



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
1:00-1:55 PM	<i>A Blended Approach to an Impactful Marketing Strategy</i> , Susan Mooney/Matthew Baris, Spirits Consulting Group	<i>Fermentation and Flavor Optimization</i> , Elizabeth Rhoades, Diageo	<i>Acquisition Basics</i> , Ryan Malkin (Malkin Law), Tom Mooney (House Spirits), Paul Hletko (Few Spirits), Nick Papanicolaou (Pernod Ricard USA), Dan Garrison (Garrison Brothers)
2:00-2:55 PM	<i>How To Maximize Your Tasting Room Experience</i> , Emily Pennington (Wine & Spirits Daily), Meredith Grelli (Wigle Whiskey), Robert Likarish (Ironroot Republic), Hannah Lowen (New Riff Distilling)	<i>Understanding Aroma & Flavours and Optimizing Sensory Quality of Spirit Beverages</i> , Binod Maitin, FlavorActiV,	<i>Preparing for a Sale or Strategic Investment: Practical Tips & Best Practices</i> , Kevin O'Brien (Zepponi & Company), Joe Heron (Copper & Kings)
2:55-3:15 PM	Break		
3:15-4:10 PM	<i>The Story Sells the Spirit: How Narratives Affect Sales</i> , Angie Fleitz (Solid Light), Gonzalo de la Pezuela (Distill Ventures), Mary Kate Lo Conte (Merz Branding), Robin Robinson	<i>Comparative Distillations for Small and Large Micro-Distilleries</i> , John McKee (Headframe Spirits), Bryan Jennings (Triple Eight Distillery)	<i>Business Intelligence - Maximizing the Value of your Data</i> , Donald Snyder/Jack Sigan, Whiskey Resources
4:15-5:10 PM	<i>Panel Discussion on Packaging</i> , Kelly Nielsen (Nielsen), Raul Paredes (O-I), Steve Pelkey (Universal)	<i>Separation Anxiety: Observational Insights to Understanding Filtration</i> ,	<i>Routes to Market in a Consolidated Distributor Landscape</i> , Harry Kohlmann, Park Street

	Packaging Corp), Francisco Siller (MCC Label)	Maria Peterson, Scott Laboratories	
--	---	------------------------------------	--

2018 Convention Education Schedule Tuesday, March 6th, 2018

Time	Sales/Marketing	Technical	Business Essentials
10:00-10:55 AM	<i>Working With the Media: How to Build Meaningful Relationships with the Media to Grow Your Spirits Brand</i> , Alexandra Sklansky Clough, Gather PR	<i>(Another One Fights the) Dust - a.k.a. Identifying and Managing Combustible Dust Hazards in Your Distillery</i> , Devin Mills/Colleen Moore, Dalkita	<i>Process Management: Does it Really Apply?</i> , Ed Gorman, Aires Consulting
11:00-11:55 AM	<i>Leveraging Media Properly to Market your Brand</i> , Kate Cardinali (Innovate Media + Design), Martin Duffy, Brian Christensen (Artisan Spirit)	<i>Distillers' Aim to Achieve Rapid Maturation of Spirits - 80 Years & Counting... Why We Might Not Get There</i> , Gary Spedding, BDAS, LLC	<i>KISS: Simple Rules for Bank Funding & Building Brand Value for Investment</i> , John Fisher/Jeff Clark, Fisher & Company LLC
12:00-1:00 PM	Lunch		
1:00-1:55 PM	<i>The Changing Beverage Alcohol Landscape: Key Trends & Consumption Drivers</i> , Brandy Rand, IWSR	<i>Distillery in a Box - The Future of Distillery Equipment</i> , Ryan Hollister/Anthony White, Haskell	<i>What Every Craft Spirit Producer Needs to Know About Asset Protection, Tax Reduction, and Estate Planning</i> , Larry Oxenham, American Society for Asset Protection
2:00-2:55 PM	<i>Control States or How I Learned to Stop Worrying and Love the Regulations</i> , Scott Winters, American Spirits Exchange Limited	<i>Full of Spirit: Designing and Engineering Craft Distilleries Capable of Producing Multiple Spirit Types all Under one Roof</i> , James Ludford-Brooks/Scott Davies, Briggs of Burton plc	<i>Funding Your Business Without Going to Jail - Securities Compliance for the Small Distillery</i> , Brian DeFoe, Lane Powell
2:55-3:15 PM	Break		

3:15-4:10 PM	<i>eCommerce: Not Just for Consumers Anymore</i> , Karen Barnes, Wine Direct Marketing	<i>Tradition and Innovation in Distilling Malts - a UK Perspective</i> , Colin Johnston, Crisp Malting Group, LTD	<i>What to Expect on a TTB Audit</i> , Christopher Torello/Douglas Wallace, TTB
---------------------	--	---	---

4:15-5:10 PM	<i>Craft Spirits Data Project</i> , Harry Kohlmann, Park Street, and Adam Rogers, IWSR
---------------------	--