



District Northern California MBAA
presents
Annual Technical Session
at
Sierra Nevada Brewing Co., Chico CA
Friday April 27, 2012 8:00 AM to 5:00 PM



Time	Speaker	Company	Topic
8:00 – 9:00	COFFEE & CONTINENTAL BREAKFAST		
9:00 – 9:45	Stephen Russell	Anheuser-Busch InBev	<i>Quality Management at A-B InBev</i>
9:45 – 10:30	Zoran Ljepovic	Constellation Wine	<i>Oak Barrel Sanitation</i>
10:30 – 10:45	BREAK		
10:45 - 11:45	Mike Guilford – Russian River, Denise Jones – Moylan's Brewing, Jim Mellem – Sierra Nevada, Brian Wiersema – Bear Republic		<i>Panel Discussion and Troubleshooting: Dry Hopping Methodology & Madness</i>
11:45 – 12:00	Question/Answer for Morning Session		
12:00 – 12:15	Update of District Northern California MBAA Activities / Announcement of Scholarship Winners		
12:15 – 1:15	LUNCH		
1:15 – 2:45	Sal Calandra	Linde North America	<i>Manufacturing Beverage CO₂</i>
2:45 – 3:00	BREAK		
3:00 – 3:45	Jim Tomczyk	Parker Hannifin	<i>CO₂ Polishing and Quality at the Brewery</i>
3:45 – 4:00	Question/Answer Session for Afternoon Session		
4:00 – 4:30	RAFFLE		
Tours @ 5 PM	Beer Reception / Tours of Sierra Nevada Brewery		

*** speakers/topics subject to change

Registration Fees (Includes lunch, seminar, & brewery tour):

★ Same pricing as last year!!

Early Registration (Prior to April 20, 2012)

Current MBAA Members -- \$70 Non MBAA Members -- \$85 Students -- \$35

Late Registration (After April 20, 2012)

All professionals -- \$85 Students -- \$45

RSVP for the day by fax or e-mail. You may pay at the door via check or cash.

Make Check payable to: MBAA District Northern California
1075 E. 20th Street, Chico, CA 95928

Contact: Rob Heller Univar
Phone (530) 919-6030 Fax (650) 817-0275 email: Robert.Heller@univarusa.com

_____ # of Members \$70.00 each _____ # Students \$35.00 each

_____ # Non-Member/Late \$85.00 each _____ # Late student \$45.00 each

Name: _____ Company: _____

Address: _____

Phone #: _____ Email: _____

Hotels: [Oxford Suites](#), [Marriott Residence Inn](#), Courtyard by Marriott

A discount has been obtained through Courtyard, please use discount codes [MBAMBAA](#) for king bed,
& [MBAMBAB](#) for two queen beds on-line, or call 530-894-6699.



Share MBAA's Beer Steward Certificate Program with your wholesalers and high-end retailers. This program will educate them on beer styles and give them a better understanding of the brewing process, giving them the tools to increase beer sales. Please forward this information.

Understanding Beer Flavor Seminar

Part of the Beer Steward Certificate Program

April 28, 2012

Chico, California

With Support from Sierra Nevada Brewing Co.

The explosion of beer styles has put new demands on beer wholesalers and retailers while creating many opportunities to increase your sales. Through the Beer Steward Certificate Program, with trained instructors bringing years of brewing experience, you will leave with the tools to better showcase, transport, and describe the various beer styles, ultimately **resulting in higher beer sales and more satisfied customers.**

With the Hands-On Understanding Beer Flavor Seminar, You Will:

- Describe beer styles, flavors, and aromas
- Learn how raw ingredients and the brewing process affect beer flavor
- Understand how to maintain beer freshness
- Use the appropriate glassware for each beer type
- Assist customers with pairing food with beer
- Build a vocabulary that goes beyond "malty" and "hoppy"
- Enhance the image of beer

This invaluable seminar will be in the Sierra Nevada Brewery Big Room, in Chico, California, on April 28, from 8 a.m. to 5 p.m.

Expand your knowledge of beer and increase your sales - [find the details](#), [get a taste of the experience](#), and [register now](#).

Visit <http://www.mbaa.com/BeerSteward/> for more information.