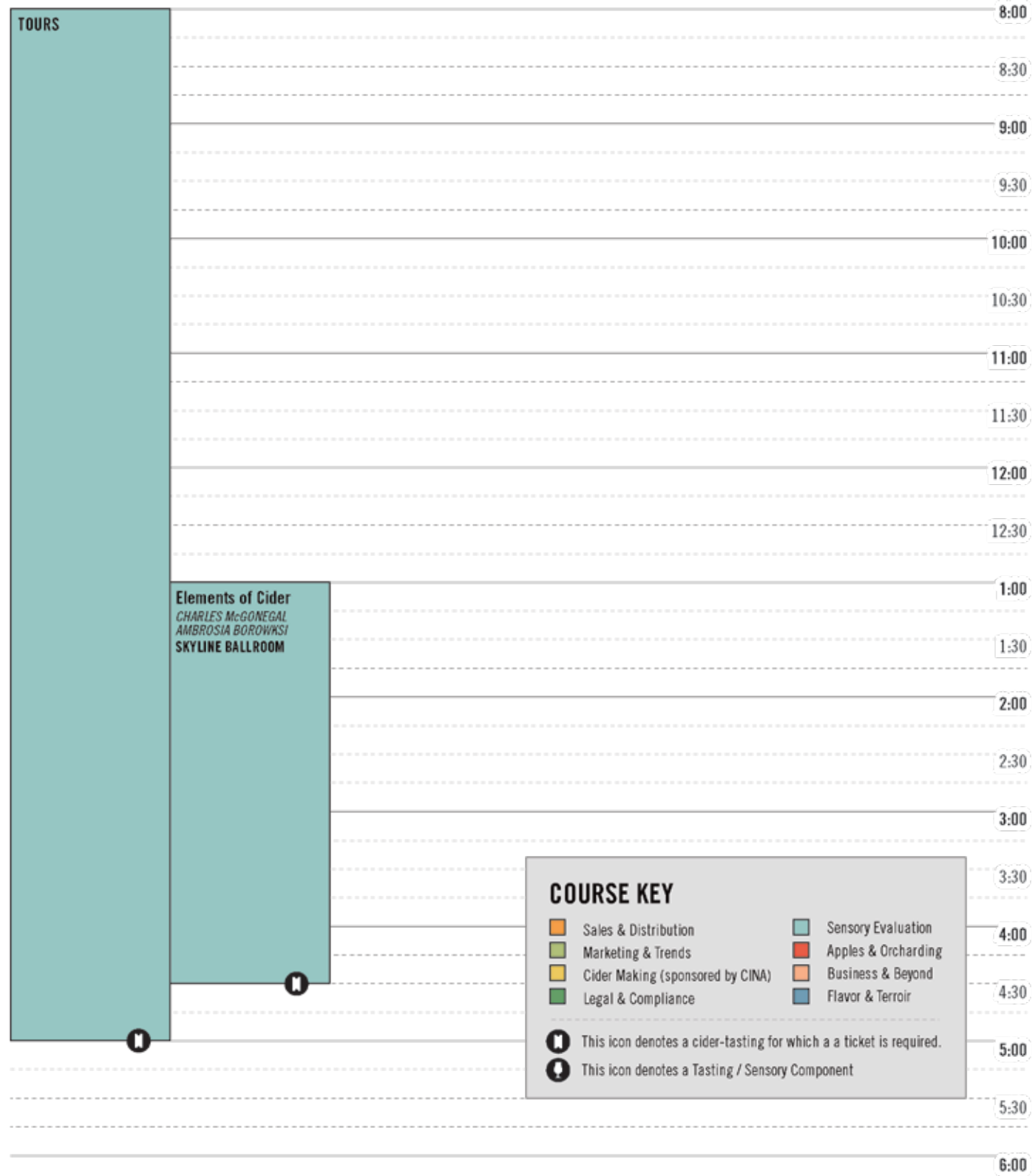


TUESDAY
JANUARY 28



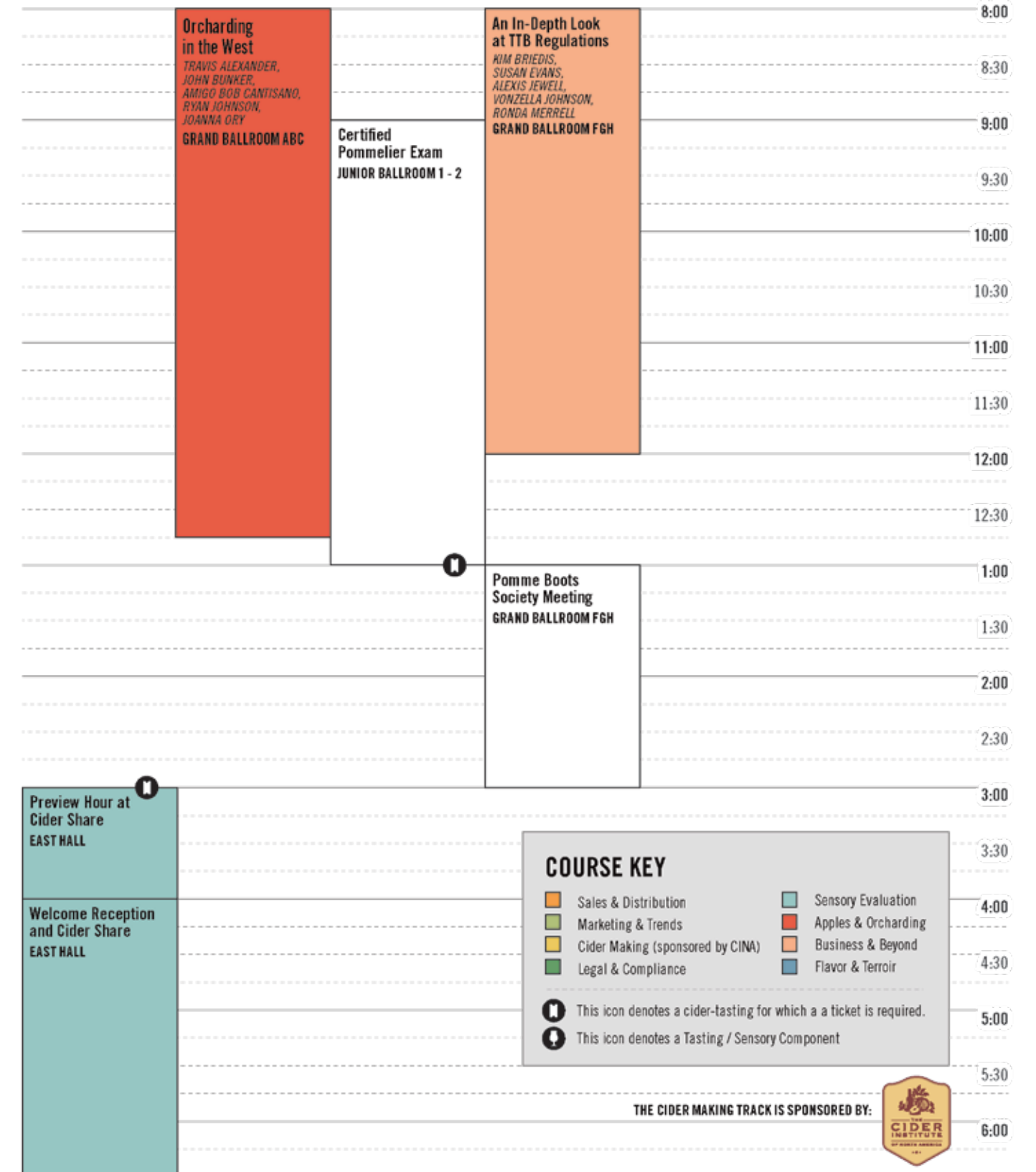
REGISTRATION DESK: 4 – 6 P.M.



WEDNESDAY
JANUARY 29



REGISTRATION DESK: 7 A.M. – 7 P.M.



THURSDAY
JANUARY 30



REGISTRATION DESK: 8 A.M. – 6 P.M.
TRADE SHOW OPEN: 9:45 A.M. – 6 P.M.

8:00						
8:30						
9:00	Opening Session with Keynote Speaker Jill Giacomini Basch, Co-Owner and CMO of Pointe Reyes Farmstead Cheese Company (there will be cider AND cheese!) EAST HALL					
9:30						
10:00	Visit the Trade Show: WEST HALL					
10:30	Using Education Programs to Drive Sales MOD: CHRIS SHIELDS ROOM 208	Being Small MOD: DARLENE HAYES JUNIOR BALLROOM 1-2	To-Do's for Social Media Greatness MOLLY LEADBETTER & TALIA HAYKIN JUNIOR BALLROOM 3-4	The Nielsen Report: Cider Sales Trends DANNY BRAGER GRAND BALLROOM ABC	Use and Abuse of SO2 CHRIS GERLING & DAVE TAKUSH GRAND BALLROOM DE	What Retailers Really Want: Bay Area Edition MOD: MATTIE BEASON GRAND BALLROOM FGH
11:00	Visit the Trade Show WEST HALL					
11:30	Visit the Trade Show WEST HALL					
12:00	Lunch EAST HALL					
12:30						
1:00	Visit the Trade Show: WEST HALL					
1:30	Carbon Farming: Creating a More Resilient Orchard MOD: DAN RINKE ROOM 208	Sales Academy: Techniques for Cideries of All Sizes ERIC McCORRY JUNIOR BALLROOM 1-2	Aging Cider MOD: ELEANOR LEGER JUNIOR BALLROOM 3-4	Strategies and Tactics for Building Diversity in the Cider Industry DR. J. JACKSON-BECKHAM GRAND BALLROOM ABC	The Beginner's Guide to Cider Analysis STEVE TRUSSLER & KRISTEN NEEDHAM GRAND BALLROOM DE	Nitty Gritty: Getting Technical on Distribution MOD: LAUREN SHEPARD GRAND BALLROOM FGH
2:00	Visit the Trade Show: WEST HALL					
2:30	Visit the Trade Show: WEST HALL					
3:00	Global Cider Trends and Innovations BRANDY RAND, IWSR ROOM 208	Independent Irish Makers: Their Cider and Their Stories MOD: SUSANNA FORBES JUNIOR BALLROOM 1-2	Side by Side: Beer, Wine, Spirits and Cider MOD: LAUREN SHEPARD JUNIOR BALLROOM 3-4	Danger Lurks! Safety in the Cidery MOD: JOHN BEHRENS GRAND BALLROOM ABC	Building Your Brand Through the Tasting Room MOD: CAITLIN BRAAM GRAND BALLROOM DE	Marijuana's Regulatory Environment and the Implications for Cider MARC SORINI & ALVA MATHER GRAND BALLROOM FGH
3:30						
4:00						
4:30	Interactive Poster Session FIRST FLOOR REGISTRATION FOYER	MEET UP: Connecting with Influencers HOST: MICHELLE PAGANO VENDOR BOOTH 707	THE TRADE SHOW IS SPONSORED BY FruitSmart® The Smart Choice... Naturally			
5:00	Visit the Trade Show WEST HALL					
5:30						
6:00						

FRIDAY
JANUARY 31



REGISTRATION DESK: 8 A.M. – 2 P.M.
TRADE SHOW OPEN: 9 A.M. – 2 P.M.
VENDOR SESSIONS: 9 A.M. – 10 A.M.

8:00						
8:30						
9:00	VENDOR SESSION: Wood-Aging Cider JASON HARRIS, KEYSTONE FERMENTATION GRAND BALLROOM ABC		Visit the Trade Show WEST HALL			
9:30	Beginner's Pruning Workshop KEITH PARK ROOM 210-211	VENDOR SESSION: Having a Well-Established Equipment Supplier VORAN MACHINERY GRAND BALLROOM ABC	VENDOR SESSION: How to Get Organized & Make More Cider in 2020 CURT HERZOG, EKOS GRAND BALLROOM DE			
10:00	Rock Your Rebrand MOD: DAVID RULE ROOM 208	Cider Adjacent: Emerging Beverage Alcohol Trends DEVON BERGMAN & DANNY BRAGER GRAND BALLROOM ABC	Under the Influence: Alcohol, Mental Health & Finding Balance in the Beverage Industry SPONSORED BY POMME BOOTS SOCIETY MOD: CAROLYN ALBURGER ROOM 210-211	Microbial Control at Cider Packaging REBEKKA SWANSON deKRAMER GRAND BALLROOM FGH	Principles of Primary Food Cider Taste Interactions DARLENE HAYES JUNIOR BALLROOM 1-2	Small Cidery Paperwork: Tools for TTB Forms & Taxes ELEANOR LEGER JUNIOR BALLROOM 3-4
10:30	Visit the Trade Show WEST HALL					
11:00	Visit the Trade Show WEST HALL					
11:30	Visit the Trade Show WEST HALL					
12:00	Lunch EAST HALL					
12:30						
1:00	Visit the Trade Show: WEST HALL					
1:30	Intro to Grafting KEITH PARK ROOM 210-211	The Full Juice: An Update on Grassroots UK Cider Projects MOD: GABE COOK SKYLINE BALLROOM	MEET UP: Apple-Based Spirits Producers and Enthusiasts HOST: AMBROSIA BOROWSKI VENDOR BOOTH 707	Visit the Trade Show WEST HALL		
2:00	Visit the Trade Show: WEST HALL					
2:30	Cidermaking in the Orchard: Elevating Apple Character Before Press MOD: BRIGID O'KEANE ROOM 208	Clicks & Cliques: Tactics for Direct-to-Consumer Channels MOD: EMILY RITCHIE GRAND BALLROOM ABC	Trademark Law for Cideries KEVIN REGAN GRAND BALLROOM DE	The Yeast Whisperer SHEA COMFORT GRAND BALLROOM FGH	Pét-Nat Cider: Technique and Taste MOD: MIKE REIS JUNIOR BALLROOM 1-2	Building a Sensory Program from the Ground Up ADAM CARY & LINDSAY BARR JUNIOR BALLROOM 3-4
3:00	Visit the Trade Show: WEST HALL					
3:30						
4:00	Tannin Content of Hard Cider MATT WILSON ROOM 208	Is That My Fault? BRI EWING VALLIERE ROOM 210-211	Labeling Requirements for the Cider Industry: Over and Under 7% JANENE GRACE GRAND BALLROOM ABC	Sticky Business: Distribution Issues in the Cider Industry BETHANY HATEF GRAND BALLROOM FGH	Terroir Spotlight: Western Massachusetts MOD: RIA WINDCALLER JUNIOR BALLROOM 1-2	Narrative of Place MOD: DANN PUCCI JUNIOR BALLROOM 3-4
4:30	Visit the Trade Show: WEST HALL					
5:00	Grand Tasting: Irish Cider and Final Toast EAST HALL					
5:30						
6:00						