

**Master Brewers Association of the Americas  
Districts Mid-South**



**Sensory Evaluation Workshop  
September 15, 2012  
Highland Brewing Co.  
12 Old Charlotte Highway, Suite H  
Asheville, NC 28803**

**Saturday September 15, 2012**

8:00a.m.-9:00a.m. Welcome & Breakfast

9:00a.m.-12:00p.m. Whitney Thompson, Cargill  
Flavor training

12:00p.m.-1:00p.m. Lunch

1:00p.m.-3:00p.m. Gwen Conley, Lost Abby and Lauren Salazar, New Belgium  
Technical Sensory Intensive

3:00p.m.-3:15p.m. Break

3:15p.m.-4:30p.m. Lauren Salazar  
Statistical Analysis and P-Charts

5:00p.m. Happy hour  
Food and Beer Flavor Panel

Made possible by these generous sponsors:

**SIEMENS**

**+GF+**

**Cargill™**

# District Mid-South Sensory Evaluation Workshop



**Saturday Technical Conference** : \$75.00 for Members/\$95 for Non-Members. Includes breakfast and lunch. Please note any special dietary needs below and we will try to accommodate.

## Hotels:

Holiday Inn & Suites-Downtown,  
\$129/night (Closer to downtown)  
42 Tunnel Road  
Asheville, NC 28805  
Group code: MBA  
Phone: 828-225-5550  
Fax: 828-255-1112  
**Cut off: 09/01/12**

Ramada Inn (Down the street from  
Highland)  
800 Fairview Rd.  
Asheville, NC 28803  
Group code: MBAA  
Phone: 828-298-9141  
**Cut off is 8/20/12**

## Company Affiliation

Name of Member: \_\_\_\_\_

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

Have you made Reservations at the Hotel?\* \_\_\_\_\_  
Yes No

**\*Please note that you must make your own hotel reservations by stated cut-off dates**

**Please Mail this Registration Form and Check payable to "MBAA-District Mid-South" to:**  
Travis Hixon  
924 Curdwood Blvd.  
Nashville, TN 37216

- Registration forms should be returned to Travis Hixon in advance of the meeting