



WYO CRAFT BREWERS  
**SUMMIT**

PRESENTED BY



## SCHEDULE OF EVENTS

### THURSDAY, SEPTEMBER 8TH

#### 8:00AM - 9:30AM | REGISTRATION & VENDOR MOVE-IN

Ramkota Hotel | 800 N Poplar St, Casper, WY 82601

#### 10:00AM - 4:00PM | TRADE SHOW

Terrace

#### 9:45AM - 10:00AM | WELCOME & OPENING REMARKS

*Michelle Forster, WY Craft Brewers Guild & Presenting Sponsor, Mill 95 Hops*

South Ballroom

#### 10:15AM - 11:15AM | GENERAL SESSION I: IMPROVING BREWERY SAFETY - YOU ALREADY HAVE WHAT YOU NEED

*Matt Stinchfield/Safety Ambassador, Brewers Association*

South Ballroom

Brewers Association Safety Ambassador Matt Stinchfield enlightens and educates on the principal drivers of safety culture. A strong safety culture isn't about mandates and enforcement. It isn't about designating a select individual to lead your safety program. In fact, a healthy safety culture doesn't have much to do with safety. Sound paradoxical? Find out how to transform building blocks you already have into a safe, productive, and inclusive work environment. This talk is for all brewery employees, managers and owners.

#### 11:30AM - 12:30PM | GENERAL SESSION II: WHAT'S HOT IN HOMEBREWING AND WHY YOUR BREWERY SHOULD CARE

*Julia Herz/Executive Director, American Homebrewing Association*

South Ballroom

Homebrewing is alive and well. Not only did it lead to the craft beer revolution, but it continues to fuel innovation and careers in beer. In this dynamic presentation, Julia Herz, the new Executive Director of the American Homebrewers Association (AHA) and leader of the AHA's 37,000 active members (including many Brewers Association members too) walks you through the latest and greatest data, tools, and resources in homebrewing; overviews trends to watch, and demonstrate how homebrewers fuel craft beer business and value—and how they can/do help you.

# THURSDAY, SEPTEMBER 8TH (CONT'D)

**12:30PM - 1:30PM | LUNCH PROVIDED BY RAMKOTA**

Terrace

**1:45PM - 2:45PM | SEMINAR: BREWING WITH KVEIK: QUICK 'LAGERS' AND FRUITY IPAS**

*Matthew Peetz, Propagate Labs (Annual Member Meeting Sponsor)*

North Ballroom

Brewing with Kveik, history, application, and results. The presentation will be broken into four main sections focusing on the history of Kveik yeast, their application in modern craft brewing, how to use them properly, and what the future holds for these yeast. The first section of the presentation will cover the traditional use of these strains and how they have been preserved over time. We will then talk about their relevance and application to modern craft brewing. Details will be presented on how best to ferment with these unique strains and the expected results. Finally we will conclude with many of the questions that are still unanswered about these strains.

**1:45PM - 2:45PM | OPPORTUNITIES FROM OBSTACLES: OPTIMIZING YOUR BREWERY'S FINANCIAL POSITION**

*Audra Gaizunas, Brewed For Her Ledger, LLC*

Central Ballroom

You have a slew of numbers and data assembled in financial statements, but face making decisions quickly, without knowing where to start or how to prioritize your profits. What if you could learn key areas of focus, the math behind each area, and the methodology to confidently make decisions to bring you the greatest amount of return? Break free of analysis paralysis altogether by joining Audra as she walks you through the key components of the profit and loss statement, balance sheet, and cash flow as they pertain to a brewery in a rapidly evolving environment. Using a case study format and real figures, she will show you how to construct customized benchmarks and vet your own business model to ensure you're operating at a sustainable level, while investing profits where you need them most in your operation without running out of cash in the long-term.

**3:00PM - 4:00PM | INCREASING BREWERY EFFICIENCY AND BEER QUALITY WITH PRODUCTION DATA**

*Brynn Keenan, Grist Analytics*

Central Ballroom

Production data is one of the most under-utilized assets in craft brewing. With a relatively minor amount of work, this data can be used to increase throughput, efficiency, raw material extraction, and beer quality. Learn how to utilize your production data through statistical process control, and turn it into something valuable.

**3:00PM - 4:00PM | WY BREWERS PANEL: ALTERNATIVE SOURING TECHNIQUES**

*Victor Gabriel, Accomplice - Ryan Willson, Blue Raven*

North Ballroom

Using new bioengineered yeast strains for easy souring - how-to and comparison with kettle souring.

**4:15PM - 5:45PM | WY CRAFT BREWERS GUILD ANNUAL MEMBER MEETING**

Sponsored by Propagate Labs

South Ballroom

**6:00PM - 8:00PM | WELCOME RECEPTION & WY TAP TAKEOVER**

Sponsored by Arryved POS

Gaslight Social | 314 W Midwest Ave, Casper, WY 82601



# FRIDAY, SEPTEMBER 9TH

## 8:45AM - 9:00AM | DAY 2 KICKOFF

*Michelle Forster, WY Craft Brewers Guild*

South Ballroom

## 9:00PM - 3:00PM | TRADE SHOW

Terrace

## 9:00AM - 10:00AM | KEYNOTE ADDRESS - THE STATE OF CRAFT BEER IN THE MOUNTAIN WEST

*Bart Watson / Chief Economist, Brewers Association*

South Ballroom



## 10:15AM - 11:15AM | SEMINAR: BEER MATH—THE ANALYSIS OF MARGINS, COST OF GOODS, BREAK-EVEN AND PRICING STRATEGY

*Jon Reynolds, BrewPlan Marketing*

Central Ballroom

They say “beer is a pennies business.” The more “pennies” a Craft brewery can put into their bank account the better their chance to survive.

## 10:15AM - 11:15AM | SEMINAR: NEW HOP VARIETIES SENSORY SESSION

*Corey Marshall & Christian Hawley, Mill 95 Hops (Presenting Sponsor)*

North Ballroom

Get the inside scoop on the new varieties available at Mill 95 in 2022. Get these hops in your hands (literally) with a full sensory session for each variety and decide which will best suite your brewery's needs.. Attendees will have the opportunity to share their sensory findings and preferences with the group. Did we also mention there will be beer?...a recent Mill 95 collaboration beer made with some of these new varieties will also be poured during the session.



## 11:30AM - 12:30PM | BASICS TO BUILDING A SENSORY PROGRAM

*Ruth Martin, Black Tooth Brewing & Drew Herron, Roadhouse Brewing*

Central Ballroom

Drew and Ruth will describe how they set up a sensory program for their breweries. They will provide an overview of how to build a sensory program at a small brewery. They will touch on tips and tricks for flavor attribute training, true to target testing, off flavor training and the basic sensory testing for breweries.

## 11:30AM - 12:30PM | INSURANCE CAN BE “HARD”

*Luke Anderson, HUB International Insurance (Classroom Sponsor)*

North Ballroom

An informal discussion of where our insurance marketplace is at the moment, locally and nationally, and how it affects you. We also take a little deeper look at Business Income coverage and how this marketplace changes how you approach this exposure.



# FRIDAY, SEPTEMBER 9TH (CONT'D)

**12:30PM - 1:30PM | LUNCH PROVIDED BY RAMKOTA**

Terrace

**1:30PM - 2:30PM | TRADE SHOW BREAK**

Terrace

**2:45PM - 3:45PM | WY BREWERS PANEL: BREWERY OPERATIONS: STRATEGIES, IMPROVEMENTS, AND WAYS TO KEEP YOUR BREWERY RUNNING WELL**

*Jon Courtois, Roadhouse - Jared Long, Black Tooth - Daron Gruner, Gruner Bros - Andy Radliff, Coal Creek*

Central Ballroom

**2:45PM - 3:45PM | SEMINAR: INVASIVE SPECIES: ORIGINS, IMPACTS AND  
WATWEGUNNADOBOUTIT**

*Brian Connely/Supervisor of Natrona County Weed and Pest Control District*

North Ballroom

In modern times, invasive species impact all aspects of our lives, including brewing. They affect crop production, native ecosystems, recreation, water supplies, navigation and commerce. How did this ubiquitous problem come to be? More urgently; how do we manage IT? Who is responsible? Learn how you can bring a comprehensive plan to a complicated problem. Learn how you as a brewer can be a part of the functioning set of tools against a Worldwide train wreck.

**4:00PM - 5:00PM | GENERAL SESSION III: DEI 2.0**

*Patrice Palmer, Beverage Business Institute , CSU & New Belgium Brewing*

South Ballroom

Awareness is critical in navigating diversity, equity, and inclusion strategy, but now what? This session brings together vital elements of creating a comprehensive DEI strategy while staying true to the mission and value of your organization. Moving past knowing to implementation can be difficult. Let's discuss ways to take your DEI strategy to the next level effectively!

**6:30PM - 8:30PM | SUMMIT AFTER PARTY**

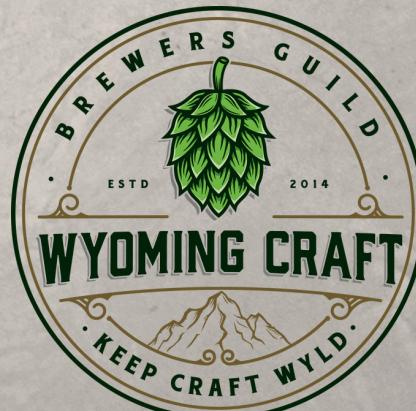
Sponsored by Lightning Labels

Frontier Brewing Co. | 150 W 2nd St, Casper, WY 82601



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**THANK YOU FOR ATTENDING!**



# THANKS TO OUR AMAZING SPONSORS!



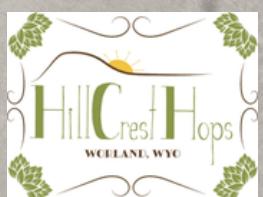
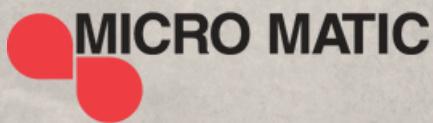
# HUB



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