

Day	Date	Starts	Ends	Location	Sneakers	Session Title	Description
Sun	04/02/17	10:00 AM	4:00 PM	Jos A. Magnus (DC)	Dr. Anne Brock, David Smith	1-Day Gin Workshop	
Mon	04/03/17	8:30 AM	8:45 AM	Hyatt - Lobby		Check in for 1-day workShops	
Mon	04/03/17	9:00 AM	5:00 PM	HYATT - President (lunch in Conway)	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.
Monday	04/03/17	12:00pm	1:00pm	Hyatt - Conway	Fire Code Workshop Lunch		
Mon	04/03/17	8:00 AM	5:00 PM	Hyatt - Chesapeake B	Nancy Fraley , Nosing Services Inc Julia Nourney	1-Day Blending Workshop	
Monday	04/03/17	12:00pm	1:00pm	Pratt/Calvert	Blending Workshop Lunch		
Mon	04/03/17	9:00 AM	5:00 PM	Lost Ark Distillery, Columbia MD	Eric Watson , President, AllBevCon Brad Blackwell		This course will introduce participants to the different styles of rum created from sugar cane and its derivatives, such as sugar cane syrup and molasses. Participants will be able to smell and taste new make spirits as it is being distilled. Topics covered in this one-day class include rum wash preparation, basics of fermentation, mechanics of distillation (stripping and spirit runs), making the cuts, barrel maturation, proofing and barreling.
Mon	04/03/17	9:00 AM	5:00 PM	New Columbia Distillery	David Smith	1-day Grain to Glass Gin Distilling	
Mon	04/03/17	9:00 AM	5:00 PM	Dragon Distillery	Rusty Figgins , Consulting Master Distiller	1-Day Vodka Workshop	
Mon	04/03/17	9:00 AM	5:00 PM	Lost Ark Distillery	Eric Watson , Founder AllBevCon	1-Day Rum Workshop	
Mon	04/03/17	noon	5:00 PM	Otterbein Lobby		Registration open	
Mon	04/03/17	2:00 PM	5:00 PM	349/350	Paul Harris, 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?
Mon	04/03/17	5:00 PM	6:00 PM	HYATT - Camden/Lombard	Australian Distillers Guild		
Tue	04/04/17	7:30 AM	7:00 PM	Otterbein Lobby		Registration open	
Tue	04/04/17	7:30 AM	9:30 AM	Hall G		Breakfast	

Tue	04/04/17	8:15 AM	8:20 AM	Hall G	Andrew Faulkner - Vice President, American Distilling Institute	Welcome	
Tue	04/04/17	8:20 AM	9:15 AM	Hall G	Karen Hoskin , Co-Founder, President & CEO, Montanya Distillers	KEYNOTE SESSION	
Tue	04/04/17	9:15 AM	9:30 AM	Hall G	Michael Kinslick , CEO, Coppersea Distilling	The State of the Industry	
Tue	04/04/17	9:30 AM	9:35 AM	Hall G	Bill Owens - President, American Distilling Institute	Let the Games Begin!	
Tue	04/04/17	9:30 AM	6:15 PM	Expo Floor - Hall F		Expo Floor open	
Tue	04/04/17	10:30 AM	11:15 AM	343/344	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 the most important steps to take and 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	345/346	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	347/348	Scott Allen , owner, Allen Associates, Scotland Henric Molin , owner, Spirit of Hven, Sweden	Chemistry and Engineering applied in Craft	Make consistent quality spirits in a safe manor. Quality by design means high profit. Good chemical engineering does not need to be complicated or expensive if done correctly. How does engineering balance with chemical analysis to reach optimum efficiency.
Tue	04/04/17	10:30 AM	11:15 AM	349/350	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 Century landmark cigar factory and train station in Roxbury CT. Learn practical advice on all aspects of seeing your dream become a reality: Financing: How to raise \$1 million and keep 100% ownership and why the structure worked for everyone; Public Approvals: How to get the public officials and neighbors on your side; The benefits & challenges of working in an historic structure (a) tax credits, (b) ADA issues, (c) costs; 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	343/344	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 will moderate a discussion 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	345/346	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	347/348	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
Tue	04/04/17	11:30 AM	12:15 PM	349/350	Cynthia Sterling , Principal & Creative Director, Sterling Creativeworks	Make Your Brand A Powerhouse	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.
Tue	04/04/17	11:30 AM	12:15 PM	EXPO HALL STAGE	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	Hall G	AUCTION / LUNCH	BUFFET LUNCH SERVED /SHOW FLOOR OPEN	

Tue	04/04/17	1:30 PM	2:15 PM	343/344	Richard Wolf , Managing Principal, Wolf Consulting Brett Pontoni , Head Buyer, Binny's Beverage Depot Henry Priess , Owner, Preiss Imports Andrew Freidman , Owner and Operator at Liberty Bar Elana Effrat , Spirits Brand Manager, Martin Scott Wines NY NJ	Succeeding at Retail	The retailing of beverage alcohol products is like no other consumer packaged good and can often be overlooked and/or misunderstood by the craft distiller. This distinguished panel will address go-to-market issues which face every craft distiller and help answer questions such as, "How do I effectively communicate with my wholesaler and retailer?" and "What is the wholesaler/retailer going to expect from me?"
Tue	04/04/17	1:30 PM	2:15 PM	345/346	Yvette Glenn , Chemist, Beverage Alcohol Laboratory at the Alcohol and Tobacco Tax and Trade Bureau (TTB).	Proofing - A TTB Discussion	The Alcohol and Tobacco Tax and Trade Bureau (TTB) website features a link to the TTB proofing video series and TTB proofing resources. Brief clips from the proofing videos will be shown during this presentation. A discussion on common errors made during proofing will be given. The various analytical methods used to determine proof and example calculations will also be presented.
Tue	04/04/17	1:30 PM	2:15 PM	347/348	Karen Hoskin , Co-Founder, President & CEO, Montanya Distillers	Creating a Green Distillery	There are many small ways and ten big ways in which you can make your distillery more ecologically responsible and sustainable. Some you can do sitting at a computer keyboard. Most don't cost very much while a few take a higher level of commitment. Are you doing all you can do? Join Karen Hoskin, owner and founder of one of the greenest distilleries in the USA, and learn about the commitments and partnerships that have helped her reach her company's goals.
Tue	04/04/17	1:30 PM	2:15 PM	349/350	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	1:30 PM	2:15 PM	EXPO HALL STAGE	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	343/344	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>
Tue	04/04/17	2:30 PM	3:15 PM	345/346	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	347/348	David Bateman, Regulatory Compliance Consultant, Gray-Robinson David Tull, Regulatory Compliance Consultant, Gray-Robinson	Federal Fair Trade Law Overview (90 min presentation)	<p>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?</p>
Tue	04/04/17	2:30 PM	3:15 PM	349/350	Kris Berglund, University Dist. Professor, Michigan State University	New directions in distillation technology	<p>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.</p>
Tue	04/04/17	2:30 PM	3:15 PM	EXPO HALL STAGE	Todd Buckley, Distiller & Marketer, Destiny Spirits	How You Can Effortlessly Create Brand Champions For Your Distillery Through Social Media	<p>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:</p> <ol style="list-style-type: none"> 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	343/344	Ross Toplift - Ross Engineering	Code and Technical Information for Facilities Handling Flammables	At the end of this session, participants will: Understand the hazards of flammable liquids & dusts; Understand the particular hazards of distilleries; Know methods to mitigate the hazards Understand application of state and federal codes applicable to these facilities.
Tue	04/04/17	3:30 PM	4:15 PM	345/346	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	347/348	David Bateman , Regulatory Compliance Consultant, Gray-Robinson David Tull , Regulatory Compliance Consultant, Gray-Robinson	Federal Fair Trade Law Overview (con'td)	This is a continuation of the 2:30pm presentation.
Tue	04/04/17	3:30 PM	4:15 PM	349/350	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	EXPO HALL STAGE	Jeff Irons , Owner, Irons Distillery	Starting and operating a nano-distillery.	Can a nano-distillery survive on 10 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	343/344	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 ti[s 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	345/346	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	347/348	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	349/350	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	EXPO HALL STAGE	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 Floor - Hall F	EXPO-ONLY Hours	EXPO-ONLY Hours	
Tue	04/04/17	6:15 PM	7:30 PM	Camden Foyer	MD Guild Tasting	MD Guild Tasting	
Tue	04/04/17	7:45 PM	9:30 PM	Hall G (Keynote hall)	ADI's Spirits Judging Awards Gala	ADI's Spirits Judging Awards Gala - ADDITIONAL TICKET REQUIRED	
Wed	04/05/17	7:30 AM	5:00 PM	Otterbein Lobby	Registration open	Registration open	
Wed	04/05/17	9:00 AM	10:00 AM	Hall F	Donuts, Bloody Mary Bar and Morning Libations		
Wed	04/05/17	9:00 AM	4:00 PM	EXPO HALL - F	EXPO HALL OPEN	EXPO HALL OPEN	

Wed	04/05/17	10:30 AM	11:15 AM	343/344	John McKee, Founder of Headframe Spirits Matt Heaney, Owner of HillBilly Stills Ben Lyon, Co-Founder of Lyon Distilling	Choosing the right still for your production	A breakdown of the distinctions between batch and continuous flow distillation focusing on the financial implications of distillation equipment as the bottleneck to growth. A comparative look into the comparative advantages and disadvantages of pot stills compared to reflux columns, and hybrid pot stills, analyzing the subjective and empirical data of distillates produced by each type of still. Also, discussing what the focus should be for craft distillers – quality over efficiency – and how to achieve the results you desire.
Wed	04/05/17	10:30 AM	11:15 AM	345/346	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	347/348	Christopher Thiemann, Distilled Spirits Program Manager in the Regulations and Rulings Division at the Alcohol and Tobacco Tax and Trade Bureau (TTB)	TTB Distilled Spirits Update	Stop by and hear an update from TTB on recent issues of importance to the distilled spirits industry. This session will cover information from a new annual tax return filing option to the elimination of bonds for small DSPs to rules for operating a tasting room to labeling and advertising regulations.
Wed	4//17	10:30 AM	11:15 AM	349/350	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	EXPO HALL STAGE (Hall F)	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	343/344	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	This lecture will provide an inside look at what it takes to start your own distillery with a limited budget. The craft liquor industry is fairly young and a lot of learning has to be done as you go. It takes a lot of hard work, creativity, passion and, of course, money. You can make it happen with a small budget, but you must understand that the first three of these keys are vital. You will run into more hurdles than you ever imagined, and the

Wed	04/05/17	11:30 AM	12:15 PM	345/346	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	347/348	Courtney Pope , Eastern Region VP & Principal EHS Consultant, Hellman & Associates	Simplifying the Complexity of OSHA Written Program & Training Requirements for Craft Spirits Producers	Provide a basic understanding of OSHA compliance for the distilling industry as well as knowledge of the administrative requirements to include the following: <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 <ul style="list-style-type: none"> • Understand the incident reporting and recordkeeping requirements of
Wed	04/05/17	11:30 AM	12:15 PM	349/350	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	EXPO HALL STAGE (Hall F)	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	Hall G	Slava Rubin , Co-Founder Indiegogo & Pia Carusone , Co-Founder Republic Restoratives	Lunch Keynote: Crowdfunding your Distillery	Indiegogo Co-Founder Slava Rubin and Republic Restoratives Co-Founder Pia Carusone explain how to build a successful crowdfunding campaign to launch or grow your distillery.
Wed	04/05/17	12:15 PM	1:30 PM	Hyatt (Pisces)	Samantha Katz , L.O.A.D.	Women in Distilling Luncheon	RESERVATIONS REQUIRED - SEATING LIMITED
Wed	04/05/17	1:30 PM	2:15 PM	343/344	Andrew Friedman , Owner, Liberty Bar and Scout Spirits Chall Gray , Sling & Arrow Craft Spirits Flavien Desoblin , The Brandy Library	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. Panel members share their expertise in the cocktail/bar industry.
Wed	04/05/17	1:30 PM	2:15 PM	347/348	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	349/350	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	EXPO HALL STAGE	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 breed 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	343/344	Jake Hegeman , VP, Legal and Regulatory Affairs, WSWA Drew Levinson , Director of Strategic Activation, Breakthru Beverage Joel Polichene , Executive Vice President, Republic National Distributing Company, Maryland/District of Columbia	Growing your Brand: Building Strong Distributor Relationships	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

Wed	04/05/17	2:30 PM	3:15 PM	345/346	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	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.
Wed	04/05/17	2:30 PM	3:15 PM	347/348	Aaron Coffeen , Specialty Tax Consultant, Engineered Tax Services	High Proof Tax Incentives for the Craft Spirits Industry	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.
Wed	04/05/17	2:30 PM	3:15 PM	Expo Hall Stage	Bobby Jackson , Black Bear Distillery	American and Scottish Single Malts: Similarities, Differences, and Suggested Food Pairings	As a whiskey expert and Scottish expert, Bobby Jackson proposes to reveal the results of a comparative judging of American Single Malts with equivalents of Scottish origin.
Wed	04/05/17	2:30 PM	3:15 PM	349/350	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	343/344	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
Wed	04/05/17	3:30 PM	4:15 PM	345/346	Robin Robinson , Founder/Principal, Robin Robinson LLC Jack Summers , Founder, Jack from Brooklyn	Nobody Wants to Taste Your S**t!	You have as much right as anyone to start a distilling business in the US: it's 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	347/348	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	349/350	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	343/344	Linda Purcell , President, Architecture PML, Inc	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.
Wed	04/05/17	4:30 PM	5:15 PM	345/346	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	347/348	Andrew Causey , Technical Sale Manager, BSG Distilling MALTER TBD	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.
Thu	04/06/17	7:30 AM	8:00 AM	Hyatt - Lobby		Check in for 1-day workshops	
Thu	04/06/17	8:00 AM		Seacrets Distillery	Jordan Via , Breckenridge Distillery	3-day Whiskey Workshop	
		8:00 AM	5:00 PM	McClintock Distillery	Robert Cassel , Liberty Distilling	1-day Rye Workshop	
Thu	04/06/17	8:00 AM		Dragon Distillery	Rusty Figgins , Consulting Master Distiller	1-Day Vodka Workshop	

Thu	04/06/17	8:00 AM	5:00 PM	Lost Ark Distillery	Eric Watson , Founder AlBevCon	1-Day Rum Workshop	
Thu	04/06/17	8:00 AM	5:00 PM	Hyatt - Chesapeake	Nancy Fraley , Nosing Services Inc Julia Nourney	2-Day Blending and Maturing Workshop	