



SUBJECT TO CHANGE!

CIDERCON: TUESDAY, FEBRUARY 5, 2019														
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5:00 PM														

Charles McGonegal's Elements of Cider
A ticketed training

Chicago Food & Cider Tour
-Ticketed events



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CIDERCON: WEDNESDAY, FEBRUARY 6, 2019												
8:00 AM												
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9:00 AM	An In Depth Look at TTB Regulations (With the TTB)											
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10:00 AM		CCP Level 2 Exam (PILOT) -A ticketed event										
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11:00 AM												
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12:00 PM												
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1:00 PM	Pomme Boots Society Meeting											
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4:00 PM	WELCOME RECEPTION & CIDER SHARE											
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5:00 PM	WELCOME RECEPTION & CIDER SHARE											
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6:00 PM	WELCOME RECEPTION & CIDER SHARE											
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CIDERCON: THURSDAY, FEBRUARY 7, 2019						
9:00 AM :15 :30 :45	Opening Session: USACM Opening Remarks and Cider Market Updates from Nielsen					
10:00 AM :15 :30 :45	A Sensory Workshop on Perceptions of Dryness/Sweetness Moderator: NYCA	Distributing Heritage Cider (panel) Moderator: Lauren Shepard, Shelton Bros.	USACM Government Affairs Track Overcoming Legal Hurdles for Direct to Consumer Sales Attorney Marybeth Williams	Cultivating Wild Apples (panel) Moderator: Ellen Cavalli, Tilted Shed	What do retailers want, exactly? (panel) Moderator: Mattie Beason, The Black Twig	Beginning Cider Makers Q&A (panel) Speakers TBA
11:00 AM :15 :30 :45	*non-ticketed tasting; first-come, first-served					
VISIT THE TRADE SHOW!						
12:00 PM :15 :30 :45	LUNCH, Speaker: Attorney Marc Sorini USACM Government Affairs Track: A History of Alcohol Law					
1:00 PM :15 :30 :45	Natural Cider Tasting (panel) Moderator: Jason Wilson, Godforsaken Grapes	Package Like a Pro: A Primer for Canning Part 1 Mark Kornei, Schilling Cider	Standout Social Media Strategies for Beverage Brands (panel) Moderator: Caitlin Braam, Angry Orchard	Current Format Challenges & Opportunities for Heritage Cider (panel) Speakers TBA	Modern Cider Trends (panel) Moderator: Danny Brager, Nielsen	
2:00 PM :15 :30 :45	*non-ticketed tasting, first-come, first-served					
3:00 PM :15 :30 :45	Product Launch Case Study: Angry Orchard Rosé Ryan Burk & Matt Withington	Seam School: A Primer for Canning Part II Speaker TBA	Strategies for Consumer Engagement in the Heritage Cider Space Annie Bystryn, Cider in Love	Sales Teams: Strategies for Success Speakers TBA	Spanish-style Cidermaking in America (panel) Moderator: Darlene Hayes, AllIntoCider.com	International Networking Salon: Moderator, AICV
4:00 PM :15 :30 :45						
5:00 PM :15 :30 :45	HAPPY HOUR IN THE TRADE SHOW					
6:00 PM						

Ticketed Tasting Sessions- Pre-purchase is REQUIRED and space is LIMITED



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CIDERCON: FRIDAY, FEBRUARY 8, 2019					
9:00 AM :15 :30 :45	USACM BOARD ELECTIONS				
10:00 AM :15 :30 :45	Preventing and treating reductive characters in cider, Enartis USA	How to Stay Small (panel) Moderator: Darlene Hayes, AllIntoCider.com	Apples Genetics Research, Dr. Gregory Peck, Cornell	USACM Government Affairs Track: Power Mapping	Diversity in the Workplace: Striking a Balance in the Cider World (panel) Moderator: Pomme Boots Society
11:00 AM :15 :30 :45					
VISIT THE TRADE SHOW!					
12:00 PM :15 :30 :45	LUNCH, Speaker: Michelle McGrath, Executive Director; USACM Business Meeting				
1:00 PM :15 :30 :45	Still Cider Tasting (Panel) Speakers TBA	Traditional Media Not to Overlook (panel) Speakers TBA	Ice Cider Tasting (panel)	USACM Government Affairs Track: Tales of Caution: Distributor Relationships Attorney Marybeth Williams	The Yeast Whisperer Shea Comfort
2:00 PM :15 :30 :45					
3:00 PM :15 :45	Using Oak: What do you want to know? Ryan Monkman, FieldBird Cider	Quality Control for Large Cideries Vermont Cider Company	Perfect Pairings: Modern Cider & Food Speaker TBA	Parallel Tasting: Wine, Beer & Cider Lauren Shepard, Shelton Brothers	Building a Cider Lexicon Speakers TBA
4:00 PM :15 :30 :45					
5:00 PM :15 :30 :45	GRAND TASTING: Canada & Final Toast				
6:00 PM					

Ticketed Tasting Sessions- Pre-purchase is REQUIRED and space is LIMITED