

We are thrilled to be bringing over 30 education sessions to our virtual conference taking place February 3-5, 2021. For speaker bios, a general schedule and more, visit <u>ciderassociation.ora</u>.

Speaker Name(s)  Allitation  2021: What You Reed to Know to Stay Agile  """ Paved With Good Intentions"; Putting EJ Strategy into Practice  CIDER MAKING TRACK brought to you by CINA  Seventh Point Analytic  Ractors to Consider When Making Sparkling Cider  Steven Trusser (moderator)  Rack University  Rock Univer	MAINSTAGE brought to you by Fintech			
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Virtual Pub Chat: The UK Flavor  Gabe Cook Meredith Collins  Consumer Expectations of Single Varietal Ciders (Sponsored by Juicing Systems)  Winter Orchard Care 101  Winter Orchard Care 101  Sustainability Standards in Apple Orchards  Matt Buck  Matt Buck  Food Alliance  MARKETING IN THE NEW NORMAL  Session Title  Speaker Name(s)  Mattigram Posts Into Dollars  Media Matters: Updating Your Cidery's Website to Help Journalists Tell Your Story  Branding with Cider Influencers  Cider Clubs—Growth, opportunity and tools  Pitching to Retail Chains (pending)  Pitching to Retail Chains (pending)  COMPLIANCE  Session Title  Speaker Name(s)  Affiliation  Michelle Pagano  The Brewbabe /The Outcask.com  Talia Haykin - Moderator (Pending) (Pending) (Pending)  Pitching to Retail Chains (pending)  COMPLIANCE  Session Title  Speaker Name(s)  Affiliation  Records/reports/returns  (Pending)  Tib  Formulas  (Pending)  Tib  Coverview of Cider's Legal Framework at the Federal Level (Pending)  Tib  Labeling of Hard Ciders Under TIB Jurisdiction Nury Yoo  Keller and Heckman LLP	Artisan Japanese Cooking with Japanese Craft Cider	Nancy Singleton Hachisu		
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