



District Northern California MBAA
presents
Annual Technical Session
at
Sierra Nevada Brewing Co., Chico CA
Friday May 6, 2011 8:00 AM to 5:00 PM



| Time | Speaker | Company | Topic |
|---------------|--|--|---|
| 8:00 – 9:00 | COFFEE & CONTINENTAL BREAKFAST | | |
| 9:00 – 9:45 | Yueshu Li | Canadian Malting Barley Technical Center | <i>Malting 101</i> |
| 9:45 – 10:30 | Sylvie Van Zandycke | Lallemand | <i>Pitching and Repitching – How to Keep the Fungus Among Us?</i> |
| 10:30 – 10:45 | BREAK | | |
| 10:45 - 11:45 | Jeff Eaton – Trumer Brauerei, Jim Mellem – Sierra Nevada, Stephen Russell – Anheuser Busch, Sylvie Van Zandycke – Lallemand | | <i>Panel Discussion and Troubleshooting: Yeast Propagation</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 – 2:00 | David Scheuerman | Ball Corporation | <i>Aluminum Canned Craft Beer</i> |
| 2:00 – 2:45 | Roy Johnson | Haffmans North America | <i>Oxygen Measurement for Brewers</i> |
| 2:45 – 3:00 | BREAK | | |
| 3:00 – 3:20 | Bryan Donaldson | UC Davis | <i>Development of a Hop Aroma Lexicon</i> |
| 3:20 – 4:05 | Peter Aldred | University of Ballarat | <i>tALES from the Antipodes</i> |
| 4:05 – 4:30 | Question/Answer Session for all Speakers | | |
| 4:30 – 4:45 | RAFFLE | | |
| 5:00 | 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 29, 2011) | | |
|---|---------------------------------|-------------------------|
| Current MBAA Members -- \$70 | Non MBAA Members -- \$85 | Students -- \$35 |
| Late Registration (After April 29, 2011) | | |
| 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** Basic Chemical Solutions
Phone (530) 919-6030 Fax (650) 817-0275 email: rheller@basicllc.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](#)

Hotels are listed in proximity to the brewery. A discount has been obtained through Oxford Suites, please call (800) 870-7848 and ask for the MBAA rate to qualify by April 14th.