

Day	Date	Starts	Ends	Speakers	Session Title	Description
Sun	04/02/17	9:00 AM	5:00 PM	Ann Brock, David Smith	1-Day Gin Workshop	
Mon	04/03/17	8:15 AM	8:45 AM		Check in for 1-day workShops	
Mon	04/03/17	9:00 AM	5:00 PM		1-day Rye Whiskey	
Mon	04/03/17	9:00 AM	5:00 PM	Scott Moore , President, Dalkita Architecture & Construction Colleen Moore , Director of Operations & Marketing, Dalkita Architecture & Construction	Building & Fire Codes: A Facility Design Bootcamp for Distilleries	An overview class on building out a commercial space for your distillery. We will discuss the design process, the building and fire codes, what you need to submit to your city/county, where/how to find who those people are, occupancy, building types, construction types, Maximum Allowable Quantities, and basic fire safety in buildings with flammable liquids. You will have a broad overview of the design and construction process for a commercial distillery plus the vocabulary to assemble and communicate to your team of architects/engineers.
Mon	04/03/17	9:00 AM	5:00 PM	Rusty Figgins , Consulting Master Distiller	1-Day Vodka Workshop	
Mon	04/03/17	9:00 AM	5:00 PM	Eric Watson , Founder AlBevCon	1-Day Rum Workshop	
Mon	04/03/17	8:00 AM	5:00 PM	Nancy Fraley , Nosing Services Inc Julia Nourney	1-Day Blending Workshop	
Mon	04/04/17	7:30 AM	5:00 PM		Registration open	
Mon	04/03/207	1:00 PM	4:30 PM	Invitation only - pre-registration required	3-Tier Meet & Mingle	
Mon	04/03/17	2:00 PM	4:00 PM	Kelly Ann Woods , Proprietor, Gillespie's Fine Spirits	Social media for Newbies	Need to kick up your social media game? In this hands-on workshop, distillery owner, maven, and social media whiz Kelly Ann Woods will help you take your social media techniques to a whole new level. Bring your team, smart phone and computer. We will focus on Facebook, Twitter and Instagram and touch on Snapchat and Pinterest. By the end of the workshop you will have your accounts set up, reconfigured, reworked, revamped, posts made, hashtags used, followed and followers, liked and likes and be ready to take your business to the next level in all things social.
Mon	04/03/17	2:00 PM	4:00 PM	Roger Woods , Principal Consultant, Echo Chamber Consulting Leo Sharkey , Principal Consultant, Echo Chambers Consulting	Craft Distillery Business Plan Workshop	Over the course of the workshop, we will focus on the business and entrepreneurial aspects of planning and starting a craft distillery. The goal is to provide attendees with the necessary knowledge and framework to create a personalized business plan. The course will be highly interactive with small group activities, one-on-one coaching and time to perform hands-on research and development of the plan as content is introduced. Upon completion of the workshop, attendees will have a realistic start-up plan based on input from instructors and the course materials. Each attendee will be given electronic versions of the course material as well as a set of expandable financial pro-forma statements to use in their own planning and financial analysis.
Mon	04/03/17	2:00 PM	4:00 PM	Stacy Kula	Licensing Your Distillery	

Mon	04/03/17	2:00 PM	4:00 PM	Raul Paredes, Director, New Product Development, O-I - Jack Vogel, Fort Dearborn - Kevin Dunbar, Tapi - Brian Christensen, Artisan Spirits Magazine	The Whole Package	Attend this in depth seminar on selecting the right bottle, closure and label for your spirit and come out with these questions answered and more: »» When should I start designing my packaging? »» How should I budget for packaging? »» How do I tell my story with packaging? »» Do we have to purchase in bulk? »» How can I maximize shelf appeal? »» How do I measure packaging success? »» How do I update or redesign my packaging?
Tue	04/04/17	8:30 AM	8:45 AM	KEYNOTE SESSION	KEYNOTE SESSION	
Tue	04/04/17	9:30 AM	6:15 PM		Expo Floor opens	
Tue	04/04/17	10:30 AM	11:15 AM	Susan Mooney , Founder, Spirits Consulting Group Matthew Baris , Founder of Altitude Spirits and member of SCG team Vince Riggi , Founder of Belle Isle Spirits Mario Mazza , Founder, Five & Twenty Spirits Mixologist , TBD	Marketing and Selling your Craft Brand	This panel will address what are the most important steps to take and what are the key things to avoid in the initial steps of selling and marketing your craft spirit in the market. Attendees will hear from individuals who have launched multiple spirits in the market as well as from individual distillers who have navigated the path from product creator to sales manager.
Tue	04/04/17	10:30 AM	11:15 AM	Jeff Nelson , Attorney, Cairncross & Hempelmann	Understanding IP: Branding, Copyrights, and Social Media	All craft distillers, from pre-launch start-ups to mature multi-nationals have IP rights to protect - from their brands, product names, and logos, to their recipes and formulas, to their labels and marketing copy. Understanding intellectual property rights, how they're created, when to protect them and when they can't be enforced, is crucial to operating a successful business in the internet age. All attendees, at every stage of the business life cycle, will benefit from a better understanding of intellectual property, including issues of fair use, social media, and user-generated content.
Tue	04/04/17	10:30 AM	11:15 AM			
Tue	04/04/17	10:30 AM	11:15 AM	Elliott Davis , Founder, Mine Hill Distillery	Solving the Rubik's Cube of Starting a Craft Distillery: Lessons learned From Dream to Opening Day	Mine Hill Distillery presented their vision and business plan at ADI 2015 and has since opened their business in a 19th C. landmark cigar factory and train station in Roxbury CT. Hear practical advice on all aspects of seeing your dream become a reality: 1. Financing: How to raise \$1 million and keep 100% ownership. Why the structure worked for everyone. 2. Public Approvals: How to get the public officials and neighbors on your side 3. The benefits & challenges of working in an historic structure (a) tax credits, (b) ADA issues, (c) costs 4. Your Brand & Back Story is supported by choice of location and design... make the right one

Tue	04/04/17	11:30 AM	12:15 PM	Scott Winters , Founder & CEO, The American Spirits Exchange Dave Schmier , CEO, Proof & Wood, Andrew Friedman , Owner, Scout Spirits	Evolving Distributor Landscape	Round table format discussing the evolution of distributors in the US Marketplace. Scott would moderate a discussion with Dave and other brand owners as well as some representatives for distributors touching on subjects such as the effects of recent mergers, growth of medium and small distributors, and self distribution.
Tue	04/04/17	11:30 AM	12:15 PM	Scott Moore , President, Dalkita Architecture & Construction Colleen Moore , Director of Operations & Marketing, Dalkita Architecture & Construction	Flamethrower vs. Potato Gun: Ventilation and Electrical Declassification in Your Distillery	Learn about the ONE THING that can keep your facility from having an alcohol related fire. It is simple, it is easy, it will make your facility much safer, it can be low cost - but MANY distilleries don't do it... or they get it wrong.
Tue	04/04/17	11:30 AM	12:15 PM	Harry Kohlmann , Ph.D, CEO, Park Street Companies	Route-to-Market Strategies and the EU Market explained	This presentation is intended for craft distillers seeking business opportunities beyond their current and local networks to additional markets. There will be an in-depth examination of route-to-market options, as well as a comprehensive look at commercial and industry trends, growth strategy development and execution, and US market industry insights. Further discussion will include distribution options, back-office solutions and navigating the complexities faced by growing craft distillers in the spirits industry. In particular, as the world's second largest economy, the EU positions itself as a key market for American craft distillers. The union of dozens of states proves to be complex with varying regulations and barriers to entry in each country. In this seminar, we will review and provide strategies for exporting from the US and entering key states within the EU. Topics covered will include commercial and industry trends, growth strategy, development and execution, EU market industry insights, distribution options and overall guidance.

Tue	04/04/17	11:30 AM	12:15 PM	Cynthia Sterling , Principal & Creative Director, Sterling Creativeworks		Discover the three pillars that form the foundation for break-through branding and marketing. Use these three pillars to build a platform for your brand's success: product differentiation, brand identity (who it is), emotional hook (how it makes your audience feel). We will provide examples and exercises for discovering and testing your ideas for each pillar. With your foundation in place, you can make sound branding, product development, and marketing decisions that help you build a break-through brand.
					Make Your Brand A Powerhouse	
Tue	04/04/17	11:30 AM	12:15 PM	Alan Kropf , Executive Director of Education, Anchor Distilling Co	Creating a Winning Educational Content Marketing Strategy	Modern content marketing creates an opportunity for craft distillers to overcome limited resources and generate a meaningful strategic advantage. Learn how to bring your organizational vision to life in grand and glorious new ways through the exciting world of educational content marketing.
Tue	04/04/17	12:15 PM	1:30 PM	AUCTION	BUFFET LUNCH SERVED /SHOW FLOOR OPEN	
Tue	04/04/17	1:30 PM	2:15 PM	Richard Wolf?	Succeeding at Retail?	
Tue	04/04/17	1:30 PM	2:15 PM	TTB	Elimination of bonds for your small business	How to request your bond back or determine if you'll need a bond when applying
Tue	04/04/17	1:30 PM	2:15 PM			
Tue	04/04/17	1:30 PM	2:15 PM	Dennis Carr , President & CEO, Anchor Distilling Co.	Making the Leap: Growing Your Organization to Keep Up With Your Business	Anchor Distilling Company has been growing quickly as an organization to keep pace with its ever expanding business. President & CEO Dennis Carr will talk about his strategy for managing this growth, from sales to marketing to operations, while maintaining the culture that has made Anchor so relevant with the bartending and premium spirits communities.

Tue	04/04/17	11:30 AM	12:15 PM	Nino Marchetti , Editor-In-Chief, The Whiskey Wash	On Fostering A Good Experience with the Booze Media	Distilleries of all sizes, be it super large operations or craft outlets just getting off the ground, need to get their spirits and story in front of media in order to be heard in a crowded market. What are the best ways to do that though when so many spirits makers are vying for the same attention? Learn some tips on how to connect with the booze media in a friendly and productive way from the editors of the award winning whiskey lifestyle website The Whiskey Wash in this fun and informative presentation.
Tue	04/04/17	2:30 PM	3:15 PM	Scott Winters, Founder & CEO, The American Spirits Exchange NABCA	How to Navigate Control States and Franchise States	<p>The presentation will focus on distribution for craft spirits. Specifically, it will go into detail of the often overlooked subtlety of state-level franchise models and control states.</p> <p>Attendees will be introduced to the overall landscape of distribution models in the US. From there the individual models will be discussed in detail down to the state-level requirements. The focus will be providing distillers seeking inter-state distribution the tools necessary to evaluate entry strategies for each type of state with emphasis on what to avoid or be clear about when making their decisions.</p> <p>The following materials will be prepared for the presentation and can be offered as "take-aways" to attendees either on-site or via ADI's website:</p> <ul style="list-style-type: none"> •A Guide to control states •A Guide to franchise states
Tue	04/04/17	2:30 PM	3:15 PM	Sean Fagan , Principal, 39 Ideas	Finding Your Tribe - How New and Younger Brands can build a brand persona and develop brand ambassadors.	<p>New brands and even small established brands need to develop congruent brand messaging and communications across all touchpoints of the customer experience from their own retail operations to the shelf of the retail outlet.</p> <p>By identifying and communicating their value proposition consistently across their label, packaging, in-house operations, social media, online presence, events, and external retail outlets, the brand can identify and target high-frequency users. These high-frequency users are their tribe and the goal is to convert your tribe into your brand ambassadors.</p>
Tue	04/04/17	2:30 PM	3:15 PM	David Bateman , Regulatory Compliance Consultant, Gray-Robinson David Tull , Regulatory Compliance Consultant, Gray-Robinson	Federal Fair Trade Law Overview (90 min presentation)	This presentation will provide Craft Distillers with a framework of legal guideposts to structure their sales and distribution programs. Exclusive Outlet, Tied House, Commercial Bribery, and Consignment Sales sections in the Federal Alcohol Administration Act are more than terms. They can provide you with a pathway to insure compliance with TTB and your State Alcohol Control Agencies. Further, Category Management, Pay to Play, Credit Sales, and Returned Products are terms and practices you need to understand to navigate through the three tier system. What is allowable, prohibited, or exempted will be identified and discussed. How do I advertise? What media can I use to reach my clients legally?
Tue	04/04/17	2:30 PM	3:15 PM	Kris Berglund , University Dist. Professor, Michigan State University	New directions in distillation technology	A number of innovations have occurred in the distillation field in the last decades, but these improvements have not been applied to beverage alcohol. Examples of new possibilities of operation are presented.

Tue	04/04/17	2:30 PM	3:15 PM	Todd Buckley , Distiller & Marketer, Destiny Spirits	How You Can Effortlessly Create Brand Champions For Your Distillery Through Social Media	You will learn three principles to targeting, inspiring and creating brand champions (fans) for your distillery and distilled spirits. After you attend this session you will be able to: 1. Know precisely when to recruit consumers into brand champions. 2. Create a brand story that gets effortlessly shared like a springtime cold. 3. Grow an army of devoted brand champions who will save you thousands of dollars over traditional marketing and advertising.
Tue	04/04/17	3:30 PM	4:15 PM	Karen Hoskins	Sustainability	
Tue	04/04/17	3:30 PM	4:15 PM	John Henry , Owner, El Buho Mezcal	Direct Shipping: the Do's, the Don'ts and the Future	A primer on how you can direct ship your craft spirits, where, to whom, when, at what cost and why it offers a bright future for American craft brand owners
Tue	04/04/17	3:30 PM	4:15 PM	David Bateman , Regulatory Compliance Consultant, Gray-Robinson David Tull , Regulatory Compliance Consultant, Gray-Robinson	Federal Fair Trade Law Overview (cont'd)	This is a continuation of the 2:30pm presentation.
Tue	04/04/17	3:30 PM	4:15 PM	Liz Rhoades , Research Scientist-Fermentation, Distillation, and Maturation, Diageo NA	Upstream Process Optimizations for Cereal Based Fermentations	tips and tricks for upstream process optimizations (pre-distillation) in cereal based operations
Tue	04/04/17	3:30 PM	4:15 PM	Jeff Irons , Owner, Irons Distillery	Starting and operating a nano-distillery.	Can a nano-distillery survive on 12 gallons of spirits a week in manufacturing? Irons Distillery is a nano-distillery manufacturing this amount of spirits weekly - the presentation will discuss what it took to open the distillery, including costs, and the status of the distillery today - is it profitable, how much, what are the next steps?
Tue	04/04/17	4:30 PM	5:15 PM	Matt Shifrin , COO, Breckenridge Distillery Bryan Nolt , CEO Breckenridge Distillery Jordan Via , Master Distiller, Breckenridge Distillery	Scaling up your distillery; the Breckenridge Distillery story - Lessons from humble beginnings to being a top 10 ultra-premium brand in just 5-years	The Breckenridge team will draw on their success to present key tips for yours, from starting up the distillery; choosing equipment, initial distribution, current climate and pitfalls to avoid, to scaling up; capital, support, new equipment and facility expansion, operations expansion, personnel expansion and managing continuing growth; sales vs. marketing, brand development, distributor agreements, continued improvement.

Tue	04/04/17	4:30 PM	5:15 PM	Frank Maher , Partner, Millstone Spirits Group	Cost Analysis: From Grain to Retail Shelf	A distiller must not only know how to make a great product but also have a keen understanding of what the components of cost of goods and key cost drivers are in order to appropriately price the product so there is enough margin in it both for the distiller as well as to support and promote it to maintain its place on the retail shelf, drive consumer engagement and sell-through, and ultimately to build a self-sustaining and successful product/brand. This presentation provides a good primer on the main elements of cost of goods and key cost drivers as well as the individual component costs.
Tue	04/04/17	4:30 PM	5:15 PM	Jeff Clark , Domain Expert, Live Oak Bank John Fisher , Investment Banker, Fisher & Company	Finance, The Other F Word	What are the different types of capital available to finance your distillery? What is the best type of capital for your particular situation? We will address these questions by taking an depth look at sources of debt and equity including crowd funding. Case studies will be included to illustrate the different applications.
Tue	04/04/17	4:30 PM	5:15 PM	Jeff Quint , Proprietor, Cedar Ridge Distillery	Using Solera blending to create memorable products	Description of the Solera System the way Cedar Ridge has imagined it, and is currently using to produce a multiple gold medal winning Single Malt Whiskey
Tue	04/04/17	4:30 PM	5:15 PM	Brian Treacy , General Manager & Distiller, Sagamore Spirits	The History of Distilling in Maryland	This session will cover the history of Maryland Distilling, from its rise to its demise and its resurgence. Why Maryland, when did distilling start here, what products and techniques were used, what brand names grew out of Maryland, and why did it disappear?
Tue	04/04/17	5:15 PM	6:15 PM	EXPO-ONLY Hours	EXPO-ONLY Hours	
Tue	04/04/17	6:15 PM	7:30 PM	MD Guild Tasting	MD Guild Tasting	
Tue	04/04/17	7:45 PM	10:00 PM	ADI's Spirits Judging Awards Gala	ADI's Spirits Judging Awards Gala	
Wed	04/05/17	7:30 AM	5:00 PM	Registration open	Registration open	
Wed	04/05/17	8:30 AM	10:00 AM			
Wed	04/05/17	9:00 AM	9:15 AM	EXPO HALL OPEN	EXPO HALL OPEN	
Wed	04/05/17					
Wed	04/05/17	10:30 AM	11:15 AM	John McKee, HBS, Lyons Distilling	Choosing the right still for your production	

Wed	04/05/17	10:30 AM	11:15 AM	Gary Spedding , Managing Owner, BDAS LLC Amber Weygandt , Lead Chemist, BDAS LLC	If you don't get the science the art of crafting distilled spirits might elude you.	Some very important chemistry and biochemistry is overlooked by many craft beverage producers. Without going into too much scientific jargon a brief review of the science behind distilled spirits production will provide the modern distiller with some fascinating insights allowing them to apply their art in ever more productive and illuminating ways. Science provides the means to allow the creativity to shine through in an exceptional quality product.
Wed	04/05/17	10:30AM	11:15AM	TTB	Proposed changes to the distilled spirits labeling regulations	
Wed	4//17	10:30 AM	11:15 AM	David Bateman , Regulatory Compliance Consultant, Gray-Robinson David Tull , Gray-Robinson	Am I Getting Maximum Use of My TTB Distilled Spirits Plant Premises?	Alternations, alternating premises, alternating proprietors, and amendments to your plant registration. The Craft Distiller will be able to identify when to alter the registration process by identifying alternatives to bonded and general premises and separation of brewing, winery, and distilled spirits operations. Further, a general overview of current registration will insure your file is current or must be amended. If you did not count on returns from the market and do not have a secure location to store returned product on general premises where can you put the cases? How can I increased my warehouse capacity without waiting on TTB's lengthy review process? I want to have the chamber of Commerce Dinner on general premises and serve my product on a one-time event? Can I do that? How can I structure my registration to conduct social events on my premises with limited floor space?
Wed	04/05/17	10:30 AM	12:30 PM	Ansley Coale , President, Craft Distillers	Talking about your Brand	Creating a effective vocabulary and mode of addressing your audience to develop an ongoing presence in the marketplace
Wed	04/05/17	11:30 AM	12:15 PM	Johnny Pieper , Head Distiller/Partner, Striped Pig Distillery Gary Hinegardner , Owner, Wood Hat Spirits Paul Menta , Owner, Distiller, Chef Distilled	More Passion Than Cash - The Journey into Distilling	

Wed	04/05/17	11:30 AM	12:15 PM	Janet Kenefsky , Deputy Director & International Marketing Director, WUSTA	Explore Exporting-We Can Make The World Your Customer	In an economy that continues to challenge some small businesses, food and agriculture exports remain a bright spot with great opportunity. Increased access to markets eager for U.S. food products is enticing a growing number of companies to export. WUSATA® programs and services help suppliers in 13 western states learn, connect, and compete on a global scale. Working with USDA Agricultural Trade Offices and local market representatives, WUSATA® facilitates introductions to international buyers and coordinates trade events that help expand distribution. For international buyers, trade show interpreter assistance, online trade leads, and facilitated supplier meetings are also part of WUSATA's services.
Wed	04/05/17	11:30 AM	12:15 PM	Courtney Pope , Eastern Region VP & Principal EHS Consultant, Hellman & Associates	Simplifying the Complexity of OSHA Written Program & Training Requirements for Craft Spirits Producers	<p>Provide a basic understanding of OSHA compliance for the distilling industry as well as knowledge of the administrative requirements to include the following:</p> <ul style="list-style-type: none"> •Understand the OSHA regulations that apply to distilling industry (1910 General Industry Standards); •Awareness of the written program requirements for each of the applicable standards; •Awareness of the training requirements for each of the applicable standards •Understand the incident reporting and recordkeeping requirements of the 1904 standard; <p>Each participant will receive a Health & Safety Manual template which meets the content requirements of the OSHA standards. This is a "plug and play" template that allows the user to insert company and site-specific details into each program.</p> <p>Each participant will also receive a distillery safety improvements checklist to measure their own program and provide guidance on key areas of focus for distillery owners/operators.</p>
Wed	04/05/17	11:30 AM	12:15 PM	LJ Govoni , Founder & CEO, Boston Capital Leasing	Distillery Finance: An Art Not a Science	Explore the different financial options and structures a distillery will encounter; from the inception of the idea through its eventual opening to the possible capital requirements needed to expand the operation. This session will cover the different options and routes a distillery can take to fund its operation and when it makes sense to lease Vs buy outright. We will discuss the difference between Operating and Capital leases and between a Bank and an independent Financing/Leasing company. Other topics covered will be Capital requirements needed to fund a start-up distillery or expand its operations, the underwriting process and the key attributes of credit decision, and how they are weighted.

Wed	04/05/17	11:30 AM	12:15 PM	Wayne Curtis, Journalist	10 Questions Every Craft Distiller Must Answer Before They Die	Craft distillers are increasingly feeling the pinch from two sides: the sales arena is becoming more crowded and competitive, making it imperative to stand out and rise above. At the same time, consumers are becoming more savvy, asking questions that allow them to disperse the marketing fog that can hide shortcuts or sourcing. This discussion will consider the questions recently posed in consumer-oriented Imbibe magazine ("10 Questions to Ask Every Craft Distiller," Sept-Oct 2016) , and look at how distillers can answer these in a way that's honest, credible, and smart. Examples of distilleries who've figured out how to do this well — and some who've not — will be discussed.
Wed	04/05/17	12:15 PM	1:30 PM		BUFFET LUNCH SERVED /SHOW FLOOR OPEN	
Wed	04/05/17	12:15 PM	1:30 PM	L.O.A.D.	Women in Distilling Luncheon	
Wed	04/05/17	1:30 PM	2:15 PM	Kelly Ann Woods, Proprietor, Gillespie's Fine Spirits Andrew Friedman, Owner, Liberty Bar and Scout Spirits Chall Gray, Sling & Arrow Craft Spirits	Booze Business and Bars: We are better together.	Many state laws are changing to allow distilleries to serve cocktails in addition to tastings. The cocktail business, however, is not for the feint of heart. Many of the issues that face a service industry are very different to the ones facing distilleries. Having worked in the bar and industry for 20 plus years Kelly Ann Woods knows a thing or two about being on the other side. Currently owner and operator of Gillespie's Fine Spirits, she strives to create clearer lines of sale, request and communication between clients and suppliers so the industry can grow as a whole and everyone can get their needs met from creating saleable products to innovating to providing bartenders with things that are difficult to get their hands on. Innovate or die. Collaboration is the growth of our business. Kelly Ann is joined by Andrew Friedman. Andrew owns and operates one of the most celebrated neighborhood bars in the country, Liberty Bar in Seattle. He is a founding member of the Washington State Distillers Guild, and the Foudner and CEO of Scout Spirits. Chall Gray has opened several award-winning bars, and is the CEO/Co-Founder of Slings & Arrows Craft Spirits. He has written about cocktails and spirits for various food & drink and lifestyle publications.
Wed	04/05/17	1:30 PM	2:15 PM	David Seitz, Craft Beverage Program Director, The Cincinnati Insurance Company	Virtual Distillery Life and Property Safety Tour	A grain to glass virtual distilled spirits plant tour with an emphasis on life and property safety following HACCP, GMP and industry guidelines. We will look at several DSP scenes; identifying hazards to guest, employee and property safety. Each scene will be followed by the same scene with appropriate solutions implemented to reduce exposure to loss.

Wed	04/05/17	1:30 PM	2:15 PM	Eric Watson , President, AlBevCon, LLC	Cleaning and Sanitization - Operating Your Distillery to Fermentation Industry Standards	This seminar will expose the attendees to the proper cleaning and chemical usage techniques for distillery process equipment.
Wed	04/05/17	1:30 PM	2:15 PM	Susan Degalan , Partner, Hinman & Carmichael LLP	WHAT ARE YOU BRINGING TO THE TABLE? Successfully Negotiating Distribution Agreements and Managing Distributor Relationships	Increasing distributor consolidation, explosive brand proliferation, and a rapidly changing global marketplace threaten to undermine the mutual goal of suppliers and distributors – to sell their products and enhance the value of their brands. This session will highlight the advantages of meaningful partnerships between suppliers and distributors via mutually beneficial agreements, shared promotional efforts and regular communication. Topics will include how a craft producer can successfully negotiate a distribution agreement -- even when all the leverage seems to lie with the distributor -- and managing the distributor relationship to optimize sales and brand exposure. We'll talk about critical negotiating issues, tracking distributor performance, and the role distributors expect producers to play in promoting their brands. The session will feature real-life examples and will encourage interactive audience participation. Audience members will receive a set of highly practical takeaways and tips they can put to immediate use.
Wed	04/05/17	1:30 PM	2:15 PM	Andrew Braunberg , Partnership Manager, Still Austin Whiskey Company	Defining Craft: Technique or Terroir	oCraft distilling has seen amazing growth in the last couple of years but a shake out is inevitable Craft distillers have put too much focus on trying to differentiate from traditional producers by focusing on technique. This messaging will become less effective with increasingly savvy millennial customers. Craft distillers should instead focus on place (i.e. terroir) and on becoming fully integrated into regional grain economies. The goal should be to create a specialty wholesale market for unique grain varieties in your region of the world. This could include experimenting with heirlooms to reassess flavor profiles with modern eyes and to determine which varieties work best for distillers with respect to flavor and other variables. Those traits can be bred into these old strains going forward with an eye to producing lines that are specifically designed for distillers at the local level.

Wed	04/05/17	2:30 PM	3:15 PM	Jake Hegeman , VP, Legal and Regulatory Affairs, WSWA TBD	Growing your Brand: Building Strong Distributor Relationships	<p>Presentation Type: Panel with opportunity for select audience members (to be confirmed in advance of session) to present their business model to the panel for feedback</p> <p>Description: At the 2016 ADI conference, WSWA facilitated a panel examining some of the factors wholesalers take into account when evaluating potential new brands. Building on that session and the questions raised about how suppliers can best position their brand for success with a wholesaler, this session will take a deeper look at factors such as goal setting/benchmarking, marketing plans, market demographics and brand story/image and how these can play into brand growth- from the wholesaler perspective. As well, this session will include an opportunity for a few ADI members to "pitch" their brand to the panel for real-time feedback from wholesaler representatives with specific expertise in the craft spirits sector. This is intended to be a highly interactive session that helps attendees get a better sense of specific steps they may want to consider as they outline their brand's path to growth.</p>
Wed	04/05/17	2:30 PM	3:15 PM	Heather Heinz , University of Northern Colorado Joe Elkins , Co-Founder & Head Distiller, Elkins Distillery	Comparison of Unaged and Barrel-aged Whiskies from the Same Mash Bill Using Gas Chromatography/Mass Spectrometry	<p>Commercially available whiskies produced from the same mash bills were analyzed using Gas Chromatography Mass Spectrometry (GC-MS) to compare the differences and similarities in the organic compounds present in un-aged whisky and the same whisky stored in barrels. The length of time in barrels and proof of the whisky are the stated variables between the whiskies, according to the producers. Analysis of compounds also aided in determination of esterification mechanisms occurring during distillation processes. Implications for distillers using accelerated mellowing and esterification techniques will be discussed. All compounds were analyzed using an ethanol-tolerant column in the GC-MS at the Chemistry Department at the University of Northern Colorado. Results of the analysis indicate that the chemical evolution of barrel-aged spirits is a knowable and predictable science.</p>
Wed	04/05/17	2:30 PM	3:15 PM	Aaron Coffeen , Specialty Tax Consultant, Engineered Tax Services	High Proof Tax Incentives for the Craft Spirits Industry	<p>Distillers are often so focused on getting the next bottle out the door that they miss out on incentives available to reduce their tax liability and increase cash. Tax consultant Aaron Coffeen will review tax credits and incentives as they specifically relate to the distilled spirits operations.</p>

Wed	04/05/17	2:30 PM	3:15 PM	Pia Carusone , Owner, Republic Restoratives Rachel Gardner , Owner, Republic Restoratives	How we crowdfunded our distillery from the ground up	Come hear the story of how we became the country's largest crowd funded distillery and learn how you can improve your project with community investment.
Wed	04/05/17	2:30 PM	3:15 PM	Karen Barnes , Owner, Wine Direct Marketing Services, LLC	Creating an Effective Loyalty Program	Are you leveraging the passion your customers have for your brand? Already have a loyalty program but want to take it to the next level? Learn the ins and outs of creating an effective loyalty program for your brand, including promotion, implementation and management using key technologies and proven customer service tools. We will cover how to structure your program, review recruitment and retention strategies, implement staff training and incentives and effective marketing techniques.
Wed	04/05/17	3:30 PM	4:15 PM	Joel Elder , Founder, Quintessentia Dan McNeill , Founder, Misc. Distillery Brad Blackwell , Co-Owner, Lost Ark Distillery	Why Farm Distillers Will Own 21st Century Innovation, and why they always have.	When considering the future of spirits innovation, one has only to look to the past to understand where truly legendary products originate. Distilling is an art of agricultural preservation that has been elevated over centuries through experimentation, discipline and the evolving relationships of the producer and consumer. Producer who wish to pursue the success of trending "SKUs" are merely following in another's footsteps. Additionally, there is no evidence to suggest that the myriad products foisted on the market have any longevity. "Trending" products will almost certainly become footnotes in the history of spirits, fossilized into their place in time and subject to sneering ridicule. Truly great and legendary products like Vermouth, Rum and even Bourbon can only have evolved in the agricultural context of their homelands. The Farm Distiller, being so close to the highest quality source material as well as the needs of local agriculture will be best positioned to act upon bold ideas without the obtrusive overhead of distribution hobbling their innovation. As more states adopt direct-sales approaches for Farm Distilleries, they will be incentivized to experiment at a scale that would have otherwise been unthinkable. The revenue on these innovative products is likewise of great appeal as there is no longer a necessity to give a significant portion of revenue to a company that does nothing to move the industry forward simply out of legal obligation. Producers can realize higher revenue, more direct consumer contact and more competitive on-shelf pricing than at any time since the repeal of Prohibition. This is the democratization of spirits innovation and the United States will lead the way.

Wed	04/05/17	3:30 PM	4:15 PM	Robin Robinson , Founder/Principal, Robin Robinson LLC	Nobody Wants to Taste Your S***!	You have as much right as anyone to start a distilling business in the US: its fun and it can be rewarding. But don't think for a minute the world is waiting to taste your new make spirit, gin, vodka and under matured whiskies: this ain't 2010! These two industry vets have been at ground level for the past 8 years and have sold successfully, lived through the wars, seen the changes and are still standing! You'll get the real insight on apathetic distribution, retail carpet bombing, the tiers of bartenders and the understanding that when no one cares about you, its the most forceful tool you'll have in your market arsenal.
Wed	04/05/17	3:30 PM	4:15 PM	Liz Rhoades , Research Scientist-Fermentation, Distillation, and Maturation, Diageo NA	Ethyl Carbamate- a Technical Review	What is ethyl carbamate and why it is an issue, known pathways and precursors, and mechanisms for control in cereal based fermentations
Wed	04/05/17	3:30 PM	4:15 PM	Donald Snyder , President, Whiskey Systems Online	Monthly TTB Reporting and Compliance	Join us as we walk thru each of the Monthly Operations Reports (Production, Storage, and Processing) and the Federal Excise Tax Return forms. Watch each report be populated with real distillery data and hear about common reporting mistakes.
Wed	04/05/17	4:30 PM	5:15 PM	Your Distillery - Concept to Delivery Recognizing and Addressing Potential Roadblocks in the Site selection and Design process	Use a Case Study, Deviation Distilling, Denver, Colorado, to describe the process from Site Selection to opening the doors to the public. The Case Study will provide evidence that selecting and leasing a space has to be considered carefully, and the time involved from lease to opening was longer, and more complicated, than anticipated. Learning outcomes –Take new and expanding Craft Distillers through the complexities of site selection and the site's relationship to the compliance path (the CODES). The Case Study describes the process of adapting the Distillery to the requirements of the site, building, or tenant space, design, permitting, and operation. Success – including the ability to open a distillery in any location – completely depends on the laws and requirements of the Authority Having Jurisdiction (AHJ), Zoning, Building and Fire departments. Throw in the challenge of a landlord that has no concept of the requirements of distilling, and you may be faced with significantly more time needed, and money required for your project, than anticipated.	Linda

Wed	04/05/17	4:30 PM	5:15 PM	Mark Canestrano , Product Specialist, Anton-Paar	A New Approach to Accounting for Sugars in Alcohol Determination of Liqueurs	A well-defined alcohol content is an obligatory parameter in quality control for the production of alcoholic beverages. Since many spirits are binary solutions, alcohol concentration is determined through density measurement. However, with liqueurs, more extract is present, and simple density measurement for the finished product becomes less reliable. The liqueur's sugars need to be accounted for in the ternary solution, or else the liqueur needs to be distilled back to a two-part solution before density measurement. Since sugars like sucrose are optically active, the liqueur's optical rotation can be measured to determine sugar concentration, allowing alcohol concentration determination without distillation. With this presentation, we will show how optical rotation measurements, combined with density and NIR measurements, can save time in quality control of liqueurs, while providing accuracy comparable to density measurement after distillation.
Wed	04/05/17	4:30 PM	5:15 PM	Andrew Causey , Technical Sale Manager, BSG Distilling MALTER?	Grain Selection: Evaluating modified and unmodified grains for spirits production	The section of grains has a substantial effect on the flavor, cost of goods and capital allocation. Understanding and utilizing the variety of grain options is essential to flavor, business and personal success.
Wed	04/05/17	4:30 PM	5:15 PM			
Thu	04/06/17	8:15 AM	8:45 AM		Check in for 1-day workshops	
Thu	04/06/17	8:15 AM	8:45 AM		3-day Whiskey Workshop	
Thu	04/06/17	9:00 AM	5:00 PM		1-Day Gin Workshop	
Thu	04/06/17	9:00 AM	5:00 PM	Rusty Figgins , Consulting Master Distiller	1-Day Vodka Workshop	
Thu	04/06/17	9:00 AM	5:00 PM	Eric Watson , Founder ALBevCon	1-Day Rum Workshop	
Thu	04/06/17	8:30 AM	5:00 PM	Nancy Fraley , Nosing Services Inc Julia Nourney	2-Day Blending and Maturing Workshop	