



JANUARY 28 - JANUARY 31, 2020 DRAFT SCHEDULE

Tuesday: Tours and Elements of Style Workshop

Wednesday: Optional Workshops, Pomme Boots Society Meeting, Certified Pommelier™ Exam, Welcome Reception/Cider Share

Thursday: Keynote Speaker, Tradeshow (9:45-6:00), Seminars and Bookstore

Friday: Tradeshow (9:00-2:00), Seminars, Bookstore, Grand Tasting and Final Toast

TUESDAY, JAN 28, 2019

8:00 AM						
:15						
:30						
:45						
9:00 AM						
:15						
:30						
:45						
10:00 AM						
:15						
:30						
:45						
11:00 AM						
:15						
:30						
:45						
12:00 PM						
:15						
:30						
:45						
1:00 PM						
:15						
:30						
:45						
2:00 PM						
:15						
:30						
:45						
3:00 PM						
:15						
:30						
:45						
4:00 PM						
:15						
:30						
:45						
5:00 PM						

TOURS

T

Charles McGonegal's
Elements of Cider

A ticketed training

T

CIDERCON[®] 2020



KEY
SALES & DISTRIBUTION
MARKETING
PRODUCTION
BUSINESS
SENSORY
TRENDS
VALUES & WELL-BEING
APPLES/ORCHARDING

**SUBJECT
TO CHANGE!**




These sessions are best suited to apple-focused cideries and small grower/producers.



These sessions require advanced ticket purchase & involve tasting cider.

WEDNESDAY, JAN 29, 2020

8:00 AM :15 :30 :45	An Indepth Look at TTB Regulations (With the TTB)	Certified Pommelier Exam -A ticketed event T	Growing Apples for Cider in the Western US - An Orchardng Seminar 
9:00 AM :15 :30 :45			
10:00 AM :15 :30 :45			
11:00 AM :15 :30 :45	Pomme Boots Society Meeting	Preview Hour at Cider Share	WELCOME RECEPTION & CIDER SHARE
12:00 PM :15 :30 :45			
1:00 PM :15 :30 :45			
2:00 PM :15 :30 :45			
3:00 PM :15 :30 :45			
4:00 PM :15 :30 :45			
5:00 PM :15 :30 :45			
6:00 PM :15 :30			

CIDERCÓN® 2020



KEY

SALES & DISTRIBUTION

MARKETING

PRODUCTION

BUSINESS

SENSORY

TRENDS

VALUES & WELL-BEING

APPLES/ORCHARDING

**SUBJECT
TO CHANGE!**








These sessions are best suited to apple-focused cideries and small grower/producers.



These sessions require advanced ticket purchase & involve tasting cider.


THURSDAY, JAN 30, 2020


9:00 AM	Opening Session with Keynote Speaker Jill Giacomini Basch, Co-Owner and CMO of Pointe Reyes Farmstead Cheese Company (there will be cider AND cheese!)					
10:00 AM	Using Education Programs to Drive Sales Mod: Chris Shields, Cidergeist	What Retailers Really Want: Bay Area Edition Mod: Mattie Beason, Stem Panel: Local Retailers	Being Small  T Mod: Darlene Hayes	To-Do's For Social Media Greatness Molly Ledbetter & Talia Haykin	The Nielsen Report: Cider Danny Brager, Nielsen	Microbial Control at Cider Packaging Rebekka deKramer, Scott Labs
11:00 AM	Visit the Trade Show 9:45AM-6:00PM					
12:00 PM	LUNCH					
1:00 PM	The Beginner's Guide to Cider Analysis: How to Build a Cider Lab on a Budget Steve Trussler, Brock University + Kristen Needham, Sea Cider	Carbon Farming  Mod: Dan Rinke, Art & Science	Nitty Gritty: Distributors Get Technical Mod: Lauren Shepard, Shelton Bro.	Sales Academy: techniques for cideries of all sizes Eric McCrory, Angry Orchard T	To Age or Not to Age? That is the Question.  T Mod: Eleanor Leger, Eden Specialty Ciders	Being Friendly Isn't Enough: Strategies and Tactics for Building Diversity in the Cider Industry Dr. J Jackson-Beckham
3:00 PM	Building Your Brand Through the Tasting Room Mod: Caitlin Braam, Speakers: Courtney Foster of STEM Cider, Krista Scruggs of CO Cellars/ZAFAs Wines, Jamie Carrao of Angry Orchard Walden	Safety in the Cidery John Behrens & Ben Stoub Farmhouse Cider	Independent Irish Makers: Their Cider and Their Stories T Mod: Gabe Cook Cideries: Stonewell, Legacy and the Cider Mill.	Side by Side: Beer, Wine, Spirits & Cider  T Moderator: Lauren Shepard, Shelton Bros. Panelists: Ambrosia Borowski, Louisa Spencer	Cider Adjacent: Emerging Beverage Alcohol Trends Nielsen & Social Standards	Current Regulatory Status of Marijuana and CBD Beverages Marc Sorini & Alva Mather, McDermott Will & Emery LLP
4:00 PM	Pommology Research Updates 		Meetups!			Sponsored By FruitSmart
5:00 PM	VISIT THE TRADE SHOW					
6:00 PM						

CIDERCON[®] 2020






KEY
SALES & DISTRIBUTION
MARKETING
PRODUCTION
BUSINESS
SENSORY
TRENDS
VALUES & WELL-BEING
APPLES/ORCHARDING

SUBJECT TO CHANGE!

 These sessions are best suited to apple-focused cideries and small grower/producers.

 These sessions require advanced ticket purchase & involve tasting cider.

FRIDAY, JAN 31, 2020

9:00 AM	VISIT THE TRADE SHOW; 9AM - 2PM					
:15	Sponsored by FruitSmart					
:30	The Yeast Whisperer					
:45						
10:00 AM						
:15						
:30	Rock Your Rebrand	Principles of Primary Food and Cider Taste Interactions	Brass Tax: A low-brow, organized approach to record keeping for excise taxes	Use and Abuse of SO2	A Global Perspective on the Cider Market	High Functioning: Alcohol and the Beverage Industry
:45	David Rule, Austin East-Ciders	Darlene Hayes, All Into Cider  T	Eleanor Leger, Cidernomics	Chris Gerling, Cornell University	IWSR	Sponsored by Pomme Boots
11:00 AM						
:15						
:30						
:45						
12:00 PM	LUNCH					
:15						
:30						
:45						
1:00 PM	VISIT THE TRADE SHOW; 9AM - 2PM					
:15	Beginner's Pruning Workshop 					
:30						
:45						
2:00 PM						
:15	Clicks & Cliques: Tactics for Direct-to-Consumer Channels	The Nuts and Bolts of Pitching Accounts	Values in Business	 Pét-Nat Cider: Technique & Taste T	Building A Sensory Program From the Ground Up T	Cidermaking in The Orchard: Elevating Apple Character Before Press Beginner level session T
:30	Emily Ritchie, NWCA	Nat West, Reverend Nat's		Adam Cary, 2 Towns & Lindsay Barr, DraughtLab	Moderated by Valerie Scott, Duluth Cider	
:45						
3:00 PM						
:15						
:30						
:45	Tannin Content of Hard Cider - How tannins protect and improve sensory components in cider. 	 Terroir Spotlight T	Sticky Business: Distribution Issues in the Cider Industry	Label Compliance Over & Under 7%	Is That My Fault?	Sense of Place & Apples T
4:00 PM	Matt Wilson/Enartis		Bethany Hatefi, McDermott Will & Emery LLP	Janene Grace, Grace Regulatory Consultants	Bri Ewing Valliere, Washington State University	Mod: Dann Pucci
:15						
:30						
:45						
5:00 PM	GRAND TASTING: Irish Cider, Bottle Share & Final Toast					
:15						
:30						
:45						
6:00 PM						

CIDERCON[®] 2020

KEY

SALES & DISTRIBUTION

MARKETING

PRODUCTION

BUSINESS

SENSORY

TRENDS

VALUES & WELL-BEING

APPLES/ORCHARDING

SUBJECT TO CHANGE!



These sessions are best suited to apple-focused cideries and small grower/producers.



These sessions require advanced ticket purchase & involve tasting cider.