

MONDAY JUNE 12							PRE-CONFERENCE WORKSHOPS								
7:30am-7:00pm							REGISTRATION OPEN								
8:00am-5:30pm							TEA BUSINESS BOOT CAMP								
5:30pm-6:30pm							BOOT CAMP NETWORKING RECEPTION								
TUESDAY JUNE 13				CORE CONFERENCE SEMINARS			TUESDAY JUNE 13			FOCUSED TASTINGS		TUESDAY JUNE 13		SKILL BUILDING WORKSHOPS	
7:00am-5:30pm							REGISTRATION OPEN								
8:30am-5:30pm							WORLD ORIGIN TASTING TOUR								
TIME	Culinary	Retailer Skills	Trends, Finance Development	Tea Science, Tech. & Production	Origins & Varietals	Misc.									
8:30am-10:00am	The Language of Tea & Wine <b>Norwood Pratt</b>	How to Source/ Select Teas <b>Bill Waddington</b>	Specialty Tea Insights: Natural Channel <b>Jason Loughrin</b>	What's in the Cup: Hot vs Cold Brewed <b>Virginia Utermohlen Lovelace</b>	Experience Green Teas of Japan <b>Den Shirakata</b>	GoFundMe! <b>Suzette Hammond</b>									
10:15am-11:15am	Using Tea & Herbs as Wellness Ingredients <b>Maria Uspenski</b>	Strategies for Success: How to Find Your Niche <b>Charles Cain</b>	Milk & BobaTeas: High Margins Increased Volume <b>Adrian Hernandez</b>	Botanical Raw Materials: Production, Purchasing, Quality <b>Richard Enticott</b>	Uncovering the Jewel of Korean Tea, Dedication Tea Masters <b>Fred Y.S. Yoo</b>	The Tea Wars: Launching a RTD Tea in the USA <b>James Hoagland</b>									
11:30am-12:30pm	Filling the Gap: Fine Tea in Hospitality <b>Joe Muscaglione</b>	Finding the Sweet Spot in Menu Selection <b>Jeremy Bess</b>	Sustainable Branding: Defy Generational Stereotypes <b>Babette Donaldson</b>	The Chemistry of Tea Production <b>Nigel Melican</b>	Expanding Orthodox Tea with Purple Tea from Kenya <b>Bhavin Shah</b>	Taming Chinese Tea Names <b>Danielle Hochstetter</b>									
12:30pm-1:30pm							BREAK								
1:30pm-2:30pm	Iron Chef Tea: Rubs, Soups & Yogurt <b>Mim Enck</b>	From Marketing to Leaf: Quality Control <b>Ravi Pillai</b>	What Moves the Needle in Retail: New Innovations/Trends <b>Dan Bolton</b>	The Kosher Niche Market: Your Competitive Edge <b>Steve Sichel</b>	The Future of Teas in the Himalayas <b>Raj Vable</b>	Turning Your Passion Into a Tea Vocation <b>Bruce Richardson</b>									
3:00pm-6:00pm							EXHIBIT HALL OPEN								
4:00pm-6:00pm							OPENING NIGHT NETWORKING & COCKTAIL RECEPTION ON SHOW FLOOR								
WEDNESDAY JUNE 14				CORE CONFERENCE SEMINARS			WEDNESDAY JUNE 14			FOCUSED TASTINGS		WEDNESDAY JUNE 14		SKILL BUILDING WORKSHOPS	
7:00am-5:30pm							REGISTRATION OPEN								
TIME	Culinary	Retailer Sales	Trends Finance Development	Origins & Varietals	Non Tea Botanicals										
8:30am-10:00am	Crafting a Well Balanced Tea Experience <b>Shelley Richardson</b>	Start Planning Now Social Media/Tea Retail <b>Nicole Newcomb</b>	Tea Media Roundtable <b>Aaron Kiel</b>	The Importance of Terroir in Chinese Tea/Traditions <b>Shunan Teng</b>	Exploring the Herbal Tea Galaxy <b>Rob McCaleb</b>	TIME	FOCUSED TASTINGS		TIME	SKILL BUILDING WORKSHOPS					
10:15am-11:15am	Drink, Cook, Eat: Modern Take on Love of Matcha <b>Rona Tison</b>	Ideas for Recruitment, Training & Hiring Employees <b>Tim Smith</b>	Tea in 2021: Growth Markets, Key Drivers <b>Howard Telford</b>	Hawaii - a New Frontier for Tea Farmers <b>Elijah Halpenny</b>	Rooibos, A Uniquely South African Story <b>Martin Bergh</b>	8:30am-10:00am	How to Sell & Market Green Teas <b>Lydia Kung</b>	Pairing with Tea: Science of Flavors <b>Virginia Utermohlen Lovelace</b>	8:30am-11:30am	Taiwan Oolong Cupping & Grading <b>Dr. Jerry Liu Thomas Shu</b>	Ins and Outs of Scenting, Blending & Flavoring Teas <b>Scott Svihula</b>				
11:30am-12:30pm	Culinary Approach to Product Development <b>Tony Tellin</b>	You Have to Start with a Plan: Successful Tearoom <b>Mary Greengo</b>	How to Increase Tea Sales Using the Current Trends of Tea <b>Lynayn Mielke</b>	The Allure & Mystery of Muscatel Teas <b>Sanjay Guha</b>	Yaupon, America's 'New,' Old Native Botanical <b>Abianne Miller Falla</b>	11:00am-1:00pm	CreativTEA Workshop: Art/ Science of Beverages <b>Kevin Christiansen, Debbie Christiansen, Youngmok Kim</b>	Teas that Depend on Nature's Intervention <b>Jane Pettigrew</b>							
10:00am-6:00pm							EXHIBIT HALL OPEN								
6:00pm-8:30pm							AWARDS CEREMONY & COCKTAIL RECEPTION								
THURSDAY JUNE 15				CORE CONFERENCE SEMINARS			THURSDAY JUNE 15			FOCUSED TASTINGS		THURSDAY JUNE 15		SKILL BUILDING WORKSHOPS	
7:00am-3:00pm							REGISTRATION OPEN								
TIME	Trends Finance Development	Tea Science, Tech. & Production	Social, Ethical, Environmental	Non Tea Botanicals	Misc.										
8:30am-10:00am	Taking Your Customer's Vision <b>Maria Uspenski</b>	FDA, GMP, SSOP, FSMA, HACCP, OSHA or USDA? <b>Scott Svihula</b>	Can a Tea Plantation Be Fair? <b>Sarah Besky</b>	Wellness Blending: Blending of Top 20 Ingredients <b>Sharyn Johnston</b>	Panel Discussion About Public Tea Festivals <b>Nicole Burriss</b>	TIME	FOCUSED TASTINGS		TIME	SKILL BUILDING WORKSHOPS					
10:15am-11:15am	Take it to the Field? The Tea Studio Project <b>Kevin Gascoyne</b>	Labeling & Claims for Tea Products-Insight from the Field <b>Justin Prochnow</b>	A Social History of Tea in the UK & the US <b>Jane Pettigrew Bruce Richardson</b>	An Exploration of Yerba Mate: South America's Wonder <b>Stefan Schachter</b>	A Century Long Rivalry of Tea & Coffee <b>Youngmok Kim</b>	8:30am-10:00am	A Hidden Gem of the Himalayas: Nepal Teas <b>Jeni Dodd</b>	It's all in the Cup: Teas of Korea <b>Fred Y.S. Yoo</b>	8:30am-11:30am	Fast Master Herbal Blending Workshop <b>Rob McCaleb</b>	Intro to Professional Cupping <b>Suzette Hammond</b>				
11:30am-12:30pm	The Secret for Every Tea Seller: Sell to Millennials <b>Greg Lui</b>	Tea at the Crossroads: Conventional or Green? <b>Nigel Melican</b>	Tea Diplomacy <b>Rajiv Lochan Jason McDonald</b>	Flavor Development Through Botanicals <b>Isaias Saavedra Clarissa Salazar</b>	Water Basics: Make or Break a Cup of Tea <b>David Beeman</b>	11:00am-1:00pm	A Deep Dive into the Teas of India <b>Sanjay Guha</b>	Tea Blending: The Alchemy of Tea <b>Victoria Bisogno</b>							
10:00am-4:00pm							EXHIBIT HALL OPEN								