



**The Master Brewers Association of the Americas
District Milwaukee Proudly Presents:
MIDWEST TECHNICAL CONFERENCE
AUGUST 9 - 10, 2012
Holiday Inn Hotel and Suites
1109 Fourier Drive
Madison, Wisconsin**

Thursday - August 9, 2012

Golf Outing: \$50/person (Self Pay) - Tee-Off Time: 10:32am
Pleasant View Golf Course 1322 Pleasant View Road Middleton, Wisconsin
(You'll be back in time for registration, hospitality, dinner and golf trophy hand-off. Not to be missed!)

Meeting Registration
2:00 pm - 6:00 pm

Hospitality Room
2:00 pm - 2:00 am

BBQ Style Buffet Dinner
6:30 pm - 8:30 pm

Friday - August 10, 2012

7:00 am - Registration and Continental Breakfast in Meeting Room

8:00 am - Welcome Message given by MBAA District Milwaukee's President: Randy Thiel (New Glarus Brewery)

8:10 am - James Altweis, President & CEO - Gorst Valley Hops: "Preserving Hop Quality During Processing & It's Importance To The Brewery"

9:00 am - Sarah Willis, Sr. QA Engineer - MillerCoors: "Optimizing Acid Washing Of Yeast"

9:45 am - Dr. Chris Todd Hittinger, Assoc. Professor of Genetics - UW-Madison: "Tracking The Genetic Roots Of Lager Yeast To The Cool Forests Of Patagonia"

10:30 am - BREAK: Coffee/juice replenished and beer/sodas brought to Meeting Room

10:40 am - Derek Prell, Director of Barley Procurement - MaltEurop: "The Changing Landscape Of The North American Barley Market"

11:25 am - John Mallet, Director of Operations - Bell's Brewery: "Capacity Planning Tools For The Growing Brewery"

12:10 pm - BREAK: Beer/sodas replenished (and possibly snacks) in the Meeting Room

12:20 pm - Panel Discussion: "Troubleshooting Q & A Session"

Randy Thiel (New Glarus Brewery), John Mallet (Bell's Brewery), Mary Pellettieri (MillerCoors), Andy Jones (Lakefront Brewery), Kris Kalav (Minhas Craft Brewery)

*Panel discussion will end when everyone is done asking questions.

12:30 pm - Hospitality Room opens (right next door)

*Hospitality runs from 12:30 pm until midnight or when the beer is gone. (Whichever comes first.)

Dinner Venue: Granite City Food & Brewery (Self Pay) 72 West Towne Mall Madison, Wisconsin - 6:00 pm reservation

The MBAA Midwest Technical Conference is being held to coincide with the Great Taste of the Midwest<link to <http://www.mhtg.org/>> in Madison, Wisconsin on August 11, 2012. We know a lot of wonderful brewing people will be at Great Taste and hope you will consider attending our venue. We do have an 'alternative' program for those not wanting to attend the conference. Plus, the Holiday Inn has a water park for those just wanting to cool off and/or bring families to play in the pool. Friday afternoon allows for another round of golf. (Again, self pay.)

Payments can be made by cash, check or PayPal so you can use a credit card. Please see information page on how to process payments.

Please see the registration form for pricing, links to the venues and what information is necessary for the PayPal payments.

For more information contact:

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