



## 2018 Craft Malt Conference Participant Packet

Dear Craft Malt Conference Attendee,

Welcome to the 2018 Craft Malt Conference! The conference is scheduled for February 3rd-4th in Asheville, North Carolina. We are excited to have you join us.

The Craft Malt Conference is designed to be a small, intimate conference for those involved in the craft malt supply chain. We are expecting approximately 175 attendees and, at the time of this writing, we have attendees from 5 Canadian provinces and 30 states, as well as Japan, Germany, France, and the UK.

North Carolina and the Southeast are among the leaders in craft malt innovations, so we thought it would be a fitting location for this conference. We especially want to thank Asheville-Buncombe Technical Community College and the North Carolina Craft Brewers Guild for their local support, in addition to the Brewers Association, Limagrain Cereal Seeds, Malters Advantage, NSI Newlands, Deutsche Process, Clipper Seed Cleaners/ A R McKay Process Machinery, Kaspar Schulz, Intelligent Malt, Hartwick College Center for Craft Food & Beverage, Walnut Grove Farms, Integrated Process Engineers & Constructors, Inc., Briess Malt & Ingredients, and Jacky Bins.

Our outstanding speakers are also vital to making this conference a reality. Please visit the conference website (<http://craftmalting.com/2018-craft-malt-conference/>) for more information on our speakers.

The information contained in this packet will assist you in getting the most out of your conference. Please read this packet carefully and bring it with you if you'd like. You can always refer to the online [schedule](#) and session descriptions. If you have any questions, please do not hesitate to contact me directly at [director@craftmalting.com](mailto:director@craftmalting.com).

We look forward to seeing you in Asheville!

Blue skies,

Jen Blair  
Executive Director

## Conference Dates and Agenda

### Pre-Conference Activities: Friday, February 2nd, 2018

Pre-conference activities include VIP tours of [Sierra Nevada Brewing Company](#) and [New Belgium Brewing](#) as well as an open house tour of [Riverbend Malt House](#). Conference attendees must register for the tours to be able to attend.

Friday evening we will celebrate with a welcoming reception at New Belgium Brewing from 6:00 pm-9:00 pm where light hors d'oeuvres will be provided.

### Saturday, February 3rd – Sunday, February 4th, 2018

Saturday and Sunday are full days of content, including breakfasts and lunches provided by [Green Opportunities Catering](#). For a detailed agenda and additional event details, please visit <http://craftmalting.com/2018-craft-malt-conference/>.

Dinner on Saturday evening will take place from 7:00 pm-9:00 pm at the conference location and will be catered by the James Beard nominated chefs of [Buxton Hall](#).

Immediately preceding the dinner will be a beer reception beginning at 6:00 pm that will feature beer made with craft malt from our generous brewery donors, who include [Ghostfish Brewing Company](#), [Jester King Brewery](#), [Fullsteam Brewery](#), [Bull Durham Beer Company](#), [Ponysaurus Brewing](#), [Allagash Brewing Company](#), [Wooden Robot Brewery](#), [Bhramari Brewing Company](#), and [Legion Brewing Company](#).

## Conference Location

The conference will take place at the [AB Tech/Mission Health Conference Center](#) at Asheville-Buncombe Technical Community College. The Conference Center is approximately 2 miles from the Aloft Asheville Downtown.

Directions to the Conference Center are included in this packet. You may park in either the parking garage or the adjacent parking lot. Transportation will not be provided from downtown Asheville to the conference, but there are several transportation options, including rideshare services such as Uber and Lyft.

## Getting to Asheville

The [Asheville Regional Airport](#) is the main airport of the Asheville region. [Allegiant](#), [American Airlines](#), [Delta](#), [Elite](#), and [United](#) airlines service the Asheville Regional Airport.

Asheville is approximately 124 miles from the [Charlotte Douglas International Airport](#) and approximately 128 miles from the [Knoxville McGhee Tyson Airport](#).

## **Registration & Name Badges**

Registration for the conference is open on Saturday, February 3rd, from 8:15 am to 9:00 am in the AB Tech/Mission Health Conference Center lobby. As a registered participant, your name badge will be your access to all conference events. You will also be able to register Sunday, February 4th, from 8:15 am to 9:00 am if you arrive after Saturday.

We cannot allow participation in the conference to anyone who is not registered.

## **DraughtLab Pro Sensory Sign Up**

The "Quality Assurance in the Malt Lab: Using Flavor as a Key Measurement of the Quality & Consistency of Each Batch" presentation will be interactive and real-time tasting data will be captured during the session using the DraughtLab Pro application.

If you'd like the full experience of the session, please submit your email address via this form so DraughtLab may get your account set up prior to the session: <https://goo.gl/forms/nWRuVChb4U3Y1IbD3>

To learn more about the app, please visit the DraughtLab Pro website: <https://www.draughtlab.com/pro>

## **Social Media**

You can start a conversation on Facebook, Twitter, and Instagram using the conference hashtag #CraftMaltCon18 or join the conversation and keep up to date at <https://twitter.com/CraftMalting>, <https://www.instagram.com/craftmalting/>, and <https://www.facebook.com/CraftMalting/>.

## **Technology**

Please bring your laptop computer and/or smart phone to the conference so you can take notes, upload photos and videos, Tweet, and post to Facebook and Instagram during the conference. There will be WiFi internet access available.

## **Conference Schedule & Timing**

Please note the timing will be very tight. We start all sessions on time so please be at each event at least five minutes early.

## **Alcohol Consumption**

There will be beer served at this event and we encourage you to enjoy yourself responsibly. Please monitor your alcohol intake and take all safety precautions for yourself and other guests. Do not drink and drive.

## **Directions to the Mission Health / A-B Tech Conference Center:**

Coming off of **Biltmore Ave**: Turn **RIGHT** (if headed south) or **LEFT** (if headed north) onto **Hospital Drive**

At the first light, make a **LEFT** onto **Victoria Road**

Go straight through the 2 traffic lights at the top of the hill (Mission Hospital entrance on the left)

Go past the A-B Tech signs for Roberson Building (on right), Hemlock Building (on right). Immediately after Hemlock Building, on the right, will be the Smith McDowell House.

Just past the Smith McDowell House, make a **RIGHT**, at the traffic light, onto **Fernihurst Drive** (this road is a loop through campus)

Go up the small hill and the **Conference Center will be in front of you**

Go past the Conference Center and park either in the parking garage or the lot adjacent to the entrance to the parking garage. You may park in any of the white lined spaces (yellow lines are staff parking.)

Exit the parking garage on the Conference Center side, or walk up from the parking lot between the Conference Center and parking garage (go towards the red sign for: AB Tech Police)

**Under the covered walkway are 2 double doors; enter the doors on the right**

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Coming off of **Meadow Road**: Turn **LEFT** onto **Victoria Road**, just over the railroad bridge

**Once you are on campus**, make the **4<sup>th</sup> LEFT**, at the traffic light, onto **Fernihurst Drive** (this road is a loop through campus)

Go up the small hill and the **Conference Center will be in front of you**

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A-B Tech Address:

340 Victoria Road

Asheville, NC 28801

Conference Center Information: (828) 398-7901

**Recommended Google Search: AB Tech Conference Center or Mission Conference Center**

For updated information on inclement weather/school closing/delayed opening/general information: (828) 398-7900 or [www.abtech.edu](http://www.abtech.edu)