



# WYO CRAFT BREWERS SUMMIT



## 2023 SCHEDULE OF EVENTS

### THURSDAY, SEPTEMBER 7TH

#### 8:00AM - 9:30AM | REGISTRATION & BREAKFAST

Laramie County Community College (LCCC) | Clay Pathfinder Building | Cheyenne, WY

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

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

Clay Pathfinder (PF) Room 108

#### 10:15AM - 11:15AM | GENERAL SESSION I: MANAGING RISK WHILE BREWING: HOW TO COMPLY WITH OSHA AND MANAGE RISK TO YOURSELF AND OTHERS

*Steven Dacus, CS Consulting (Sponsored by Manufacturing Works)*

Room: PF 108

*This class will break down what the difference is between managing risk and complying with OSHA. Breweries of all kinds have become a predominate industry in which many have started in a garage and quickly move into an industrial building. With this growth, there are many hazards that can harm those working and many brewers quickly find themselves subject to OSHA inspectors. This class introduces key points to look for and help decide how to best manage safety and risk for your brewery.*



#### 11:30AM - 12:30PM | GENERAL SESSION II: 5 THINGS YOU NEVER WANTED TO KNOW

*Peter Bouckaert | Purpose Brewing Co.*

Room: PF 108

*Peter Bouckaert has been brewing in Europe and the US since 1987. He will talk about 5 things he learned along the way. The learnings are technical or organisational but all are a surprise. The technical issues are going against common brewing knowledge, but hey we are not creating American light lagers anymore. He'll also talk about his biggest fear when coming to the US brewing world and how he addressed it.*

#### 12:30PM - 1:30PM | LUNCH PROVIDED BY LCCC CATERING

Room: PF 108/109

# THURSDAY, SEPTEMBER 7TH (CONT'D)

## 1:45PM - 2:45PM | TECH TRACK: PROPAGATING YEAST IN YOUR BREWERY

Matthew Peetz, Propagate Labs (Wyoming Craft Brewers Cup Presenting Sponsor)

Room: PF 108

*In this engaging presentation, you will delve into the art of propagating yeast for breweries, exploring the vital role it plays in crafting exceptional brews. The talk will focus on a step-by-step guide on how to construct an efficient propagation system, providing practical insights and best practices for optimizing yeast cultivation. Additionally, the presentation will feature a real-life account of installing such a system at Great Divide Brewing, showcasing the challenges faced, the strategies employed, and the remarkable results achieved. Whether you are producing 50 barrels of beer at a time, or hammering out 1 barrel batches, this presentation promises to unlock the secrets behind elevating the quality and consistency of your beer through yeast propagation.*

## 1:45PM - 2:45PM | BUSINESS TRACK: "WHERE DID THE CASH GO?" — HOW TO SELL MORE BEER WITHOUT DRAINING YOUR BANK ACCOUNT

Derek Smith, Small Batch Standard

Room: PF 409

*It isn't 2012 anymore. As the craft industry has matured, running a profitable brewery has become more and more challenging each year. Join Small Batch Standard's Lead Brewery Consultant, Derek Smith, as he shares specific recommendations to identify the drivers that increase profit, including a deeper dive into the Taproom and Distribution business units. Financial benchmarks are the start, but what are the "how's" of transitioning from underperformance to positive earnings in 2023 and beyond?*

## 1:45PM - 2:45PM | HOSPITALITY TRACK: CRAFTING YOUR BREWERY'S CULTURE

Muriah Kilmer & Sara Hammons, Freedom's Edge Brewing

PF 305

*This seminar will focus on creating your brewery's culture by building community (regulars) through hospitality, community collaborations, taproom & street party events and fundraising opportunities for non-profit partnerships. Hospitality will focus on direct customer relationships, community collaborations will focus on developing symbiotic relationships with other businesses (food & retail vendors), taproom & street party events will cover creating events within the taproom (such as trivia, comedy, game nights) as well as larger scale event (vendor markets, fundraisers etc).*

## 3:00PM - 4:00PM | TECH TRACK: FINAL GRAVITY & THE EFFECT ON HOP AROMA & FLAVOR

Max Shafer, Pure Madness Brewery Group

Room: PF 409

*Hoppy beers, both clear and hazy, dominate American Craft Beer. As brewers continue to jam more hops into beers, I looked at how we as brewers can manipulate analytical parameters, such as final gravity, to enhance aroma and flavor without having to use more hops to achieve big, bold aromas and flavors.*

## 3:00PM - 4:00PM | BUSINESS TRACK: "WAS THAT WRONG? SHOULD I NOT HAVE DONE THAT....?" EMPLOYMENT PRACTICES LIABILITY

Luke Anderson, HUB Financial (Classroom Sponsor)

Room: PF 305

*Am I and my brewery exposed to sexual harassment, wrongful termination, and discrimination claims. We discuss industry trends, exposures, insurance coverage and risk management. How can you better protect your employees and your business from fellow co-worker and workplace personnel hazards.*



# THURSDAY, SEPTEMBER 7TH (CONT'D)

## 3:00PM - 4:00PM | TECH TRACK: THE COST OF DOING NOTHING: WY BARLEY CROP & INVASIVE SPECIES

Lindsey Woodward, WY Weed & Pest Council (Annual Partner)

Room: PF 108

*Treating weeds has a clear cost in time and dollars. It is easy to think that leaving them alone for a year or two will save money, but there is a resulting loss whether it seems like it or not. In real dollars, there is a quantifiable cost in terms of lost production, lost forage, lost habitat if weeds are not managed.*



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

Sponsored by Ward Laboratories

Room: PF 108



## 6:00PM - 8:00PM | WELCOME RECEPTION & BEER SHARE

Sponsored by Bison Beverage

Bison Beverage Warehouse | 2208 E Allison Rd, Cheyenne, WY

*Please feel free to bring beer in cans, crowlers or bottles to share. Bison will also generously donate beer from their portfolio. Food trucks on site.*



# FRIDAY, SEPTEMBER 8TH

## 8:00AM - 10:00AM | VENDOR MOVE-IN & BREAKFAST

Room: PF 109

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

*Michelle Forster, WY Craft Brewers Guild | Presenting Sponsor, Mill95 Hops*

Room: PF 108

## 9:00AM - 10:00AM | KEYNOTE ADDRESS - WHAT'S YOUR PROFESSION?

*Patrice Palmer | CSU*

Room: PF 108

*Join us for an empowering keynote that underlines the central question: "What is your profession?" Is it just about brewing exquisite craft beer or is it about something more significant? In a field that has historically lacked visual representation, we are uniquely positioned to challenge norms and catalyze meaningful change. As pillars in our communities, our breweries can do more than just produce beer; they can foster an environment where everyone feels seen, valued, and heard. As we raise our pint glasses, we also raise our voices for those unheard, for a more equitable industry, and for a stronger community fabric. Because our profession isn't just about brewing beer, it's about brewing change.*

## 10:00AM - 5:30PM | TRADE SHOW

Room: PF 109

## 10:15AM - 11:15AM | BUSINESS TRACK: TTB BOOT CAMP

*Chas Runco, Runco & Profitt*

Room: PF 305

*Do I need a formula approval for my beer? Do I need a label approval? What about ingredient lists? What filings must my brewery make with the TTB? In this seminar, we will answer these questions, and discuss other common areas of confusion related to your TTB permit. Presentation will be followed by a Q&A session to help provide additional clarity.*

## 10:15AM - 11:15AM | TECH TRACK: NAVIGATING THE FUTURE OF HOPS

*Christian Hawley, Mill 95 Hops (Presenting Sponsor)*

Room: PF409

*Farmers are reducing hop acreage to get the hop market back to normal causing some future shortages of future crop years. With today's packaging practices and the research that has continued to improve them, purchasing previous crop years can cut costs substantially in your breweries while also having little to no loss of quality.*



## 11:30AM - 12:30PM | BUSINESS TRACK: BREWERS' BRAND RIGHTS AND VALUES IN A CONSOLIDATING MIDDLE TIER

*Moderator: Jody Valenta, Roadhouse | Ben Gruner, Gruner Bros | Mike Anderson, Ten Sleep | Chas Runco, Runco & Profitt*

Room: PF305

*With the continued consolidation in the middle tier of the alcohol beverage industry, protection of brand rights becomes increasingly more important. This panel will discuss issues that frequently arise in negotiating distribution agreements, the applicability of franchise laws, and steps breweries can take to guard themselves.*

# FRIDAY, SEPTEMBER 8TH (CONT'D)

## 11:30AM - 12:30PM | TECH TRACK: EXTRACTING HELPFUL INFORMATION FROM A CoA.

*Dan Burick, Briess Malting*

Room: PF409

*We'll take a walk through a typical CoA and identify what the items represent and how to use the data.*

## 11:30AM - 12:30PM | TECH TRACK: ENSURING BREW PERFECTION: THE IMPORTANCE OF WATER TESTING FOR BREWERIES

*Jordan Westengaard & Ryan Dennhardt, WARD Laboratories (WYCBG Member Meeting Sponsor)*

Room: PF108

*We highlight the critical role of water testing in brewing exceptional beers. With water constituting up to 90% of beer composition, its chemical makeup profoundly impacts flavor, aroma, and overall quality. Through comprehensive water testing, breweries can achieve consistency across batches, optimize the brewing process, customize water profiles for specific beer styles, and ensure consumer safety by identifying and addressing potential contaminants.*

## 12:30PM - 1:30PM | LUNCH PROVIDED BY LCCC CATERING

PF108/109

## 1:30PM - 2:15PM | TRADE SHOW BREAK

PF109

## 2:30PM - 3:30PM | TECH TRACK: WY BREWERS PANEL: QA/QC FOR SMALL BREWERIES

*Jared Long & Ruth Martin, Black Tooth Brewing Co.*

Room: PF305

*The vast majority of breweries in Wyoming are small. As such, there is likely not room in the budget for a full time quality manager or expensive lab equipment. This seminar will offer actionable strategies for building a QA/QC program that are inexpensive and do not require an inordinate amount of time to execute.*

## 2:30PM - 3:30PM | TECH TRACK: WY BREWERS PANEL: OH THE TERROIR!

*Victor Gabriel, Accomplice | Ryan Willson, Blue Raven | Joel Emerick, Freedom's Edge | Nick Betzner, Black Tooth*

Room: PF409

*Comparing and contrasting the terroir of different hops from around the country and world. We concentrate on 1 variety, Cascade, and brew the exact same recipe but getting the hops from different locations. We will have samples to give out to the crowd. We will talk about the different aroma and tasting notes from each region. Briefly explain what the possible causes for the differences are.*

# FRIDAY, SEPTEMBER 8TH (CONT'D)

## 3:45 - 5:00PM | WYOMING CRAFT BREWERS CUP AWARDS CEREMONY

Presented by Propagate Labs

Room: PF 108

*Grab a beer from the Hospitality Lounge and get ready to celebrate beer the WY WAY!*



## 5:00 - 6:00PM | TRADE SHOW HAPPY HOUR

PF108/109

Enjoy some beer and snacks while you take one last chance to connect with our awesome vendors!

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

Railspur | 707 W Lincolnway, Cheyenne, WY 82001

*Trolley service will run from the Red Lion hotel to Railspur every 15 minutes from 6:15pm to 9:15pm*



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*Trolley Service Sponsored by Visit Cheyenne*



**THANK YOU FOR ATTENDING!  
SEE YOU NEXT YEAR!**



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