



# CALL FOR PRESENTATIONS

**DISTILLERS CONVENTION & VENDOR TRADE SHOW  
WEBINARS  
REGIONAL MASTER PROGRAMS  
WHITE PAPERS  
PODCASTS**

## **ACSA EDUCATION**

ACSA seeks to develop and make available at our annual convention, distance learning programs (webinars), regional master programs, podcasts and “the best practice” white papers, the strongest education and networking opportunities for the American craft distilling community. ACSA shall provide the greatest possible value for our members and sponsors, covering topics of import, relevance, and interest.

## **GOALS OF THE CALL FOR PRESENTATIONS**

1. Be proactive in identifying & addressing member needs for craft distiller programs.
2. Provide tools to enhance members’ manufacturing businesses.
3. Serve as the indispensable program and benefits resource for ACSA members and related suppliers.
4. Be recognized as a valuable resource and provider of top-notch education within the industry.
5. Identify topics that are relevant, practical, and timely to our industry.
6. Identify the best possible speakers and authors for each individual presentation or panel.
7. Remain fiscally responsible to our 501(c)(6) trade group status.

# **ACSA: OUR ORGANIZATION AND EDUCATION PROGRAM: QUESTIONS AND ANSWERS**

## **What is the ACSA Distillers Convention and Vendor Trade Show?**

The American Craft Spirits Association (formerly the American Distilled Spirits Association), was established in 2013. It is the only national non-profit trade association; whose mission is to elevate and advocate for the community of craft spirits producers. The primary purpose of ACSA education is to equip members and friends in the industry to develop, maintain, and grow craft distilleries. Areas of concern include but are not limited to: technical production of product, financial stability, safety, distribution, marketing, sales, and regulatory compliance. The overarching goal is to provide quality benefits, networking and a sense of community to members of ACSA. Four conventions have been held since the inception of ACSA's non-profit trade group. Denver, Austin, Chicago, and Nashville provided the backdrop for stimulating conventions. Generally, two full days of education are offered with three concurrent tracks, representing over 30 individual sessions and upwards of 60 plus speakers. The convention typically attracts around 1000 members of licensed DSPs, suppliers, and vendors within the craft spirits industry.

## **Is there a trade show, too?**

Yes. With over a hundred booths providing state-of-the art information from the best suppliers in the spirits industry.

## **Who selects the presentations and speakers? Is there an Education Committee?**

The Education Committee reviews topics of relevance and identifies speakers who can best contribute their expertise to the overall convention and distilling industry. Webinar programs are similarly reviewed and selected by the Education committee. Master classes are developed for both a pre-convention opportunity and regional offerings.

A Convention committee helps identify and select the keynote speaker and provides guidance on an overall convention design.

## **How many Members serve on this committee?**

The number fluctuates, depending upon the volunteer interest of members. However, the Convention and Education Committees are among the most popular.

## **Is there staff support?**

Yes. ACSA has an Executive Director who is selected its Board of Directors. There is also additional staff to support each education initiative.

## **What other support is there?**

ACSA works with various consultants to assist in managing ACSA's programs. These consultants advise the BOD and work with ACSA staff. Consultants include legal counsel, meeting planners, financial advisors, lobbyists, graphic designers, researchers, economists, and media experts.

### **How does someone get to be an ACSA Board of Director?**

Following an initial screening of potential candidates and recommendations by the Election Committee, new directors are elected by its voting members (independent licensed distillers (DSPs) annually producing fewer than 750,000 gallons of spirits removed from bond, who subscribe to ACSA's Code of Ethics, and have at least 75% ownership and/or operational control of the DSP.) There is no prerequisite for selection other than that of a quality professional reputation and an interest to serve and provide benefits to the members of the craft distilling community. Prior leadership experience within ACSA is not necessary. The Board itself is broken up regionally so the entire United States is represented.

### **How long is the term of service?**

3 years.

### **Does the Board Select the Speakers?**

No. That decision is left to the Education Committee and staff.

### **Are speakers paid?**

Typically, speakers are not paid. Their services are enlisted as a service to the industry. Convention speakers are also asked to register, with limited numbers of convention registrations waived, depending upon several factors including, geographic distance from the convention site, length of presentation, participation in other convention activities, including, networking and business conducted while there. Travel expenses for spouses and family members are not considered reimbursable expenses.

### **When will the speakers be selected?**

Once the timeframe closes for the Call for Presentations, the Convention Committee and staff will vet all proposals and identify those topics and presenters that best meet current needs. Preference will be given to presenters (highly qualified in their relevant specialty) who offer high value, specific educational content, designed for owners and operators of distilleries. Similarly, fresh content, that is, a program that has not been previously offered at any other venue, is preferable.

### **What happens after the presentation?**

Upon completion of ACSA's redesigned website, scheduled to launch in 2017, ACSA intends to load convention, regional, podcast and webinar programs to its website for download purchase. Therefore, ACSA will ask for rights to record and publish materials with proceeds designed for ACSA. Any excess income over expense will be for the sole benefit of ACSA. ACSA reserves the right to any and all presenters work.

### **What happens to the Call for Presentations submitted outside the convention cycle?**

Call for Presentations can be submitted at any time, although those received outside the convention cycle will most likely be reviewed for a webinar presentation or regional program or possibly for development of a white paper. While not yet developed, ACSA will also look to podcast.

**[WWW.AMERICANCRAFTSPIRITS.ORG](http://WWW.AMERICANCRAFTSPIRITS.ORG)**



**4. Please tell us whether this presentation was offered previously or is intended to be offered at another industry event. If so, when and where was/is it to be offered?**

**5. Please list any other previous presentations you have offered or will be offering and if so when and where.**

**6. Please list any industry leadership experience at the local, guild, state and/or national level, such as board service, elected positions, committee experience, leadership awards, judging awards, etc.**

**Return completed questionnaires to:**

**[education@americancraftspirits.org](mailto:education@americancraftspirits.org) OR ACSA Education Committee, PO Box  
701414, Louisville, KY 40270**

***Presentations will be selected based on overall quality, freshness and relevance to the craft spirits industry.***