

**April 16, 2026**

<p><b>8:30 AM — 5:00 PM</b></p>	<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"> <li>• <a href="#">Dao Distillery</a></li> <li>• <a href="#">Midtown Spirits</a></li> <li>• <a href="#">Sabbatical Distillery</a></li> <li>• <a href="#">UC Davis Teaching and Research Winery</a></li> </ul>
<p><b>8:00 AM — 9:00 AM</b></p>	<p>ACSA Board of Director's Meeting (Invite Only)</p>
<p><b>9:00 AM — 4:30 PM</b></p>	<p>Exhibitor Set Up</p>
<p><b>9:00 AM — 2:00 PM</b></p>	<p>Distribution Workshop</p> <p>Presenters</p> <ul style="list-style-type: none"> <li>• David Morgan, Sugarlands Distilling Co., National Sales Director</li> <li>• Chris Underwood, Young's Holdings, CEO</li> <li>• Kayla Hasbrook, Altamar Brands, Director of Sales</li> <li>• Eric Evans, Adams and Reese, Counsel</li> </ul> <p><i>*Separate ticketed event</i></p>
<p><b>1:00 PM — 3:00 PM</b></p>	<p>State Guild Meeting (Invite Only)</p>
<p><b>2:30 PM — 4:30 PM</b></p>	<p>TTB Audit Bootcamp</p> <ul style="list-style-type: none"> <li>• Presented by TTB staff</li> </ul>
<p><b>10:30 AM — 5:00 PM</b></p>	<p>Hinterhaus Distilling Tour</p> <p><i>*Separate ticketed event</i></p>
<p><b>10:30 AM — 5:00 PM</b></p>	<p>St. George Spirits Tour</p> <p><i>*Separate ticketed event</i></p>
<p><b>6:00 PM — 9:00 PM</b></p>	<p>STEPUP Graduation (Invite Only)</p>

**April 17, 2026**

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

**April 18, 2026**

<b>8:00 AM — 8:50 AM</b>	Best practices for Tasting Rooms: Driving Visits, Repeat Engagement, and On-site Retail Sales <ul style="list-style-type: none"> <li>Jonathan Yaffe and Bay Laughlin, AnyRoad</li> </ul>
<b>8:00 AM — 8:50 AM</b>	Efficiency, Transparency, Growth: The Case for Digital Transformation in Distilling and Maturation <ul style="list-style-type: none"> <li>Stuart Maxwell, Proof 8</li> </ul>
<b>9:00 AM — 1:00 PM</b>	Exhibit Hall Hours
<b>9:00 AM — 9:50 AM</b>	Find Your Why - Figuring Out What You do, and Why it Matters <ul style="list-style-type: none"> <li>Daniel Whittington, Whisky Marketing School</li> </ul>
<b>9:00 AM — 9:50 AM</b>	Make Them Taste the Why: How narrative-driven flights anchor perception, build trust, and move bottles <ul style="list-style-type: none"> <li>Heather Wibbels, Bourbon Fluent</li> </ul>
<b>9:00 AM — 9:50 AM</b>	Exhibit Hall Salon Session: Compliance Jeopardy <ul style="list-style-type: none"> <li>Ryan Malkin, Malkin Law</li> </ul>
<b>10:00 AM — 10:50 AM</b>	How Top 50 Bars are Batching Cocktails <ul style="list-style-type: none"> <li>David Sanders, Course Restaurant</li> <li>Justin Chard, Course Restaurant</li> </ul>
<b>10:00 AM — 10:50 AM</b>	Old Whiskey the Old Way: Pre-Prohibition Distillation and Maturation Techniques <ul style="list-style-type: none"> <li>Matt Strickland, Iron City Distilling</li> </ul>
<b>10:00 AM — 10:50 AM</b>	Rethinking Targeting Consumers: From Profile to Mindset <ul style="list-style-type: none"> <li>Jeremy Murrell, Morpheus Brand Consulting</li> </ul>
<b>11:00 AM — 11:50 AM</b>	Cannabis at the Crossroads: Blazing a Trail for Craft Spirits <ul style="list-style-type: none"> <li>Dr. Gregory Canillas, Canillas-King</li> <li>Reese Benton, Posh Green</li> <li>Mariah Dodson, Evolution of Healing</li> </ul>
<b>11:00 AM — 11:50 AM</b>	Starting Your Club: A guide to Consistent Revenue <ul style="list-style-type: none"> <li>Kelly Woodcock</li> </ul>
<b>11:00 AM — 11:50 AM</b>	Finishing in Good Spirits: Filtration, Stabilization and Modification for Peace of Mind <ul style="list-style-type: none"> <li>Mui Lay, Gusmer Enterprises</li> <li>Greg Sitton, Gusmer Enterprises</li> </ul>
<b>12:00 PM — 12:50 PM</b>	Doing Stuff with Bartlemay: Barrel Repair <ul style="list-style-type: none"> <li>Caitlin Bartlemay, Clear Creek Distillery</li> </ul>

**April 18, 2026**

<b>12:00 PM — 12:50 PM</b>	How to Grow a National Presence - Without a National Spend <ul style="list-style-type: none"> <li>• Rawnica Dillingham, New Riff Distilling</li> </ul>
<b>1:00 PM — 2:50 PM</b>	Meet the Candidates & Awards Ceremony Lunch
<b>3:00 PM — 3:50 PM</b>	Harnessing Technology to Solve Real Problems <ul style="list-style-type: none"> <li>• Susan Mooney, Spirits Consulting Group</li> </ul>
<b>3:00 PM — 3:50 PM</b>	The Craft Brand's Guide to Modern Distribution Models <ul style="list-style-type: none"> <li>• Emmett Strack, Park Street</li> <li>• Adam Spiegel, Freebrook Imports</li> <li>• Cheryl Durzy, LibDib</li> </ul>
<b>3:00 PM — 3:50 PM</b>	Your Brand vs. More Brands: A Data-Driven Approach to SKU Strategy <ul style="list-style-type: none"> <li>• Damien Willson, Sonoma State University</li> </ul>
<b>4:00 PM — 4:50 PM</b>	DtC Shipping on the Rise: How You Can Prepare for More Sales Options <ul style="list-style-type: none"> <li>• Alex Koral, Sovos ShipCompliant</li> </ul>
<b>4:00 PM — 4:50 PM</b>	No & Low Alcohol Product Development <ul style="list-style-type: none"> <li>• Christian Deakin, BevZero</li> </ul>
<b>4:00 PM — 4:50 PM</b>	Competing As David In A World of Goliaths: Rules for Underdogs, Upstarts, and Challenger Brands <ul style="list-style-type: none"> <li>• Martin Pazzani, Unbound Spirits Brands, LLC</li> </ul>
<b>7:30 PM — 11:00 PM</b>	American Craft Spirits Grand Tasting & Karaoke