



Times Are Shown In Pacific Time

Special thanks to our trade show sponsor:



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### Wednesday, February 3, 2021

8:30-9:45 AM	ACA Opening Remarks & Consumer Trends in 2021: What You Need to Know to Stay Agile - Anna Nadasdy, Fintech				
9:45-10:45 AM	Morning Trade Show by Fruit Smart – PLEASE SUPPORT OUR VENDORS				
10:45-11:45 AM	Co-Fermentation in Natural Cider - mod. Nick Gunn	How to Build the Financial Section of Your Business Plan - Kary Shumway	Virtual Pub Chat: The UK Flavor - Gabe Cook & Meredith Collins	Branding with Cider Influencers - Michelle Pagano	Introduction to TTB’s Legal Framework for Cider - Susan Evans, TTB
11:45-12:00 PM	Break				
12:00-1:00 PM	MalusBusters - mod. Greg Peck	Working Smarter, Not Harder: The Importance of Sales Data & Strategic Planning - Julie Rhodes	Cider Clubs—Growth, opportunity and tools - mod. Talia Haykin	Labeling of Hard Ciders Under FDA Jurisdiction - Nury Yoo & Arturo Reyes	Experimental Cidermaking: You CAN Try this at Home— Dana Glej & Darlene Hayes
1:00-2:00 PM	Afternoon Trade Show by Fruit Smart – PLEASE SUPPORT OUR VENDORS				
2:00-3:00 PM	Improving the Shelf Life of Canned Cider - mod. Dave Takush	Building a Brewery for Everybody: The Story of Hopewell Brewing - Samantha Lee	Artisan Japanese Cooking with Japanese Craft Cider – Nancy Singleton Hachisu	Labeling of Hard Ciders Under TTB Jurisdiction - Nicole Candelora, TTB	
3:00-4:30 PM	Pomme Boots Meeting				



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Thursday, February 4, 2021					
8:30-9:00 AM	2020 Is Over...Now What? - Justin Doggett				
9:00-9:30 AM	Insight Flight: A Bev Alc Analytics Tasting - Michael Uhrich				
9:30-9:45 AM	Peter Mitchell Award for Excellence in Cider & Perry Production				
9:45-10:45 AM	Morning Trade Show by Fruit Smart – PLEASE SUPPORT OUR VENDORS				
10:45-11:45 AM	Strategies for Creating a Successful Blend - mod. Darlene Hayes	Prioritizing Racial Equity in Business Communities - Katie Campos & Dottie Gallagher	Pitching to Retail Chains – mod. Cara Tunney	TTB Formula Approvals - Vonzella Johnson, TTB	
11:45-12:00 PM	Break				
12:00-1:00 PM	Sustainability Leadership Action Group – Lisa Spicka	Ciders Sales Language Round Table – Jenn Smith	Beverage Analytics Round Table – Michael Uhrich	Orchard Pests Round Table – Elizabeth Garofalo UMass Extension	NETWORKING! Cheers & Chat
1:00-2:00 PM	Afternoon Trade Show by Fruit Smart – PLEASE SUPPORT OUR VENDORS				
2:00-3:00 PM	Valuations for Cider Companies and Specialty Alcohol Companies - David Howitt	Winter Orchard Care 101 - Mike Parker, David and Ann Marie Thornton	Media Matters: Updating Your Cidery's Website to Help Journalists Tell Your Story - Meg Maker	TTB Records, Reports, and Returns - Steve Swallows & Ronda Merrell, TTB	
3:00-4:00 PM	Regional Meetups – Networking with Other Attendees and Board Members in Your Region				



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**Friday, February 5, 2021**

8:30-9:00	ACA Opening Remarks			
9:03-9:30	"...Paved With Good Intentions": Putting IEJ Strategy Into Practice - Dr. J Nikol Jackson-Beckham			
9:30-9:45	ACA Remarks			
9:45-10:45	Morning Trade Show by Fruit Smart – PLEASE SUPPORT OUR VENDORS			
10:45-11:45	Factors to Consider When Making Sparkling Cider - mod. Steven Trussler	Manage Yourself to Better Manage Others; Wrangle Your Triggers and Keep Your Cool - Stephanie Hartman	Demand for More Sustainable Products and the Value of Third-Party Certification- Matthew Buck	Cidernomics 102: Evaluating Sales Channel Economics - Eleanor Leger
11:45-12:00	Break			
12:00-1:00	Quince Fermentation - mod. Ria Windcaller	Consumer Expectations of Single Varietal Ciders - mod. Dan Pucci	Turning Your Instagram Posts Into Dollars - Julie Rhodes	10 Strategies to Maximize the Taproom Experience During the COVID-Era - Andrew Coplon
1:00-1:30	NETWORKING! Cheers & Chat		Musical Break!	
1:30-2:30	Grand Toast & ACA Remarks - Have a cider ready for our grand toast on social media! #GrandToast			
2:30-4:00	AFTER HOURS PARTY			