



JANUARY 28 - JANUARY 31, 2020 DRAFT SCHEDULE

Tuesday: Tours and Elements of Style Workshop

Wednesday: Optional Workshops, Pomme Boots Society Meeting, Certified Pommelier™ Exam, Welcome Reception/Cider Share

Thursday: Keynote Speaker, Tradeshow (9:45-6:00), Seminars and Bookstore

Friday: Tradeshow (9:00-2:00), Seminars, Bookstore, Grand Tasting and Final Toast

TUESDAY, JAN 28, 2019

Time	Topic
8:00 AM :15 :30 :45	
9:00 AM :15 :30 :45	
10:00 AM :15 :30 :45	
11:00 AM :15 :30 :45	
12:00 PM :15 :30 :45	TOURS
1:00 PM :15 :30 :45	
2:00 PM :15 :30 :45	Charles McGonegal's Elements of Cider A ticketed training T
3:00 PM :15 :30 :45	
4:00 PM :15 :30 :45	
5:00 PM	

CIDERCÓN[®] 2020



KEY

SALES & DISTRIBUTION
MARKETING
PRODUCTION
BUSINESS
SENSORY
TRENDS
VALUES & WELL-BEING
APPLES/ORCHARDING

**SUBJECT
TO CHANGE!**




These sessions are best suited to apple-focused cideries and small grower/producers.



These sessions require advanced ticket purchase & involve tasting cider.

WEDNESDAY, JAN 29, 2020

8:00 AM :15 :30 :45	An Indepth Look at TTB Regulations (With the TTB)	Certified Pommelier Exam -A ticketed event T	Growing Apples for Cider in the Western US - An Orchardng Seminar 
9:00 AM :15 :30 :45			
10:00 AM :15 :30 :45			
11:00 AM :15 :30 :45	Pomme Boots Society Meeting	Preview Hour at Cider Share	
12:00 PM :15 :30 :45			
1:00 PM :15 :30 :45			
2:00 PM :15 :30 :45	WELCOME RECEPTION & CIDER SHARE		
3:00 PM :15 :30 :45			
4:00 PM :15 :30 :45			
5:00 PM :15 :30 :45			
6:00 PM :15 :30			

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THURSDAY, JAN 30, 2020

9:00 AM	Opening Session with Keynote Speaker Jill Giacomini Basch, Co-Owner and CMO of Pointe Reyes Farmstead Cheese Company (there will be cider AND cheese!)					
10:00 AM	Using Education Programs to Drive Sales Mod: Chris Shields, Cidergeist	What Retailers Really Want: Bay Area Edition Mod: Mattie Beason, Stem Panel: Local Retailers	Being Small T Mod: Darlene Hayes	To-Do's For Social Media Greatness Molly Ledbetter & Talia Haykin	The Nielsen Report: Cider Danny Brager, Nielsen	Microbial Control at Cider Packaging Rebekka deKramer, Scott Labs
11:00 AM	Visit the Trade Show 9:45AM-6:00PM					
12:00 PM	LUNCH					
1:00 PM	The Beginner's Guide to Cider Analysis: How to Build a Cider Lab on a Budget Steve Trussler, Brock University + Kristen Needham, Sea Cider	Carbon Farming Mod: Dan Rinke, Art & Science	Nitty Gritty: Distributors Get Technical Mod: Lauren Shepard, Shelton Bro.	Sales Academy: techniques for cideries of all sizes Eric McCrory, Angry Orchard T	To Age or Not to Age? That is the Question. T Mod: Eleanor Leger, Eden Specialty Ciders	Being Friendly Isn't Enough: Strategies and Tactics for Building Diversity in the Cider Industry Dr. J Jackson-Beckham
3:00 PM	Building Your Brand Through the Tasting Room Mod: Caitlin Braam, Speakers: Courtney O'Rourke of Stem Cider, Krista Scruggs of CO Cellars/ZAFAs Wines, Jamie Carrao of Angry Orchard Walden	Safety in the Cidery John Behrens & Ben Stoub Farmhaus Cider	Independent Irish Makers: Their Cider and Their Stories T Mod: Gabe Cook Cideries: Stonewell, Legacy and the Cider Mill.	Side by Side: Beer, Wine, Spirits & Cider T Moderator: Lauren Shepard, Shelton Bros. Panelists: Ambrosia Borowski, Louisa Spencer	Cider Adjacent: Emerging Beverage Alcohol Trends Nielsen & Social Standards	Current Regulatory Status of Marijuana and CBD Beverages Marc Sorini & Alva Mather, McDermott Will & Emery LLP
4:00 PM	Pommology Research Updates		Meetups!			Sponsored By FruitSmart
5:00 PM	VISIT THE TRADE SHOW					
6:00 PM						

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FRIDAY, JAN 31, 2020

9:00 AM	The Yeast Whisperer VISIT THE TRADE SHOW; 9AM - 2PM Sponsored by FruitSmart					
:15						
:30						
:45						
10:00 AM						
:15						
:30	Rock Your Rebrand David Rule, Austin East-Ciders	Principles of Primary Food and Cider Taste Interactions Darlene Hayes, All Into Cider T	Brass Tax: A low-brow, organized approach to record keeping for excise taxes Eleanor Leger, Cidernomics	Use and Abuse of SO2 Chris Gerling, Cornell University	A Global Perspective on the Cider Market IWSR	High Functioning: Alcohol and the Beverage Industry Sponsored by Pomme Boots
:45						
11:00 AM						
:15						
:30						
:45						
12:00 PM	<h2>LUNCH</h2>					
:15						
:30						
:45						
1:00 PM	Beginner's Pruning Workshop VISIT THE TRADE SHOW; 9AM - 2PM					
:15						
:30						
:45						
2:00 PM						
:15	Clicks & Cliques: Tactics for Direct-to-Consumer Channels Emily Ritchie, NWCA	Trademark Law for Cideries Kevin Regan, IP Attorney	Values in Business	Pét-Nat Cider: Technique & Taste Mod: Olivia Maki, Redfield T	Building A Sensory Program From the Ground Up T Adam Cary, 2 Towns & Lindsay Barr, DraughtLab	Cidermaking in The Orchard: Elevating Apple Character Before Press Beginner level session Moderated by Valerie Scott, Duluth Cider T
:30						
:45						
3:00 PM						
:15						
:30						
:45	Tannin Content of Hard Cider - How tannins protect and improve sensory components in cider. Mod: Matt Wilson/Enartis	Terroir Spotlight: Western Mass. Mod: Ria Windcaller T	Sticky Business: Distribution Issues in the Cider Industry Bethany Hatefi, McDermott Will & Emery LLP	Label Compliance Over & Under 7% Janene Grace, Grace Regulatory Consultants	Is That My Fault? Bri Ewing Valliere, Washington State University	Sense of Place & Apples Mod: Dann Pucci T
4:00 PM						
:15						
:30						
:45						
5:00 PM	GRAND TASTING: Irish Cider, Bottle Share & Final Toast					
:15						
:30						
:45						
6:00 PM						

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