

District Northern California MBAA & District Southern California MBAA

present

California MBAA Technical Conference 2014 October 24-25, 2014

at

Robert Hall Winery 3443 Mill Rd. Paso Robles, CA 93446

We are pleased to announce that the two California MBAA districts, together with host brewery Firestone-Walker, are collaborating on a joint California MBAA Technical Conference this year. It has been numerous years since the two districts combined for a technical conference, and we are excited to join forces and take the opportunity to meet together. Two days of technical talks will be presented in the meeting spaces of Robert Hall Winery in the beautiful Paso Robles wine region. The number of conference attendees will be limited to 175 attendees due to space constraints at the winery. Please register early as we anticipate selling out!

Program Overview

Pre-Conference

Friday morning: 8:00 am Golf Tournament (separate registration)

11:00 am Caverns Tour Robert Hall Winery (group 1) 11:45 am Caverns Tour Robert Hall Winery (group 2)

Conference

Friday: Noon Arrival and Registration (no lunch)

Friday Afternoon: Section 1 (1:30 pm): Water and Conservation

Speakers: Jon Muller, John Palmer, Mike Willis

Section 2 (3:30 pm): Barley, Malt, & Hops

Speakers: Dr. Michael Davis, Mary Jane Maurice, Blake Crosby

Friday Evening: BBQ hosted at Firestone Walker Brewing Co. (included in event registration)

Saturday morning: Section 3 (9:00 am): Special Topics in Brewing

Speakers: Dr. David Ryder, Fred Scheer, Dr. Charlie Bamforth

Section 4 (11:00 am): Hops: Present & Future

Speakers: Dr. Paul Matthews, Jeremy Marshall, Mitch Steele, Matt Brynildson

Saturday afternoon: Lunch

Section 5 (1:30 pm): <u>Yeast: Saccharomyces and Beyond</u> Speakers: Chandra Richter, Tyler King, Dr. Jim Withee

Section 6 (3:30 pm): Barrel Aging and Packaging

Speakers: Steve Gonzalez, Tracey Bethune, Dr. Mark Valentini

Post-Conference

Saturday evening: Wine Tasting at Robert Hall on Veranda (5:00 pm; separate registration)

After-Party at Barrelhouse Brewing Co. (No-Host bar & food/no registration)

REGISTRATION OPENS ON 9/2/2014

Register for the Conference: on line at www.mbaa.com/districts/NorthernCalifornia

Fee Structure and Deadlines:

	Members	Non-Members	Full-time Students
			age 21 and over
Early Bird Registration by September 16	\$87	NA	\$30
Regular Registration by October 10	\$107	\$137	\$30
Late Registration, October 11 - 24	\$127	\$157	\$30

Register for Golf: Contact Dave Griffiths, Ladyface Ale Companie; T:(818)477-4566; dave@ladyfaceale.com

• Cost is \$79/player, pay at Hunter Ranch GC. Donations needed for prizes!

Register for Winery Caverns Tour: Register on MBAA website as a part of conference registration. **Register for Robert Hall Wine Tasting:** Register on MBAA website as a part of conference registration.

• No additional cost for either... unless you purchase wine!

Lodging Options

Paso Robles will be busy that time of year nearing the end of crush with lots of wine tourists so plan ahead.

Hotel Information:

 Holiday Inn Express Hotel & Suites Beer Stube will be located at this hotel Friday & Saturday night

o 2455 Riverside Dr., Paso Robles, CA 93446 805-238-6500

o Rate: \$169/ night

o Event Room Block: MBAA Conference

Group Code: FBFDrop Date: 09/08/14

• Paso Robles Inn

1103 Spring Street, Paso Robles, CA 93446
 805-238-2660

o Rate: \$189/ night

o Event Room Block: Master Brewer's Block

o Drop Date: 09/23/14

• The Oaks Hotel

o 3000 Riverside Ave., Paso Robles, CA 93446 805-237-8700

o Rate: \$188/ night

Event Room Block: Firestone Walker

o Drop Date: 09/23/14

Additional venue location information:

Golf Course: Hunter Ranch Golf Club

o www.hunterranchgolf.com

Conference Venue: Robert Hall Winery

o 3443 Mill Road, Paso Robles, CA 93446

http://www.roberthallwiner.com/Visit-Us/Directions

Friday Night BBQ: Firestone Walker Brewing Co.

o 1400 Ramada Dr., Paso Robles, CA 93446

Saturday Night After-Party: Barrelhouse Brewing Co

o 3055 Limestone Way, Paso Robles, CA 93446