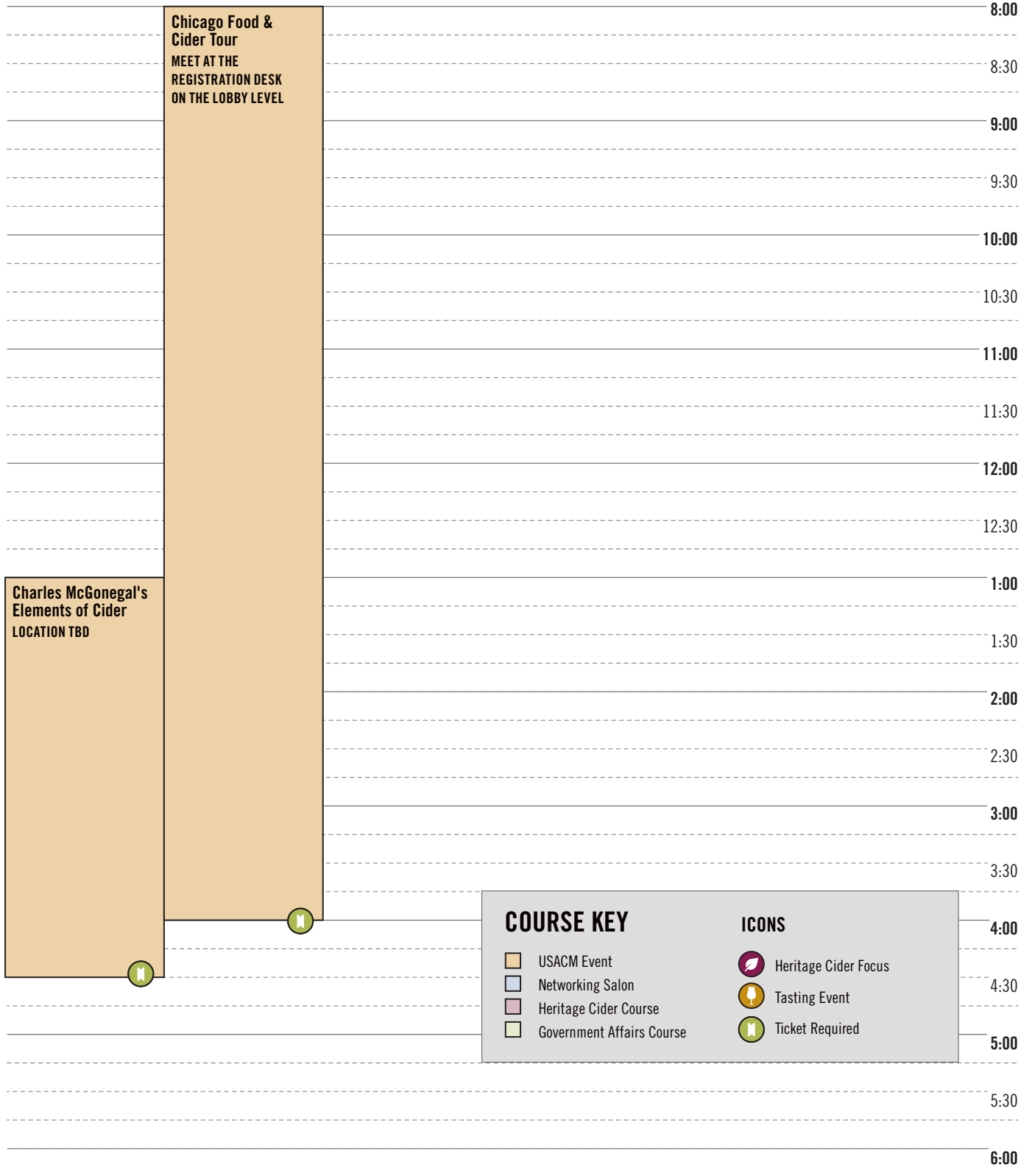


TUESDAY
FEBRUARY 5

CIDERCON

REGISTRATION DESK: 5 – 7 PM



WEDNESDAY
FEBRUARY 6



REGISTRATION DESK: 7 AM – 6 PM

			An In-Depth Look at TTB Regulations CONTINENTAL C	8:00
				8:30
CCP Level 2 INT'L BALLROOM NORTH		Cider Institute of North America (CINA) In-depth Session CONTINENTAL A		9:00
				9:30
				10:00
				10:30
				11:00
				11:30
		Lunch (for CINA only) CONTINENTAL B		12:00
			Pomme Boots Society Meeting BUCKINGHAM ROOM	12:30
				1:00
				1:30
			Canadian Networking Meeting CONTINENTAL C	2:00
				2:30
	Media & Sponsor Hour at Cider Share INT'L BALLROOM SOUTH			3:00
				3:30
	Cider Share INT'L BALLROOM SOUTH			4:00
				4:30
				5:00
				5:30
				6:00

THURSDAY
FEBRUARY 7



REGISTRATION DESK: 7 AM – 6 PM
TRADESHOW OPEN: 10 AM – 5 PM
VENDOR PRESENTATIONS: 10:15 AM – 4:30 PM

8:00						
8:30						
9:00	Opening General Session INTERNATIONAL BALLROOM					
9:30						
10:00	Visit the Tradeshow: SALONS C & D					
10:30	Beginning Cider Makers Q & A <i>ELEANOR LEGER, BRENT MILES, MARCUS ROBERT, TIM GODFREY</i> CONTINENTAL A	Overcoming Legal Hurdles for Direct to Consumer Sales <i>MARY BETH WILLIAMS</i> CONTINENTAL B	What do Retailers Want, Exactly? <i>MATTIE BEASON</i> CONTINENTAL C	Cultivating Wild Apples <i>ELLEN CAVALLI, KIM HAMBLIN, MATT KAMINSKY, STEVE SELIN, TIERNEY SCHIPPER</i> WILLIFORD A-B	Perceptions of Dryness and Sweetness in Ciders <i>JENN SMITH, MATT MOSER-MILLER, IAN MERWIN</i> WILLIFORD C	Distributing Heritage Cider <i>LAUREN SHEPARD, MICHAEL MINTON</i> BUCKINGHAM ROOM
11:00	Visit the Tradeshow SALONS C & D					
11:30						
12:00	Lunch with Speaker Marc E. Sorini: The History of US Alcohol Law INTERNATIONAL BALLROOM					
12:30						
1:00	Visit the Tradeshow: SALONS C & D					
1:30	Carbonation 101 <i>DARREN MICHAELS</i> CONTINENTAL A	Navigating Digital Trends <i>CAITLIN BRAAM, ALISON TUTHILL, CHRISTI MCNEILL, TRACEY IRELAND</i> CONTINENTAL B	Current Format Challenges and Opportunities <i>OLIVIA MAKI, ELEANOR LEGER, SOHAM BHATT</i> CONTINENTAL C	Natural Cider Tasting <i>EMILY RITCHIE, KRISTEN NEEDHAM, DAN RINKE</i> WILLIFORD A-B	Modern Cider Trends <i>DANNY BRAGER, KYLE SHERRER, ROMAN ROTH, DEVON BERGMAN</i> WILLIFORD C	International Networking Salon <i>BOB PRICE, FENNELLA TYLER, MILICA JEVTIC</i> BUCKINGHAM ROOM
2:00	Visit the Tradeshow: SALONS C & D					
2:30						
3:00	Quality Control for Large Cideries <i>BEN CALVI, ASHLEY PELUSO</i> CONTINENTAL A	Package Like a Pro <i>MARK KORNEI</i> CONTINENTAL B	Sales Teams: Strategies for Success <i>SIMON HOUSE, ED MCGRATH, JEFF PARRISH</i> CONTINENTAL C	Using Oak: What Do You Want to Know? <i>RYAN MONKMAN</i> WILLIFORD A-B	Spanish-Style Cider-making in the U.S. <i>DARLENE HAYES, EDUARDO COTO, ELLEN CAVALLI, RYAN BURK, SAM FITZ</i> WILLIFORD C	
3:30	Happy Hour in the Tradeshow / Research Poster Presentations SALONS C & D					
4:00						
4:30						
5:00						
5:30						
6:00						

FRIDAY
FEBRUARY 8



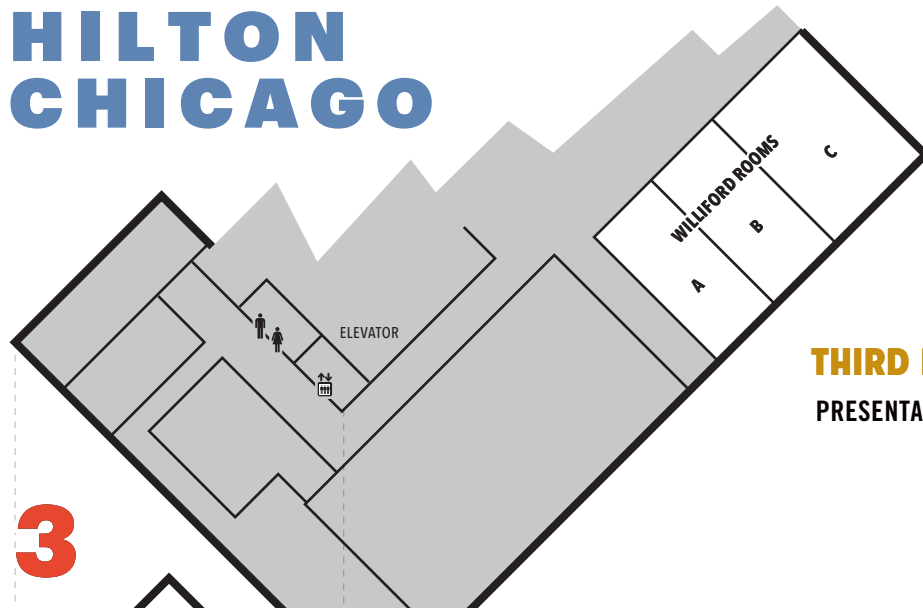
REGISTRATION DESK: 7 AM – 2 PM
TRADESHOW OPEN: 9 AM – 2 PM
VENDOR PRESENTATIONS: 10:15 AM – 4:30 PM

8:00					
8:30					
9:00	USACM Business Meeting INTERNATIONAL BALLROOM				
9:30					
10:00	Visit the Tradeshow SALONS C & D				
10:30	Preventing & Treating Reductive Characters <i>MATT WILSON, BLAIR BAUGHER, BRITTNEY PERLO, BRYAN HOLMES, CHRISTINE WALTER</i> CONTINENTAL A	Power Mapping CONTINENTAL B	Diversity in the Workplace: Striking a Balance in the Cider World <i>JANA DAISY-ENSIGN</i> CONTINENTAL C	Cider Apple Diversity and Genetics <i>GREGORY PECK, GAYLE VOLK, CHRIS GOTTSCHALK</i> WILLIFORD A-B	How to Stay Small <i>DARLENE HAYES, PHILIPPE BISHOP, ELEANOR LEGER, SETH JONES, DAREK TROWBRIDGE</i> WILLIFORD C
11:00					
11:30	Visit the Tradeshow SALONS C & D				
12:00	Lunch with Speaker Michelle McGrath, Executive Director of the USACM, USACM Business Meeting INTERNATIONAL BALLROOM				
12:30					
1:00	Lunch with Speaker Michelle McGrath, Executive Director of the USACM, USACM Business Meeting INTERNATIONAL BALLROOM				
1:30	Visit the Tradeshow: SALONS C & D				
2:00	Traditional Media Not to Overlook <i>CAITLIN BRAAM, ERIN JAMES</i> CONTINENTAL A	Tales of Caution: Distributor Relationships <i>MARY BETH WILLIAMS</i> CONTINENTAL B	The Yeast Whisperer <i>SHEA COMFORT</i> CONTINENTAL C	Still Cider Tasting <i>DAN PUCCI, JORDAN WERNER-BARRY, STEPHEN WOOD, KRISTA SCRUGGS, NANCY BISHOP, PHILIPPE BISHOP, LEIF SUNDSTROM</i> WILLIFORD A-B	Ice Cider Tasting <i>DARLENE HAYES, ALAN DEMOY, MICHEL JODOIN</i> WILLIFORD C
2:30					
3:00	Product Launch Case Study: Angry Orchard Rosé <i>MATTHEW WITHINGTON, RYAN BURK</i> CONTINENTAL A	Compliance for Ground-Harvested Apples <i>BRI EWING</i> CONTINENTAL B	Building a Cider Lexicon <i>JORDAN WERNER-BARRY, JENN SMITH</i> CONTINENTAL C	Perfect Pairings: Modern Cider and Food <i>CHANDRA RAM</i> WILLIFORD A-B	Horizontal Taste Workshop <i>LAUREN SHEPARD, TOM OLIVER, AMBROSIA BOROWSKI</i> WILLIFORD C
3:30					
4:00					
4:30					
5:00	Grand Tasting: Canadian Cidermakers and Final Toast INTERNATIONAL BALLROOM				
5:30					
6:00					

HILTON CHICAGO



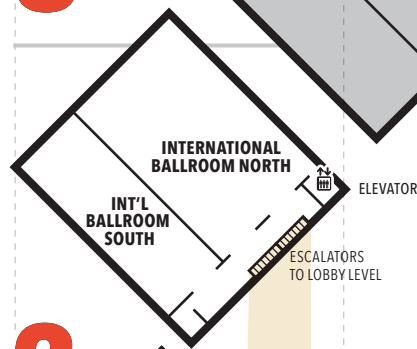
720 SOUTH MICHIGAN AVENUE
CHICAGO, IL • 60605



THIRD FLOOR

PRESENTATIONS WILLIFORD ROOMS A, B, C

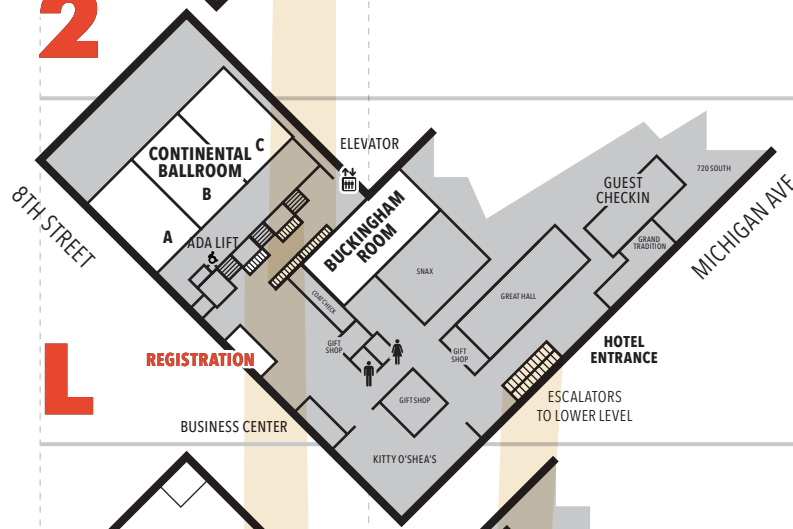
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SECOND FLOOR

PRESENTATIONS INTERNATIONAL BALLROOM

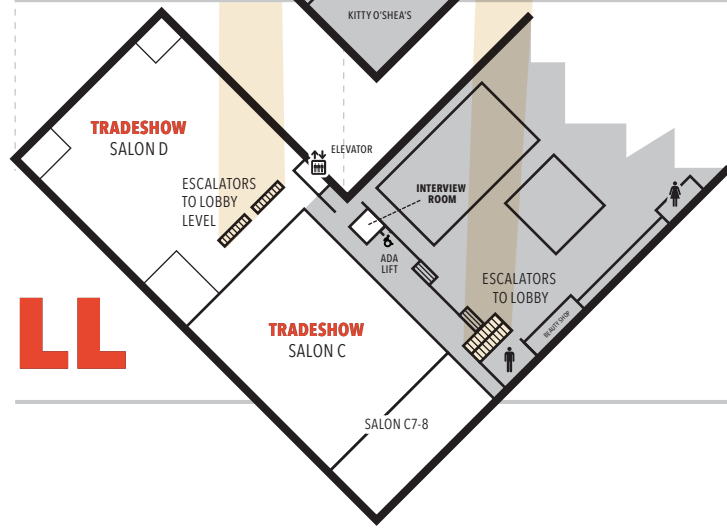
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LOBBY LEVEL

REGISTRATION LOBBY
PRESENTATIONS CONTINENTAL BALLROOMS A, B, C
BUCKINGHAM ROOM

L



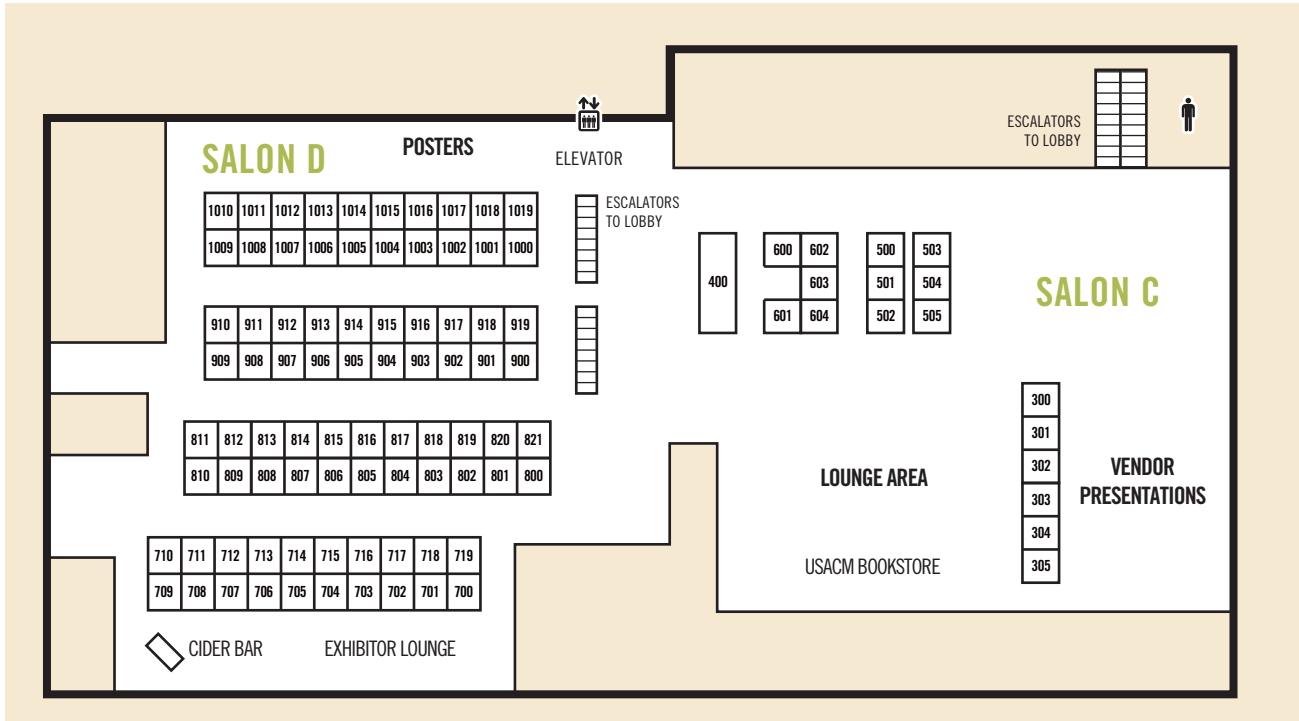
LOWER LEVEL

TRADESHOW SALON C & D
CIDER BAR SALON D
USACM BOOKSTORE SALON C
VENDOR PRESENTATIONS SALON C7-8
MEDIA ROOM SALON C
CIDER RESEARCH POSTERS SALON D

LL

TRADESHOW MAP

SALON C&D, LOWER LEVEL



Vendor Company Name	Booth #	Vendor Company Name	Booth #	Vendor Company Name	Booth #
33 Books Co.	711	Flextank USA	815	Pall Corporation	718
AAA Metal Fabrication	917	Flotweg Separation Tech	1016	Palmer Canning System	818
Aqua Tools	305	Ford Insurance	712	Paul Mueller Co.	1005
ABE - American Beer Equipment	908	FruitSmart	1000	Perfect Purée of Napa Valley	713
ABS Commercial	1013	G & D Chillers	501	Petainer Manufacturing USA	901
Amoretti	1017	G. W. Kent, Inc.	700	Peterson Farms	800
ANXO	904	Gamer Packaging	916	Premier Wine Cask	705
Apex Flavors	601	GEA Group	1011	Pro Chiller	1004
Arryved	1014	Glacier Hops Ranch	710	Pro Engineering & Manufacturing	1007
Arton Products	820	GLINTCAP	804	Prospero Equipment	1018
Atlas Labels & Packaging	600	Goodnature Products	903	PSA - Pnumatic Scale Angelus	809
Boelter Beverage	717	Gusmer	701	Rack & Maintenance Source	719
Brewhose	907	In-Line Packaging	1010	Red Jacket Orchards	811
British Apple Company	816	Innovative Marketing Consultants	1006	Saxco	905
BSG	817	Jenrey	902	Schaefer Container Systems	602
Cask Global Canning Systems	500	Juclas USA	900	Scott Labs	304
Cider Pak Insurance Programs	821	Juicing Systems	919	Separator Tech	715
CiderCraft	912	Keg Logistics, LLC	1001	Ska Fabricating	706
CINA	918	King Orchards	915	SpaceKraft	714
Clear Water Tech	707	Kittrich Canopy	1003	Spec Trellising	303
Codi Manufacturing	1002	Laffort USA	716	Taphandles	819
Coldbreak Brewing Equipment	505	Lallemmand Brewing	914	The Alison Group	703
Common Cider	400	Lightweight Containers	702	Thermo Fisher	913
Countryside Farm & Nurseries, Inc.	704	MCA	803	TTB	814
Criveller	604	Micro Matic	805	Twin Monkeys Beverage Systems	801
Della Toffola	708	More Flavor	1012	United Bottles	302
DK Advanced Technologies	813	National Flavors	603	Vance Metal Products	504
ECLOR S.A.	910	Neil Jones Food Company	503	Voran	1008
EKOS Cidermaker	502	Nielsen	806	White Labs	812
Enartis USA	808	North Star Leasing	906	Wild Goose Canning - Meheen Mfg.	1015
Fermentis	802	NWN Naturals, LLC	300		
Five Star Chemicals	807	Orchestra Software	301		