

PRE-CONFERENCE

SUNDAY, June 10	8:30am - 5:30pm	World Tea Academy LIVE Day 1 of 2
MONDAY, June 11	8:30am - 5:30pm	Tea Business BOOT CAMP
	8:30am - 5:30pm	World Tea Academy LIVE Day 2 of 2
	5:30pm - 6:30pm	Tea Business BOOT CAMP Networking RECEPTION



Pre-Conference: June 10-11
Conference & Expo: June 12-14
worldteaexpo.com

Conference-at-a-Glance

TUESDAY, June 12

TRACK	Tea: Origins & Varietals	Social, Ethical & Environmental	Tea Business Development	Marketing & Retailer Skills	Tea Science, Technical, Regulatory	Diverse Tea Business Topics
8:30am - 9:40am	Tea and Terroir: The Effects of Growing Environment <i>Kevin Gascoyne</i>	How Can Specialty Tea Businesses Effect a More Positive and Significant Impact on Sustainable Tea Production? <i>Will Battle</i>	Who's Buying? - A National Brand's View of the US Premium Tea Consumer <i>Maria Uspenski</i>	How to Launch a Custom Tea Blending and Private Labeling Program <i>Heather Agosta</i>	Tea and the Food Safety Modernization Act <i>Shelly Garg</i>	The How and the Why of Tea in the Holistic and Wellness Business Arena <i>Lynayn Mielke</i>
10:00am - 11:10am	Taiwan & Beyond - The Development & Spread of Cultivars & Processing Techniques of Taiwan <i>Alfredo Lin</i>	Healing the Planet and People Through Regenerative Agriculture <i>Kyle Garner</i>	How to Build a Low Cost High Profit Online Tea Business <i>Dean Jablon</i>	Marketing Matcha <i>Noli Ergas</i>	Tea Blending: inspired by the Elements in Quality Control, the Process Streamlined From Trader to Consumer <i>Ravi Pillai</i>	An Introduction to Kombucha Brewing and Marketplace <i>Hannah Crum</i>
11:30am - 12:40pm	New Approaches in Growing Tea in Assam <i>Avantika Jalan</i>	A Tea Producer's Perspective - Sustainability of the Tea Industry <i>Kunikazu Mochitani</i>	A Life & Roadmap In Small Business: Market Evolution, Small Business Survival, and Perseverance <i>Mark Howley</i>	Selling Tea in the U.S. Specialty Food Market <i>Janis Grover</i>	America, China & India - Innovation and Collaboration Between Nations to Produce Quality Tea in the United States <i>Jason McDonald</i>	What Makes a Great Breakfast Tea <i>Sharyn Johnston</i>
8:30am - 5:30pm	Origins Tasting Tour					
11:00pm - 5:30pm	Exhibit Hall Open					
6:00pm - 8:00pm	World Tea Awards and Opening Cocktail Reception					

WEDNESDAY, June 13

TRACK	Tea: Origins & Varietals	Culinary, Hospitality & Food Service	Tea Business Development	Marketing & Retailer Skills	Tea Science, Technical, Regulatory	Skill Building Workshops
8:30am - 12:30pm						The Ins and Outs of Scenting, Blending & Flavoring Teas - <i>Scott Svihula</i> Tea Processing - A Hands-on Experiential Lab Day 1 of 2 - <i>Donna Fellman</i> Tea Brewing Techniques - Find the Right Style for You - <i>Elyse Petersen</i>
8:30am - 9:40am	Shifting From a Black CTC Commodity Producer Into Orthodox Teas, Herbs & Flowers <i>Alexander Kay</i>	Panel - Hospitality and Tea - How Your Tea Offering Distinguishes and Elevates Your Establishment <i>Prof. AJ Singh</i>	Tents and Trailers: Tips and Tricks for Taking Your Tea Venture Mobile <i>Kevin Christiansen</i>	Keys to Success in Tea Retail - From Startup to Starbucks <i>Charlie Cain</i>	Direct Supply Chains: How Downstream Information Sharing Can Impact the Value of Specialty Tea Products and Brand Authenticity <i>Maja Brenna</i>	
10:00am - 11:10am	Nepal Tea : A Fierce innovator and Marketplace Competitor <i>Madhusudan Murarka</i>	Why Are Great Restaurants Serving Awful Tea? How to Fix Tea in the Hospitality Industry <i>Max Falkowitz</i>	Data Driven Decisions to Optimize Your Tea Business <i>Katherine Kern</i>	A Fresh Look at Promoting Black Tea Effectively <i>Shabnam Weber</i>	Tapping Into the Health Benefits Inherent in Tea with Allowable Label Claims <i>Sean Callan</i>	
11:30am - 12:40pm	The Mystery and History of Puerh <i>Sharyn Johnston</i>	Table for Tea! Giving Tea the Perfect Place in the Restaurant (Session in Spanish) <i>Omarly Alcina</i>	Real World Tips for Enhancing Overlooked Tea Business Trademarks and Copyrightable Content and Avoiding Lawsuits <i>David Weinstein</i>	Retail Innovation: The Case for Authenticity, Why Retailers Should "Be More Tea" <i>Dan Bolton</i>	An Everlasting Scientific and Cultural Quest of Taiwan Oolong Tea, Aroma and Taste <i>Kai-Hsien Chen</i>	
11:00 am - 5:30pm	Exhibit Hall Open					
5:30 pm - 6:30pm	Networking Cocktail Reception in South Lobby					

THURSDAY, June 14

TRACK	Diverse Tea Business Topics	Social, Ethical & Environmental	Tea Business Development	Marketing & Retailer Skills	Tea Science, Technical, Regulatory	Skill Building Workshops (All Skill Building Workshops listed are separate and take place from 8:30am-12:30pm)
8:30am - 12:30pm						Build & Grow Your Brand with Social Media Marketing - <i>Nicole Newcomb</i> Tea Processing - A Hands-on Experiential Lab Day 2 of 2 - <i>Donna Fellman</i> Learn to Pair Teas and Build Menus From Scratch - <i>Virginia Utermohlen Lovelace</i>
8:30am - 9:40am	Career Pathways & Opportunities in the Tea Industry <i>Jane Pettigrew</i>	Everyday Sustainability: Gender Justice & Fair Trade Tea in Darjeeling <i>Dr. Debarati Sen</i>	Lessons From the Third Wave: The Specialty Coffee Market as a Blueprint for Success in Specialty Tea <i>Andrew McNeill</i>	How to Turn a Tea Hobby into a Tearoom Business <i>Tina Jesson</i>	ChemisTea: A Quantitative Chemical Analysis of Tea <i>Leena Nabulsi</i>	
10:00am - 11:10am	The ABC's of CBD: Introduction to the Emerging CBD (Cannabidiol) Beverage Marketplace <i>Sohell Samimi</i>	Sustainability and the Tea Industry <i>Shabnam Weber</i>	Advanced Storytelling and The 12 Secrets To Iconic Branding <i>Greg Lui</i>	How to Market Tea to Millennial's <i>Daniel Lewis</i>	Outpace the Legal Storm: The Rise of Prop 65 Lawsuits in Tea and What to Look Out For <i>Jaclyn Bowen</i>	
11:30am - 12:40pm	In Pursuit of the Romance of Tea <i>James Norwood Pratt</i>	Panel - Women of Tea Creating the Balance <i>Elyse Petersen</i>	Scaling Up: The 10 Biggest Challenges in Growing Your Tea Retail Business From One Store to Multiple Stores <i>Don Ho</i>	Oolong-Sense: Strategies & Tactics for Promoting Oolong in Your Tea Business <i>Thomas Shu</i>	An Overview of Chinese Tea Making Techniques <i>Shunan Teng</i>	
11:00am - 4:00pm	Exhibit Hall Open					