

Master Brewers Association of the Americas  
District Mid-South



Technical Conference  
November 11 & 12, 2011  
HIGHLAND BREWING CO. ASHEVILLE, NC

Made possible by these generous sponsors:



# Joint Technical Conference



## Friday, November 11, 2010

9:00 am-11:30 am	Free time to explore Asheville
12:00 pm - 2:00 pm	Picnic at Highland Brewing
2:00 pm – 3:00 pm	District Mid-South Business Meeting
3:00 pm–3:45 pm	<b>Dr. John Isenhour</b> – Hopunion. <i>“Interactive varietal hop flavor and aroma recognition”</i>
4:00 – 4:45 pm	<b>Kevin Sudderth</b> , Application Development Manager HACH Company <i>“Gas dynamics and oxidation in packaged beer”</i>
5:00 – 8:00 pm	Brews cruise
5:00 – 8:00	Tours and live music
5:30 pm - ???	Cask Ale event at Highland Brewing

## Technical Program– Highland Brewing Co.

**Saturday, November 12, 2011**

**8:00 a.m. – 8:45 a.m.**

Meeting Registration/Continental Breakfast

**8:45 a.m.**

OPENING REMARKS:

President of District Mid-South Travis Hixon

Sessions Moderator: Horace Cunningham

**Session 1 9:00 a.m. – 9:45 a.m.**

**George Murphy** – Technical Support Manager  
Country Malt Group/Canada Malting “2011  
*Global barley crop report*”

**Session 2 10:00 a.m. – 10:45 a.m.**

**David Maradyn** – Sr Scientist Customer Solutions –  
Brewing, Novozymes North America Inc. “*Brewing  
With Un-Malted Grain*”

**Session 3 11 a.m. – 11:45 a.m.**

**Jason P. Smith**, LEED A.P. Senior Manager –  
Sustainability & Strategic Development; Miura North  
America, Inc.. “*Optimizing Process Steam Generation with  
Modular on-demand Steam Boilers*”.

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**LUNCH BREAK 12:00 p.m. – 1:00 p.m.**

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**Session 4 1:00 p.m. – 1:45 p.m.**

**Brian Campbell** – Sales Manager, Loeffler Chemicals.

**Session 5 2:00 p.m. – 2:45 p.m.**

**Robert Nantel** – Engineer, Productivity Manager, Sidel  
Group, Sidel Inc. “*General principles for packaging line  
design and control*”

**Session 6 3:00 p.m. – 3:45 p.m.**

**Hira Ahluwalia** – President, Material Resources

Selection, Inc. “*Do you know your stainless steel?*”

**Session 7 4:00 p.m. – 4:30 p.m.**

**Speaker’s Roundtable Question and Answer**

**2010 ODTC Closing Remarks**

**Mike Sutton:** Announcement for Inauguration

**DINNER 6:00 p.m. – 8:00 p.m.**

**Keynote: Larry Bell** – Founder and President,

Bell’s Brewery, Kalamazoo, MI “*A craft executive look at  
quality and safety.*”

**Highland Brewing Co.**  
12 Old Charlotte Hwy. Suite H  
Asheville, NC  
828-299-3370

Please fill out the attached survey sheet and mail it with a check for:

**Friday Seminars** \$30 for Members/ \$40 for non-Members

**Friday Evening Brews Cruise** \$35

**Saturday Technical Conference** (meals included) \$75.00 for Members/\$90 for Non-Members

\$40.00 for Spouse and each Guest/Child over the age of 10, and \$25.00 for each Child under 10 years of age.

Checks should be made payable to: **MBAA-District Mid-South** and mailed to:

John Lyda

Highland Brewing Co.

12 Old Charlotte Hwy. Suite H

Asheville, NC 28803

- Registration forms should be returned to John Lyda prior to November 3rd; otherwise, an additional fee of \$10.00 for Members and \$5.00 for Spouses or each Guest/Child will be assessed.

**Hotels:**

**Four Points by Sheraton**

Asheville Downtown

22 Woodfin Street

Asheville, NC 28801

(828)253-1851

[www.fourpoints.com/asheville](http://www.fourpoints.com/asheville)

Weekend Rate/Weekday Rate

\$96.00 Fri& Sat /\$76.00 early and extended

**Limited Rooms Available: Call hotel directly (828.253.1851) and ask for sales dept. You will have to request the room(s) be transferred from "Highland Brewing" to you. First come, first served..**



## MBAA-Mid South and Southeast Districts

### 2011 Conference Registration Form

Please answer the following questions and mail this form along with a check to the address listed below (see fee schedule above). Completing this registration form will allow the District to better plan for each of the meeting events.

Please make checks payable to: **MBAA~District Mid-South**

**Company Affiliation**

Name of Member: _____	_____
Name of Spouse: _____	_____
Name of Guest: _____	_____
Name of Guest: _____	_____

Amount of Check Enclosed: \$ \_\_\_\_\_

**Please return this Registration Form with your Check to the address below no later than Oct. 22, 2011.**

**Please indicate your interest for Friday:**

Full Name of Participant: \_\_\_\_\_ Friday  
Brews Cruise\*


\*extra fee and not included in Friday's registration

# of Adults    # of Children 10 yrs+    # of Children <10 yrs

Number attending Saturday Dinner: \_\_\_\_\_

**Please Mail this Registration Form and Check payable to "MBAA-District Mid-South" to:**

John Lyda  
Highland Brewing Co.  
12 Old Charlotte Hwy Suite H  
Asheville, NC 28803