

20  23

# MN BREWERS CONFERENCE

April 20, 2023  
Union Depot—St. Paul

Hosted By



**MN Craft Brewers Guild**  
mncraftbrew.org



**MBAA District St. Paul - Minneapolis**  
mbaa.com/districts/stpaulmpls



**Use this QR Code or Link to Access**

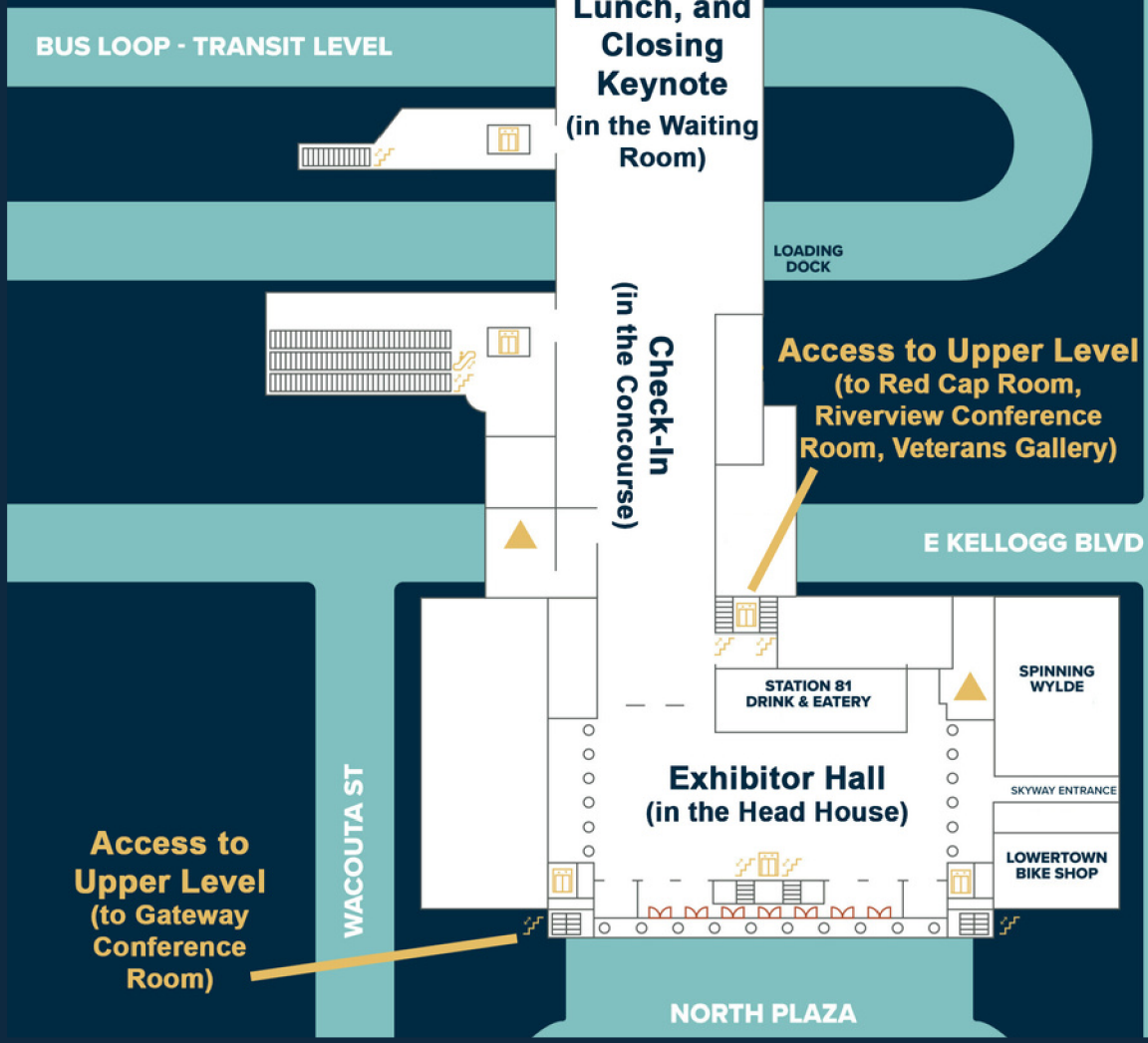
- >> Full Session Descriptions
- >> Presenter Bios & Photos
- >> Maps, Surveys, and Conference Tips
- >> MNCBG Code of Conduct and Reporting Tool





<https://linktr.ee/mncbgfests>

#MNBrewersConference

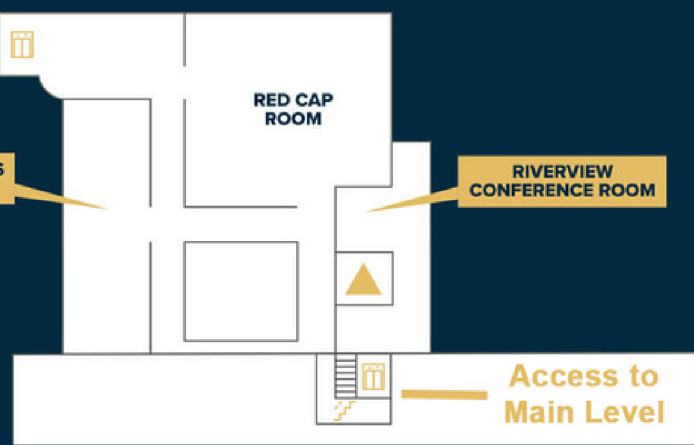
-  ELEVATORS
-  STAIRS
-  ESCALATORS
-  RESTROOMS

# LEVEL 1



-  ELEVATORS
-  STAIRS
-  ESCALATORS
-  RESTROOMS

# LEVEL 2



**Code of Conduct:** The MNCSBG will not tolerate harassment or discrimination on the basis of race, color, creed, religion, national origin, sex or gender (including sexual harassment and pregnancy), marital status, status with regard to public assistance, disability, sexual orientation, age, veteran status or any other status protected by applicable law. This policy applies to members of the MNCSBG as well as activities and events hosted by the MNCSBG. Violations of this policy will not be tolerated. To read the MNCSBG Code of Conduct in full, and to report a violation, please use the QR Code on the front of this program or visit [linktr.ee/mncbgfest](http://linktr.ee/mncbgfest).

## Check-In and Welcome Info

### Check-In

Claim your conference badge and materials, grab breakfast, and explore the Exhibitor Hall before the official Conference Welcome begins at 9:00 a.m. Your drink ticket for Happy Hour is in your badge holder.

### Exhibitor Hall

The Exhibitor Hall is open from 8:00 a.m. - 4:30 p.m.

### Restrooms, Safety, and Support

Restrooms are marked on your maps and on signs throughout the venue. Snacks and drinks will be available near the breakout rooms from 10:00 a.m. - 3:00 p.m. For first-aid, lost & found, or conference questions, please visit the Conference Check-In desk. Event Security can be reached at 651-202-2717.

**In case of an emergency, please dial 911.**

### Code of Conduct & Violation Reporting

Harassment, discrimination, bigotry, or violence of any kind are not tolerated at Guild events; all attendees must abide by the MNCBG Code of Conduct. The full Code of Conduct and form to report a violation can be found using the QR code or link on the front of this program. Reports will be promptly investigated.

### Surveys for Breakout Sessions and the Full Conference

Rate your breakout sessions using the QR code or paper surveys in each room. At the end of the day, please take our Full Conference Survey too!

### Share Your Experience Using #MNBrewersConference

Share a photo or comment using the hashtag **#MNBrewersConference** on social media before 3:30 p.m. for a chance to win a new MNCBG hat! Two winners will be notified via social media message; prize must be picked up at the Check-In table before 4:30 p.m.

### After the Conference

The MN Brewers Conference ends promptly at 4:30 p.m. The MN Brewers Cup Awards Ceremony at Union Depot starts at 6:30 p.m.; the venue must be cleared between the two events. Tickets to the Awards must have been purchased separately; if you are attending the awards, please return to Union Depot at 6:30 p.m. with your tickets.

# Conference Schedule

## Check-In, Breakfast, & Exhibitor Hall

8:00 a.m. - 9:00 a.m., Concourse & Head House  
*Assorted pastries and coffee*

## Welcome by the MNCBG & MBAA District Minneapolis - St. Paul

9:00 a.m. - 9:10 a.m., Waiting Room


## MNCBG Quarterly Member Meeting


9:10 a.m. - 9:50 a.m., Waiting Room


### Breakout Session 10:00 a.m. - 10:50 a.m.

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 **Key Malt Quality Attributes and their Impacts to Beer Flavor Stability** | Veterans Gallery  
*Xiang S Yin, Vice President, Corporate Quality and Innovation, Rahr Corporation*

 **The Burden of Burnout: Where to Start to Combat and Prevent It** | Red Cap Room  
*Katie Muggli, Founder and Executive Director, Infinite Ingredient*

 **Food Licenses - Interacting with the MDA** | Riverview Conference Room  
*Dan Opsahl, Operations and Planning Manager, MN Department of Agriculture*

 **SBA Resource and Resource Partners** | Gateway Conference Room  
*Don Jackson, U.S. Small Business Administration; Michael Conroy, Small Business Development Center; Dave Muller, SCORE Twin Cities*


### Breakout Session 11:00 a.m. - 11:50 a.m.

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 **Yeast Nutrition** | Riverview Conference Room  
*Eric May, Technical Sale Representative, Gusmer Enterprises*

 **Education Session with the AGED** | Veterans Gallery  
*Mike McManus & Shawn Hansen, MN Dept. of Public Safety Alcohol & Gambling Enf.*

 **Increasing Beer Quality Using Practical Tasting Methods** | Red Cap Room  
*Lindsay Barr, Founding Partner and CSO, DraughtLab*

 **A Seat at the Table - DEI Begins in Leadership & Management** | Gateway Conference Room  
*Kate Winkel, Arbeiter Brewing; Angelique Lisboa, Modist Brewing Co.; Mahad Muhammad, Dual Citizen Brewing Company; Dicky Lopez, La Doña Cervecería*



*Missed breakfast? Snacks and drinks are available near the breakout rooms from 10:00 a.m. - 3:00 p.m.*



BREWING



OPERATIONS



FOH/SALES/MARKETING



OWNER/DECISIONMAKER

## Lunch & Exhibitor Hall

12:00 p.m. - 12:50 p.m., Waiting Room & Head House

*Assorted sandwiches and salad*

### Breakout Session 1:00 p.m. - 1:50 p.m.

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**Haze Synergized: Getting the Most out of Your Ingredients to Promote Haze Stability** | Veterans Gallery

*Emily Del Bel & Ben Stanwood, Rahr Technical Center*



**Strategies for Reducing Waste, Water & Energy Consumption** | Gateway Conference Room

*Jon Schroeder & Gabrielle Martin, Minnesota Technical Assistance Program (MnTAP)*



**Brew Up Business Online** | Riverview Conference Room

*Eric Carlson, Organic Marketing Manager, Brandography*



**THC Panel** | Red Cap Room

*Josh Havlik, Craft Beverage Agent; Nick Swedberg, Boyum Barenscheer; Kyle Marinkovich, Northern Diversified Solutions; Jason Tarasek, Minnesota Cannabis Law; Glenn McElfresh, Plift; Bob Galligan, MNCSBG*

### Breakout Session 2:00 p.m. - 2:50 p.m.

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**Keeping it Fresh: What's New and Next in IPA Brewing** | Veterans Gallery

*Niko Tonks, Yakima Chief Hops; Joe Wells, Fair State Brewing Cooperative; Zack Dunbar, Lua Brewing; Murphy Johnson, Blackstack Brewing; Devin Biondi, NZ Hops Limited*



**State of the Industry: Hops** | Riverview Conference Room

*Eric R Sannerud, President, Sannerud Hop Consulting*



**Programming & Entertainment: How to Get People to your Brewery** | Red Cap Room

*Jordan Weller, Utepils Brewing Company; Ben Neitge, Forgotten Star Brewing Co.; Jill Drum, Fulton Brewing; Drew Davis, Falling Knife Brewing Company*



**Finding & Keeping Great Employees: Strategies for Successful Acquisition & Retention** | Gateway Conference

*Holly Haslam, Human Resources Partner, Brewers Association*

## Closing Keynote & Happy Hour

### "The Intersection of Brewing and Marketing"

*Doug Veliky, Chief Marketing Officer, Revolution Brewing*

3:00 p.m. - 4:30 p.m., Waiting Room

*Use your drink ticket (in your badge holder) to grab a drink  
from one of two bars in the Concourse*



# Exhibitor Hall

The Exhibitor Hall is open from 8:00 a.m. - 4:30 p.m.

Please check out all of our great exhibitors during your downtime and during the breakfast and lunch breaks!

You may need to show your Conference Badge to access the Exhibitor Hall.

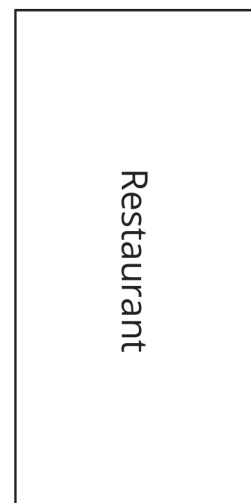
## Exhibitors

- 9 ABV Technology, Inc.
- 27 Amoretti
- 30 Boelter
- 18 Boyum Barendscheer
- 24 Briess Malt & Ingredients Co
- 4 Brook + Whittle
- 20 BSG CraftBrewing
- 10 Country Malt Group
- 28 Crowler Nation
- 11 DraughtLab
- 29 Fulton Beer
- 5 Grandstand Glassware
- 26 Gusmer Enterprises
- 16 Hopsteiner
- 14 Iron Heart Canning
- 3 Ivory Hill & Alerus
- 6 Lallemand Inc
- 19 Malteurop Malting Company
- 12 Maltwerks
- 2 MnTAP
- 13 Northern Diversified Solutions
- 7 Northwestern Extract
- 17 Prairie Malt
- 21 Rahr Technical Center
- 8 SM Engineering
- 1 Small Business Association
- 25 SwedeBro
- 22 Triton Chemical
- 15 VAA LLC
- 23 VIRESKO

26	27	28	29	30
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25	24	23	22	21
16	17	18	19	20

8	9
7	10
6	11
5	12
4	13
3	14
2	15
1	





*Got it down! Use this area for notes and ideas throughout the sessions.*

## Thank You To Our Conference Sponsors!



20  23  
**MN BREWERS  
CONFERENCE**



**MINNESOTA**  
CRAFT BREWERS GUILD

[mncraftbrew.org](http://mncraftbrew.org)

The MNCBG is a nonprofit association made up of 180+ MN craft brewery and brewpub members. We promote, protect, and grow a robust Minnesota craft brewing industry by building a healthy beer culture and community that allows for independent brewers, industry stakeholders, and craft beer fans to thrive.



[mbaa.com/districts/stpaulmpls](http://mbaa.com/districts/stpaulmpls)

The Master Brewers Association of the Americas is a nonprofit (501c3) professional, scientific organization dedicated to advance, support, and encourage scientific research into brewing malt beverages and related industries and to make that research available to the public through conferences, discussion groups, journals, publications and seminars.

Thank you for  
joining us!

Please take our survey after the conference!



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