

# MBAA 116th Anniversary Convention

Master Brewers Association of the Americas

October 4–7, 2003

Hyatt Regency, Milwaukee, Wisconsin

**You won't want to miss the MBAA 2003 Convention for all of your professional needs. From an exciting technical program and continuing education opportunities to supplier exhibitions and numerous networking opportunities, the MBAA 2003 Convention has it all!**

## TECHNICAL PROGRAM

The MBAA 2003 Convention features an exciting program with a back-to-basics focus. The selected group of papers addresses the critical control points in the malting and brewing process and covers issues ranging from raw materials and their preparation to each sequential processing step (i.e., milling, wort preparation, fermenting, storage/conditioning, blending/filtering, packaging) and equipment design requirements necessary to deliver a consistent, high-quality beer.

## MBAA CONTINUING EDUCATION

Enhance your convention experience by adding pre-meeting workshops to your itinerary! MBAA and Siebel Institute of Technology have teamed together to offer the *Basic Sanitation and Pest Control Workshop* two days before the convention and a new half-day workshop, *Maintenance: The Myths and Realities*. MBAA has also brought back the *Microsoft Excel for Brewers* workshop at a reduced fee. Arrive early and take part in last year's popular event, the *Flavor* workshop. Make the most of your Milwaukee experience with training that will help you be successful on the job! Attendees registering for both the MBAA convention and a pre-meeting workshop receive a \$25 cash rebate at the meeting.

## NETWORKING

The MBAA appreciates the value of staying connected with industry peers. The ability to discuss issues and challenges and learn from each other is an invaluable component of the convention experience. The MBAA provides

numerous opportunities to make new acquaintances and re-new old relationships. Events include a pub crawl through downtown Milwaukee, pubs, opening and closing dinners, tours and more.

## EXHIBIT POSTER SESSIONS AND SUPPLIER PRESENTATIONS

Over 30 leading industry suppliers will be available to answer your questions and share the most up-to-date information on their products and services during two exhibit poster sessions. A buffet lunch will be served during both sessions so plan to grab a bite to eat while visiting with the brewing industry's premier suppliers. In addition, a special session has been created for suppliers to introduce their new products and services.

## MILWAUKEE – THE PERFECT DESTINATION

Milwaukee is the ideal destination for the MBAA family – hospitable, warm, friendly, and welcoming. This *Genuine American City* epitomizes gemütlichkeit. A bustling metropolis, Milwaukee has experienced a major renovation over the past few years and has become the darling of the Midwest. The new Milwaukee Art Museum was designed by world-renowned architect Santiago Calatrava and features a stunning contemporary design. Mindful of its history, both private and city developers made it their business to retain the glorious architecture of the past. Beautifully restored historical landmarks compliment this city and include the Basilica of Saint Josaphat and, of course, the Captain Frederick Pabst Mansion. One of the most enjoyable aspects of this recent renovation was the creation of the RiverWalk. Only two blocks from the convention hotels, Milwaukee's RiverWalk winds along the Milwaukee River and is adorned with eye-catching art displays and has access to some of Milwaukee's best restaurants, brewpubs, exciting nightlife, and shops.

**For additional information, visit the MBAA website at [www.mbaa.com](http://www.mbaa.com) or contact MBAA at +1.651.454.7250**