

# CRAFT BREWERS CONFERENCE

& BrewExpo America<sup>®</sup>

## CBC at a Glance

### Events of Note

- **Welcome Reception**  
Monday, April 8, 6:30 p.m. – 9:00 p.m.; Colorado Convention Center. *Advanced RSVP required.*
- **General Session I – Welcome/Keynote Address featuring Bruce Dickinson, lead singer of Iron Maiden**  
Tuesday, April 9, 9:15 a.m. – 10:45 a.m.; Bellco Theatre. *Advanced RSVP required and currently at capacity. It will be live streamed in Mile High Ballroom.*
- **General Session II – State of the Industry presented by Brewers Association Senior Vice President of Professional Brewing Division Paul Gatza and Chief Economist Bart Watson**  
Wednesday, April 10, 9:15 a.m. – 10:45 a.m.; Bellco Theatre. It will also be live streamed in Mile High Ballroom.
- **BrewExpo America<sup>®</sup> Trade Show**  
Tuesday, April 9, 9:00 a.m. – 5:00 p.m.  
Wednesday, April 10, 9:00 a.m. – 5:00 p.m.  
Thursday, April 11, 9:00 a.m. – 3:00 p.m.

### Seminar Spotlight

#### [Girl Bosses, Business and Beer](#)

Speakers: Sarah Frey, Frey Farms Founder & Kim Jordan, New Belgium Brewing Co-Founder and Executive Chair  
Tuesday, April 9, 1:20 p.m. – 2:20 p.m.; Bellco Theatre

#### [It's About More than Free Beer: Thinking Philanthropically about Inclusion, Equity and Diversity](#)

Speaker: Dr. J. Nikol Jackson-Beckham, Brewers Association Diversity Ambassador  
Tuesday, April 9, 1:20 p.m. – 2:20 p.m.; Room 601-607

#### [Bigger, Bolder, Braver: The Grist You Need to Craft a Memorable Story That Leads](#)

Speaker: Ann Handley, MarketingProfs Chief Content Officer  
Tuesday, April 9, 2:40 p.m. – 3:40 p.m.; Bellco Theatre

#### [10 Trends in Global Beverage Alcohol: The Disruptors Shaping Consumer Choice](#)

Speaker: Brandy Rand, IWSR: Drinks Market Analysis President  
Wednesday, April 10, 2:40 p.m. – 3:40 p.m.; Bellco Theatre

#### [Hidden Secrets of the New England IPA](#)

Speaker: Dr. John Paul Maye, Hopsteiner Technical Director  
Wednesday, April 10, 2:40 p.m. - 3:40 p.m., Mile High Ballroom 2-3

#### [Tap Yourself: Making Your Story Bigger than Beer](#)

Speaker: Cody Keenan, Former Director of Speechwriting for President Obama  
Thursday, April 11, 11:00 a.m. – 12:00 p.m.; Bellco Theatre

### [Growing into the Headwinds – the Sequel!](#)

Speakers: Chris Cramer, Karl Strauss Brewing Company CEO & Co-Founder; Natalie Cilurzo, Russian River Brewing Company Co-Owner; Eric Ottaway, Brooklyn Brewery CEO; Benj Steinman, Beer Marketer's INSIGHTS President; & David Walker, Firestone Walker Brewing Co. Founder, Co-Owner & CEO  
Thursday, April 11, 1:00 p.m. - 2:00 p.m. Four Seasons Ballroom 1

### [Crafting an Intersection: Cannabis, Beer and Cannabeers](#)

Speaker: Jessica Lukas, BDS Analytics Vice President of Consumer Insights  
Thursday, April 11, 2:20 p.m. – 3:20 p.m.; Bellco Theatre

### [Against the \(Traditional\) Grain: Gluten-Free Beer](#)

Speakers: Karen Hertz, Holidaily Brewing Company Chief Brewista and Founder; Twila Soles, Grouse Malt House Head Maltstress and Founder; Michelle Colgrave, CSIRO Lead Scientist; Doug Foster, Aurochs Brewing Company Founder/Owner and Head of Operations; & Connor Reeves, Holidaily Brewing Company Brewer  
Thursday, April 11, 2:20 PM - 3:20 PM, Mile High Ballroom 4

### [36th Annual Craft Brewers Conference & BrewExpo America Statistics and Information](#)

- Over 13,000 industry attendees
- Largest U.S. industry-only gathering for number of breweries represented
- BrewExpo America tradeshow featuring over 1,000 exhibitors
- 240 speakers and 96 seminars across 12 educational tracks

### [Upcoming Brewers Association Events](#)

- **SAVOR™: An American Craft Beer & Food Experience:** May 17, 2019; Washington, DC
- **Homebrew Con™ (AHA National Homebrewers Conference):** June 27-29, 2019; Providence, RI
- **Great American Beer Festival®:** October 3-5, 2019; Denver, CO
- **2020 Craft Brewers Conference® & BrewExpo America® and World Beer Cup®:** April 19-22, 2020; San Antonio, TX

### [Media Contacts](#)

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