

- 9:00 Welcome and Introductions**  
Glenn Schmitt and All
- 9:30 Biz Buzz** - Glenn Schmitt
- 10:00 “Is It Legal?” Q&A** - Elizabeth DeConti and Mark Vidano
- 10:30 Break and Professional Photos**
- 10:45 Zero Proof™**  
Feature - Flavor 101  
Success Stories
- 11:15 Beverage Pricing, Soak Up the Numbers** - Leslie Kerr and Dave Sribnik
- 11:45 Roundtable - Topics**
- 12:15 Lunch and Professional Photos**  
Bamboo Garden
- 1:15 Personal Growth Session** - John Svoboda
- 1:45 Roundtable - Reveals**
- 2:15 Beer**  
Feature - Building a Balanced Beer Menu and Program  
Success Stories
- 3:00 Break and Professional Photos**
- 3:15 Round It Up America**  
Maureen Trippe
- 3:30 Spirits**  
Feature - Cocktail Lists to Satisfy Guest Need States  
Success Stories
- 4:15 Menu Mastery** - MarkeTeam  
Design, Engineering, Production and Digital Show & Tell
- 4:45 Wine**  
Feature - 2014 Wine Market Council Report, John Gillespie  
Success Stories
- 5:30 Happy Hour and Professional Photos**  
Check in for Flavor Experience
- 6:45 Bus leaves for The Winery Newport Beach**

**Beverage and Product Tastings Throughout the Day**

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