

Trade Show
Food
Education
Governance
Social
Media
*Separate Ticketed Events
**ACSA Voting Members ONLY



SATURDAY, MARCH 28TH

8:00 AM-5:00 PM	B110	PRE-CONVENTION MASTER CLASS: Tasting and Sensory* - Gary Spedding (BDAS, LLC), Lindsay Barr (DraughtLab), Andrew Weihebrink (ISC), and TBA (GrainCorp Malt)
8:00 AM-5:00 PM	B111	PRE-CONVENTION MASTER CLASS: New Distillery Start Up 101* - Courtney McKee (Headframe Spirits), Jake Holshue (Old Trestle Distillery), John Jeffery (Bently Heritage), Donald Snyder (Whiskey Systems), Colton Weinstein (Corsair Distillery), and Liz Rhoades (Spirit Safe Consulting, LLC)
8:00 AM-5:00 PM		DISTILLERY TOURS
1:00-5:00 PM	EXHIBIT HALL C	VENDOR SET-UP

SUNDAY, MARCH 29TH

8:00 AM-12:00 PM	B110	PRE-CONVENTION MASTER CLASS: New Distillery Start Up 101* - Amber Pollock (Backwards Distilling Company), Mark A. Vierthaler (Tenth Ward Distilling Company), Paul Hletko (FEW Spirits), and Brian Christensen (Artisan Spirit Magazine)
8:00 AM-5:00 PM	EXHIBIT HALL C	VENDOR SET-UP
11:00 AM-6:00 PM	PRE-FUNCTION C	REGISTRATION OPEN
12:00-2:00 PM	B112	AMERICAN SINGLE MALT WHISKEY COMMISSION (ASMWC)
1:00-1:45 PM	B111	EDUCATION COMMITTEE
1:45-2:30 PM	B111	SAFETY COMMITTEE
2:00-4:00 PM	B112	GUILD ROUNDTABLE
3:00-4:00 PM	B111	DtC COMMITTEE**
4:30-6:00 PM	B112	WOMEN'S DISTILLERY GUILD/WOMEN OF THE VINE & SPIRITS (WOTVS)

	B113-B116	B117-B119	C123-C124
3:00-3:55 PM	Exploring the Choice of Barrel Sizes From a Financial, Strategic and Consumer Perspective, in the Shadow of Potential Changes to TTB Standards of Identity - Alexander Grelli (Wigle Whiskey), Taylor Bostock (Wigle Whiskey), Colton Weinstein (Corsair Distillery), Colin Spoelman (Kings County Distillery), and Richard Hobbs (The Barrel Mill)	Diversity Panel - Karen Hoskin (Montanya Distillers) and other panelists TBD	TTB Bootcamp: TTB Overview, Recordkeeping, Operational Reports, and Tax Returns - Janelle Christian and Valerie Bushman (TTB)

4:00-4:55 PM		Tips and Tricks - Johnny Jeffery (Bently Heritage), John McKee (Headframe Spirits and Manufacturing), and other panelists TBD	Diversity Panel continued until 4:30 4:35 PM - A Convenient Truth: Cost Effective Energy Saving Opportunities in Distilleries - Scott Moore (Dalkita)	TTB Bootcamp: Formulas - Chris Fay (TTB)
5:00-5:55 PM		Work/Life Balance - Mark A. Vierthaler (Tenth Ward Distilling Company) and Johnny Jeffery (Bently Heritage)	A Convenient Truth: Cost Effective Energy Saving Opportunities in Distilleries continued	TTB Bootcamp: Labels - Tracy McNeill (TTB)
6:00-7:30 PM	OFF-SITE: WESTWARD WHISKEY	ACSA PAC RECEPTION		
8:00-10:00 PM	OFF-SITE: PIPS & BOUNCE	NETWORKING SOCIAL ACTIVITY TBD		
MONDAY, MARCH 30TH				
7:00-10:00 AM	EXHIBIT HALL C	VENDORS SET-UP		
7:00 AM-6:30 PM	PRE-FUNCTION C	REGISTRATION OPEN		
7:00-8:00 AM	OFF-SITE: MULTNOMAH ROOM @ HYATT REGENCY	MORNING YOGA		
8:00-8:55 AM	OREGON BALLROOM	KEYNOTE SPEAKER: JOTH RICCI (PRESIDENT, DUTCH BROTHERS COFFEE) & CONVENTION KICKOFF BREAKFAST		
		TECHNICAL -- B113-B116	SALES/MARKETING -- B117-B119	LEGAL COMPLIANCE/SAFETY -- C123-C124
9:00-9:55 AM		The Science of Whiskey Maturation - Jason Parker (Copperworks Distilling)	Cash Flow Management and Optimization - Michelle Howard and Amy Julian (Brown Smith Wallace Advisory Services)	What to Do When You Have an Unusual Product - Christopher Thiemann (TTB)
10:00-10:55 AM		How Local Farmers Can Contribute to the Success of Your Distillery - Gabe Toth (The Family Jones)	2019 Spirits Industry M&A Year in Review: Factors Driving Robust Investment Activity - Kevin O'Brien (Zepponi & Company)	Distillery Safety - Gary Yurt (ISTS)
11:00 AM-1:00 PM	EXHIBIT HALL C	VENDOR SHOW RIBBON CUTTING: EXHIBIT HALL OPENS		
11:00 AM-1:00 PM	EXHIBIT HALL C	EDUCATION INSIDE EXHIBIT HALL		
11:30 AM-1:00 PM	EXHIBIT HALL C	LUNCH		
1:00-1:55 PM		Microbiological and Biochemical Considerations for Optimized Distillery Operations - Pat Heist (Ferm Solutions)	Measure and Improve Your Social Media ROI - Susan Mooney (Spirits Consulting Group)	The Fire Protection and Life Safety Challenge - Michael Reardon (Reardon Fire Consulting)
2:00-2:55 PM		Rye Study - Mike Swanson (Far North Spirits)	When it Comes to Sales, Metrics Matter - Steve Raye (Bevology, Inc.) and Marc DeKuyper (Overproof)	Effective Brand Marketing & Trademark Compliance - David Bourne (Ignite Beverage Branding), Aaron Wais and Dan Hayes (Mitchell, Silberberg & Knupp)
3:00-3:15 PM	EXHIBIT HALL C	BREAK		
3:00-6:30 PM	EXHIBIT HALL C	EXHIBIT HALL		
3:00-5:00 PM		EDUCATION INSIDE EXHIBIT HALL		
5:15-6:30 PM	EXHIBIT HALL C	COME MINGLE: VENDOR HAPPY HOUR		
6:30-9:00 PM	OREGON BALLROOM	CRAFT SPIRITS JUDGING COMPETITION AWARDS DINNER		
9:00-11:00 PM	TBA	SIPS & SWEETS		

TUESDAY, MARCH 31ST

7:15-8:15 AM	PRE-FUNCTION C	MORNING RISER WALK		
8:00 AM-5:00 PM	PRE-FUNCTION C	REGISTRATION OPEN		
8:30-10:00 AM	OREGON BALLROOM	TOWN HALL WITH MEET THE CANDIDATES BREAKFAST		
10:00 AM-3:00 PM	EXHIBIT HALL C	EXHIBIT HALL		
		TECHNICAL -- B113-B116	SALES/MARKETING -- B117-B119	LEGAL COMPLIANCE/SAFETY -- C123 - C124
10:00-10:55 AM		<i>Making the Rounds With Gin - Where are We Headed Next?</i> - Gary Spedding (BDAS LLC), Tom Anderson (Pinckney Bend), Rob Masters (The Family Jones) Michael Reiber (Dancing Goat), Molly Troupe (Freeland Spirits)	<i>Innovative Avenues to Accelerate Growth for Craft Brands</i> - Harry Kohlmann and Emily Pennington (Park Street)	<i>A Distillery Disaster: How to be Prepared</i> - Rob Pinson (Waller Law), Paul Steele (Martin & Zerfoss)
11:00-11:55 AM		<i>Handling Heirloom and Heirloom OP Cross Corn On a Large Scale: What I Have Learned So Far...</i> - Lisa Wicker (Widow Jane)	<i>Innovative Avenues to Accelerate Growth for Craft Brands (continued)</i> - Harry Kohlmann and Emily Pennington (Park Street)	<i>Cannabis Today</i> - Paul Hletko (FEW Spirits), Austin Stevenson (Vertosa), and Adam Stiles (Mirth Provisions)
12:00-1:00 PM	EXHIBIT HALL C	LUNCH		
12:00-3:00 PM		EDUCATION INSIDE EXHIBIT HALL		
2:45-3:00 PM	EXHIBIT HALL C	BREAK		
3:00-3:55 PM		<i>Get the Most From Your Grain: Key Points for the Conversion of Starch</i> - Andrew Fratianni (DuPont)	<i>Craft Spirits Data Project</i> - Harry Kohlmann (Park Street)	<i>Living in Excess: The Business and Legal Considerations for Turning Unused Capacity Into Revenue</i> - Corey Day and Claire Mitchell (Stoel Rives, LLP)
4:00-5:00 PM		<i>In-Pack Stability of Spirit-Based Drinks</i> - Paul Hughes (Oregon State University)	<i>Working with the Media</i> - Alexandra S. Clough (GatherPR)	<i>Privacy and Data Security Essentials for Spirits Companies</i> - Brian DeFoe & Brandon Archuleta (Lane Powell)
5:30-6:30 PM	OREGON BALLROOM	THE OREGON TOAST - VIP ONLY*		
6:30-8:30 PM	OREGON BALLROOM	THE OREGON TOAST - VIP + CONVENTION ATTENDEES/GENERAL ADMISSION		