

## AGENDA

### Master Brewers Association of the Americas



**SOUTH EAST DISTRICT**

### SPRING TECHNICAL CONFERENCE

Friday April 15<sup>th</sup>

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9:00am - 12:30pm Options:

- a. Free time for Busch Gardens
- b. Free time for Water World
- c. Hearts card tournament in Hospitality Room
- d. Putt-Putt Golf?
- e. Late arrival

12:30pm - 2:30pm Lite Lunch at Hospitality Room Yuengling Brewery

4:00pm - 5:00pm SE District Meeting MBAA

6:00pm - 11:00pm Heavy Hors d'oeuvre - Forums during Hospitality  
–Ask the Experts

*An informal setting of questions and answers.*

Saturday April 16<sup>th</sup>

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*Yuengling*<sup>®</sup>



**AMERICA'S OLDEST BREWERY.**

**Technical Program Conference Center / Hospitality Room Yuengling  
11111 North 30th St, Tampa, FL 33612**

6:30am - 8:00am

Coffee and Continental Breakfast at Clarion Hotel

8:00am - 9:00am

Opening remarks

President of SE District Bill Cromie

Sponsor John Houseman, Yuengling Brewery

**Sessions Moderator – Michael Hanschke**

<b>Session</b>	<b>Time</b>	<b>Presenter</b>	<b>Company</b>
Session 1	9:00am (tentative)		PQ Corporation
Session 2	9:35am - 10:10am (tentative)	<b>Roy Johnson</b>	Huffman
Session 2b	10:10am - 10:45am	<b>Mike Lammers</b> Chlorine Dioxide and the Brewing Industry	Diversey Inc.
Break	10:45am - 11:00am		
Session 3	11:00am -11:45am	<b>Craig Birkmaier</b> Beer and Food Pairings	Swamp Head Brewing
Lunch	12:00pm - 1:00pm	<b>Sponsored by</b>	Yuengling
Session 4	1:00pm – 1:50pm	<b>Joe Wessel</b> Craft Beer Distribution	Pepin Distributing

Session 5	2:00pm – 2:50pm	<b>David Schroeders</b>	Blue Sky Solar Group Solar Energy to run your brewery
Session 6	3:00pm – 4:00pm	<b>Horace Cunningham</b>	Terrapin Brewery Keynote Speaker - How to focus and prioritize your efforts for brewery success
Session 7	4:00pm – 5pm	<b>Brewery Tour</b>	Yuengling
Break	5:00pm - 7:00pm		
Dinner Buffet	7:00pm	<b>Sponsored by</b>	Yuengling
Band	8:30pm to 11:00pm	<b>Florida Mountain Boys</b>	



<http://www.floridamountainboys.com/>

**Sunday April 17th**

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Free full breakfast at Yuengling, depart from hotel to home.



Master Brewers' Association of the Americas  
DISTRICT SOUTHEASTERN



**Meeting Scholarship Application for District Southeast Spring**

Yuengling Brewery, will be hosting the event April 15-17, 2011  
11111 North 30th St, Tampa, FL 33612

MBAA-District Southeast will offer scholarships for up to eight people to attend a district meeting. This scholarship will be in the form of a \$100 award that would be used to defray some of their costs in attending the meetings. The intent of this scholarship is to generate interest in the Master Brewers' Association and to bring new members into the organization. This was updated October 2009 to include "or a member of a Supplier or Vendor in the Brewing Industry".

Three requirements were decided upon for one to be considered for this Scholarship:

1. They **do not** need to presently be members of the Master Brewers' Association.
2. They **do not** receive any Company Subsidy to attend the meetings.
3. They **must** be a member of Management in a Brewing Company or a member of a Supplier or Vendor in the Brewing Industry.

To submit a name for consideration for this Scholarship, please fill in the following information on the person that you are sponsoring: Please print!

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

**Telephone Number:** (\_\_\_\_\_) - \_\_\_\_\_ - \_\_\_\_\_

**Please answer the following Questions:**

Is this person a present member of the Master Brewers' Association? \_\_\_\_\_

Yes No

Does this person receive any Company subsidy for attending a meeting? \_\_\_\_\_

Yes No

Is this person a member of management in a Brewing Company? \_\_\_\_\_

Yes No

Name of person submitting this application: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone Number: (\_\_\_\_\_) - \_\_\_\_\_ - \_\_\_\_\_

Please Mail this application to: **Mr. George Kirkland**  
**System Components Corporation**  
**7731 SE 59<sup>th</sup> Court, Suite #110**  
**Ocala, Florida 34472**  
**E-Mail: g.kirkland@syscomps.com**

**Tel: 352-237-8848**  
**Fax: 352-237-8558**

**NOTE: Deadline for Fall Scholarship Applications is April 5, 2011.**

\* Please feel free to reproduce this form if you have more than one applicant.

## Speakers – BIO's

**Blue Sky Solar Group is a consulting/EPC provider for commercial solar projects.**

Over the past year Blue Sky has designed and Bid over 12MW in capacity. These jobs have ranged from a 2.5MW system on the Pearl Harbor Naval Base in Hawaii to a 50kw Naval Barracks in the Florida Keys.

Blue Sky Solar's most recent accomplishment is a 2MW system in Norfolk VA. Within 8 months Blue Sky has won over \$12 million in PV contracts. With this track record, Blue Sky has the ability to procure design contracts from manufacturers and PPA financing firms.

Blue Sky was founded by David Schroeders, an engineer by education and general contractor for 25 years.

David created a organization focused on both the big picture and the small details which make Blue Sky projects especially unique and profitable.



### **Dave Schroeders**

David received his Civil Engineering Degree from the University of Dayton in 1989. He moved to Florida where he built over 1,000 homes. Prior to switching his attention to solar, David's business revenues exceeded \$40m His company designed and built the first zero energy home in Florida that was comparable in price to inefficient code built homes. This accomplishment earned him the recognition of the Florida Solar Energy Center and the Department of Energy as a leader and innovator in the building industry. He was invited into their prestigious Building America Program. After installing his first solar array, he became fascinated with the technology. He installed a commercial system on his office and several others for businesses near him. In a very short time, he became one of the largest solar integrators in the state of Florida.

David Schroeders holds a Florida General Contractors License as well as a Solar License. He has also earned certification from the North American Board of Certified Energy Practitioners or **NABCEP**.