

April 16, 2026	
8:30 AM — 5:00 PM	<p>Sacramento Distillery Tours</p> <p>A full-day, guided exploration of some of the region's standout craft producers, including:</p> <ul style="list-style-type: none"> • Dao Distillery • Midtown Spirits • Sabbatical Distillery • UC Davis Teaching and Research Winery
8:00 AM — 9:00 AM	ACSA Board of Director's Meeting (Invite Only)
9:00 AM — 4:30 PM	Exhibitor Set Up
9:00 AM — 2:00 PM	<p>Distribution Workshop</p> <p>Presenters</p> <ul style="list-style-type: none"> • David Morgan, Sugarlands Distilling Co., National Sales Director • Peter Lijewski, Enlighten Supply Chain, Founder & Former VP of Supply Chain, Breakthru Beverage Group • Chris Underwood, Young's Holdings, CEO • Kayla Hasbrook, Altamar Brands, Director of Sales • Eric Evans, Adams and Reese, Counsel <p><i>*Separate ticketed event</i></p>
1:00 PM — 3:00 PM	State Guild Meeting (Invite Only)
2:30 PM — 4:30 PM	<p>TTB Audit Bootcamp</p> <ul style="list-style-type: none"> • Presented by TTB staff
11:00 AM — 5:00 PM	<p>Hinterhaus Distilling Tour</p> <p><i>*Separate ticketed event</i></p>
11:00 AM — 5:00 PM	<p>St. George Spirits Tour</p> <p><i>*Separate ticketed event</i></p>
6:00 PM — 9:00 PM	STEPUP Graduation (Invite Only)

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9:00 AM — 10:30 AM	Townhall & Welcoming Remarks
11:00 AM — 6:00 PM	Exhibit Hall Hours
10:40 AM — 11:30 AM	Strategic Fermentation: Leveraging Yeast Strain Diversity for Targeted Congener Profiles in Whisky Production <ul style="list-style-type: none"> Denise Jones, Fermentis
11:00 AM — 12:00 PM	First-Timers Meetup
11:30 AM — 2:00 PM	Lunch & California Toast in the Expo Hall
12:00 PM — 12:50 PM	From Compliance to Culture: Best Practices in Distillery Safety <ul style="list-style-type: none"> Austin Yurt, Industrial Safety and Training Services
12:00 PM — 12:50 PM	The Competitive Edge: What the Best Craft Distilleries do Differently <ul style="list-style-type: none"> Maria Pearman, GHJ Advisors
1:00 PM — 1:50 PM	How to Make Smaller Budgets Have a Bigger Impact <ul style="list-style-type: none"> Chris Buglisi, Misunderstood Brands
1:00 PM — 1:50 PM	Squeeze Every Drop: Building Efficiency and Profitability into Craft Distilling <ul style="list-style-type: none"> Rox Tiburolobo, Lallemand
2:00 PM — 2:50 PM	Distilled Beverage Technology at UC Davis, including California Agave Spirits <ul style="list-style-type: none"> Ron Runnebaum, UC Davis
2:00 PM — 2:50 PM	Pouring over the Regs: Real World Strategies for Avoiding Fiascos in Alcohol Trade Practices <ul style="list-style-type: none"> Michael O’Gorman, Barnes Beverage Law Shana Metzger, Barnes Beverage Law Becky Harris, Catoctin Creek Distilling Company
3:00 PM — 3:50 PM	Beyond Bankruptcy: Practical Options for Financially Distressed Beverage Businesses <ul style="list-style-type: none"> Ryan Malkin, Malkin Law Thomas Mooney, Westward Whiskey Eric Chafetz, Lowenstein Sandler
3:00 PM — 3:50 PM	Reducing Methanol in Fruit Brandies <ul style="list-style-type: none"> Dave Smith, St. George Spirits Chris Jordan, St. George Spirits Caitlin Bartlemay, Clear Creek Distillery
3:00 PM — 3:50 PM	California Agave Roundtable in the Expo Hall <ul style="list-style-type: none"> Hosted by California Agave Council
4:00 PM — 4:50 PM	Retailer Roundtable: The State of Craft on the Shelf <ul style="list-style-type: none"> Taylor Cathala, Category Merchant purchasing Spirits at Whole Foods Market Josh Gelfand, Spirits Buyer, K&L Wine Merchants
4:30 PM — 6:00 PM	California Toast in the Expo Hall
5:00 PM — 6:00 PM	Cornhole Tournament in the Expo Hall

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8:00 AM — 8:50 AM	Best practices for Tasting Rooms: Driving Visits, Repeat Engagement, and On-site Retail Sales <ul style="list-style-type: none"> Jonathan Yaffe and Bay Laughlin, AnyRoad
8:00 AM — 8:50 AM	Efficiency, Transparency, Growth: The Case for Digital Transformation in Distilling and Maturation <ul style="list-style-type: none"> Stuart Maxwell, Proof 8
9:00 AM — 1:00 PM	Exhibit Hall Hours
9:00 AM — 9:50 AM	Find Your Why - Figuring Out What You do, and Why it Matters <ul style="list-style-type: none"> Daniel Whittington, Whisky Marketing School
9:00 AM — 9:50 AM	Make Them Taste the Why: How narrative-driven flights anchor perception, build trust, and move bottles <ul style="list-style-type: none"> Heather Wibbels, Bourbon Fluent
10:00 AM — 10:50 AM	How Top 50 Bars are Batching Cocktails <ul style="list-style-type: none"> David Sanders, Course Restaurant Justin Chard, Course Restaurant
10:00 AM — 10:50 AM	Old Whiskey the Old Way: Pre-Prohibition Distillation and Maturation Techniques <ul style="list-style-type: none"> Matt Strickland, Iron City Distilling
10:00 AM — 10:50 AM	Rethinking Targeting Consumers: From Profile to Mindset <ul style="list-style-type: none"> Jeremy Murrell, Morpheus Brand Consulting
11:00 AM — 11:50 AM	Cannabis at the Crossroads: Blazing a Trail for Craft Spirits <ul style="list-style-type: none"> Dr. Gregory Canillas, Canillas-King Reese Benton, Posh Green Mariah Dodson, Evolution of Healing
11:00 AM — 11:50 AM	Starting Your Club: A guide to Consistent Revenue <ul style="list-style-type: none"> Kelly Woodcock
11:00 AM — 11:50 AM	Finishing in Good Spirits: Filtration, Stabilization and Modification for Peace of Mind <ul style="list-style-type: none"> Mui Lay, Gusmer Enterprises Greg sitton, Gusmer Enterprises
12:00 PM — 12:50 PM	Doing Stuff with Bartlemay: Barrel Repair <ul style="list-style-type: none"> Caitlin Bartlemay, Clear Creek Distillery
12:00 PM — 12:50 PM	How to Grow a National Presence - Without a National Spend <ul style="list-style-type: none"> Rawnica Dillingham, New Riff Distilling

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1:00 PM — 2:30 PM	Meet the Candidates & Awards Ceremony Lunch
3:00 PM — 3:50 PM	Harnessing Technology to Solve Real Problems <ul style="list-style-type: none">• Susan Mooney, Spirits Consulting Group
3:00 PM — 3:50 PM	The Craft Brand's Guide to Modern Distribution Models <ul style="list-style-type: none">• Emmett Strack, Park Street• Adam Spiegel, Freebrook Imports• Cheryl Durzy, LibDib
3:00 PM — 3:50 PM	Your Brand vs. More Brands: A Data-Driven Approach to SKU Strategy <ul style="list-style-type: none">• Damien Wilson, Sonoma State University
4:00 PM — 4:50 PM	DtC Shipping on the Rise: How You Can Prepare for More Sales Options <ul style="list-style-type: none">• Alex Koral, Sovos ShipCompliant
4:00 PM — 4:50 PM	No & Low Alcohol Product Development <ul style="list-style-type: none">• Christian Deakin, BevZero
7:30 PM — 11:00 PM	American Craft Spirits Grand Tasting & Karaoke