecting Breweries (Employment Law) Murphy Fletcher, McGuire Wood Law
12:45 PM	1:30 PM	Implementing a Zero Injury & Safety Initiative Robert Scott, Atlantic Forklift	Panel: Locally Grown Malt: Past, Present, and Future TBA	Numbers Powered Growth Chris Farmand Small Batch Standard
12:00 PM	1:30 PM	BEER + GROWLER FILLING STATION + TAP HANDLE EXCHANGE Bring your own growler & fill 'er up! <i>Exhibit Hall</i>		
1:30 PM	5:00 PM	THURSDAY - AFTERNOON MEETINGS & OPEN HOUSES		
		TBA		
		TBA		
		TBA		
		TBA		
		TBA		