

SCHEDULE OF EVENTS

ALL PRESENTATIONS WILL TAKE PLACE IN THE PRAIRIES 4-6 MEETING ROOMS UNLESS OTHERWISE NOTED. HOSPITALITY ROOM IS IN GREAT LAKES 4.

WEDNESDAY, JANUARY 9

1:00 – 2:30 p.m.
Local Hops and Malt Supply Roundtable
(Great Lakes 1 – 2)

3:00 – 5:00 p.m.
Government Affairs Roundtable
followed by a discussion of the ARC process and
effecting change in Lansing in 2013
(Great Lakes 1 – 2)

6:00 p.m.
Regional Guilds Meeting
(Great Lakes 1 – 2)

7:00 p.m. – ?
Evening Social Time
Time to network over beer, have a card game, happy hours.

THANK YOU



Thank you to Country Malt Group for sponsoring
the after-hours hospitality.



Thank you to MBAA-District Michigan for their help
in providing this great line up of technical speakers.

THURSDAY, JANUARY 10

TRADE SHOW OPEN NOON - 3:00 P.M. IN GLENS 1 - 3

8:00 – 10:00 a.m.
Breakfast
(in Burdick's For Breakfast)

10:00 – 11:00 a.m.
Beer Stats
A review of the year in beer with perspectives of a chain buyer
presented by Scott Newman-Bale from Short's and Doug Bylski from Meijer

11:00 a.m. – noon
Brewers for Clean Water: a presentation by Karen Hobbs
from the Natural Resources Defense Council

noon – 1:00 p.m.
Sensory Workshop
Identify This Beer: Stout/Porter
(Kalamazoo 1)

1:00 – 2:00 p.m.
Lunch
(Glens 1 – 3)

2:30 – 3:30 p.m.
**Optimizing Process Heating Efficiency in Brewing
via Modular On-Demand Boiler Systems**
presented by Jason Smith, Director, Sustainability & Strategic Development
for Miura North America, Inc

3:30 – 4:30 p.m.
Diatomaceous Earth Filtration Training
Larry Galberd, Global Technical Service Director, EP Minerals

4:30 – 5:30 p.m.
MBAA meeting

5:30 – 7:00 p.m.
Guild Annual Meeting and Election

7:00 – 10:00 p.m.
The Great Beer State Reception and Dinner
(Kalamazoo 1)

FRIDAY, JANUARY 11

TRADE SHOW OPEN 11:00 A.M. - 2:00 P.M. IN GLENS 1 - 3

8:00 – 10:00 a.m.
Breakfast
(in Burdick's For Breakfast)

9:00 – 10:00 a.m.
Bloody Mary Bar
(outside Prairies 4 – 6)

10:00 – 11:00 a.m.
**Advanced Microbiology Detection Technology
for the Brewing Industry**
presented by Ken Belau,
Technical Support Consultant with Pall Corporation

11:00 a.m. – noon
Brewery Flooring Options
presented by Mike Kramer,
owner and president of International Coatings

noon – 1:00 p.m.
Lunch
(Glens 1 – 3)

1:30 – 2:30 p.m.
Draft Picks
Making the most of guest beers in the brewpub.
A panel of seasoned brewers share their experience.

2:30 – 4:00 p.m.
Building and Designing an Energy Efficient Brewery
presented by Jaime Jurado, Masterbrewer

4:00 – 5:00 p.m.
Are You Ready for Commitment?
Panelists share their wisdom on selecting a distributor

5:00 – 6:00 p.m.
Great Lakes Water Consortium
Lucy Saunders presents her work on water conservation for craft brewers

6:00 p.m. – ?
Beertails and Departure
(Old Burdick's Bar & Grill)

MICHIGAN BREWERS GUILD AND MBAA - DISTRICT MICHIGAN WINTER CONFERENCE



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SPEAKER BIOGRAPHIES

THURSDAY, JANUARY 10

10:00 – 11:00 a.m. [Beer Stats](#)

Scott Newman-Bale - CFO/Partner, Short's Brewing Co.

A native of England, Scott Newman-Bale moved to the U.S. in 1999. Scott began his career as a database designer in England and after his arrival in the U.S. he attended Lansing Community College and later MSU, where he and Joe Short became acquainted. The brewery in Bellaire was in the works and Joe's vision and passion were contagious, so Scott became a silent partner in the business and offered his support to Short's while continuing his career as an entrepreneur in the real estate business in the metro Detroit area. By October 2007 Short's was at a crossroads and Scott began to focus more of his attention on supporting the business aspects of the young brewing company, eventually transitioning into the full-time CFO. Today he fulfills his role by assuring that the resources are in place at Short's to allow Joe and the crew to continue with their madness and the development of the brewery. Scott is currently completing two Masters Degrees at Walsh College, serves as treasurer for the Michigan Brewers Guild and is a member of the national Brewers Association's Government Affairs Committee in addition to being a dutiful husband and father to two young daughters.

Doug Bylski, Senior Buyer, Meijer, Inc.

Born and raised in the Detroit area, Doug Bylski attended Wayne State University and the Center for Creative Studies during his time in college. He began his career in the food business in 1969 at Farmer Jack Supermarkets. While at Farmer Jack's, Doug worked in various management capacities at the store level. In 1977, he was moved into the corporate office as a Dairy Merchandiser and then a buyer. In 1991, Doug arrived at Meijer in Grand Rapids as a Dairy Buyer and worked in various capacities in merchandising. He is currently the buyer of beer and has been since 2007. Doug has been married since 1971 with three grown children and two grandchildren, and resides in Rockford, MI.

11:00 a.m. – noon [Brewers for Clean Water](#)

Karen Hobbs, Natural Resources Defense Council (NRDC)

Karen joined the NRDC in 2010 as a Senior Policy Analyst based in its Midwest office, where she focuses on green infrastructure and water efficiency policy in the Great Lakes Basin. She works with craft beer brewers to highlight the importance of clean water and the Clean Water Act. Prior to joining NRDC, Karen served as First Deputy Commissioner for the City of Chicago Department of the Environment. She was also the Director of Research for the Chicago-based Center for Neighborhood Technology and Associate Director of the White House Task Force on Livable Communities and Director of the American Heritage Rivers Initiative at the White House Council on Environmental Quality. Karen has a Masters in public policy from the University of Chicago.

THURSDAY, JANUARY 10 CONTINUED

2:30 – 3:30 p.m. [Optimizing Process Heating Efficiency in Brewing via Modular On-Demand Boiler Systems](#)

Jason Smith, Director, Sustainability & Strategic Development

Jason has a background in Architecture & Engineering with over 15 years experience with the design and construction of high performance "green" buildings and over 8 years experience as a LEED Accredited Professional. Jason is celebrating four years with Miura North America. He currently chairs the Energy Efficiency Deployment Subcommittee of the Department of Energy's ITP Steam Systems *Best Practices* Steering Committee and is an active member of the following organizations devoted to energy efficiency & sustainability: ESC, ACEEE, ASE, IDEA, APPA, ASHE, AEE and USGBC. Jason is an active member of the MBAA, having provided technical presentations for several MBAA districts across the U.S. and Canada as well as having presented at the 2012 World Brewing Congress.

3:30 – 4:30 p.m. [Diatomaceous Earth Filtration Training](#)

Larry Galberd, Global Technical Service Director, EP Minerals

Larry has 32 years of Engineering, Sales, Management and Technical experience in the DE industry. He holds a BS in Geology and Physics and a Masters in Mining Engineering. Larry is enjoying his current position as the Global Technical Service Director, EP Minerals.

Larry's presentation will cover the origin of DE Filtration Theory and application information.

FRIDAY, JANUARY 11

10:00 – 11:00 a.m. [Advanced Microbiology Detection Technology for the Brewing Industry](#)

Ken Belau

Ken has been involved in the Michigan brewing scene since 1997 and has worked with a number of Michigan breweries over the past 15 years. In the early 1990s, Ken had the good fortune of being able to pursue a formal brewing education in Germany at Weihenstephan. After working through a cross section of breweries from the smallest producers to the largest, Ken most recently joined Pall Corporation in a technical support role for Food and Beverage. He and his family reside in Plymouth, Michigan. He will be discussing the latest technology in microbiology testing including PCR machines that use DNA testing methods.

11:00 a.m. – noon [Brewery Flooring Options](#)

Mike Kramer, Owner and President of International Coatings Inc.

Mike has overseen the development of epoxy and urethane lines at International Coatings Inc. for the last 25 years and has published extensive specifications for applications, moisture testing and finishing details. He has a degree in metallurgical engineering from Carnegie Mellon and an MBA from the University of Chicago.

FRIDAY, JANUARY 11 CONTINUED

1:30 – 2:30 p.m. [Draft Picks](#)

Greg Burke, Brewmaster, Woodward Avenue Brewers

After earning a B.A. from the University of Michigan, Greg completed the American Brewers' Guild Craft Brewer Apprenticeship Program in 1994. In 1995, he began brewing at Grizzly Peak BC, Ann Arbor. Over the last 16 years, Greg has worked at various Michigan breweries, most notably: Redwood Lodge BC, Motor City Brewing Works, the Atwater Brewery, and Traffic Jam & Snug. While at Redwood Lodge in 1997, Greg began brewing solely with organic malts and hops and became known to some of his peers as "The Organic Mechanic". Greg has been brewing at Woodward Avenue Brewers for the last seven years. He also currently serves as Secretary for the Michigan Brewers Guild Board of Directors.

Blaine Stuckey, Mad Anthony Brewing Co.

Blaine has been President and Cofounder of Mad Anthony Brewing Company since 1998 and he has served on the board of the Brewers of Indiana Guild since 2000, filling the roles of President and Vice President. Mad Anthony Brewing Co. currently has the main brewpub and brewery, three pubs and a barbeque restaurant in Indiana, and their beer is distributed throughout the state. Blaine resides in Angola, IN and has a lovely wife and three charming daughters. He also serves on the Steuben County Lakes advisory board as well as the local Junior Achievement board.

John Svoboda, Head Brewer at B.O.B's Brewery

John's interest in brewing began in the 1980s as a homebrewer, and he later began working in Michigan's first brewpub, Grand Rapids Brewing Co., as a part-time bartender and keg cleaner. John worked his way up to Head Brewer at GRBC in 1997 and he is currently Head Brewer at B.O.B's Brewery. John has been involved with the Michigan Brewers Guild since its inception including being a past board member.

2:30 – 4:00 p.m. [Building & Designing an Energy Efficient Brewery](#)

Jaime Jurado, Masterbrewer/Operations, Susquehanna Brewing Co.

Jaime's engineering degrees are in chemical and electrical engineering at the undergraduate and graduate levels; he also did additional post-graduate work in medical engineering. He was educated in brewing as a Praktikant in the Bavarian breweries of Patrizier-Brau AG and has been in professional brewing since 1983. Jaime served as Director of Brewing Operations at The Gambrinus Company breweries for nearly 15 years until the end of 2011 and was at The Stroh Brewing Company prior to Gambrinus. He is a senior member of the AIChE, past chair of a 440-strong ACS section and past president of MBAA.

Jaime just launched Susquehanna Brewing Co. as its first Brewmaster in January 2012.

FRIDAY, JANUARY 11 CONTINUED

4:00 – 5:00 p.m. [Are You Ready for Commitment?](#)

Fred Bueltmann, New Holland Brewing Co.

Fred Bueltmann, a.k.a. "The Beervangelist", is a managing partner in the New Holland Brewing Company, Past President of the Michigan Brewers Guild and a Certified Cicerone. An avid home cook and expert at pairing beers, he's an ardent advocate for quality food and craft beer's place at the table. Fred serves as a judge for the Brewers Association's Great American Beer Festival and is authors of *Beer and Food with the Beervangelist*, a regular column in Michigan's *Food for Thought* and *Flavor 616* magazines. Fred's first book, *Beervangelist's Guide to the Galaxy*, is due this spring.

Dave Engbers, Cofounder of Founders Brewing Company

Dave was born and raised in Grand Rapids, Michigan and graduated from Hope College in 1993 with degrees in English, communications, and education. Taking a keen interest in craft beer at an early age, Dave immersed himself in beer culture and brewed his first beer at age 19. He cofounded Founders in 1997 with his friend Mike Stevens. Building relationships with distributors, retailers and consumers, Dave has traveled extensively as the ambassador and face of Founders Brewing Company. After 11 years of sales, Dave transitioned into marketing and now focuses on continuing to develop Founders' brand awareness.

Rick Suarez, VP Sales, Arcadia Brewing Co.

Prior to coming to Arcadia Brewing Co., Rick's experience included 12 years at the famed Unibroue Brewery in Chambly, Quebec. His duties as regional manager included opening 33 U.S. markets, recruiting 6 regional managers and developing special vintage packaging. Rick's career path also includes six years at Holsten Brauerei AG, the Budweiser of Hamburg, Germany. As a New York state regional manager, Rick was placed in charge of product development. Suarez's 10 years at the distributor level have also equipped him with extensive knowledge from running and developing a 15-unit sales team for The House of Beers and Rockaway Beverages in New York.

5:00 – 6:00 p.m. [Great Lakes Water Consortium](#)

Lucy Saunders

Lucy is the author of *The Best of American Beer and Food* and editor of beercook.com. She thinks of beer as food and has championed the presence of craft beer at the American table for over 20 years. She now lectures and conducts tasting classes at cooking schools, retailers and nonprofit groups. She worked with the International Association of Culinary Professionals, the Fancy Food Shows, the American Culinary Federation and other food trade groups to conduct beer and food pairings. Saunders teaches culinary appreciation of craft beer through workshops at the Siebel Institute of Chicago. She is the author of *Grilling with Beer* (2006) and *Cooking with Beer* (1996), as well as the contributing beer editor to *Cheers Magazine* and food editor for *Celebrator Beer News*. Saunders has organized five water conservation conferences and workshops for craft brewers, water policy makers and allied industry. She lives in Milwaukee, Wisconsin.