



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

WEDNESDAY, JAN 29, 2020

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

CIDERCÓN[®] 2020



KEY

SALES & DISTRIBUTION
MARKETING
PRODUCTION
COMPLIANCE
SENSORY
TRENDS
APPLES/ORCHARDING
UNORDINARY BUSINESS
FLAVOR & TERROIR

**SUBJECT
TO CHANGE!**



These sessions require advanced ticket purchase & involve tasting cider.

THURSDAY, JAN 30, 2020

CIDERCON[®] 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	What Retailers Really Want: Bay Area Edition Mod: Mattie Beason	T Being Small Mod: Darlene Hayes	To-Do's For Social Media Greatness Molly Ledbetter & Talia Haykin	The Nielsen Report: Cider Danny Brager, Nielsen	Use and Abuse of SO2 Chris Gerling
11:00 AM	Visit the Trade Show 9:45a-6:00p					
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 + Kristen Needham	Carbon Farming: Creating a More Resilient Orchard Mod: Dan Rinke	Nitty Gritty: Distributors Get Technical Mod: Lauren Shepard	Sales Academy: techniques for cideries of all size T Eric McCrory	To Age or Not to Age? That is the Question. T Mod: Eleanor Leger	Being Friendly Isn't Enough : Strategies & Tactics for Being Inclusive & Building Diversity in the Cider Industry Dr. J Jackson-Beckham
3:00 PM	Building Your Brand Through the Tasting Room Mod: Caitlin Braam	Safety in the Cidery John Behrens & Ben Stoub	Independent Irish Makers: Their Cider and Their Stories T Mod: Susanna Forbes	Side by Side: Beer, Wine, Spirits & Cider T Moderator: Lauren Shepard	A Global Perspective IWSR	Current Regulatory Status of Marijuana and CBD Beverages Marc Sorini & Alva Mather
4:00 PM	Interactive Poster Session		Sponsored By FruitSmart			
5:00 PM	VISIT THE TRADE SHOW					
6:00 PM						

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SALES & DISTRIBUTION
MARKETING & TRENDS
CIDER MAKING
LEGAL & COMPLIANCE
SENSORY EVALUATION
APPLES & ORCHARDING
BUSINESS & BEYOND
FLAVOR & TERROIR



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FRIDAY, JAN 31, 2020

9:00 AM			The Full Juice: An update on grassroots UK cider projects Mod: Gabe Cook T		Vendor Sessions!		VISIT THE TRADE SHOW; 9AM - 2PM	
10:00 AM	Rock Your Rebrand Mod: David Rule	Principles of Primary Food and Cider Taste Interactions T Darlene Hayes	Brass Tax: A low-brow, organized approach to record keeping for excise taxes Eleanor Leger	Microbial Control at Cider Packaging Rebekka deKramer	Cider Adjacent: Emerging Beverage Alcohol Trends Nielsen & Social Standards	High Functioning: Alcohol and the Beverage Industry Sponsored by Pomme Boots		
11:00 AM	VISIT THE TRADE SHOW; 9AM - 2PM Sponsored by FruitSmart							
12:00 PM	LUNCH							
1:00 PM	Beginner's Pruning Workshop		VISIT THE TRADE SHOW; 9AM - 2PM					
2:00 PM	Clicks & Cliques: Tactics for Direct-to-Consumer Channels Mod: Emily Ritchie, NWCA	Trademark Law for Cideries, Kevin Reagan	The Yeast Whisperer Shea Comfort	T Pét-Nat Cider: Technique & Taste Mod: Olivia Maki	Building A Sensory Program From the Ground Up T Adam Cary & Lindsay Barr	Cidermaking in The Orchard: Elevating Apple Character Before Press Beginner level session T Moderated by Valerie Scott		
3:00 PM	Tannin Content of Hard Cider - How tannins protect and improve sensory components in cider. T Matt Wilson	T Terroir Spotlight: Western Massachusetts Mod: Ria Windcaller	Sticky Business: Distribution Issues in the Cider Industry Bethany Hatefi	Label Compliance Over & Under 7% Janene Grace	Is That My Fault? Bri Ewing Valliere	T Narrative of Place Mod: Dann Pucci		
5:00 PM	GRAND TASTING: Irish Cider, Bottle Share & Final Toast							
6:00 PM								

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