



# MN BREWERS CONFERENCE

## Schedule:

**8:00 – 9:00:** Check-in, Breakfast, & Exhibitor Hall

**9:00 – 10:00:** Welcome, Opening Keynote

**10:15 – 10:50:** Affinity Group Meeting One

**11:00 – 12:00:** EDU Session Block 1

**12:00 – 1:15:** Lunch & Exhibitors, Raffle Prize Announcement #1

**1:30 – 2:15:** EDU Session Block 2

**2:30 – 3:15:** EDU Session Block 3

**3:30 – 4:20:** Affinity Group Meeting Two

**4:30:** Closing Message, Prize Announcement #2

**4:30 – 5:30:** Cheers & Beers Hour & Exhibitor Hall/Networking



## Scan the Code for Our App:

- Session Descriptions
- Presenter Bios
- Session Surveys
- MNCBG Code of Conduct
- COC Reporting Tool

**#MNBrewersConference**



# THANK YOU SPONSORS & PARTNERS!

## CONFERENCE PRESENTING SPONSOR

**HUSCH  
BLACKWELL**

## AWARDS PRESENTING SPONSOR



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BREWERY APPAREL & PROMO PRODUCTS

OPTIMIZING RESOURCES

Ogden Glazer + Schaefer

## BRONZE SPONSORS



## OTHER EXHIBITORS & PARTNERS



## CHECK-IN, BREAKFAST, & WELCOME MEETING:

**Check-in & Item Pickup:** Bring your ticket and ID to the check-in table in the 1<sup>st</sup> Floor Lobby. You'll receive a SWAG bag that includes your lanyard, raffle card, and more.

**Nametags:** Your name badge must always be worn. Proceed to the 2nd level to pick up your name badge and Bloodies & Bubbles drink ticket. Lanyards are in your SWAG Bag.

**App:** All details about the Conference are on our mobile app. Scan the QR code on your namebadge or throughout the event to access the app, build your schedule, and more!

**Breakfast:** Available in the MN Valley Ballroom Foyer from 8:00-9:00 a.m. Join us at 9:00 a.m. sharp in the MN Valley Ballroom for the start of the Conference.

## DRINKS & SNACKS:

The Bloodies & Bubbles Bar is open from 8:00-10:00 a.m. Beverages are free with the use of a drink ticket (included in your conference name badge).

At 11:00 a.m., complementary Minnesota craft beverages (donated by members), snacks, and more will be available at several stations on the second level.

## LUNCH:

Family-style lunch will be available in the MN Valley Ballroom Foyer starting at 12:00 pm.

Join us in the MN Valley Ballroom for a short lunch presentation at 12:30. Your remaining lunch hour can be used to visit our exhibitors!

## CHEERS & BEERS HOUR:

The Cheers & Beers Happy Hour is your last chance to visit with exhibitors and submit your raffle ticket to win prizes. All beers during this time will be complimentary. Other cocktails/beverages are available for purchase. Happy Hour ends at 5:30 p.m.

## LOST & FOUND, FIRST AID, & SAFETY:

If you have questions about first aid, lost and found, or other conference topics, please visit the MNCBG Booth located at the top of the Grand Staircase or the Hotel Front Desk. In the event of an emergency, please contact 911.

## CODE OF CONDUCT:

The MNCBG does not tolerate harassment, violence, or discrimination of any kind at industry events; all attendees were required to agree to follow our Code of Conduct at the MN Brewers Conference. To review the full CoC, or to report a violation that you witness or experience, please use the QR code on this program.


























# EDU SESSION SCHEDULE

Rooms are subject to change, check the app for updates.

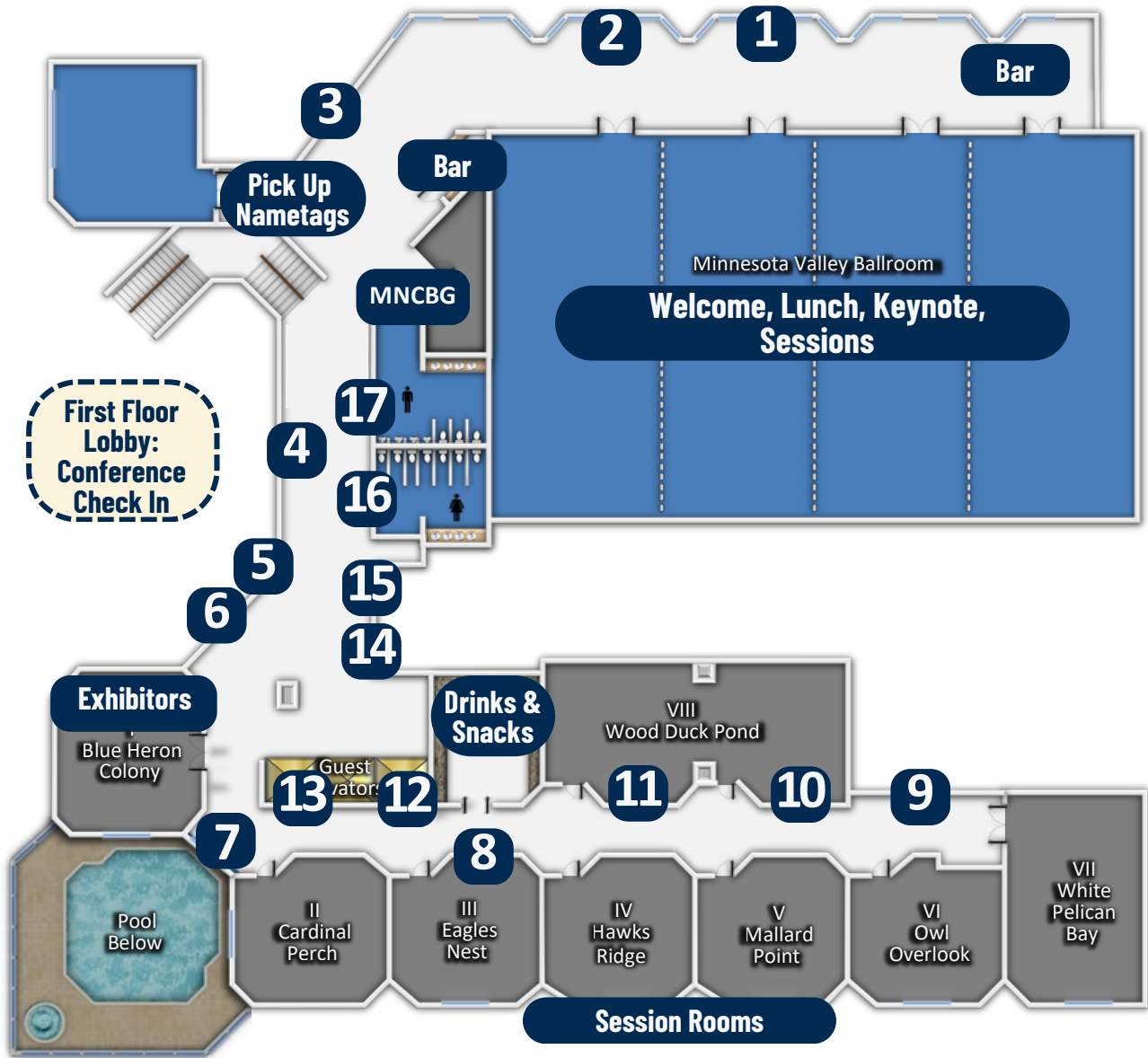


## MN BREWERS CONFERENCE

-  Brewing Techniques & Innovation
-  Business & Operations
-  Community & Culture
-  Looking to the Future
-  Marketing & Branding
-  Social

| Time                        | Track   | Session Title   |
|-----------------------------|---|---|
| 9:15 AM                     |   | <b>Keynote: Craft Beer vs. The World</b>     |
| 10:15 AM                    |    | <i>Affinity Group Meeting 2 - Small Group Discussion   Multiple Locations</i>   |
| Session Block 1<br>11:00 AM |    | Hop Quality Analysis for Dummies   Wood Duck Pond   |
|                             |    | Winning in Distribution   Riverside   |
|                             |    | Overdose Prevention Training (Narcarn Training)   Cardinals Perch   |
|                             |    | State of the Hemp Market   Woodlands  |
|                             |    | Brewing Bonds: Cultivating Community Partnerships to Increase Foot Traffic   White Pelican Bay  |
| 12:00 PM                    |    | Lunch & Exhibitor Hall   Minnesota Valley Ballroom, Exhibitor Hallways  |
| Session Block 2<br>1:30 AM  |   | Stave New World: Methodologies for Managing the Modern (British) Brewer's Wood Cellar   White Pelican Bay   |
|                             |  | Restaurant Hospitality for Breweries   Wood Duck Pond   |
|                             |  | The Guild's Role in Today's Industry: A Discussion on What You Need Now   Cardinals Perch   |
|                             |  | Future Planning in Headwinds   Woodlands  |
|                             |  | Telling Your Brand Story Online: How to Connect and Stand Out Online   Riverside  |
| Session Block 3<br>2:30 PM  |  | Low & Non-Alcoholic "Off-Flavor" Sensory Workshop   Minnesota Valley Ballroom   |
|                             |  | S.A.L.E.S. Training: Selling Alcohol Legally, Effectively & Safely   Cardinals Perch  |
|                             |  | Where Do We Go From Here When Here Keeps Changing? Legislative Session   Wood Duck Pond   |
|                             |  | From Brewer to Boss: Equipping First-Time Leaders in the Brewery   Woodlands  |
|                             |  | Your Taproom Is Already a Third Place — Act Like It   Riverside   |
| 3:30 PM                     |  | <i>Affinity Group Meeting 2 - Small Group Discussion</i>  |
| 4:30 PM                     |  | <i>Closing Remarks, Prize Announcements, Exhibitor Hall Happy Hour</i>  |

# CONFERENCE & EXHIBITOR MAP



## EXHIBITORS BY BOOTH NUMBER

- |   |                                    |
|---|------------------------------------|
| 1. Lagersmith   | 12. RahrBSG                        |
| 2. Husch Blackwell                                    | 13. BrewBill                       |
| 3. John I Haas  | 14. Hart Print                     |
| 4. Ogden Glazer + Schaefer                            | 15. Country Malt Group             |
| 5. MN Chamber Environmental Sustainability Foundation | 16. Northern Diversified Solutions |
| 6. Laker Promotions                                   | 17. All Energy Solar               |

- |                            |
|----------------------------|
| 7. SwedeBro                |
| 8. Sennos                  |
| 9. Escarpment Laboratories |
| 10. Amoretti               |
| 11. Beverage Federation    |

## BLUE HERON ROOM

- Loon's Eye Digital
- Lucid Content Consulting
- MN Department of Veterans Affairs
- Ostrichized Brewing
- Scoreboard Social

# KEYNOTE

## CRAFT BEER VS. THE WORLD WITH DAVE INFANTE

Over a decade and a half on the beverage alcohol beat, Dave Infante has reported on how craft beer went from a "movement," to a "boom," to the rapidly maturing industry it is today. In his keynote presentation, he'll examine some of the biggest challenges facing today's craft brewer, dispel some popular mainstream-media myths, and highlight how the full-flavored beer segment still has opportunities to deliver on its promises of quality, innovation, and community.

With incisive analysis, good data, and bad memes, Dave will examine the state of the industry from his unique vantage point, offering fresh ideas and perspective to Minnesota's craft brewers finding their way through the industry's so-called "second shakeout."

## UPCOMING MEMBER OPPORTUNITIES:

Visit the MNCBG Booth or use the Conference App to:

- Register to Attend MN Brewers Day at the State Capitol
- Register to Pour at All Pints North.
- Register Beers or Presentations at the State Fair.
- Register to Pour at Autumn Brew Review.

**PLUS: RENEW YOUR  
MEMBERSHIP VIA  
CARD OR CHECK AT  
THE MNCBG BOOTH!**

You can always find upcoming opportunities using our *Member Opportunities* Linktree in our Instagram account, or at [mncraftbrew.org/open-activities/](http://mncraftbrew.org/open-activities/)

## AFTER THE CONFERENCE:

### SHARE YOUR FEEDBACK FOR NEXT YEAR:

The Guild is always looking to improve our attendees' experience. Use the app or paper surveys at the end of each of your sessions.

Plus, fill out the post-conference survey at the end of the day. Let us know your favorite take-aways, and what you would like to see added to next year's agenda.

## SHARE YOUR EXPERIENCE ON SOCIAL MEDIA!

Loving the Conference? Share photos of your day and tag the Guild. Don't forget to use **#MNBrewersConference** with any photos or statuses shared on Facebook or Instagram.

We love to follow your journey throughout the day!



Minnesota Craft Brewers Guild



@mncraftbrewersguild