

SCHEDULE



WASHINGTON
SUMMIT 20
19
CRAFT BEER

NOVEMBER 7-9 2019

Washington State Fairgrounds Events Center

DAY 1

THURSDAY, NOV 7

3PM

ATTENDEES REGISTRATION OPENS

3PM-5:30PM

MICRO MATIC D SYSTEMS KEG VALVES WORKSHOP (BY REGISTRATION ONLY)

3:30PM-5:00PM

WHITE LABS YEAST HANDLING WORKSHOP (BY REGISTRATION ONLY)

6:30PM-8:30PM

**SUMMIT WELCOME PARTY
WITH BMI MUSICAL GUEST**

SPONSORED BY:



Great Little Box Company

Great people to deal with • Great packaging solutions

DAY 2

FRIDAY, NOV 8

8:15 AM

ATTENDEES REGISTRATION OPENS

9:15 AM

WELCOME & KEYNOTE

Summit welcome with WA Brewers Guild Executive Director, Annie McGrath & WA Brewers Guild President, Pamela Brulotte

KEYNOTE: BART WATSON, CHIEF ECONOMIST, BREWERS ASSOCIATION

Talk Title: State of the Washington Craft Brewing Industry

Description: The craft brewing industry is changing. What are the market and demographic trends shaping those shifts and how can you find growth in a more cluttered marketplace?

GENERAL ADDRESS: ROGER BIALOUS, CO-OWNER, GEORGETOWN BREWING CO.

How to make a small fortune with a microbrewery.

10:30 AM

TRADE SHOW FLOOR OPENS

PRESENTED BY



DAY 2

FRIDAY, NOV 8

11:30AM: FIRST BREAKOUT SESSIONS

USING SENSORY AS A TOOL FOR BOTH CONSISTENCY & INNOVATION

Speakers: Jackie Beard, Quality & Sensory Manager at Bale Breaker Brewing Co

You want your flagship beers to taste the same every time but also want constructive feedback to refine your one-off beers. A robust sensory program that includes both employees/brewery owners and consumers is just the tool for the job. In this session, we share ideas and tools to accomplish both goals as well as our philosophy for balancing sensory data with analytical data.

EXPECT THE UNEXPECTED: WHAT YOU NEED TO KNOW WHEN LNI COMES KNOCKING ON YOUR DOOR

Speaker: Shamus Harmon, ERNwest Safety & Loss Control Trainer

ERNwest safety expert, Shamus Harmon, will cover DOSH penalty calculations, the five DOSH inspection types, steps of a DOSH inspection, necessary employer documents and the top five tips to be better prepared.

GET TICKETS NOW:
WWW.WASHINGTONBREWERSGUILD.ORG



DAY 2

FRIDAY, NOV 8

11:30AM: BREAKOUT SESSIONS CONT.

MY BRAND NEEDS TO EVOLVE - BUT HOW FAR SHOULD I GO?

Speakers: Oceania Eagan, Blindtiger Design Founder & Brewery Panel

Whether it's due to expanding production, venturing into new packaging, or keeping ahead of this ever-evolving market, breweries find themselves needing to update their brand to reflect where they are and where they want to go. But just how drastic of a change is needed? Blindtiger Design founder, Oceania Eagan, hosts this panel discussion, joined by a range of breweries who have tackled these challenges with varying degrees of change.

THE TIPPING POINT IN TAPROOM COMPENSATION: GRATUITIES, SERVICE CHARGES, AND MINIMUM WAGE

Speaker: Gay Gilmore, Owner at Optimism Brewing Co.

- Learn about the history of gratuity
- What are all the options for compensation: minimum wage, tips, tip pooling, tip credits, service charges
- What state and federal laws allow
- Outlook on upcoming labor law changes
- Statistics on what customers do and what they don't like
- Best practices for each model

DAY 2

FRIDAY, NOV 8

12:30PM: LUNCH & TRADE SHOW (CONCESSIONS AVAILABLE FOR PURCHASE)

12:45PM-1:30PM: LUNCH & LEARN SESSION 1 TOP-CROPPING ALE YEASTS

Speakers: Michael Dempster, Owner/Brewer at Mirage Beer
John Marti, Head Brewer at Lowercase Brewing
Justin Gerardy, owner at Standard Brewing
Frank Trosset, Co-Owner/Head Brewer at Aslan Brewing

A panel discussion of 4 small breweries using a novel top-cropping technique for the harvesting of LAIII, as developed by Michael Dempster of Mirage Beer Co. Learn how the process can increase product yield, decrease time to harvest, save labor, and improve yeast vitality/purity.

12:45PM-1:30PM: LUNCH & LEARN SESSION 2 WHAT WE TALK ABOUT WHEN WE TALK ABOUT "SOUR" BEER

Speakers: Justin Leigh, Co-found/brewer, Dwinell Country Ales & Ron Extract, Creator/Chief, Garden Path Fermentation

This presentation will focus on the sales and marketing strategies/pitfalls behind the world of "sour" beer. We will explore ways to educate consumers and promote a wide variety of beers (mixed-fermentation, farmhouse, Belgian, wild, spontaneous, kettle soured, etc.), many of which aren't necessarily "sour," but many of which are often simplified as "sour" beers. How should we talk about and sell these beers?

DAY 2

FRIDAY, NOV 8

1:45PM: BREAKOUT SESSIONS

GRASSROOTS MARKETING: HOW TO PROMOTE YOUR BREWERY WITH LITTLE TO NO BUDGET

Speakers: Kendall Jones, Washington Beer Blog & Brewery Panel

The Washington Beer Blog's Kendall Jones will share tips and tricks for getting your brewery noticed, without a big marketing budget. Kendall will walk brewers through interacting with and attracting the press, taking advantage of free resources, creating compelling promotional opportunities and when it might be time to use a PR firm.

KEY PERFORMANCE INDICATORS AND INVENTORY COSTING: ARE YOU LOOKING AT THE RIGHT NUMBERS?

Speaker: Erik Svendsen, Owner at North Jetty Brewing

Many small brewery owners do not have a financial or accounting background. Because of this they tend to either over-complicate their financial statements and cost accounting or ignore it all together. Erik Svendsen, Owner at North Jetty Brewing and retired CPA will walk through key performance indicators for business health and lead a discussion of what costs should be going into each keg as inventory cost and what should be expensed.

DAY 2

FRIDAY, NOV 8

1:45PM: BREAKOUT SESSIONS CONT.

SMALL GRAINS, BIG IMPACT

Speaker: Adam Foy, VP of Business Development at Skagit Valley Malting

How Skagit Valley Malting is bringing non-commodity barley varieties to the forefront of the brewing scene in the PNW... unlocking new flavors and new ways to connect with your local grain economy.

SURVIVING THE EVER NARROWING MARKET SHARE

Speakers: Roger Bialous, Georgetown Brewing, Scott Houmes, Silver City Brewery, Pat Ringe, Diamond Knot Craft Brewing & Greg Brandt, Iron Goat Brewing

A brief overview of the Craft beer market, number of new breweries popping up, and their impact on the market share. Panelists will address how the growing number of breweries has or has not impacted their businesses and what solutions worked or didn't work for them (i.e. taproom, package, new product types, food, creativity).

GET TICKETS NOW:

WWW.WASHINGTONBREWERSGUILD.ORG



DAY 2

FRIDAY, NOV 8

3:00PM: BREAKOUT SESSIONS

PARTNERING WITH A WHOLESALER OR SELF-DISTRIBUTION: WHAT'S RIGHT FOR YOUR BREWERY?

Speakers: Jason Tague, Olympic Eagle Distributing & Brad Benson, Stoup Brewing

Some breweries choose the path of self-distribution, some choose a wholesaler and some start as a self-distributor and move to a wholesaler sometime later. The panelists will walk through each of their different paths and lessons learned as they grow into further markets.

TRANSFORMING YOUR DATA FOR GROWTH

Speakers: Jack McCraine, Baker Tilly, Firm Beverage Director

Beyond making great beer, running a brewery is about managing and growing the business. There is no shortage of data available to help you accomplish this. Challenges lie in determining what data sources to use, where to access the data and how to use it to make better decisions. Join Baker Tilly to learn ways to transform what was once static accounting data, boring operational and sales statistics, into interactive business intelligence. Visual analytics will increase focus on areas of the business ripe for growth.

Benchmarking, investment choices and planning opportunities are all critical in managing and growing the business.

DAY 2

FRIDAY, NOV 8

3:00PM: BREAKOUT SESSIONS CONT.

HOP ON BOARD

Speakers: Janet Lightner, General Manager of Boundary Bay Brewery & Bistro and Pamela Brulotte, Founder of Icicle Brewing Company and München Haus

Janet and Pam will share tools and tips to help create a successful onboarding process for Front of House employees. Front of House staff are the employees that customers directly engage with on a daily basis. Employees who are well-trained in company, beer, product, and customer experience knowledge will help facilitate a great first impression and continued positive experience for your guests.

ORGANIC BEER IS GOOD FOR YOU: TRIPLE BOTTOM LINE BUSINESS AND CONSUMER LOYALTY

Speaker: Jack Lamb, Founder & CEO at Aslan Brewing Company

Aslan Brewing Company's Founder and CEO, Jack Lamb, will show you how Aslan created one of the most loyal consumer bases in the state by using "Triple Bottom Line Business" strategy. Aslan's conscious efforts to place the People and the Planet before Profits are made transparent through creative and consistent marketing, bolstering the incentives for the average beer-drinker and restaurant-goer to choose Aslan. The additional costs of brewing 100% Certified Organic beer and maintaining our status as a Certified B Corp create sales opportunities that conventional breweries simply cannot access as easily. Use business as a force for good, and profits through loyalty will follow!

DAY 2

FRIDAY, NOV 8

4:15PM: BREAKOUT SESSIONS

THE SWEET SPOT

Speaker: Dick Cantwell, Magnolia Brewing

For quite a few years now—decades, even—brewers have aspired to “the sweet spot,” a level of production capability at which costs make sense and profits are maximized. What this has historically meant is a couple of new fermenters or a packaging line, or maybe opening another retail location. For some this kind of growth makes sense, but for others keeping production levels the same or even downsizing might be the key to avoiding over-extension and perhaps just plain surviving. Dick will share his perspectives and opinions based on nearly thirty years in the craft brewing industry.

FOOD SAFETY FOR BREWERIES: HOW TO BE PREPARED

Speakers: Aaron Brodniak, Diamond Knot Craft Brewing & Doug Hindman, Elliott Bay Brewing

Food Safety for breweries has become a reality due to the Food Safety Modernization Act being enforced by the FDA. Our presentation will provide breweries with the tools to create their own food safety plan so they are prepared for an FDA inspection.

Topics covered:

- Why food safety is important for breweries
- Requirements of FSMA
- What’s in a food safety plan (Yes, beer is food!)
- What to expect and how to be prepared for an inspection
- Resources for food safety in breweries

DAY 2

FRIDAY, NOV 8

4:15PM: BREAKOUT SESSIONS CONT.

A STATE OF BARLEY

Speaker: Jon Mendrick, Country Malt Group

A review & report of the 2019 North American and Global Barley Crop, and a look ahead to see what the future holds for several new barley strains.

TIED HOUSE LAWS & RULES: WSLCB COMPLIANCE 101

Speakers: WSLCB Non-Retail Captain Sheri Lopez & WSLCB Lt. Richard Manoli

This interactive presentation with the WSLCB's non-retail unit aims to shed light on confusing areas of state alcohol regulations and highlight the differences between activities allowed at your brewery and how you interface with other retailers.

5:30PM-7:30PM: RECEPTION & BEERS

SPONSORED BY:



DAY 3

SATURDAY, NOV 9

10AM

INDUSTRY AWARDS BREAKFAST & QUALITY TALK

QUALITY: A COMPLETE PICTURE

Speaker: Neil Witte, Brewers Association Quality Ambassador

An examination of what quality means to today's brewer, the brewery and the industry as a whole. Quality programs are explored through the lens of the vast array of resources available from the Brewers Association, while at the same time encouraging brewers to expand their understanding of what constitutes a quality program.

12:00PM

SOUTH SOUND CRAFT BEER FESTIVAL- FESTIVAL TICKET INCLUDED WITH SUMMIT REGISTRATION COURTESY OF:



PRESENTED BY

