



BRIDGING *the* FUTURE

ACSA's 5th Annual Distillers Convention and Vendor Trade Show
March 5-6, 2018 | Pittsburgh

2018 Convention Education Schedule Monday, March 5th, 2018

Time	Sales/Marketing Track	Technical Track	Business Essentials Track
1:00 PM	Susan Mooney/Matthew Baris, Spirits Consulting Group, <i>"A Blended Approach to an Impactful Marketing Strategy"</i>	Elizabeth Rhoades, Diageo, <i>"Fermentation and Flavor Optimization"</i>	Ryan Malkin, Malkin Law, <i>"Acquisition Basics"</i>
2:00 PM	Emily Pennington, Wine & Spirits Daily, <i>"How To Maximize Your Tasting Room Experience"</i>	Binod Maitin, FlavorActiV, <i>"Understanding Aroma & Flavours and Optimizing Sensory Quality of Spirit Beverages"</i>	Kevin O'Brien, Zepponi & Company, <i>"Preparing for a Sale or Strategic Investment: Practical Tips & Best Practices"</i>
3:00 PM	Panel Discussion on Storytelling - Distill Ventures, Merz, Robin Robinson, Solid Light	John McKee, Headframe Spirits, <i>"Comparative Distillations for Small and Large Micro-Distilleries"</i>	Donald Snyder/Jack Sigan, Whiskey Resources, <i>"Business Intelligence - Maximizing the Value of your Data"</i>
4:00 PM	Panel Discussion on Packaging - MCC Label,O-I, Universal Packaging Corp	Maria Peterson, Scott Laboratories, <i>"Separation Anxiety: Observational Insights to Understanding Filtration"</i>	Harry Kohlmann, Park Street, <i>"Routes to Market in a Consolidated Distributor Landscape"</i>



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2018 Convention Education Schedule Tuesday, March 6th, 2018

Time	Sales/Marketing	Technical	Business Essentials
10:00 AM	Alexandra Clough, Gather PR, <i>"Working With the Media"</i>	Devin Mills/Colleen Moore, Dalkita, <i>"(Another One Fights the) Dust - a.k.a. Identifying and Managing Combustible Dust"</i>	Ed Gorman, Aires Consulting, <i>"Process Management: Does it Really Apply?"</i>
11:00 AM	Kate Cardinali, Innovate Media + Design, <i>"Leveraging Media Properly to Market your Brand"</i>	Gary Spedding, BDAS, LLC, <i>"80 Years So far For Faster Maturation - Why We Might Not Get There"</i>	John Fisher/Jeff Clark, Fisher & Company LLC, <i>"KISS: Simple Rules for Bank Funding & Building Brand Value for Investment"</i>
1:00 PM	Brandy Rand, IWSR, <i>"Trends in Craft Spirits"</i>	Anthony White, Haskell, <i>"Distillery in a Box - The Future of Distillery Equipment"</i>	Larry Oxenham, American Society for Asset Protection, <i>"What Every Craft Spirit Producer Needs to Know About Asset Protection, Tax Reduction, and Estate Planning"</i>
2:00 PM	Scott Winters, American Spirits Exchange Limited, <i>"Control States or How I Learned to Stop Worrying and Love the Regulations"</i>	James Ludford-Brooks, Briggs of Burton plc, <i>"Full of Spirit: Designing and Engineering Craft Distilleries Capable of Producing Multiple Spirit Types all Under one Roof"</i>	Brian DeFoe, Lane Powell, <i>"Funding Your Business Without Going to Jail - Securities Compliance for the Small Distilleries"</i>
3:00 PM	Karen Barnes, Wine Direct Marketing, <i>"eCommerce: Not Just for Consumers Anymore"</i>	Colin Johnston, Crisp Malting Group, LTD, <i>"Tradition and Innovation in Distilling Malts - a UK Perspective"</i>	TTB, TBD
4:00 PM	Harry Kohlmann, Park Street, and Adam Rogers, IWSR, <i>Craft Spirits Data Project</i>		