Wednesday, November 15, 2017
New Belgium Brewery, Buckingham Room, Breakfast West Wing

8:30 a.m.  Breakfast (Breakfast will be located in the West Wing)
9:00-9:10  Welcome and Introductions
           Jim Francis, director, Beverage Business Institute
9:10-10:30 Sustainability Strategies and their Value-Add
           Jen Vervier, V.P. Strategy and Sustainability, New Belgium Brewery
10:30-10:45 Break
10:45-11:30 Sustainability Strategy and their Value-Add cont’d
11:30-12:30 Lunch
12:30-2:00 CIS and Software Applications
           John Hoxmeir, CIS Professor, and Former Associate Dean of CSU
2:00-2:15  Break
2:15-3:30  CIS and Software Applications cont’d
4:00 p.m.  Purpose Brewing Tour

Thursday, November 16, 2017
High Country Beverage, Conference Room,
Johnstown, CO (address: 4200 Ronald Reagan Blvd)

8:30 a.m.  Breakfast
9:00-10:30 Sales Metrics and their Application to Planning
           Joe Menetre, Director, Menetre Inc.
10:45-11:00 Break
11:00-11:30 Sales Metrics and their Application to Planning cont’d
11:30-12:30 Lunch
12:30-2:30 Legal Regulations and Compliance Issues in Alcohol Related Businesses
           Anda Stephenson, Law Attorney, Gast Johnson & Muffly
2:30-2:45  Break
2:45-3:30  Know Your Products: Beverages and Health
           Dr. Warren Willey, Dr. Willey's Transformations
3:30-3:45  Break
3:45-4:30  Know Your Products: Beverages and Health cont’d
4:30 p.m.  High Country Beverage Tour

Friday, November 17, 2017
Gilded Goat Brewing Company

8:30 a.m.  Breakfast
9:00-10:15 The History of Beer: The Beginnings of Civilization to the Present
           Ken Smith, Senior Educator, Boston Beer Company
10:15-10:30 Break
10:30-12:30 The History of Beer: The Beginnings of Civilization to the Present Cont’d
12:30-1:30 Lunch
2:00 p.m.  BBI Reception