



# Craft on Ice

6th Annual Distillers' Convention  
& Vendor Trade Show

FEBRUARY 10-12, 2019  
HYATT REGENCY • MINNEAPOLIS, MN

## SATURDAY, FEBRUARY 9TH

<b>8:00 AM-5:00 PM</b>	Sensory Master Class* Presented by Lallemand Biofuels and Distilled Spirits
<b>8:00 AM-5:00 PM</b>	Essentials to Successfully Implementing an Occupational Safety Program in Your Distillery* Presented by Industrial Safety and Training Services

## SUNDAY, FEBRUARY 10TH

<b>8:00 AM-5:00 PM</b>	Essentials to Successfully Implementing an Occupational Safety Program in Your Distillery* Presented by Industrial Safety and Training Services
------------------------	--

## MONDAY, FEBRUARY 11TH

	ADVANCED TECHNICAL TRACK	BUSINESS TRACK	LEGAL/COMPLIANCE TRACK REGENCY
<b>1:00-1:55 PM</b>	Sensory Analysis and Tasting of Malt Whiskey Mash Distillations - Dr. Patricia Aron (Rahr Malting Co.), Ilya Soroka (BSG), Seth Reid (11 Wells Spirits Co.)	How to Build a Sustainable Craft Spirits Business for the Long Haul - Harry Kohlmann, Park Street	What to Expect During an OSHA Inspection - Kevin and Gary Yurt, ISTS
<b>2:00-2:55 PM</b>	Yeast Innovation: Old World Meets New World - Alan Storr and Cody Snyder, AB Biotek	Strategic Lessons From the Craft Beer Industry - Anna Nadasdy, MBM Group	Labor Law for Your Labor of Love: An overview of Labor and Employment Law. - Corey Day, Murphy, Campbell, Alliston and Quinn
<b>2:55-3:15 PM</b>	<b>BREAK</b>		
<b>3:15-4:10 PM</b>	Sensory Analysis of Rye Varieties - Mike Swanson, Far North Spirits	How to Conduct Your own Audit - Donald Snyder, Whiskey Systems	Panel Presentation on Trade Policy - Christine LoCascio (DISCUS), Eric Gregory (KDA), Angela Hofmann (Farmers for Free Trade), Scott Harris (Catocin Creek)
<b>4:15-5:10 PM</b>	Proof from the Lab: Distillations, Obscuration, and Their Effects on Gas Chromatography. - Philip Gennette, BDAS LLC	Spirits Industry Year in Review - Kevin O'Brien (Zepponi & Company) and Brian Christensen (Artisan Spirit Magazine)	TTB, topic TBD

## TUESDAY, FEBRUARY 12TH

	TECHNICAL FUNDAMENTALS TRACK	BUSINESS TRACK	SALES/MARKETING TRACK
<b>10:00-10:55 AM</b>	LET'S GET TANKED! - Scott Moore and Matt Taylor-Rennert, Dalkita	Advanced Acquisitions - Ryan Malkin (Malkin Law), Nick Papanicolaou (Pernod Ricard USA), Paul Hletko (FEW Spirits), Thomas Mooney (House Spirits), Townsend Ziebold (Cascadia Capital)	Working with the Media - Alexandra Clough, Gather PR

<b>11:00-11:55 AM</b>	The Effects of Gin Preparation on Final Sugar Content - Joe Roberts, Avila University	Even if You're Not Planning to Sell... - Brian DeFoe, Lane Powell	Taking the Tasting Room out of the Distillery - Noah Rothbaum (Daily Beast's Half Full), Ryan Malkin (Malkin Law), Christian Krogstad (House Spirits), Meredith Meyer-Grelli (Wigle Whiskey)
<b>1:00-1:55 PM</b>	Maintaining healthy fermentations and how to deal with high alcohol fermentations in distilling - Maria Peterson, Scott Labs	The Future of the Craft Spirit Landscape - Dan Gasper, Andrew Beebe (Arlington Capital Advisors), Emily Pennington (Wine & Spirits Daily), JB Shireman	Spirits Brand Ambassadors: What Can They Do For You? - Tony Bagnulo and Marty Duffy (Glencairn)
<b>2:00-2:55 PM</b>	Spent Distillers Grains: Nuisance or Value Proposition? - Kurt Rosentrater, Distillers Grain Technology Council	Does Diversity Matter in the World of Craft Spirits? - Karen Hoskin, Montanya Distillers	How to Build a Productive Sales Team - Bob Brown, Sales Systems Development
<b>2:55-3:15 PM</b>	<b>BREAK</b>		
<b>3:15-4:10 PM</b>	Farmer in the Still - Stephanie Ohnmacht and Felicia Ohnmacht (Whiskey Sisters Supply), Aaron MacLeod (Hartwick College), Rob Masters (The Family Jones), Gary Spedding (BDAS LLC)	Insuring Safe Distilled Spirits Production - key process controls that impact DSP insurance availability and pricing. - Donald Seitz/Justin Yates, Cincinnati Insurance Company	How to Launch an RTD - Mark Shilling (Shilling Crafted) and Josh Mabrey (Uncle Billy's Spirits)
<b>4:15-5:10 PM</b>	Single Farm, Single Variety, Single Vintage Malts for Spirit Production - Jason Parker, Copperworks Distilling	CSDP - Park Street/IWSR	Stealing From The Big Boys (and Girls): Build a Killer Strategic Marketing Campaign Using Tips and Tricks Nicked from Million-Dollar Brands - Heather Greene

**\*MASTER CLASS - SEPARATE TICKETED EVENT**

**NOTE: SCHEDULE IS SUBJECT TO UPDATES**

**LOCATION:**

**GREENWAY D**

**GREENWAY A**

**REGENCY**

**REGENCY**