



## Tracks:



Brewing Techniques & Innovations



Community & Culture



Marketing & Branding



Looking to the Future



Business & Operations

# Conference Schedule of Events:

### MN Valley Foyer

8:00 – 9:00: Conference Check-in, Breakfast, and Exhibitor Hall

### MN Valley Ballroom

9:00 – 9:30: Welcome & Conference Open from the MNCBG and MBAA

**Affinity Groups:** Morning Session 9:30-10:20 a.m.; Afternoon Session 3:30 p.m.-4:20 p.m.  
Please see page 7 of the Conference Guide for room designations.

## 10:30 EDU SESSION BLOCK:

### Cardinals Perch

#### ● Creating an Inclusive Environment for LGBTQIA2S+ People in Rural Minnesota

*Liz Heimer, Co-Owner, Intuition Brewing; Micah Larson, Co-Owner & Brewer, Intuition Brewing; Libby Wirth, Intuition Brewing*

### Wood Duck Pond

#### ◆ Is the Brewpub Model Right For You?

*Matt Asay, Founder & Head Brewer, Forgotten Star Brewing Company; Randy Clay, Head Brewer, Lakeville Brewing Company & Inver Grove Brewing Company; Sean Ryan, Senior Project Manager, Compliance & Licensing Director, Saint Paul Brewing Company, Voliere Spirits Company, Can Can Wonderland; Zack Ward, Founder & COO, OMNI Brewery and Taproom*

### White Pelican Bay

#### ◆ Simple and Effective Brewery Flavor Training for Your Entire Staff

*Lindsay Barr, CSO & Founding Partner, Draughtlab*

### Hawks Ridge

#### ▲ Steering the Barge: Breeding Hops in an Ever-Changing World

*Nicholi Pitra, Technical Director of Plant Sciences, Hopsteiner*

### MN Valley Ballroom

#### ■ Where's the Profit? How to Actually Make Money Selling Your Beer in 2025

*Derek Smith, Brewery Consulting Manager, Small Batch Standard*

## 11:30 SESSION BLOCK 2:

### Woodlands (1<sup>st</sup> Floor)

#### ◆ Kittens, Skateboards, & Hot Dogs: A Guide to Unique Taproom Events

*Joey Steinbach, Marketing Manager, Insight Brewing Company*

### Wood Duck Pond

#### ● MN Beer Law: Past, Present, Future

*Panel by Members of the MNCBG Legislative Committee: Jim Diley, Fulton Beer; Mike Corneille, Pryes Brewing Company; Jeremy Mathison, Broken Clock Brewing Cooperative*



## White Pelican Bay

### ▲ **Small Breweries, Small Maltsters: Perspectives on Craft Malting**

*Niko Tonks, Head Brewer, Little Thistle Brewing Co.; Chris Schooley, Founder, Troubadour Maltings; Curtis Davenport, Co-Founder, Admiral Maltings; Andrea Stanley, Co-Owner, Valley Malt*

## Cardinals Perch

### ◆ **Succession Planning for Breweries**

*Chris Wittich, Partner, Boyum Barendscheer; Nick Swedberg, Partner, Boyum Barendscheer*

## Hawks Ridge

### ■ **Unmasking the Boogymen: A Conversation about Safety Culture and OSHA**

*Ann Fahy-Gust, Co-Owner and Master Brewer, South x SouthEast Brewing Company; Jeff Zierdt, Co-Founder and President, Lupulin Brewing Company; Tom Berg, Chief Brewing Officer, Falling Knife Brewing Company; Ryan Nosan, Director, MNOSHA Workplace Safety Consultation*

## MN Valley Foyer

**12:30-1:00:** Exhibitor Hall

## MN Valley Ballroom

**1:00-2:30:** Raffle Prize, Lunch, & Keynote Address,  
*Alison Wisneski, Director of Marketing and Sales, Lady Justice Brewing*

## 2:30 SESSION BLOCK 3:

## Cardinals Perch

### ■ **HR for Breweries and Brewpubs**

*Gary Nicholas, Founder, Nicholas Brewing Projects*

## Wood Duck Pond

### ◆ **Brewing a Buzz Online: How Social Media Can Be Your Best Marketing Friend**

*Josh Leddy, Owner, Back Channel Brewing; Danielle Pallas, Social Media/Marketing, 56 Brewing; Quinton Lee, Social Media and Event Coordinator, Broken Clock Brewing Cooperative*

## White Pelican Bay

### ◆ **Minnesota Consumer Motivations: What They Want and Bringing Them Back**

*Michael Varda, Founder, Craft Beer Advisory Services*

## Woodlands (1<sup>st</sup> Floor)

### ▲ **Setting up Successful Fermentations – Yeast Attenuation and Wort Fermentability**

*Lance Shaner, Head of Chicago Plant Operations, Omega Yeast*

## Hawks Ridge

### ● **Sobriety: Non-drinkers as Customers and Staff**

*Lily Altemose, General Manager, Forgotten Star Brewing Company; Erica Sorenson, Head Brewer, Wandering Leaf Brewing Company; Whitney Nelson, Founder, Ostrichized Brewing, and Community Relations Manager, MARCO (MN Alliance of Recovery Community Organizations); Ryan Good, Influencer, @MNNABeer, Friend of Bill W.*

**3:30-4:30 Affinity Group Afternoon Session**

**4:30-5:30 Cheers & Beers Happy Hour**

**5:30 Conference Conclusion**



Scan for the full schedule with session descriptions and presenter bios. Also at [mncraftbrew.org/conference](http://mncraftbrew.org/conference) or by visiting [linktr.ee/mnbcgfests](http://linktr.ee/mnbcgfests).