



SCHEDULE OF EVENTS

THURSDAY, OCTOBER 14TH

10:00AM - 1:00PM | REGISTRATION

Sheridan Center Lobby | 612 N Main St.

12:00PM | TRADE SHOW OPENS

Overland Room

1:00PM - 1:15PM | WELCOME & OPENING REMARKS

Michelle Forster, WY Craft Brewers Guild

Snowgoose Room

1:15PM - 2:15PM | SEMINAR: ADVANCED BREWING TOPICS AND HOW TO IMPLEMENT THEM ON A SMALL SCALE

Max Shafer, Roadhouse Brewing

Snowgoose Room

In this seminar various topics will be covered including practical applications and processes in small brewhouses, kettle souring techniques, quick and easy lagering applications and recipe development built for small systems. Max will cover how brewing operations vary between his breweries and are designed for either the Roadhouse pilot plant or production system. The Roadhouse pilot plant (5bbl) brews all styles ranging from traditional lagers, kettle sours, hop forward IPAs and also focuses on how to better implement new and different techniques which can be used on the production side.

1:15PM - 2:15PM | SEMINAR: STRATEGIC DISTRIBUTION PRICING

Will Morrow, Melvin Brewing

Bistro Room

This seminar will discuss how to use pricing to maximize brewery profitability and competitiveness in distribution markets. We will discuss major strategies and the key factors to manage your brewery's pricing model, using lessons learned from Will's years establishing and building Melvin's distribution network.

THURSDAY, OCTOBER 14TH (CONT'D)

2:30PM - 3:30PM | SEMINAR: THE DREAM

Chris Farmand, Small Batch Standard (Gold Sponsor)

Snowgoose Room

Entrepreneurs, at their core, desire to impact an industry. Very few of us get this concept when we start a business. What if I told you there was a blueprint on how to impact the brewing industry? There is a plan to transition yourself from the Grind into the Leader. In this session I will share 4 unique stories of brewery entrepreneurs who are impacting the industry. They began from a common place, similar to you, and their transformations have pushed the business to new boundaries.

2:30PM - 3:30PM | SEMINAR: ADVANCED HOP PRODUCTS

Dr. John Paul Maye, Hopsteiner (Gold Sponsor)

Bistro Room

Dr. Maye will cover the compounds within hops that are responsible for bitterness, foam, aroma, and the antibacterial and antioxidant protection it gives beer. He will also cover how hop extract can be converted into specialty hop products that are mostly used in beer post-fermentation to enhance bitterness, foam and aroma.

3:45PM - 5:15PM | WY CRAFT BREWERS GUILD ANNUAL MEMBER MEETING

Snowgoose Room

5:15PM - 6:30PM | WELCOME RECEPTION

Sponsored by Arryved (Silver Sponsor)

Bistro Room | Sheridan Center

6:30PM - 8:00PM | SUMMIT HAPPY HOUR AT LUMINOUS BREWHOUSE

Sponsored by Country Malt Group & Yakima Chief Hops (Bronze Sponsors)

Luminous Brewhouse - 504 Broadway St, Sheridan, WY

FRIDAY, OCTOBER 15TH

8:45AM - 10:00AM | WELCOME & KEYNOTE ADDRESS

Welcome: Michelle R. Forster, WY Craft Brewers Guild

Keynote Address: Kelly Pascal, Pascal Relations & Nick Hinkley, FMK Agency

Snowgoose Room

As children, most of us know we have something to give to the world. But... what is it? There is something wonderful taking shape inside every human being - just waiting for the right time and place to show itself. Fast forward to your late teens and 20s. Most of us are still asking ourselves, who am I? What am I meant to do with my life? Will anyone want what I have to offer? It turns out, these are the very questions every brand on the planet asks itself -- or should be asking itself.

To totally self actualize, personally and as a brand, we must be of service to the world in some way. The good news is that it is within each of us to do so. The question is, will we? Will we relentlessly pursue excellence? Do we have the willpower to overcome adversity? Will we have the discipline to win on our terms? And how will we bring our community along with us?

Kelly Pascal Gould and Nick Hinkley will talk about how to unearth the heart and soul of your brand, and the value of staying true to yourself along the way.

FRIDAY, OCTOBER 15TH (CONT'D)

10:15AM - 11:15AM | SEMINAR: ACHIEVING SMOOTH BITTERNESS: WHY VARIETAL CHOICE, HOP COMPOSITION AND APPLICATION MATTERS

Platinum sponsor, Mill 95 Hops & Max Shafer, Roadhouse Brewing

Snowgoose Room

Join Corey Marshall (Mill95), Max Shafer (Roadhouse Brewing) and Sean McClurg (Roadhouse Brewing) in this seminar for a discussion about smooth hops bitterness. Learn and listen to how the changing landscape in hops varieties and hops composition is changing the game to achieving a smooth bitterness. Mill95 and Roadhouse will discuss 2 new exciting varieties, Pacific Sunrise (NZ) and Triumph (US) and break down their composition and how they have found the best use for these hops.

11:30AM - 12:30PM | SEMINAR: WHAT'S THE DEAL WITH INCLUSIVITY?

Patrice Palmer, CSU

Snowgoose Room

This session will challenge, enlighten, and expand the perspectives of entry, mid-level and C-suite professionals as they learn how to center inclusion in their organization's culture and interactions. In this presentation, participants will:

- Understand the definition of inclusivity
- Begin thinking about how to create an inclusive workplace
- Put inclusive techniques into practice that can be seen and felt immediately!

12:30PM - 2:00PM | LUNCH PROVIDED BY BISTRO307

Bistro Room

2:00PM - 3:00PM | SEMINAR: HOW THE TAP ROOM EXPERIENCE FUELS YOUR BRAND

Bob Baile, Twisted Pine Brewing

Bistro Room

Tap Room culture isn't made overnight but a lot can be accomplished with a strong foundation. A Tap Room begins its identity journey the very first day you open your doors and can either evolve into a strong reflection of your company culture or fall into just another place to go have a beer.

How one interacts with individual guests or the community goes a long way in the perception of your brand. Beer is important but rarely is a beer remembered on its own. A major goal for any Tap Room is to provide an experience that turns visitors into customers for life.

2:00PM - 3:00PM | SEMINAR: SAFETY IN THE BREWERY: WHERE DO I START?

Ruth Martin, Black Tooth Brewing

Snowgoose Room

Ruth will be discussing best practices for protecting workers in a brewery, and how to initiate a safety program. She will be walking us through processes such as job hazard analysis, SOP development and providing additional free resources that are available to you.

3:15PM - 4:15PM | SEMINAR: THE IMPACT OF OFF-FLAVORS/FLAVOR COMPOUNDS ACROSS DIFFERENT BEER STYLES

Eymard Freire, Siebel Institute

Snowgoose Room

During this seminar we will explore the impact of Diacetyl and its concentration as an off-flavor in 3 different beer styles (Light Lager, Dark Ale, and IPA). We will also cover how Diacetyl and other compounds are formed. Standard sensory panel procedures and definitions.

4:30PM - 5:30PM | SEMINAR - PANEL DISCUSSION: DISTRIBUTION TACTICS - WORKING WITH WHOLESALERS, SELF-DISTRIBUTION AND THINKING OUTSIDE THE BOX

Moderator: *Jody Valenta, COO Roadhouse Brewing*

Panel: *Luke Bauer-Snake River Brewing, Chuck Brannan-Bison Beverage, Ben Gruner-Gruner Bros. Brewing, Will Morrow-Melvin Brewing*

Snowgoose Room

4:30PM - 5:30PM | SEMINAR - ADVANCED BREWING TOPICS PANEL DISCUSSION

Panel: *Max Shafer-Roadhouse Brewing, Sean McClurg-Roadhouse Brewing, Clay Stoner-Black Tooth Brewing, Ries Smith-Black Tooth Brewing*

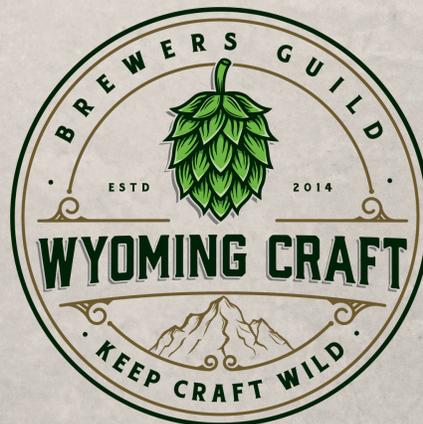
Bistro Room

A follow up to "Advanced Brewing Topics and how to implement them on a small scale" but in a panel format featuring Black Tooth Brewing's Operations Manager, Ries Smith and Head Brewer, Clay Stoner and Roadhouse Brewing's Lead Brewer Sean McClurg. This panel is meant to be a dialogue comparing and discussing the many ways brewers can achieve advanced results from their brewing and cellaring practices.

6:00PM - 8:00PM | SUMMIT WRAP-PARTY AT BLACK TOOTH BREWING CO.

Sponsored by Country Malt Group & Yakima Chief Hops

Black Tooth Brewing | 312 Broadway, Sheridan, WY



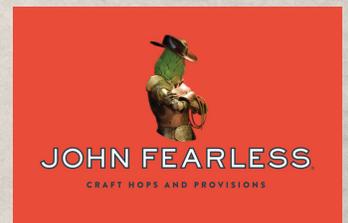
THANK YOU FOR ATTENDING!

THANK YOU TO OUR WONDERFUL SPONSORS!

PLATINUM



GOLD



SILVER



BRONZE

