



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 ciderassociation.org.

MAINSTAGE brought to you by Fintech

Session Title	Speaker Name(s)	Affiliation
2020 Is Over...Now What?	Justin Doggett	Kyoto Black
Insight Flight: A Bev Alc Analytics Tasting	Michael Uhrich	Seventh Point Analytic
Consumer Trends in 2021: What You Need to Know to Stay Agile	Anna Nadasdy	Fintech
"...Paved With Good Intentions": Putting IEJ Strategy Into Practice	Dr. J Nikol Jackson-Beckham	Crafted For All

CIDER MAKING TRACK brought to you by CINA

Session Title	Speaker Name(s)	Affiliation
Factors to Consider When Making Sparkling Cider	Steven Trussler (moderator) Belinda Kemp Ryan Burk	Brock University Brock University Angry Orchard
MalusBusters	Chris Gerling Greg Peck Douglass Miller Maria Kennedy	Cornell University Cornell University Cornell University Rutgers University
Strategies for Creating a Successful Blend	Darlene Hayes (moderator) Nicole Leibon Autumn Stoscheck Chris Condos	Turn Them All Into Cider Silo Distillery Eve's Cider Horse & Plow
Quince Cider Production	Ria Windcaller (moderator) Dan Rinke + Kim Hamblin Steve Selin James Forbes Martin Berkeley	Cider Chat Art + Sciene South Hill Little Pomona Pilton
Co-fermenting in natural cider	Nick Gunn (moderator) Krista Scruggs Sean Kelly Kether Smith	BenchGraft Cider Consulting ZAFA wines Wildcraft Cider Botanist & Barrel
Troubleshooting Canning Issues with Cider	Dave Takush (moderator) Rachel B. Allison TBD	2Towns Cornell

CIDER BUSINESS FOUNDATIONS TRACK brought to you by Ekos

Session Title	Speaker Name(s)	Affiliation
Manage Yourself to Better Manage Others: Wrangle Your Triggers and Keep Your Cool (Sponsored by CiderPros.com)	Stephanie Hartman	Catalyst Consulting
Working Smarter, Not Harder: The Importance of Sales Data & Strategy	Julie Rhodes	Not Your Hobby Marketing
How to Build the Financial Section of Your Business Plan	Kary Shumway Jake Mazar	CraftBreweryFinancialTraining.com ArtifactCider
Cideromics 102: Evaluating Sales Channel Economics	Eleanor Leger	Eden Ciders
Prioritizing Racial Equity in Business Communities	Katie Campos Dottie Gallagher	Buffalo Niagara Partnership
Business Evaluation for Beverage Alcohol Companies	Meriwether Group	David Howitt
Entrepreneurial Inspiration	(Pending)	Pomme Boots Sponsored Session

APPLES, FLAVOR & TERROIR TRACK

Session Title	Speaker Name(s)	Affiliation
Artisan Japanese Cooking with Japanese Craft Cider	Nancy Singleton Hachisu Lee Reeve	InCider Japan
Virtual Pub Chat: The UK Flavor	Gabe Cook Meredith Collins	
Consumer Expectations of Single Varietal Ciders (Sponsored by Juicing Systems)	Dan Pucci -Moderator (Pending) (Pending)	
Winter Orchard Care 101	Dave and Ann Marie Thornton	James Creek Cider House
Sustainability Standards in Apple Orchards	Matt Buck	Food Alliance

MARKETING IN THE NEW NORMAL

Session Title	Speaker Name(s)	Affiliation
Turning Your Instagram Posts Into Dollars	Julie Rhodes	Not Your Hobby Marketing
Media Matters: Updating Your Cider's Website to Help Journalists Tell Your Story	Meg Maker	Terroir Review
Branding with Cider Influencers	Michelle Pagano	TheBrewbabe/TheOutcask.com
Cider Clubs--Growth, opportunity and tools	Talia Haykin - Moderator (Pending) (Pending)	Haykin Family Cider
Pitching to Retail Chains (pending)	(Pending)	

COMPLIANCE

Session Title	Speaker Name(s)	Affiliation
Records/reports/returns	(Pending)	TTB
Formulas	(Pending)	TTB
Labeling of Hard Ciders Under TTB Jurisdiction	(Pending)	TTB
Overview of Cider's Legal Framework at the Federal Level	(Pending)	TTB
Labeling of Hard Ciders Under FDA Jurisdiction	Nury Yoo Arturo Reyes	Keller and Heckman LLP Keller and Heckman LLP