



SCHEDULE-AT-A-GLANCE

Cheese In The Heartland

All events, unless otherwise noted, will take place at the Iowa Events Center:
730 Third St.
Des Moines, IA 50309

Presented with Marquee Sponsor Swiss Valley Farms/ Caves of Faribault

WEDNESDAY, JULY 27

**Please note, this schedule is subject to change at any time.*

All Day	Regional Tours <i>(please see tour description for departure details)</i>
1:00 pm - 7:00 pm	Conference Registration Open
1:00 pm - 6:00 pm	Conference Bookstore Open
1:00 pm - 4:00 pm	Certified Cheese Professional™ Exam
4:00 pm - 5:30 pm	Certified Cheese Professional™ Reception <i>sponsored by Emmi Roth USA (By Invitation)</i>
6:00 pm - 7:00 pm	New Member/First Time Attendee Reception <i>sponsored by Sartori Company</i>
7:00 pm - 10:00 pm	Cheese Crawl <i>(Advance registration required) sponsored by Swiss Valley Farms/Caves of Faribault</i>
Until 2:00 am	Official ACS Cheese In The Heartland Bar

THURSDAY, JULY 28

7:30 am - 6:00 pm	Conference Registration Open
7:30 am - 4:00 pm	Networking Salons and Supporting Trade Tables
7:45 am - 8:30 am	Breakfast <i>sponsored by Vermont Cheese Council</i>
8:30 am - 10:00 am	Opening Session with Ari Weinzweig <i>sponsored by ZingTrain</i>
9:00 am - 3:30 pm	Conference Bookstore Open
10:00 am - 10:30 am	Break & Author Book Signings
9:30 am - 11:30 am	Business Strategist-in-Residence <i>(Advance registration required)</i>
10:30 am - 12:00 pm	BETTER BUTTER <i>(Tasting Session - Ticket required)</i> THE L WORD: LISTERIA RETELLING THE HISTORY OF QUEBEC THROUGH CHEESE HOT TOPIC! FOR RETAILERS HOW SWEET ARE YOU? THE SCIENCE OF TASTE <i>(Tasting Session - Ticket required)</i>
10:30 am - 12:00 pm	Scholar-in-Residence <i>(Advance registration required)</i>
12:15 pm - 1:45 pm	Annual Business Meeting Lunch & Iowa Cheese Caucus (Town Hall)
1:45 pm - 2:15 pm	Break & Author Book Signings
1:45 pm - 3:45 pm	Business Strategist-in-Residence <i>(Advance registration required)</i>
2:00 pm - 5:00 pm	Food Safety Strategist-in-Residence <i>(Advance registration required)</i>
2:15 pm - 3:45 pm	FRIENDS IN FERMENTATION: THE SECRET TO AMAZING CHEESE, SALAMI, AND BEER <i>(Tasting Session - Ticket required)</i> HEALTH & CHEESE CHEESE 201 HOT TOPIC! FOR CHEESEMAKERS
2:15 pm - 3:45 pm	Scholar-in-Residence <i>(Advance registration required)</i>
4:00 pm - 6:30 pm	Meet the Cheesemaker <i>sponsored by California Milk Advisory Board</i>
7:30 pm - 9:30 pm	Opening Reception <i>sponsored by Maytag Dairy Farms</i>
Until 2:00 am	Official ACS Cheese In The Heartland Bar

FRIDAY, JULY 29

7:30 am - 4:00 pm	Conference Registration Open
7:30 am - 8:30 am	Regional Guild Leaders Meeting <i>(By Invitation)</i>
7:30 am - 4:00 pm	Networking Salons and Supporting Trade Tables
8:00 am - 8:30 am	Breakfast <i>sponsored by US Dairy Export Council</i>
8:00 am - 10:00 am	Business Strategist-in-Residence <i>(Advance registration required)</i>
8:30 am - 10:00 am	Food Safety = Behavior with Frank Yiannas

8:30 am - 10:00 am	Scholar-in-Residence (<i>Advance registration required</i>)
9:30 am - 4:00 pm	Conference Bookstore Open
10:00 am - 10:30 am	Break & Author Book Signings
10:30 am - 12:00 pm	THE LAND OF CHEESE & HONEY (<i>Tasting Session - Ticket required</i>) CHARCUTERIE 101 SHEEP MILK AND THISTLE RENNET IMPROVING PROFITS BY ANALYZING DATA: UNDERSTANDING ALL THE RULES AND WHEN TO BREAK THEM HOW SWEET ARE YOU? THE SCIENCE OF TASTE (<i>Tasting Session - Ticket Required</i>)
10:30 am - 12:00 pm	Scholar-in-Residence (<i>Advance registration required</i>)
12:00 pm - 12:30 pm	Lunch <i>sponsored by Zeurcher & Co</i>
12:30 pm - 1:15 pm	FDA Update
2:00 pm - 3:30 pm	SOUR BEER, WILD ALES, AND STINKY CHEESE, OH MY! (<i>Tasting Session - Ticket required</i>) FROM PURE PHYSICS TO ART ... CONTINUED CREATIVE FINANCING THE SPEAK EASY Food Safety Track: FOOD SAFETY PROGRAMS PART I: PRP AND PREVENTATIVE CONTROLS
2:00 pm - 3:30 pm	Scholar-in-Residence (<i>Advance registration required</i>)
2:00 pm - 4:00 pm	Business Strategist-in-Residence (<i>Advance registration required</i>)
3:30 pm - 4:00 pm	Break & Author Book Signings
4:30 pm - 6:00 pm	Awards Ceremony <i>sponsored by Gourmet Foods International</i>
6:00 pm - 7:00 pm	Awards Reception <i>sponsored by Hy-Vee</i>
9:00 pm - 11:00 pm	Trivia Night at the Iowa Tap Room
Until 2:00 am	Official ACS Cheese In The Heartland Bar
SATURDAY, JULY 30	
8:30 am - 4:00 pm	Conference Registration Open
8:30 am - 10:30 am	Business Strategist-in-Residence (<i>Advance registration required</i>)
8:30 am - 4:00 pm	Networking Salons and Supporting Trade Tables
9:00 am - 10:30 am	SENSORY 101 (<i>Tasting Session - Ticket required</i>) REPETITIVE STRESS INJURIES: UNDERSTANDING YOUR PAIN, PREVENTION, AND TREATMENT CREATING PRODUCT MISSIONS THAT LIVE UP TO YOUR COMPANY'S VISION LEADERSHIP & CULTURE WITH JOHN SPENCE Food Safety Track: FOOD SAFETY PROGRAMS PART II: CLEANING AND SANITATION HOW SWEET ARE YOU? THE SCIENCE OF TASTE (<i>Tasting Session - Ticket required</i>)
9:00 am - 10:30 am	Scholar-in-Residence (<i>Advance registration required</i>)
9:00 am - 10:30 am	Food Safety Strategist-in-Residence (<i>Advance registration required</i>)
10:00 am - 10:00 pm	Conference Bookstore Open
10:30 am - 11:00 am	Break & Author Book Signings
11:00 am - 12:00 pm	Brunch of Champions <i>sponsored by Central Market</i>
12:15 pm - 1:45 pm	BLUES OF THE MIDWEST (<i>Tasting Session - Ticket required</i>) FERMENTATION FERVOR WITH SANDOR KATZ "GOTCHA" QUESTIONS: A LOOK AT TECHNICAL INQUIRIES FROM CONSUMERS BUSINESS SUCCESSION PLANNING Food Safety Track: PATHOGEN BEHAVIOR IN CHEESE
12:15 pm - 1:45 pm	Scholar-in-Residence (<i>Advance reservation required</i>)
1:45 pm - 2:15 pm	Break & Author Book Signings
2:00 pm - 4:00 pm	Business Strategist-in-Residence (<i>Advance registration required</i>)
2:15 pm - 3:45 pm	WHEY-FED CHARCUTERIE (<i>Tasting Session - Ticket required</i>) THE MAYTAG STORY SECOND CHANCE AND OTHER NON-TRADITIONAL EMPLOYEES ALL CULTURES GREAT AND SMALL Food Safety Track: PRODUCT SAMPLING, TESTING, AND ENVIRONMENTAL MONITORING

2:15 pm - 3:45 pm	Scholar-in-Residence (<i>Advance registration required</i>)
2:15 pm - 3:45 pm	Food Safety Strategist-in-Residence (<i>Advance registration required</i>)
4:00 pm - 5:00 pm	Closing Keynote with Sandor Katz
6:00 pm - 9:30 pm	Festival of Cheese (<i>5:30 pm - 6:00 pm: Media Preview, open to credentialed media only</i>) 6:00 pm - 7:00 pm: Members-Only Admission 7:00 pm - 9:30 pm: General Admission
6:30 pm - 9:00 pm	Cheese Sale (proceeds support cheesemaker scholarships)
until 2:00 am	Official Cheese in the Heartland Bar