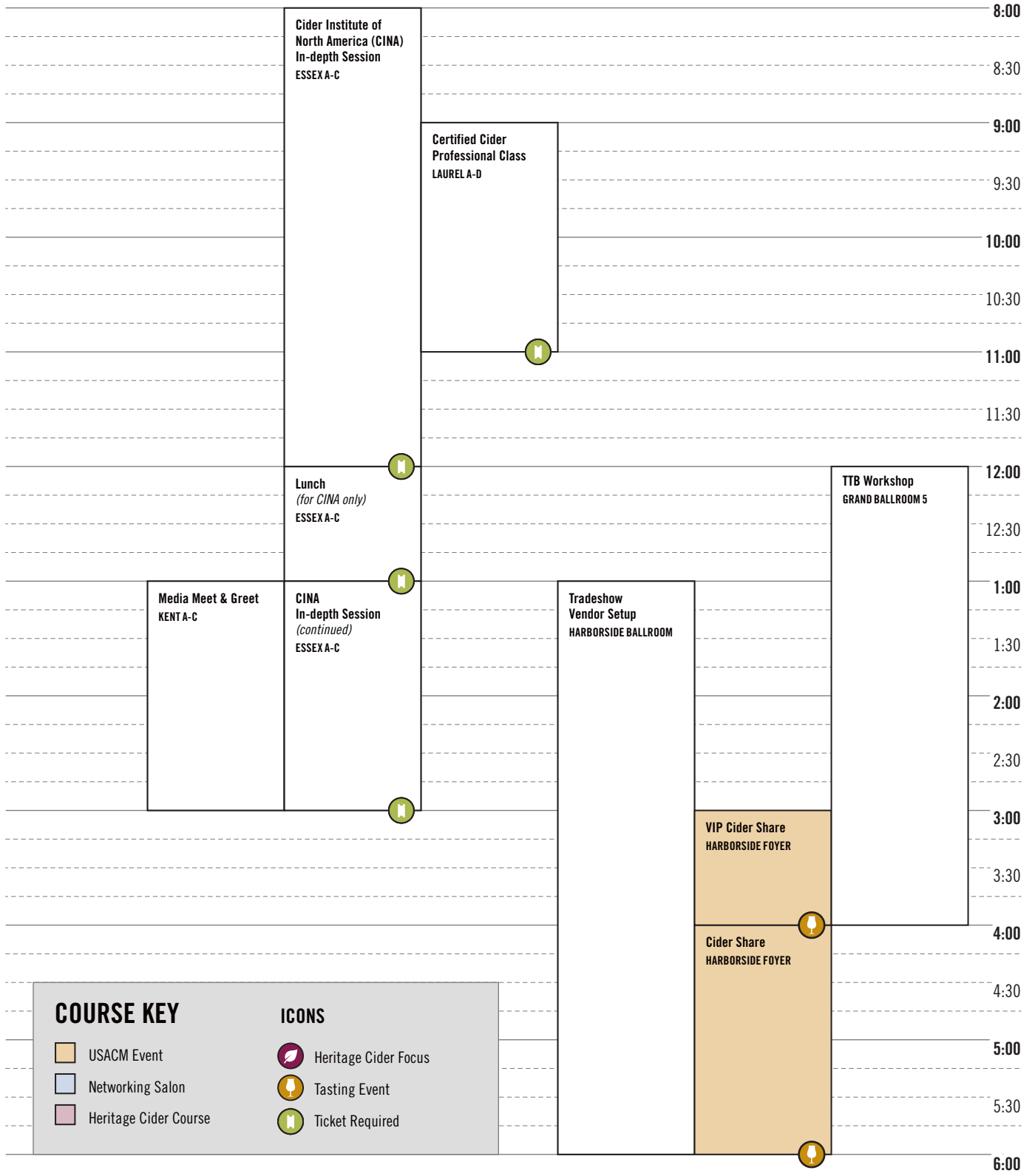


**WEDNESDAY**  
**JANUARY 31**

# CIDER CON

**REGISTRATION DESK:** 7 AM – 6 PM



**COURSE KEY**

- USACM Event
- Networking Salon
- Heritage Cider Course

**ICONS**

- Heritage Cider Focus
- Tasting Event
- Ticket Required

**THURSDAY**  
**FEBRUARY 1**

# CIDER CON

**REGISTRATION DESK:** 7 AM – 6 PM  
**TRADESHOW OPEN:** 10 AM – 5 PM

8:00	Opening General Session with Keynote from Nielsen GRAND BALLROOM 5-10						Orcharding Networking Salon KENT A & B
9:00							
9:30							
10:00	Visit the Tradeshow 4TH FLOOR HARBORSIDE BALLROOM						Champagne Methods ERIC SHATT, ELEANOR LEGER, AUTUMN STOSCHECK, TIM LARSEN GRAND BALLROOM 7-10
10:30							Pomme Boots Women in Cider Networking Salon KENT A & B
11:00	Building Craft Cider with Contemporary Apples ANDREW BYERS ESSEX A-C	Working Together for Strong Cider SIMON & JASON HOUSE LAUREL A-B	Protecting and Enforcing Trademarks MARTHA ENGEL LAUREL C-D	Reverend Nat's is a Marketing Company, Not a Cider Co. NAT WEST GRAND BALLROOM 1 & 2	Collaboration and a Shared Cider Economy RYAN BURK & GREG PECK DOVER A-C	NZ Tasting: Zeffer JOSH TOWNSEND AND JODY SCOTT GRAND BALLROOM 3-4	
11:30	Visit the Tradeshow: 4TH FLOOR HARBORSIDE BALLROOM						
12:00	Lunch with Speaker Dale Brown GRAND BALLROOM 5-10						
12:30							
1:00	Visit the Tradeshow: 4TH FLOOR HARBORSIDE BALLROOM						
1:30							
2:00	Pomme Boots Women in Cider SARA SHERRER ESSEX A-C	Quantitative Chemical Fingerprints JOHN EDWARDS LAUREL A-B	Finding Distribution in a Crowded Market AARON LANCTOT LAUREL C-D	How to Crowdfund Your Cidery ZACHARY ROBINS GRAND BALLROOM 1 & 2	Leave it to Keverer EMILY RITCHIE, ANDREW BYERS, MARTIN BERKELEY, DAVE TAKUSH DOVER A-C	Sensory Analysis CHARLES MCGONEGAL GRAND BALLROOM 7-10	Nielsen Workshop: Drop Off Your UPCs, Talk About the Data, Ask About Packaging Analysis KENT A & B
2:30							
3:00	Developing a Dryness Scale NY CIDER ASSOC. ESSEX A-C	What's Selling? On- and Off-Premise Retailers Discuss MATTIE BEASON, JED JENNY, SAM PITH LAUREL A-B	Legal Side of Distribution MARC SORINI LAUREL C-D	Build your Brand w/ Experimental Mktg KRISTYN DOLAN GRAND BALLROOM 1 & 2	Holistic Orchard Management MICHAEL PHILLIPS, ERIC SHATT, AUTUMN STOSCHECK DOVER A-C	Regional Variations in Apples and Cider DARLENE HAYES & DAN PUCCI GRAND BALLROOM 3-4	
3:30	Visit the Tradeshow: 4TH FLOOR HARBORSIDE BALLROOM						
4:00	Varietal Ciders: From Branch to Bottle CAROL MILES & TRAVIS ALEXANDER ESSEX A-C	Tactics for Marketing, Branding & Media Outreach CAITLYN BRAAM & ERIN JAMES LAUREL A-B	Prevention & Correction of Sulfur Off Odors in Cidermaking REBEKKA DEKRAMER LAUREL C-D	Promoting Cider in Wine Country MEREDITH COLLINS GRAND BALLROOM 1 & 2	How to Use Nielsen Data to Grow Your Sales CAITLYN BATTAGLIA AND MATTHEW CROMPTON DOVER A-C	Wild Fermentations RYAN BURK, TOM OLIVER, LEIF SUNDBSTROM, KEVIN ZIELINSKI GRAND BALLROOM 7-10	Brainstorming: Sustainability in the Cidery ERIC JORGENSEN KENT A & B
4:30	Visit the Tradeshow: 4TH FLOOR HARBORSIDE BALLROOM						
5:00	Cideronomics ELEANOR LEGER ESSEX A-C	State Regulatory Compliance JANEEN GRACE LAUREL A-B	Marketing with Apples PETER MITCHELL LAUREL C-D	Carbonation Fundamentals PHIL KELM GRAND BALLROOM 1 & 2	How to Use Nielsen Data to Grow Your Sales CAITLYN BATTAGLIA AND MATTHEW CROMPTON DOVER A-C	NZ Tasting: Peckham's Cider ALEX PECKHAM GRAND BALLROOM 3-4	Visit the Tradeshow
5:30							
6:00							

**FRIDAY**  
**FEBRUARY 2**

# CIDER CON

**REGISTRATION DESK:** 7 AM – 3 PM  
**TRADESHOW OPEN:** 8 AM – 3 PM

8:00	Visit the Tradeshow: 4TH FLOOR HARBORSIDE BALLROOM					
9:00	USACM Elections GRAND BALLROOM 5-10					Pomme Boots Draft Tech Mini-Class: How to Put Together a Jockey Box KENT A & B
10:00	Visit the Tradeshow: 4TH FLOOR HARBORSIDE BALLROOM					
10:30	Yeast Whisperer SHEA COMFORT ESSEX A-C	Climate Change in the Orchard DAYNA BATEMAN, DARLENE HAYES, TOM OLIVER, JIM KOAN, IAN MERWIN, GREG PECK, ALEX PECKHAM, MARCUS ROBERTS, STEVE WOOD LAUREL A-B	Separation Anxiety: Understanding Cider Filtration MARIA PETERSON LAUREL C-D	Juicing Tourism Marketing KEVIN CLAY AND CAROLINE LOGAN GRAND BALLROOM 1 & 2	Horizontal Tasting LAUREN SHEPARD GRAND BALLROOM 3-4	Heritage Cider: Keys to Success in the Next Growth Category DIANE FLYNT GRAND BALLROOM 7-10
11:00	Break: Visit the Tradeshow					
11:30	Break: Visit the Tradeshow					
12:00	Lunch / USACM Business Meeting GRAND BALLROOM 5-10					
12:30	Lunch / USACM Business Meeting GRAND BALLROOM 5-10					
1:00	Visit the Tradeshow: 4TH FLOOR HARBORSIDE BALLROOM					
1:30	Growing Bittersweet Apple Varieties for Cider STEVE WOOD, KEVIN ZIELINSKI, MARCUS ROBERTS, HARRY RICKER, DAVE DEFISHER ESSEX A-C	Build your Team ANDREW BYERS LAUREL A-B	UK Cider Trends GABE COOK LAUREL C-D	Craft Beverage Collaboration PAUL VANDER HEIDE, KELLIE SHEVLIN, DOUG FABBIOLO AND SCOTT HARRIS GRAND BALLROOM 1 & 2	NZ Tasting: Harvest Cider HAMISH JACKSON GRAND BALLROOM 3-4	Cidermaking with Heirloom & High Tannin Apples IAN MERWIN, GREG PECK, AUTUMN STOSCHECK, JONATHAN AND CHRISTOPHER OAKES, CHRIS NEGRONIDA, DEIRDRE BIRMINGHAM, WHIT KNICKERBOCKER GRAND BALLROOM 7-10
2:00	Visit the Tradeshow: 4TH FLOOR HARBORSIDE BALLROOM					
2:30	Distributor Panel LAUREN SHEPARD ESSEX A-C	Understanding Terroir DEREK PLOTKOWSKI LAUREL A-B	Using Heirloom Apples for Cider and Spirits DANIEL BUSSEY LAUREL C-D	Basic Cider Analysis DARREN MICHAELS GRAND BALLROOM 1 & 2	Cidermaking with Heirloom & High Tannin Apples IAN MERWIN, GREG PECK, AUTUMN STOSCHECK, JONATHAN AND CHRISTOPHER OAKES, CHRIS NEGRONIDA, DEIRDRE BIRMINGHAM, WHIT KNICKERBOCKER GRAND BALLROOM 7-10	
3:00	Visit the Tradeshow: 4TH FLOOR HARBORSIDE BALLROOM					
3:30	Heritage Ciders on the Menu SAM FITZ, BRIAN RUTZEN, JACKSON CANNON ESSEX A-C	Let's Get This Party Started: Cider Events MATTIE BEASON, ERIC FOSTER & JENN SMITH LAUREL A-B	Fruit Chemistry, Yeast and Fermentation AMANDA STEWART LAUREL C-D	Advanced Cider Analysis DARREN MICHAELS GRAND BALLROOM 1 & 2	Nutrients WILLIAM GROTE, TOM BELL, HOLLY SCHMIDT, DOUG SCHMIDT GRAND BALLROOM 3-4	Working with Oak SHEA COMFORT GRAND BALLROOM 7-10
4:00	Visit the Tradeshow: 4TH FLOOR HARBORSIDE BALLROOM					
4:30	NZ Cidermakers Panel GRAND BALLROOM 5-10					
5:00	Visit the Tradeshow: 4TH FLOOR HARBORSIDE BALLROOM					
5:30	Grand Tasting & Commencement Toast GRAND BALLROOM 5-10					
6:00	Grand Tasting & Commencement Toast GRAND BALLROOM 5-10					