

ASBC Annual Meeting 2002

June 8 - 12, 2002

Sheraton El Conquistador Resort and Country Club

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The ASBC invites you to its 2002 Annual Meeting at the beautiful Sheraton El Conquistador Resort and Country Club located at the base of the Santa Catalina Mountains just northwest of Tucson, Arizona.



It's an event you won't want to miss, so plan now to join us in Tucson, Arizona, June 8 - 12. By attending you have the chance to expand your technical knowledge, hear the latest on industry trends, network with colleagues from around the world, and view the newest products and services from suppliers.

Whether you want to expand your scientific and technical knowledge, further your professional development, connect with suppliers or network with colleagues from around the world-the ASBC 2002 Annual Meeting is the event for you. [Click here to download the meeting registration form.](#)

An Excellent Program...

is what you'll find at the 2002 ASBC Annual Meeting. This year's meeting offers timely and innovative topics including 5 information-rich technical sessions, 4 dynamic workshops, 5 cutting-edge seminars, 2 taste training sessions, and over 25 posters on the latest advances in brewing science.

The program is distinguished by its scope and comprehensiveness, unique collaborations, broad input, and numerous opportunities for interaction.

Keynote Speaker

Wednesday, June 12, 3:30 - 4:30 p.m.

In today's competitive world, organizations face the need to do more with less, innovate constantly, try new strategies to capture markets, and continually improve both process and product. An organization must continually adapt and embrace change. During the 2002 ASBC Annual Meeting Keynote, you

will learn how to create and implement change, focus on the positive aspects of change, and motivate and capture the commitment of those who are involved in the change process.

This year's Keynote presenter, Larry Johnson, has been recognized by the National Speakers Association, ranked the number one speaker at Inc. Magazine's Workforce 2000 Conference, and delivered speeches to a diverse group of corporate clients including Harley-Davidson Motor Company, Nordstrom, Ford Motor Company, American Express, Sony Corporation, and Lloyds of London.



Larry Johnson's presentation on how to destroy the status quo and recreate the future will get you ready for the only constant in today's organization-change.

Plenty of Networking Opportunities...

are available at the ASBC Annual Meeting. In fact, networking is one of the reasons often cited for attending ASBC meetings. This year, to increase attendees' ability to meet with their colleagues, new programming concepts have been put in place. These include hot topic workshops and seminars focused on environmental issues, packaging, craft brewers' needs, yeast vitality vs. viability, consumer issues, using analytical data to make process decisions, beer styles taste training, flavor evaluations of malts and congress worts, and biosecurity. These open forums were designed to let attendees discuss these emerging issues with a group of their peers.

This is your opportunity to gain the knowledge you need to be successful in the brewing industry. If you would like to learn more, please contact Sue Casey, Meeting Coordinator, at +1.651.994.3846 or scasey@scisoc.org.

Suppliers to the brewing industry interested exhibiting can contact Rhonda Wilkie, Exhibit Sales Coordinator +1.651.994.3820 or <mailto:dwoodard@scisoc.org>.



For further information contact:
American Society of Brewing Chemists
3340 Pilot Knob Road
St. Paul, MN 55121-2097 USA

Telephone: +1.651.454.7250
Facsimile: +1.651.454.0766
Website: www.scisoc.org/asbc

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