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# CRAFT MALT CONFERENCE

FEBRUARY 3-4, 2018 | ASHEVILLE, NORTH CAROLINA



TIME	SATURDAY	
8:15 -9:00	Registration and Breakfast	
9:00-10:30	<b>Malting Technology:</b> Adam Paul, IPEC Dr. Patrick Boivin, IFBM Hugh Alexander, CLP	<b>The Business of Brewing &amp; Distilling:</b> Audra Gaiziunas, Brewed for Her Ledger Donald Snyder, Whiskey Resources
10:45-12:15	<b>Grain Handling &amp; Storage:</b> Robert Pollok, Hill View Farm Marcus Chichura, IntelliFarms	<b>Building Branding &amp; Marketing Strategy:</b> April Smith, Social Ape Marketing
12:15-1:45	Lunch and Trade Show	
1:45-3:00	<b>Development of Malting Barley Varieties for the Eastern US:</b> Wynse Brooks, Virginia Tech David Marshall, USDA Zach Gaines, Limagrain Cereal Seed	<b>Distilling Science &amp; Sensory:</b> Jeff "Puff" Irvin, Asheville-Buncombe Technical Community College Lew Bryson, Tasting Whiskey
3:15-4:30	<b>Production of Malting Barley in the Eastern US:</b> Angela Post, North Carolina State University Dan Brann, VIPGrains Wade Thomason, Virginia Tech	<b>Marketing in the Distilling Industry:</b> Oliver Mulligan, Great Wagon Road Distillery Adam Johnson, Kentucky Bourbon Trail Experiences
4:30 - 5:30	Trade Show	
	Break	
6:00 PM	Beer Reception	
7:00-9:00 PM	Dinner	
TIME	SUNDAY	
8:15 -9:00	Breakfast	
9:00-10:30	CMG Annual Meeting	
10:45-12:15	<b>Quality Assurance in the Malthouse: Using Flavor as a Key Measurement of the Quality &amp; Consistency for Each Batch</b> Lindsay Barr, New Belgium Brewing Company & DraughtLab Cassie Poirier, Briess Malting Company	
12:15-1:30	Lunch and Trade Show	
1:30 - 3:30	<b>Keynote Roundtable - BUILDING VALUE FROM THE GROUND UP:</b> Andrew Lemley, North Carolina Craft Brewers Guild Chris Swersey, Brewers Association Dan Wade, Wooden Robot Brewery Sam Holcomb, Walnut Grove Farms Nina Shebest, One Eight Distilling Brent Manning, Riverbend Malt	
4:00 -	Closing Reception & Beer Tasting	