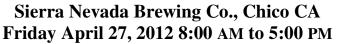


District Northern California MBAA

presents

Annual Technical Session

at





★ Same pricing as last year!!

Time	Speaker	Company	Topic	
8:00 - 9:00	COFFEE & CONTINENTAL BREAKFAST			
9:00 - 9:45	Stephen Russell	Anheuser-Busch InBev	Quality Management at A-B InBev	
9:45 - 10:30	Zoran Ljepovic	Constellation Wine	Oak Barrel Sanitation	
10:30 - 10:45	BREAK			
		Russian River,		
10:45 - 11:45	Denise Jones – Moylan's Brewing,		Panel Discussion and Troubleshooting:	
10.45 - 11.45	Jim Mellem – Sierra Nevada,		Dry Hopping Methodology & Madness	
	Brian Wiersema – Bear Republic			
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	Manufacturing Beverage CO ₂	
2:45 - 3:00	BREAK			
3:00 - 3:45	Jim Tomczyk	Parker Hannifin	CO2 Polishing and Quality at the Brewery	
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):

	Early Re	egistration (Prior to April 20, 2012)		
Current MBAA Member	′s \$70	Non MBAA Members \$85	Students \$35	
	Late R	Registration (After April 20, 2012)		
All professionals \$85			Students \$45	
RSVP for the day by fax Make Check payable to:		ı may pay at the door via check or o t Northern California	eash.	
1 0	1075 E. 20 th Str	reet, Chico, CA 95928		
Contact:	Rob Heller Univar			
	Phone (530) 91	9-6030 Fax (650) 817-0275 email: R	obert.Heller@univarusa.com	
# of Members \$7	0.00 each	# Students \$35.00	# Students \$35.00 each	
# Non-Member/L	ate \$85.00 eac	ch# Late student \$4	# Late student \$45.00 each	
Name:		Company:	Company:	
Address:				
Phone #:		Email:		

Hotels: Oxford Suites, Marriott Residence Inn, Courtyard by Marriott

A discount has been obtained through Courtyard, please use discount codes <u>MBAMBAA</u> for king bed, & <u>MBAMBAB</u> 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.