



**BRIDGING the FUTURE**  
 ACSA's 5th Annual Distillers Convention and Vendor Trade Show  
 March 4-6, 2018 | Pittsburgh

Sales/Marketing Track
Technical Track
Business Essentials Track

SATURDAY, MARCH 3RD		
8:00 AM-5:00 PM	Duquesne	Master Class: Dalkita's Making Sense of Plans & Blueprints: Building Your First Commercial Distillery
SUNDAY, MARCH 4TH		
7:30 AM-5:45 PM	Off-Site: meet in the lobby of the Wyndham Grand Pittsburgh	Pennsylvania Distillery Tour: Red Pump Spirits, Liberty Pole Spirits, Boyd & Blair Potato Vodka, Wigle Whiskey, Quantum Spirits, Maggie's Farm Rum
8:00 AM-5:00 PM	Duquesne	Master Class: Dalkita's Making Sense of Plans & Blueprints: Building Your First Commercial Distillery (continued)
4:00-8:00 PM	Ballroom Foyer	Pre-Registration
4:00-8:00 PM	Ballroom Level	Opening of the Vendor Trade Show (food and drink served)
MONDAY, MARCH 5TH		
8:30-10:00 AM	Ballroom Foyer	Breakfast
7:30 AM-7:00 PM	Ballroom Foyer	Registration Desk Open
9:00-10:00 AM	King's Garden	Keynote Address: FAIL HARDER: Making of the Next Great American Brand, Fawn Weaver
	King's Garden	Welcome and Introduction by ACSA Executive Director Margie A.S. Lehrman and President Mark Shilling
10:00-11:30 AM	King's Garden	Town Hall: The FET/History and What's Up Ahead; ACSA Annual Update
11:30 AM-6:30 PM	Ballroom Level	Exhibit Hall Open/Ribbon Cutting
12:00-1:00 PM	Ballroom Foyer	Attendee/Vendor/Exhibitors Lunch
12:00-5:00 PM	Forbes Room	Share Your REINVESTMENT Story
		<b>ROOM: BRIDGES</b>
		<b>ROOM: KING'S GARDEN</b>
		<b>ROOM: STERLINGS</b>
1:00-1:55 PM		A Blended Approach to an Impactful Marketing Strategy, Susan Mooney and Matthew Baris, Spirits Consulting Group
		Fermentation and Flavor Optimization, Elizabeth Rhoades, Diageo
		Acquisition Basics, Panel led by: Ryan Malkin (Malkin Law) with panelists Tom Mooney (House Spirits, Paul Hlecko (Few Spirits), Nick Papanicolaou (Pernod Ricard USA), Dan Garrison (Garrison Brothers)
2:00-2:55 PM		How to Maximize Your Tasting Room Experience, Panel led by: Emily Pennington (Wine & Spirits Daily) with panelists Meredith Grell (Wigle Whiskey), Hannah Lowen (New Riff Distilling), Robert Likarish (Ironroot Republic)
		Understanding Aroma & Flavours and Optimizing Sensory Quality of Spirit Beverages, Binod Maitin, FlavorActV
		Preparing for a Sale or Strategic Investment: Practical Tips & Best Practices, Kevin O'Brien (Zepponi & Company), Joe Heron (Copper & Kings)
2:55-3:15 PM	Ballroom Foyer	Break
3:15-4:10 PM		The Story Sells the Spirit: How Narratives Affect Sales, Panel led by: Robin Robinson (Robin Robinson LLC) with panelists Angie Fleitz (Solid Light), Gonzalo de la Pezuela (Distill Ventures), Mary Kate Lo Conte (Merz Branding),
		Comparative Distillations for Small and Large Micro-Distilleries, John McKee (Headframe Spirits), Bryan Jennings (Triple Eight Distillery)
		Business Intelligence - Maximizing the Value of Your Data, Donald Snyder and Jack Sigan, Whiskey Resources
4:15-5:10 PM		Panel Discussion on Packaging - Kelly Nielsen (Nielsen), Raul Paredes (D-I), Steve Pelkey (Universal Packaging Corp), Francisco Siller (MCC Label)
		Separation Anxiety: Observational Insights to Understanding Filtration, Maria Peterson, Scott Laboratories
		Routes to Market in a Consolidated Distributor Landscape, Harry Kohlmann, Park Street
5:30-8:30 PM	Heinz History Center 1212 Smallman Street Pittsburgh, PA 15222	The Pennsylvania Toast: ACSA and Pennsylvania Distillers Guild Reception at the Heinz History Center - Open to ALL Registered Attendees
TUESDAY, MARCH 6TH		
7:30 AM-9:00 PM	Ballroom Foyer	Registration Desk Open
8:00-10:00 AM	Ballroom Foyer	Breakfast
8:00 AM-4:00 PM	Ballroom Level	Exhibit Hall Open
8:00-10:00 AM	Benedum	Guild Roundtable - open to all State Guild Leadership
8:00-10:00 AM	Liberty	Craft Beverage Lawyers Guild
9:00-10:00 AM	King's Garden	Meet the Candidates Forum - open to all attendees
		<b>ROOM: BRIDGES</b>
		<b>ROOM: COMMONWEALTH 1</b>
		<b>ROOM: STERLINGS</b>
10:00-10:55 AM		Working with The Media: How to Build Meaningful Relationships with the Media to Grow Your Spirits Brands, Alexandra Clough, Gather PR
		(Another One Fights the) Dust - a.k.a. Identifying and Managing Combustible Dust Hazards in Your Distillery, Colleen Moore and Devin Mills, Dalkita
		Process Management: Does it Really Apply?, Ed Gorman, Aires Consulting
11:00-11:55 AM		Leveraging Media Properly to Market your Brand, Kate Cardinali (Innovate Media + Design), Martin Duffy (Glencarin), Brian Christensen (Artisan Spirit)
		Distillers' Aim to Achieve Rapid Maturation of Spirits - 80 Years & Counting...Why We Might Not Get There, Gary Spedding, BDAS, LLC
		KISS: Simple Rules for Bank Funding & Building Brand Value for Investment, John Fisher (Fisher & Company, LLC) and Jeff Clark (Live Oak Bank)
12:00-1:00 PM	Ballroom Foyer	Attendee/Vendor/Exhibitors Lunch
1:00-1:55 PM		The Changing Beverage Alcohol Landscape: Key Trends & Consumption Drivers, Brandy Rand, IWSR
		Distillery in a Box - The Future of Distillery Equipment, Ryan Hollister and Anthony White, Haskell
		What Every Craft Spirit Producer Needs to Know About Asset Protection, Tax Reduction, and Estate Planning, Larry Oxenham, American Society for Asset Protection
2:00-2:55 PM		Control States or How I Learned to Stop Worrying and Love the Regulations, Scott Winters, American Spirits Exchange Limited
		Full of Spirit: Designing and Engineering Craft Distilleries Capable of Producing Multiple Spirit Types All Under One Roof, James Ludford-Brooks and Scott Davies, Briggs of Burton plc
		Funding Your Business Without Going to Jail - Securities Compliance for the Small Distillery, Brian DeFoe, Lane Powell
2:00-3:00 PM	Board Room	ACSA Safety Committee
2:55-3:15 PM	Ballroom Foyer	Break
3:00-7:00 PM	Ballroom Foyer	Celebrate ACSA's 5th Annual Anniversary with Commemorative Photo
3:15-4:10 PM		eCommerce: Not Just for Consumers Anymore, Karen Barnes, Wine Direct Marketing
		Tradition and Innovation in Distilling Malts - a UK Perspective, Colin Johnston, Crisp Malting Group, LTD
		What to Expect on a TTB Audit, Christopher Torello and Douglas Wallace, TTB
4:15-5:10 PM	Sterling	Craft Spirits Data Project, Harry Kohlmann, Park Street, and Adam Rogers, IWSR
5:15-6:30 PM	Ballroom Foyer	HAPPY HOUR: Meet & Mingle with the Vendors
6:30-9:00 PM	King's Garden	Craft Spirits Judging Competition Awards Dinner
9:00-11:00 PM	TBA	Complimentary Tasting of Judged Craft Spirits

\*Please note the program is subject to updates  
 Updated: 3/3/18