



## **Oregon Convention Center | Hyatt Regency**

### **Monday January 15**

Tours\* - Presented by NWCA

### **Tuesday January 16**

Tours\* Presented by NWCA

### **Wednesday January 17**

Tour Bus\* to 2 Towns Cider House

TTB Bootcamp

New Cidermakers Workshop with CINA\*

Certified Pommelier™ Exam\*

Newcomers Networking

BIPOC Meetup

Cider Share Welcome Reception\* Presented by Voran

### **Thursday January 18**

Opening Remarks

Educational Workshops

Trade Show Presented by FruitSmart

Lunch Presented by Winemakers Depot

Trade Show Happy Hour Presented by Hart Printing

### **Friday January 19**

Scion Exchange

Job Seeker Networking

Educational Workshops

Trade Show

Lunch

\*Ticketed Events





Wednesday

CiderCon® Schedule Is Subject to Change

CIDERCON 2024 - PORTLAND, OREGON JANUARY 17				
8:30 AM	TTB Federal Compliance Bootcamp	Certified Pommelier™ Exam	New Cidermaker's Workshop with the Cider Institute of North America (CINA)	
8:45 AM				
9:00 AM				
9:15 AM				
9:30 AM				
9:45 AM				
10:00 AM				
10:15 AM				
10:30 AM				
10:45 AM				
11:00 AM				
11:15 AM				
11:30 AM				
11:45 AM				
12:00 PM				
12:15 PM				
12:30 PM				
12:45 PM				
1:00 PM	Newcomers Networking Event 1:00-2:30			
1:15 PM				
1:30 PM				
1:45 PM				
2:00 PM				
2:15 PM				
2:30 PM				
2:45 PM	BIPOC Meetup 2:45 - 4:00			
3:00 PM				
3:15 PM				
3:30 PM				
3:45 PM				
4:00 PM		NW Cider Preview Hour 4:00 - 5:00 at the Hyatt		
4:15 PM				
4:30 PM				
4:45 PM				
5:00 PM	Cider Share Welcome Reception   Presented by Voran   5:00 - 7:30 at the Hyatt			
5:15 PM				
5:30 PM				
5:45 PM				
6:00 PM				
6:15 PM				
6:30 PM				
6:45 PM				
7:00 PM				
7:15 PM				
7:30 PM				

8:30 AM - 12:30 PM



CIDERCON® 2024 - PORTLAND, OR - THURSDAY JANUARY 18								
8:30 AM	OPENING REMARKS   8:30 - 9:30							8:30 - 9:30
8:45 AM								
9:00 AM								
9:15 AM								
9:30 AM	Trade Show   Presented by Fruit Smart   Opens at 9:30							
9:45 AM								
10:00 AM								
10:15 AM								
10:30 AM	Breaking Boundaries: Cider Hybrids with Beer and Grape Wine   Christine Hardie (moderator), Ryan Burk, Johan Sjöstedt, Tom Oliver, Kathline Chery, Tariq Ahmed	An Introduction to Low ABV & Non-Alcoholic Cider Production   Dave Takush, Ellen Cavalli, Christine Walter, Scott Katsma, John Berardino (Alfal Laval)	A Brand Architecture Primer for Growing your Cidery Brand   Isaac Arther, Cody Fague	Cider Category Performance Review with NIQ, CGA and 3 Tier Beverages	Apple Sourcing: Growing and Working with Apple Growers   Steven Selin, Caitlin Braam, Andrew Byers, Randy Kiyokawa, and David Glaize	Growing your DTC cider sales through e-commerce   Zach Kamphuis (Commerce 7)	The Urgency of Employee Retention   Nick Pointdexter (The Script)	10:30-11:45
10:45 AM								
11:00 AM								
11:15 AM								
11:30 AM								
11:45 AM	LUNCH & AWARDS 11:45 - 12:45   Presented by Winemakers Depot							
12:00 PM								
12:15 PM								
12:30 PM								
12:45 PM	Trade Show   Presented by Fruit Smart							
1:00 PM								
1:15 PM								
1:30 PM								
1:45 PM	Solving Downtime Dilemmas: Efficient Hiring in Maintenance Operations   Felix Madrid (Seattle Cider GM), Louanne Casares, (HR Director for 2 Towns)	Comparing the Effect of Yeast Inoculation Rate on Fermentation Kinetics, Chemical and Aroma Compounds   Jocelyn Kuzelka	Across the Divide: Connecting With Consumers Beyond Cider   Beth Demmon, Matt Tanaka, Caitlin Braam, Sara Sherrer, Matt Swihart	How to Stay Small   Darlene Hayes, Ellen Cavalli, Abram Goldman-Armstrong, Robby Honda	Radical Sustainability in the Orchard   Christine Walter (Mod), Mimi Casteel (Hope Well Wine), Michael Biltonen, Greg Jones (Abacela Wines)	Pear Necessities: the Fruits and Flavours of International Perry   Adam Wells, Albert Johnson, Laura Cherry, Natalia Wszelaki, and Tom Oliver	Advanced Bottle Bill and FDA Label Compliance for Cider   Mike O'Gorman, JD	2:00 - 3:15
2:00 PM								
2:15 PM								
2:30 PM								
2:45 PM								
3:00 PM	Apples 101: How to Identify an Apple   John Bunker	Nordic Approaches to Cidermaking   Moderated by Gabe Cook with Special Guests from Norway and Sweden	Utilizing Data to Get Consumers to Pick Cider   Jenny Zegler (Mintel)	What To Do When Things Go Wrong: Cidermakers' Tools to Fix, Remove, Hide, or Work with Unplanned Flavors   Steve Trussler (Mod), Nick Gunn, Kira Bassingthwaighte, Megan Faschoway	The Burden of Burnout   Katie Muggli	Pitching Your Cider Brand to Chains   Julie Rhodes, Benjamin Williams, and Dana Elliott		3:45 - 5:00
3:15 PM								
3:30 PM								
3:45 PM								
4:00 PM								
4:15 PM	Trade Show Happy Hour   Presented by Hart Printing							5:00 - 6:30
4:30 PM								
4:45 PM								
5:00 PM								
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6:15 PM								
6:30 PM								

TRACKS

Doing Business Better

Making Amazing Cider

Selling More Cider

Growing Bountiful Apples

Exploring Cider's Flavor & Terroir

Ticketed Sessions

Friday

CiderCon® Schedule Is Subject to Change

CIDERCON® 2024 - PORTLAND, OR - FRIDAY JAN. 19									
9:00 AM	Trade Show Opens at 9:00			CiderPros.com Job Seekers Networking: Booth 900	Scion Exchange/Orcharding Meet Up 9-10				
9:15 AM									
9:30 AM									
9:45 AM									
10:00 AM	Harvest Harmony: Exploring the Potential of Apple-Stone Fruit Co-ferments   Mod Dan Pucci, Adam Chinchiole (Far West Cider), Matt Sanford (Rose Hill Cider) and more	The Ancestral Method: Between Science & Art   Mod Nicole Leibon, Yann Gilles, Levi Danielson	A Mini PR Master Class: Reaching Consumers through Storytelling, Digital Content and More   Nadea Mina, Jen O'Flanagan	"You Don't Need Five Point Guards": Leveraging Diverse Teams to Improve the Bottom Line w/ Dr. J	Biodynamic Orcharding Workshop   Mike Biltonen	Pouring Over Trends: Inter-category behavior by consumers   Christian Miller, Wine Market Council			
10:15 AM									
10:30 AM									
10:45 AM									
11:00 AM									
11:15 AM	Trade Show Open Until 12:30				Evaluating Ciders for the Certified Pommelier™ Exam   Darlene Hayes & Tim Powers (11:30-12:30)				
11:30 AM									
11:45 AM									
12:00 PM									
12:15 PM									
12:30 PM	Lunch 12:30-1:45								
12:45 PM									
1:00 PM									
1:15 PM									
1:30 PM									
1:45 PM	Foraged Fruit Project: A Discussion of Discovery!   Scott Ramsey (NYCA), Dr. Greg Peck (Cornell), Maria Kennedy (Rutgers), Steve Selin (South Hill Cider), Kim Hamblin (Art & Science), Sager Small (Mast Year)	New Frontiers in Traditional European Cider Regions   Abram Goldman-Armstrong (mod), Darlene Hayes, Gabe Cook, Yann Gilles, Edu Vascot	Selling to the Cider Curious in the PNW: Strategies from Consumer Research   Jana Daisy-Ensign, Jessica Gutierrez, and Amy Wood	A Can Do Attitude: Making Stable Cider Without Sulfur Dioxide   Dr. Nichola Hall	Win Hearts & Shelves Using Design and Data to Boost Cider Sales   Shannon Hiller-Webb	Sustainability in Cider Production and Packaging   Colin Schilling (Schilling Cider), Nicole Todd (Santa Cruz Cider)			
2:00 PM									
2:15 PM									
2:30 PM									
2:45 PM									
3:00 PM									
3:15 PM									
3:30 PM	Apples 102: How to Phenotypically Describe an Apple   John Bunker	Using Amphora and Terracotta Vessels in Cider Production   Christine Walter (mod), Dan Rinke (Art & Science), Andrew Beckham (Beckham Winery), Deborah Heath (PSU), Katie Selbee (Twin Island Cider)	The Pasteurization Primer: Starting Out and Scaling Up   Aaron Homoya and Joseph Kilbourn (Ash & Elm Cider)	Patching Your Leaky Sales Pipeline: Improving The Efficiency of Your Sales Team   Julie Rhodes	How to Provide Value to Your Chain Retail Partners   Eric Phillips (Mod, Schilling Cider), Kristi Notz (Safeway), Tammi Arosemena (Winco), Celeste Varner (Zupan's)	TTB Formulas Deep-Dive with the TTB	Recent Employee Retention Credit (ERC) Developments & IRS Warnings   Tina Azarvand		
3:45 PM									
4:00 PM									
4:15 PM									
4:30 PM									
4:45 PM									

10:00-11:15

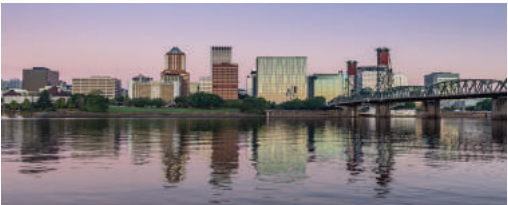
1:45 - 3:00

3:30 - 4:45

10:00-11:15

1:45 - 3:00

3:30 - 4:45



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