

Trade Show			
Food			
Education			
Governance			
Social			
THURSDAY, FEBRUARY 9TH			
8:00 AM - 7:00 PM	REGISTRATION DESK OPEN		
8:30 AM - 5:00 PM	PRE-CONVENTION DISTILLERY TOUR - SEPERATE TICKETED EVENT - SOLD OUT		
8:00 AM - 5:00 PM	PRE-CONVENTION EDUCATION: DISTILLERY 101		
5:00 PM - 6:00 PM	DISTILLERY 101 HAPPY HOUR - BY INVITATION ONLY		
9:00 AM - 5:00 PM	VENDOR SET-UP		
FRIDAY, FEBRUARY 10TH			
7:00 AM	RUN MEETUP		
7:30 AM - 7:00 PM	REGISTRATION DESK OPEN		
8:00 AM - 12:00 PM	VENDOR SET-UP		
8:00 AM - 9:00AM	BOD MEETING		
8:00 AM - 2:00 PM	PRE-CONVENTION EDUCATION: DISTILLERY 101		
9:00 AM - 10:00 AM	WOTVS MEETING		
9:30 AM - 10:30 AM	EDITORIAL BOARD MEETING		
11:00 AM - 12:45 PM	GUILD ROUNDTABLE		
1:00 PM - 6:00 PM	VENDOR TRADE SHOW OPEN/RIBBON CUTTING		
2:00 PM - 4:00 PM	TTB BOOTCAMP		
4:00 PM - 5:00 PM	1ST TIME ATTENDEE GATHERING RIGHT AFTER 101		
5:00 PM - 6:00 PM	HAPPY HOUR IN THE EXHIBIT HALL		
6:00 PM - 7:00 PM	GENERAL SESSION: BETTER WITH AGE FOUNDERS FORUM		
7:30 PM - 9:00 PM	PAC RECEPTION - WESTWARD WHISKEY - BY INVITATION ONLY		
9:00 PM -11:00 PM	HOSPITALITY SUITE		
SATURDAY, FEBRUARY 11TH			
7:00 AM	RUN MEETUP		
7:30 AM - 6:00 PM	REGISTRATION DESK OPEN		
8:00 AM - 9:00 AM	RISE AND REGULATE : COFFEE AND CONVERSATION WITH TTB		

9:00 AM - 12:00 PM	VENDOR TRADE SHOW OPEN		
9:30 AM - 10:25 AM	TBD	Leveraging Cocktail Menus to Build a Winning On-Premise Strategy - Jasper Nelissen (Overproof) - intermediate	Conscious Corporate Culture - Paul Hletko (FEW Spirits), Courtney McKee (Headframe Spirits) - fundamentals
10:30 AM - 11:25 AM	Write That Down: Establishing Simple But Effective Data Tracking - Mark A. Vierthaler (Whiskey Del Bac) -fundamentals	Trends in the Distillery Visitor Experience: How Brands Can Succeed in 2023 - Jonathan Yaffe (AnyRoad)	Working With Government Officials - Dana Huber (Huber's Orchard, Winery, and Vineyards), Mark Shilling (Big Thirst Consulting), P.T. Wood (Wood's High Mountain Distillery)
11:30 AM - 12:25 PM	Cross-Country Whiskey: A Panel Discussing the Differences in Regional American Whiskey-Making - Sydney Jones (FEW Spirits), Todd Leopold (Leopold Bros.), Nicole Austin (Cascade Hollow Distilling Co.), Molly Troupe (Freeland Spirits), Robert Likarish (Iroonroot Republic Distilling) (Fundamental)	Understanding Distributors: How to Vet, Hire, and Motivate a Distributor Without Losing Your Damn Mind - John Foster (Ragged Branch Distillery)	An Introduction to Strategic Planning & Connection to Purpose - Courtney McKee (Headframe Spirits) - fundamentals
12:30 PM - 2:00 PM	AWARDS LUNCHEON		
2:00 PM - 4:00 PM	VENDOR TRADE SHOW OPEN AGAIN/DESSERT & COFFEE		
2:30 PM - 3:25 PM	Sourcing Grain Panel - Gabe Toth (The Family Jones), Liz Rhoades (WhistlePig), Jason Parker (Copperworks Distilling Co.), Mike Swanson (Far North Spirits) adv.	Drink With Your Eyes® - David Schuemann (CF Napa)	Recent TTB Importer Rules - Rob Pinson (Adams and Reese LLP), Christopher Thiemann (TTB) - advanced
3:30 PM - 4:25 PM	Glycosidic Nitrile, You Really Should Care Now - Harmonie Bettenhausen (Hartwick Center for Craft Food and Beverage), Campbell Morrissy (pFriem Family Brewers) - fundamentals	Government Support for Export - Lucy Farber (St. George Spirits), Haisum Shah (U. S. Commercial Service), Greg Lang (Western United States Agricultural Trade Association), Greg Moore (Export-Import Bank of the United States)	Economics of Solar Energy - Patrick Kelty (VITOK Engineers)
3:30 PM - 4:30 PM	BREAK		
4:30 PM - 5:25 PM	Not Just Another Fad Diet: Why Nutrition is so Important for Healthy Fermentations and Spirit Quality - Mitch Codd (Lallemend) - intermediate	Common Misconceptions About DtC Spirits Shipping - Harlan Garvey (Powell Junia), Alex Koral (Sovos Shipcompliant), Adena Santiago (Foster Garvey PC) - intermediate	Good Bad & Ugly - 2021 Building and Fire Code changes for Distilleries - Scott Moore (Dalkita Architecture & Construction) - intermediate
5:30 PM - 6:25 PM	Proof From the Lab: Distillations and Obscuration - Philip Gennette & Jessi Bentley (BDAS Testing)	How to support your product at retail - Jim Farrell (BMI Brand Services)	Don't get burned! Getting your Craft Distillery in DOT Compliance - Austin Yurt (Industrial Safety & Training Services) - intermediate
6:00 PM - 9:00 PM	STEP UP FOUNDATION GRADUATION : INVITATION ONLY		
8:30 PM - 11:00 PM	RUBY FRIEDMAN AT CRYSTAL BALLROOM		

SUNDAY, FEBRUARY 12TH

8:00 AM - 3:00 PM	REGISTRATION DESK OPEN		
8:00 AM - 9:30 AM	MEET THE CANDIDATE BREAKFAST		
9:00 AM - 9:55 AM	Interdisciplinary Approaches to Botanical Spirits Formulation - Seth O'Malley (Wilderton Non-Alcoholic Spirits) - intermediate	How to Identify and Reach Your Brand's Biggest Fans Through Digital Advertising - Kim Nguyen (Speakeasy Co) - intermediate	Media Topic
10:00 AM - 10:55 AM	Assessing yeast strain fermentation performances with variable molasses quality - Denise Jones (Fermentis)	Growing an Email List that is 110 Proof - Bianca and Jon Gorman (Spirits Marketing)	Distillery Valuation 102 - Starting On (or Getting Back on) the Right Track - Donald Snyder (Time and Tasks) - fundamentals
11:00 AM - 11:55 AM	RTDs: Risks & Considerations for Canned Cocktails - Tyler Derheim (FIVE x 5 Solutions)	Growing Club Program Revenue & Loyalty - Theresa Dorr	Crowdfunding a distillery: Stories From The Trenches - Jason Parker (Copperworks Distilling) - fundamentals
12:00 PM - 1:30 PM	LUNCHEON WITH KEYNOTE SPEAKER JEFFREY MORGENTHALER & MEMBERSHIP TOWN HALL		
1:30 PM - 2:20 PM	How to Win Awards: A Panel Discussion - Nicole Austin (Cascade Hollow Distilling Co., Heather Greene (Milam & Greene), Dave Schmier (Proof and Wood), Caley Shoemaker (Altar Spirits), Harvey Williams (Delta Dirt Distillery) - intermediate	How to Adapt to Current Shifts in Consumer Preference - Andres Correa (Park Street), Brian Kreuger (Bump Williams Consulting), Nicola Nice (Pomp & Whimsy)	Historical Value of Whiskey and Distillery Finance - Ray Digilio (EthanolUS)
2:30 PM - 3:20 PM	Increasing Spirits Quality Using Practical Sensory Tools and Technologies - Lindsay Barr (DraughtLab) - intermediate	Driving Sale, Distribution and Consumer Demand through Social Media and Industry Influencers: Strategies and Best Practices - Lenny Gotter (Industry consultant, spirits competition judge, founder of Eastside Distilling), Leon Gurevich (Digital Media Executive and Investor, Advisor; Jason Knapp (Crafted Pour), Blair Reynolds (BG Reynolds Cocktail Syrups)	Upwards With Age: What the Data Says - Danny Brager (Brager Beverage Alcohol Consulting)
3:30 PM - 6:30 PM	PING PONG COMPETITION & SUPER BOWL PARTY - PIPS & BOUNCE		
6:30 PM - 9:30 PM	CLOSING PARTY AT ROGUE EASTSIDE PUB		