



2018  
CALL FOR PRESENTATIONS  
*“BRIDGING THE FUTURE”*

**DISTILLERS CONVENTION & VENDOR TRADE SHOW**  
**March 5th & 6th, 2018**  
**Wyndham Grand Pittsburgh, Pittsburgh, PA**

**DEADLINE FOR SUBMISSION: MONDAY, AUGUST 14th, 2017**

**AMERICAN CRAFT SPIRITS ASSOCIATION [ACSA] EDUCATION**

ACSA seeks to develop and make available at our annual convention and webinars the strongest education and networking opportunities for the American craft spirits community. ACSA shall provide the greatest possible value for our members and sponsors, covering topics of import, relevance, and interest.

**ACSA's Mission:** To elevate and advocate for the community of craft spirits producers.

**GOALS OF THE CALL FOR PRESENTATIONS**

1. Be proactive in identifying & addressing member needs for craft distiller programs.
2. Provide tools to enhance members' manufacturing businesses.
3. Serve as the indispensable educational content provider for ACSA members and related suppliers to our distilleries.
4. Be recognized as a valuable resource and provider of top-notch education within the industry.
5. Identify topics that are relevant, practical, and timely to our industry.
6. Identify the best possible speakers for each individual presentation or panel.
7. Remain fiscally responsible to our 501(c)(6) trade group status.

**TO BE CONSIDERED  
PLEASE COMPLETE THIS  
2018 ACSA CALL FOR PRESENTATIONS**

Note: You may attach supporting documentation, limited to a maximum of five pages total.

**Name:**

**Address:**

**City, State and Zip Code:**

**Email and website address:**

**Phone:**

**Mobile:**

**Current title/position within Spirits Industry:**

**Co-presenter or panelist, if applicable:**

**Co-presenter email and Mobile:**

**Please list information relevant to the proposed subject matter, including your areas of expertise and experience in the field. You may attach supporting documentation and use separate pieces of paper to answer the questions below.**

- 1. Please describe your presentation, including a TITLE, and how it will benefit convention attendees. Also, identify the track best suited to absorb your content. The 2018 convention's tracks are technical, marketing and sales, and business essentials.**

**Title:**

**Track:**

- 2. Please identify whether the topic is best suited for a start-up/refreshers, advanced/theoretical or all distillers.**
- 3. Please list three learning objectives: What do you want the convention attendee to retain when he/she leaves your presentation?**
- 4. Please tell us whether this presentation has been or will be offered and if so, when and where.**
- 5. Please list any other previous presentations you have offered or will be offering and if so when and where.**
- 6. Please list any industry leadership experience at the local, guild, state and/or national level, such as board service, elected positions, committee experience, leadership awards, judging awards, etc.**

**Please send completed questionnaire by August 14th, 2017**

**ACSA Education Committee**

**PO BOX 701414**

**Louisville, KY 40270**

**-OR-**

**Education@Americancraftspirits.org**

**616.745.6373**

**Thank you for your support and interest in presenting at the ACSA Distillers Convention and Vendor Trade Show in Pittsburgh, PA, March 5th and 6th, 2018. Expect to hear from ACSA in September.**

## ARE YOU A MEMBER? IF NOT, CONSIDER JOINING!\*

Visit <http://www.americancraftspirits.org/membership/register/> to join ACSA or fill out this form and mail with a check made out to:

American Craft Spirits Association, PO Box 701414, Louisville, KY 40270

### DSP Membership Dues:

0 – 1,000 proof gallons removed from bond annually	\$250/year
1,001 – 10,000 proof gallons removed from bond annually	\$500/year
10,001 – 20,000 proof gallons removed from bond annually	\$750/year
20,001+ proof gallons removed from bond annually	\$1,000/year
Affiliate Membership	\$500/year

MEMBERSHIP TYPE:          VOTING          AFFILIATE

DSP PERMIT NUMBER: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

\*Membership is NOT a prerequisite for selection to speak on an ACSA educational program.

# OUR ORGANIZATION AND EDUCATION: QUESTIONS AND ANSWERS

## **What is the ACSA Distillers Convention and Vendor Trade Show?**

The American Craft Spirits Association (formerly called the American Distilled Spirits Association) was established in 2013. It is the only national non-profit trade association whose mission is to elevate and advocate for the community of craft spirits producers. The primary purpose of the ACSA convention education is to assist members to develop, maintain, and grow craft distilleries that are prosperous in terms of financial stability, safety, regulatory compliance, and the production of incomparable craft spirits. This includes but is not limited to addressing production, safety, marketing, sales, distribution, regulation, and best business practices. The overarching goal is to provide quality benefits and a sense of community to members of ACSA. Four conventions have been held since the inception of the non-profit trade group. Denver, Colorado hosted our first convention in March 2014, Austin, Texas played host to the second in February 2015, Chicago, Illinois hosted ACSA in March 2016, and Nashville, Tennessee hosted our fourth convention in February 2017. Generally, two full days of education are offered with concurrent tracks running, representing over 30 individual sessions. The convention typically attracts hundreds of members of licensed DSPs, suppliers, and vendors within the craft spirits industry.

## **Is there a trade show, too?**

Yes. With over a hundred booths providing state-of-the art information from the best suppliers in the spirits industry.

## **Is there a convention theme?**

Yes. This year the theme is: “Bridging the Future”. It pays homage to Pittsburgh, the “City of Bridges,” and signifies ACSA’s commitment to a higher level of service to our members as we look to the future.

## **Who selects the presentations and speakers? Is there a Convention Education Committee?**

The Education Committee reviews topics of relevance and identifies speakers who can best contribute their expertise to the overall convention and distilling industry. The members of the committee come from DSPs and industry journalists.

Webinar programs are also reviewed and selected by the Education committee.

## **How many Members serve on this committee?**

Sixteen members serve on the Education committee. This committee meets with the Convention committee to enhance the overall convention experience for each attendee, including all presenters.

## **Is there staff support?**

Yes. ACSA has a full-time Education Coordinator, available to assist you and answer your questions. ACSA wants engaged members – conventions offer that unique opportunity. Because of the number of programs and activities ACSA has grown, there is also additional support staff during the Convention.

## **What other kind of support is there?**

ACSA works with various consultants to assist in managing ACSA’s programs. These consultants advise the BOD and work with ACSA staff. Consultants include legal counsel, financial advisors, lobbyists, and media and PR experts. ACSA staff also work with experts to conduct research as well as outside design & graphics consultants, and others as needed.

## **How is the Board of Directors selected?**

Following an initial screening of potential candidates and recommendations by the Election Committee, new directors are elected by its voting members (independent licensed distillers (DSPs) annually producing fewer than 750,000 gallons of spirits removed from bond who subscribe to ACSA’s Code of Ethics). There

is no prerequisite for selection other than that of a quality professional reputation and an interest to serve and provide benefits to the members of the craft distilling community. Prior leadership experience within ACSA is not necessary. The Board itself is broken up regionally so the entire United States is represented.

**How long is the term of service?**

3 years.

**Does the Board Select the Speakers?**

No. That decision is left to the Education Committee.

**Are speakers paid?**

Typically, speakers are not paid. Presentations are enlisted as a service to the industry. Convention speakers are also asked to register, with limited numbers of convention registrations waived, depending upon several mitigating factors including, geographic distance from the convention site, length of presentation, participation in other convention activities, including, networking and business conducted while there. Travel expenses for spouses and family members are not considered reimbursable expenses.

**When will the speakers be selected?**

Once the submission deadline closes for the Call for Presentations, the Education Committee, together with staff, will vet all proposals and identify those topics and presenters that best meet current needs. Preference will be given to presenters (highly qualified in their relevant specialty) who offer high value, specific educational content, designed for owners and operators of distilleries. Similarly, fresh content, that is, a presentation that is newly developed (has not been previously offered) is preferable.

**If I am selected, what are ACSA's expectations?**

As a part of your faculty responsibilities, you agree to provide convention attendees practical information delivered in a memorable way. Your role is to help the DSP become more successful and prosperous. You can help by providing practical tips and tools that can be used to enhance safety, increase route to market, or create a higher quality product. Each DSP wants current, seasoned ideas. Provide new solutions to existing problems. Assist each DSP to understand current trends. Prepare each DSP for the future, with the best avenues to comply with Federal or state compliance issues. You may NOT use the ACSA forum as a sales pitch, merely describing what services you could provide if you were hired. Instead, you will be asked to use the presentation to give practical, nuts-and-bolts, information with strong take-aways for each DSP. If check-lists are applicable, we will want them delivered. Using examples also enhances learning. The bottom line – you will agree to provide depth and a clear understanding of the issues faced by DSPs in your respective content area.

**Do I need to submit written materials?**

Yes – if you are selected. ACSA will ask for an updated written biography and documentation to support your oral presentation. Remember – everyone has a different learning style. Our goal is to ensure each attendee is able to absorb the content you present. Therefore, we will ask for (in advance) written materials to supplement your oral delivery. ACSA reserves the right to reproduce and distribute the materials submitted.

**What are the education tracks for this year's convention?**

Presentations will be selected based on overall quality and relevance to the three main tracks of the 2018 Convention:

**Technical, Marketing and Sales, and Business Essentials**

**[WWW.AMERICANCRAFTSPIRITS.ORG](http://WWW.AMERICANCRAFTSPIRITS.ORG)**