

2026 Crafted for Action Conference Session Descriptions - Friday, June 5, 2026

11:00 AM – 11:45 AM

Uncorked & Conscious: Emotionally Speaking, What Wine Are You?

Presenter(s): Chavonne White

This interactive session blends approachable wine education with guided emotional reflection to help participants better understand how they show up in relationships, communication, and everyday life. Through a short emotional audit and a structured tasting experience, attendees will explore the difference between emotional intelligence and emotional maturity, consider how early emotional conditioning can shape adult responses, and identify patterns that influence how they react under pressure. Each emotional category is paired with a selected wine, creating a multisensory learning environment that connects sensory perception with self-awareness in a memorable and practical way. This workshop is ideal for attendees who enjoy wine and are also interested in personal growth, emotional regulation, and building healthier patterns beyond the session itself.

11:00 AM – 11:45 AM

Exporting: Resources to Expand Your Brand

Presenter(s): Jon Renthrope

Expanding beyond local and regional markets can feel out of reach for many small and independent beverage businesses, but there are underutilized tools and programs designed to make global growth more accessible. This session breaks down practical, actionable pathways for scaling your brand internationally while maintaining sustainability and operational integrity. Designed for producers across beer, wine, spirits, cider, kombucha, and emerging beverage

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categories, the conversation will highlight how exporting can become a viable and strategic part of your business model. Participants will be introduced to key federal and state-supported resources that help small businesses enter and compete in international markets. The session will walk through how to access and leverage trade missions, including opportunities supported by the State Trade Expansion Program (STEP), and what it takes to successfully participate. Attendees will also gain a clear understanding of the System for Award Management (SAM) registration process, an essential step for businesses seeking to engage in government-supported opportunities and contracts.

11:30 AM – 12:30 PM

“I Made This!” Hands-On Natural Winemaking Workshop

Presenter(s): Tonii Turner, Winemaking Studio

It's a vibe! Create your own custom wine in a fun and guided, hands-on experience with Tonii Turner of The Winemaking Studio. This interactive session invites you to become a bona fide winemaker as you blend and craft your own all-natural wine from start to finish. Your experience includes everything needed to create your own delicious 750ml bottle of wine to take home and ferment.

During your experience you will:

- Select your fruit flavor profile
- Project your alcohol level
- Choose your finish (dry, sweet, off-dry)
- Bottle your custom wine
- Learn the art of winemaking

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Whether you're a wine lover or simply wine-curious, this interactive session offers a fun, approachable way to learn, taste, and create.

12:00 PM – 1:15 PM

Off the Beaten Vine: A Taste of the Unexpected [Wine + Charcuterie Pairing]

Presenter(s): Billie Harris, Goodness In a Glass

Step beyond the familiar and into a world of discovery. This immersive tasting experience highlights unique grape varieties, lesser-known regions, and beautifully crafted wines that deserve the spotlight. Each pour tells a story—of place, tradition, and the paths that lead to something truly memorable. Whether you're a devoted wine enthusiast or simply curious to explore, this is your invitation to expand your palate, spark your curiosity, and uncover new favorites along the way. Expect intriguing varieties, and an unexpected wine journey that goes far beyond the usual glass.

1:45 PM - 2:30 PM

Pairing Principles: The Intersection of Belgian Beer, Cheese, + Chocolate

Presenter(s): Allo Gilinsky

This tasting workshop introduces participants to the sensory pleasures of pairing Belgian beer with both cheese and chocolate, highlighting how sweet and savory elements can each bring out something different in the glass. Using a series of guided pairings, the session explores historical Belgian beer styles, including Abbey Ales, while helping attendees understand how flavor, texture, and intensity interact across beer and food. It is designed for people who

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want to deepen their appreciation of beer through experience rather than theory alone. Over the course of four pairings, participants will be guided through how to taste beer and food together, what to notice as flavors evolve, and how one beer can successfully work across very different pairings. A slideshow and tasting card will support the learning, while the hands-on format keeps the session grounded in direct sensory discovery. Attendees will leave with a stronger understanding of Belgian beer traditions and a clearer sense of how to approach pairing beer with both chocolate and cheese in a way that feels thoughtful, accessible, and fun.

1:00 PM - 5:00 PM

Bikes + Pints [bikes available for rent]

Presenter(s): Kimerie Swift

Bikes + Pints is a guided, social-pace bike ride along Atlanta BeltLine Trail that brings together movement, storytelling, and community connection. This immersive session explores how public infrastructure shapes access, neighborhood identity, and the growth of local business ecosystems, with a focus on the evolving relationship between the trail and Atlanta's craft beverage scene. As participants ride, they'll gain insight into the history and development of the BeltLine, including its role in connecting communities and creating new opportunities for economic activity. Along the way, the session will highlight how breweries and beverage brands can thoughtfully engage with place, using their platforms to support and reflect the neighborhoods they operate within. The experience concludes with a hosted happy hour at Hop City Beer & Wine, featuring beers from Allagash Brewing Company. This closing gathering provides space for participants to connect,

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reflect on the ride, and continue conversations around community, infrastructure, and industry collaboration.

2:45 PM - 3:30 PM

Matriarchs of the Mash: The History of Women in Beer

Presenter(s): Ally Duffy, Josie Footmon-Smith, Frances Tietje-Wang -

This session reframes brewing history by centering the women whose knowledge, labor, and cultural traditions shaped beer long before the industry became male-dominated. Moving beyond Western narratives, the presentation highlights women-led brewing practices in regions such as Africa, Asia, and South America, drawing attention to the artistry, microbiological expertise, and resilience embedded in informal and community-based knowledge systems. The session also examines how women were pushed out of brewing over time through shifts in religion, economics, and gendered power. Participants will be invited to connect history to the present by considering how traditional brewing knowledge can be reintegrated into contemporary beer culture and how craft and homebrewing communities can make room for underrepresented voices. A self-guided tasting of women-brewed beers before the talk helps ground the session in a sensory experience, while the presentation and discussion encourage attendees to think critically about whose knowledge has been celebrated, whose has been erased, and what more inclusive brewing narratives and practices could look like today. This is both a history lesson and a call to action for a more expansive understanding of beer.

3:45 PM - 4:30 PM

Spirit of the Culture

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Presenter(s): DJ C. DeVone, DJ Darerule, Valerie Hadley

This live podcast-style session creates space for a candid conversation about branding, identity, and authenticity within beverage culture. Presented as a taping of *But, Is There Wine*, the session brings audience members into the energy of a live recording while exploring how personal voice, cultural perspective, and creative expression shape the way people build brands and tell stories. It is designed to feel conversational and current, with room for both reflection and dynamic exchange. Structured around an intro and Q&A format, the session invites participants to listen in on a dialogue that connects culture and beverage in a way that feels rooted and real. Music cues and live-show elements add atmosphere, while the discussion itself is expected to examine how identity influences visibility, storytelling, and audience connection. For attendees interested in media, branding, and the broader culture surrounding wine and beverage spaces, this session offers an engaging and accessible entry point.

3:45 PM - 4:30 PM

BrewGether Presents, Cultivated to Carbonated: An Agricultural THC Beverage Experience

Presenter(s): Ale Sharpton, Andrea Janise, Seth Herman

This interactive 21+ workshop introduces participants to the rapidly evolving THC beverage space through the connected lenses of urban agriculture, beverage production, and community-driven innovation. Framed by BrewGether, the session positions THC drinks not as a novelty but as part of a broader shift in functional and alternative beverages, with parallels to the early growth of craft

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beer. Attendees will learn how THC beverages are made, how they differ from alcohol-based products, and why brewers and beverage makers are especially well positioned to understand and participate in this category. The session is designed to demystify the category, address common questions, and help attendees navigate the THC beverage landscape with greater clarity whether they are approaching it as consumers, creators, or collaborators.

4:45 - 5:30 PM

Closing Session: The State of the Beverage Industry

Presenter(s): Jon Eggleton, Kevin Irvin

The beverage industry is evolving at a rapid pace, shaped by shifting consumer preferences, economic pressures, and the continued emergence of new categories. This panel brings together leaders from across beer, wine, spirits, and non-alcoholic (NA) beverages to provide a comprehensive look at where the industry stands today and where it is headed next. Designed for producers, retailers, and industry professionals alike, this session offers a cross-category perspective that goes beyond silos to examine the broader landscape. Panelists will share insights on current market conditions, including growth and contraction across segments, changing consumer behaviors, and the increasing demand for innovation, inclusivity, and wellness-oriented products. The conversation will also explore how brands are navigating challenges such as distribution shifts, rising costs, and increased competition, while identifying opportunities for collaboration and differentiation in a crowded market. In addition to analyzing present-day trends, the panel will look ahead to what's next, highlighting emerging categories,

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evolving business models, and the role of data and storytelling in shaping the future of beverage.