

# REGISTRATION MATERIALS

## Master Brewers Association of the Americas 2014 Annual Conference

*Part of Brewing Summit 2014*

June 5–7

Palmer House, a Hilton Hotel  
Chicago, Illinois, U.S.A.



[www.mbaa.com](http://www.mbaa.com)

# Preliminary Schedule

## Acknowledgments

### Technical Committee Chair

Susan E. Welch  
Malteurop North America Inc.

### Technical Committee Vice Chair

Fred M. Scheer  
Krones Inc.

### Executive Committee Liaison

Tom Eplett  
MillerCoors

### Committee Members

Patricia M. Aron  
MillerCoors

Brian D. Bishop  
Stone Brewing Co.

Matthew R. Brynildson  
Firestone Walker Brewing Co.

Vincent M. Coonce  
MillerCoors

Leon W. Fyfe  
Craft Brew Alliance

Darren L. Goodlin  
Anheuser-Busch InBev

Takeo Imai  
Kirin Company, Ltd.

John A. Mallett  
Bell's Brewery, Inc.

Mitch A. Steele  
Stone Brewing Co.

Jennifer J. Talley  
Russian River Brewing Co.

Johannes Tippmann  
Technische Universität München

Andrew W. Tveekrem  
Market Garden Brewery

Jens Voigt  
Trier University of Applied Sciences

Karl F. Ockert  
MBAA Technical Director, Ex-officio

*(Schedule is subject to change)*

## Tuesday, June 3 — Pre-Summit Activities

8:00 a.m. – 12:00 p.m.	MBAA Executive Committee Meeting
8:00 a.m. – 5:00 p.m.	ASBC Board of Directors Meeting
1:00 – 5:00 p.m.	MBAA Board of Governors Meeting
5:30– 6:30 p.m.	ASBC Meet and Greet

## Wednesday, June 4 — ASBC Annual Meeting (with Full Brewing Summit registration)

8:00 – 9:45 a.m.	ASBC Opening Session
10:00 – 11:45 a.m.	ASBC Programming
11:45 a.m. – 1:00 p.m.	Lunch break
1:00 – 4:45 p.m.	ASBC Programming
4:45 – 6:15 p.m.	ASBC Happy Hour*

## Thursday, June 5 — Shared Programming with MBAA and ASBC

7:00 – 8:00 a.m.	MBAA Speaker Breakfast
8:00 – 9:45 a.m.	MBAA Opening Session ASBC Programming
10:00 – 11:45 a.m.	MBAA and ASBC Programming
11:45 a.m. – 2:00 p.m.	Lunch, Exhibits, and Posters
2:00 – 5:45 p.m.	MBAA and ASBC Programming
6:30 – 9:30 p.m.	Brewing Summit Joint Party**
9:30 – 11:00 p.m.	Afterglow Party

## Friday, June 6 — Shared Programming with MBAA and ASBC

7:00 – 8:00 a.m.	MBAA Speaker Breakfast
8:00 – 11:45 a.m.	MBAA and ASBC Programming
11:45 a.m. – 2:00 p.m.	Lunch, Exhibits, and Posters
2:00 – 3:45 p.m.	MBAA and ASBC Programming
4:00 – 5:45 p.m.	MBAA Programming ASBC Closing Session
5:45 – 7:00 p.m.	MBAA Happy Hour***

## Saturday, June 7 — MBAA Annual Conference

7:00 – 8:00 a.m.	MBAA Speaker Breakfast
8:00 – 11:45 a.m.	MBAA Programming
11:45 a.m. – 1:00 p.m.	Lunch break
1:00 – 2:45 p.m.	MBAA Programming
3:00 – 4:45 p.m.	MBAA Closing Session

\* Available only by purchasing a ticket or selecting "Add Full Brewing Summit"

\*\* Guests and Single Day attendees must purchase a ticket to attend

\*\*\* Exhibitors, Guests, and Single Day attendees must purchase a ticket to attend

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# Workshops

## MBAA Workshops

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### Brewing Engineering

Industry experts from Kronos, Ziemann, and Paul Mueller Co. will provide in-depth reviews of mash kettle, lauter tun, and boil kettle layouts and characteristics, as well as the broader topic of thermodynamics in brewing.

### Beer Stability and Hazing

Panelists from TU Berlin and breweries will provide insight and dialogue on how leading research is impacting practical experience on factors that influence haze and beer stability.

### The Truth about Bitterness Units

A panel of brewers and industry experts evaluate the venerable and often misquoted bitterness units (BU) measurement. How did the BU develop as a measure of hop flavor in beer and what exactly does it detect? How does dry hopping influence the BU measurement and what are some of the alternative detection methods evolving in the lab? What are factors downstream in the process that affect BUs in the final beer? Using tasting samples, the workshop will also look at how other variables (i.e., pH and gravity) can affect the perceived bitterness in beer at the same BU measurement.

### Achieving Beer Characteristics through Yeast Strain Selection and Fermentation Management

A simple living organism, brewer's yeast is far from simple and brings to life a brewer's vision. The uniqueness of every beer is directly tied to the brewer's selection and management of yeast. Whether you utilize your house strain and manipulate your process to produce a variety of beers, or you wish to diversify and exploit specific attributes of different strains, this workshop is for you. Yeast typing and associated beer qualities will be presented in conjunction with the influence of different fermentation parameters such as: temperature, pitch rate, DO, gravity, and pH. Join this workshop and gain insight into producing different beers with the same yeast, or the same beer with different yeasts.

### Growing Pains of a Successful Brewery, Part 1

What does it take to grow from a 5-barrel to a 20-barrel brewhouse or from a 50-barrel brewhouse to a 100-barrel brewhouse? From kegs to bottles and cans and multi-state distribution? Join this workshop to hear from brewers who have been there—and from suppliers who are part of those transitions. In the first part of this two-session workshop, a panel will discuss scaling up of an existing brewery, covering topics such as equipment additions, packaging changes, engineering, and flavor matching.

### Growing Pains of a Successful Brewery, Part 2

In the second part of the two-session workshop on building a successful brewery, the panel will discuss the business side of growth, including human resources, implementation of a safety program, cash flow management, distribution, and raw material supply.

## MBAA–ASBC Joint Workshop

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### Food Safety

With the recent passage of the Food Safety Modernization Act (FSMA), food manufacturing facilities, including those in the brewing industry, will be required to comply with applicable food laws. Being prepared is not only important for compliance but is also good due diligence. As brewers, we have an obligation to our consumers to ensure that the beers we produce are safe and within the guidelines of food safety and regulatory requirements.

The goal of this two-part workshop is to help you prepare to meet this obligation. We will cover “Current Good Manufacturing Practice and Hazard Analysis and Risk-Based Preventive Controls for Human Food,” specifically to its inclusion of spent grains from brewers, as well as “Current Good Manufacturing Practice and Hazard Analysis and Risk-Based Preventive Controls for Food for Animals.”

You will walk away from this workshop knowing the components of an effective food safety program that you can put into action immediately. In addition, a lively discussion with a brewery food safety expert will guide you through preparing for a successful food safety audit from the U.S. Food and Drug Administration (FDA). Last but by no means least, join us as we share the key to how you can change your brewery culture to enable a successful food safety program.

## Poster Presentations

### MBAA poster topics include the following categories:

Brewhouse Operations  
Brewhouse Safety  
Cleaning/Sanitation  
Engineering  
Enzymes, Extracts, Other Ingredients

Finishing and Stability  
Food Safety  
Hops  
Malt and Grains  
Packaging (Bottles, Draft and Cans)

Sensory  
Sustainability  
Utilities Management  
World Class Management  
Yeast, Fermentation, and Microbiology

## Special Sessions

### MBAA Opening Session

Opening remarks by MBAA President Mary Pellettieri will be followed by a moderated panel of global leaders from the malt and hops industries. This panel will provide a supplier's perspective on the question, "Targeting 2020—Where will beer take us and how will suppliers help brewers get there?"

### MBAA Closing Session

Closing remarks by MBAA President Mary Pellettieri will be followed by a moderated panel of executives from the global industries of brewing and packaging equipment. They will present the current state of the U.S. industry from an international perspective.

## Events

### Brewing Summit Joint Party

Join your colleagues from MBAA and ASBC on Thursday evening to celebrate Brewing Summit 2014. The Brewing Summit Joint Party will take place at The Rivers, one of the Chicago Loop's most popular restaurants. Grab a beer and sit on the outside deck overlooking the river. Enjoy ethnic delicacies from the cultural neighborhoods of Chicago and finish up with entertainment in the Brewing Summit Irish Pub at The Rivers. Located one mile from the Palmer House, walk over and absorb the energy from this vibrant city or take the complimentary Brewing Summit shuttle.

*The Brewing Summit Joint Party is sponsored in part by*



### Afterglow Party

Join your colleagues for a relaxing night with Irish coffee and networking.

*The Afterglow Party is sponsored by* 

### MBAA Happy Hour

Before you head out to dinner in the Windy City on Friday evening, enjoy snacks and a beer with your MBAA colleagues.

## General Information

### Guests

Guests wishing to attend the Brewing Summit Joint Party or MBAA Happy Hour must purchase a ticket. Guests do not have access to technical sessions or workshops, and guests must register and have a name badge to gain access to the hospitality room. Coworkers and business associates are not considered guests and must pay the appropriate registration fees.

### Hospitality Room

The Brewing Summit Hospitality Room will be open to all registered attendees and registered guests and requires a name badge. No one under the age of 21 is permitted.

### Brewing Summit Mobile App



Keep connected with the Brewing Summit mobile app. Download the app to access the schedule, abstracts, announcements, and more, all at your fingertips!

*The Brewing Summit mobile app is sponsored by*



### Proceedings

Electronic proceedings are available to purchase for \$65. The proceedings will be available online following the meeting to all who purchased them.

### Photo Release

Photographs will be taken during Brewing Summit 2014. By registering for the meeting, you agree to allow MBAA/ASBC to use your photo in any publications, promotions, or websites for MBAA/ASBC.

### Exhibitors

Suppliers to the brewing industry will display their latest products/services at the Brewing Summit 2014.

### Beer Donation

Donated beer will be featured during events and hospitality times throughout the Brewing Summit! If you would like to donate beer, please contact Emma Nygren at [enygren@scisoc.org](mailto:enygren@scisoc.org).



# 2014 MBAA Conference Registration Form



**June 5–7, 2014**  
**Palmer House, a Hilton Hotel**  
**Chicago, Illinois, U.S.A.**

Part of Brewing Summit 2014 • June 4–7

**Advance Registration Deadline: April 24, 2014**

Register online at <http://meeting.mbaa.com>

Complete the following. Please print clearly to ensure correct spelling on name badge.

Information below is  New Address  Alternate Address

Registrant is  Male  Female

Mr.  Mrs.  Ms.  Dr.

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_

Last/Surname \_\_\_\_\_

Name Preferred on Badge (first name only) \_\_\_\_\_

Job Title \_\_\_\_\_

Date of Birth (new members only) \_\_\_\_\_  
Month Day Year

Information below is  New Address  Alternate Address

Employer/Company/Institution \_\_\_\_\_

Company Address \_\_\_\_\_  
Street

\_\_\_\_\_ City State/Province

\_\_\_\_\_ Zip/Postal Code Country

Daytime Telephone \_\_\_\_\_

Facsimile \_\_\_\_\_

E-mail \_\_\_\_\_

## Emergency Contact:

Name \_\_\_\_\_

Telephone (June 5–7, 2014) \_\_\_\_\_

By registering for the 2014 MBAA Annual Conference, you guarantee that you are 21 years of age or older. Minors under age 21 will not be allowed to attend any MBAA or Brewing Summit programs or functions, including but not limited to the technical sessions, hospitality room, exhibit hall, and receptions. Please note, you must be able to produce current, valid identification at any point during the event upon request.

## Profile Data

Please complete the following:

### Title - Select One

- President; Vice President; Other Corporate Official
- Director; Manager; Department Head; Supervisor
- Brewmaster; Assistant Brewmaster; Brewing Supervisor
- Plant Manager; Engineer; Other With Production Responsibilities
- Chemist; Technologist; Microbiologist; Lab Assistant; Technician
- Professor; Post-doctorate; Graduate Student; Student
- Director; Association Executive; Publisher
- Technical Sales/Service
- Consultant
- Retired
- Other \_\_\_\_\_

### Primary Area of Responsibility - Select One

- Brewing
- R&D; Product Development
- Packaging
- Production
- Purchasing
- Engineering
- Quality Assurance/Control
- Environmental; Health & Safety
- Regulatory
- Education
- Sales & Marketing
- Distribution
- Other \_\_\_\_\_

### Organization Type - Select as many as apply

- A  Brewery  
Type
  - A001  Major
  - A002  Regional
  - A003  Micro
  - A004  Brewpub
  - A005  ContractProduct
  - A006  Beer
  - A007  Wine
  - A008  Liquor
  - A009  Cider
  - A010  Mead
  - A011  Flavored Alcoholic Beverages
- B  Allied
  - B001  Barley/Malting
  - B002  Hops/Hop Products
  - B003  Equipment
  - B004  Packaging Materials
  - B005  Brewing Adjuncts
  - B006  Brewing Supplies
  - B007  Instruments
  - B008  Laboratory Supplies
  - B009  Engineering Services
- C  Wholesaler/Importer
- D  Consultancy
- E  Government; Educational & Private Institutions; Research Organizations
- F  Professional Association; Publisher; Service Organization
- G  Retired
- H  Other \_\_\_\_\_

### Other Professional Memberships

- American Society of Brewing Chemists
- Brewery Convention of Japan
- European Brewing Convention
- Brewers Association
- Institute of Brewing & Distilling
- Other \_\_\_\_\_

**Reverse Side Must Be Completed To Register. Thanks!**

## 2014 MBAA Registration Fees

Registrations postmarked or faxed by dates listed will be charged the appropriate fee.

Registration	Advance by April 24	Regular/Onsite after April 24	Amount
MBAA Member	\$685	\$705	_____
Registration Plus			
Professional Membership	\$827	\$847	_____
Nonmember	\$785	\$805	_____
Exhibitor*	\$495	\$495	_____
Student Member	\$395	\$425	_____
Registration Plus Student			
Membership**	\$437	\$467	_____
Presenter	\$475	\$495	_____
Retired Member	\$475	\$495	_____
Add Full Brewing Summit	\$150	\$175	_____
Single Day ( <i>select one below</i> )	\$295	\$315	_____

<b>ASBC Program</b>	<b>Shared Day</b>	<b>MBAA Program</b>
<input type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday <input type="checkbox"/> Friday	<input type="checkbox"/> Saturday

Guest\*\*\* \_\_\_\_\_ x \$45 \_\_\_\_\_

**Brewing Summit Electronic Proceedings** \_\_\_\_\_ x \$65 \_\_\_\_\_

**Additional Tickets for Guests, Single Day, and Exhibitors**

ASBC Happy Hour \_\_\_\_\_ x \$55 \_\_\_\_\_  
*Needed if Full Brewing Summit not added*

Brewing Summit Joint Party \_\_\_\_\_ x \$100 \_\_\_\_\_  
*Needed for Single Day and Guests*

MBAA Happy Hour \_\_\_\_\_ x \$55 \_\_\_\_\_  
*Needed for Exhibitors, Single Day, and Guests*

**MBAA Student Travel Fund**

To assist university students attending the MBAA Annual Conference, you may contribute to the Student Travel Fund. Indicate amount here. \$ \_\_\_\_\_

**Total Registration Fees Enclosed \$ \_\_\_\_\_**

Check here if you have dietary restrictions or need accommodations to fully participate in this meeting. Please specify.

\_\_\_\_\_

### Payment Information

Check enclosed, payable to MBAA (U.S. funds only drawn from U.S. bank)  
*(When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)*

Charge:  VISA  American Express  MasterCard

Card No. \_\_\_\_\_

Expiration Date: \_\_\_ / \_\_\_

Cardholder Signature (required): \_\_\_\_\_

Cardholder Name (please print): \_\_\_\_\_

**Member/Nonmember/Presenter/Student/Retired** registrations include admission to the technical sessions and workshops taking place June 5–7, exhibits and lunches, posters, MBAA Happy Hour, Brewing Summit Joint Party, and Afterglow Party. Presenters must register by fax or mail.

**Exhibitor** registration includes entrance to the Brewing Summit technical program taking place June 5–6, the Brewing Summit Joint Party, and the Afterglow Party. Tickets for other events must be purchased, or, by selecting “Add Full Brewing Summit,” an exhibitor will gain access to programming June 4 and 7 and the MBAA and ASBC Happy Hours. Each exhibiting company is entitled to two (2) complimentary registrations, and all attending exhibit staff must complete a registration form and send it via fax or mail.

**Single Day** registration includes technical sessions and workshops, exhibits and lunch (if open), and posters on the day of attendance. Single Day fee does not include any Happy Hours or the Joint Party.

**Adding the Full Brewing Summit** fee gives access to all programming taking place June 4–7, including the ASBC Happy Hour.

\* Each exhibiting company is entitled to two (2) complimentary registrations. Each person must be affiliated with the same company and complete a registration form. The fee for each additional exhibitor beyond the first two is \$495 per person. Exhibitors must register by fax or mail.

\*\* Students registering for Registration Plus Student Membership must have a faculty member sign to qualify for the discounted rate.

\_\_\_\_\_ Advisor Name

\_\_\_\_\_ Advisor E-mail

\*\*\* Guests wishing to attend any Happy Hour or the Joint Party must purchase tickets in advance or onsite. Guests do not have access to the sessions or exhibit hall. Guests must register and have name badges to access the hospitality room. **Coworkers and business associates are not considered guests and must pay registration fees.**

\_\_\_\_\_ First and Last Name of Registrant's Guest

### Cancellations/Refund Policy

Registration cancellations must be made in writing and received by MBAA no later than May 6, 2014, and are subject to a \$100 processing fee. Ticketed events will be fully refunded. Meeting registration and ticketed event cancellations received after May 6, 2014, are not subject to a refund. MBAA reserves the right to cancel any ticketed event should registrations not meet the minimum number of participants required. In the event of an MBAA-cancelled event, MBAA will fully refund registration fees for the cancelled ticketed event.

### Mail or fax form and payment to:

MBAA Conference Registration  
3340 Pilot Knob Road, St. Paul, MN 55121 U.S.A.  
Telephone: +1.651.454.7250 • Fax: +1.651.454.0766

**Faxed forms must include credit card information to be processed.**

### Housing Reservations

The Palmer House, a Hilton Hotel  
Reservations may be made in one of the following ways:

**Internet:** <http://meeting.mbaa.com>

**Telephone:** Toll Free 1.800.445.8667 or +1.312.726.7500

Inform the operator that you are attending the Brewing Summit.

## 2014 Exhibitors

Suppliers to the brewing industry will display their latest products/services at the Brewing Summit 2014.

3M Purification, Inc.	FleetwoodGoldcoWyard	LECO Corp.	Scanjet, Inc.
Airborne Labs International	Flottweg Separation Technology, Inc.	Life Technologies	Siebel Institute & World Brewing Academy
American Tartaric Products	GEA Brewery Systems	Malteurop North America, Inc.	Siemens Industry, Inc.
Andritz Separation, Inc.	GEA Westfalia Separator	Mettler-Toledo International, Inc.	Skalar, Inc.
Anton Paar USA	GEA Tuchenhausen	Micro Matic	Spraying Systems Co.
Begnaud Manufacturing	Gusmer Enterprises, Inc.	Micromeritics Instrument Corporation	SPX Corp.
Biotecon Diagnostics	Hach Company	Nexcelom Bioscience	STATCO dsi
BMT USA, LLC	Hamilton Company	optek-Danulat, Inc.	SWK Technologies, Inc.
Briggs of Burton, Inc.	Hansen-Rice, Inc.	OrchestratedBEER	Symbiont
Buhler, Inc.	Haynes Lubricants	Pall Corporation	Tank Cleaning Technologies
Cargill	Heuft USA, Inc.	Pentair Haffmans	Therma-Stor LLC
CE Elantech, Inc.	Hopsteiner	PerkinElmer	Thermo Scientific
Cloud-Sellers	International Ceramic Construction	Petainer Manufacturing USA, Inc.	University of Nottingham
Commodity Specialists Co.	Kagetec Industrial Flooring	PQ Corporation	VitalSensors Technologies LLC
DCI, Inc.	KHS USA, Inc.	Profamo, Inc.	VLB Berlin
DSM Food Specialties	Krones, Inc.	ProLeit Corp.	Weber Scientific
Ecolab, Inc.	Lallemand Brewing	Roche Applied Science	Weyermann Specialty Malts
EMG International	Lechler, Inc.		
Enerquip LLC			
Esau & Hueber GmbH			

*As of February 21, 2014*

### >>> Questions about Exhibiting?

Contact Cindy Anderson at +1.651.994.3848 or canderson@scisoc.org.

## Hotel Accommodations

Located in the heart of downtown Chicago, the Palmer House is just steps away from a number of local attractions, including Millennium Park, the Art Institute of Chicago, and State Street shopping. Stay close to the action of the MBAA Annual Conference by booking now!

### The Palmer House, a Hilton Hotel

7 East Monroe Street  
Chicago, Illinois, 60603, USA

Rate: \$189 per day

### Housing Reservations

**Online:** [www.mbaa.com/meetings/annual/Pages/Hotel.aspx](http://www.mbaa.com/meetings/annual/Pages/Hotel.aspx)

**Phone:** 1.800.HILTONS (1.800.445.8667) or +1.312.726.7500

Inform the reservationist that you are attending the Brewing Summit. Indicate any special needs you may have when making your reservation. All reservation inquiries should be made directly to the hotel.

### Reservation Deadline

Hotel registration needs to be completed by May 13, 2014, to receive the discounted rate, or until the group block is sold out, whichever comes first.

## Registration

**Registration may be done in one of the following ways:**

**Online:** <http://meeting.mbaa.com>

**By fax or mail:**

Complete the attached registration form.

**Fax:** +1.651.454.0766

**Mail:** MBAA Annual Conference Registration

3340 Pilot Knob Road

St. Paul, MN 55121, U.S.A.

### Cancellation/Refund Policy

Registration cancellations must be made in writing and received by MBAA no later than May 6, 2014. Cancellations received by this date are subject to a \$100 processing fee; ticketed events will be fully refunded. Ticketed events and meeting registration cancellations received after May 6, 2014, are not subject to a refund.

Register by  
April 24, 2014,  
and Save!



Master Brewers Association of the Americas  
3340 Pilot Knob Road  
St. Paul, MN 55121  
United States of America

**REGISTER NOW** [www.mbaa.com](http://www.mbaa.com)

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of the Americas  
2014 Annual Conference**

***Part of Brewing Summit 2014***

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