



Chronicle

A Publication of the Specialty Coffee Association of America

Over 8,100 people were there, making SCAA's 12th Annual Conference & Exhibition the largest gathering of coffee professionals in history.



The Mayor of "greater San Francisco" (i.e. Oakland), Jerry Brown, addresses attendees at the Monday Night Awards Banquet.



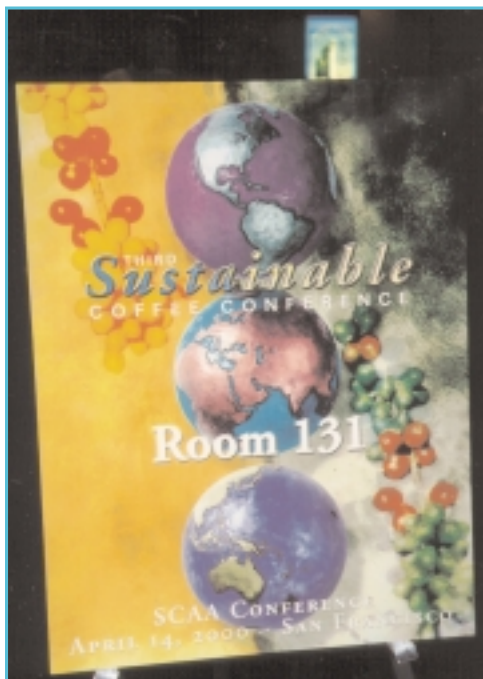
Author and Keynote Speaker Paul Hawken: "Please stop criticizing yourselves. You're so hard on yourself. If you want to engender the support and alliance of your customers and the rest of the world, model it inside this institution. Be respectful of one another. What you need to do as the SCAA is not defend yourself, but open up to a level of transparency and dialogue that allows you to be a learning organization, and that that learning becomes dispersed throughout the organization." You can listen to Paul Hawken's entire keynote address at www.scaa.org.



Attendees crowd on to the exhibit floor. The ANACAFE booth reported, "We gave away more samples and literature on Saturday than we gave away the entire three days in Philadelphia."



Brazilian dancers welcome attendees during the Friday Night Reception. Brazil was the Featured Country of this year's Conference.



Conference Chair and new SCAA President, Paul Katzeff, opens the exhibit hall Saturday Morning following the Keynote Speaker. Board member Jamie Utendorf (right) and former Board member Becky McKinnon look on.

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The Third Sustainable Coffee Conference included keynote from Paul Hawken, presentations from Gary Talbot, Steve Aronson, and Bert Beekman; and a conversation with a distinguished panel of industry veterans moderated by NPR talk show host Michael Krasny.

- SCI PRESENTS HONORS
- DAVIDSON STUDENT'S AWARD
- CUPPING EVENT 2000

INSIDE...

executive DIRECTOR

Ted R. Lingle



Message from the Executive Director

to take a closer look at these issues as we move into the next century.

While SCAA and its members have continuously worked in setting the standards that offer our consumers the highest quality coffees we can find, I have yet to meet a member who believes that coffee quality should come at the expense of destroying top soil, polluting rivers, or impoverishing the people who grow it. On the other extreme, no one is maintaining the false notion that our consumers will buy "bird friendly, soil friendly, or farmer friendly" coffee regardless of how they actually taste. Both

Quality, Sustainability, and Social Responsibility. . .

SCAA's 12th Annual Conference & Exhibition turned out to be one of the most dynamic and well-attended meetings in the Association's history, with over 8,100 people joining us in San Francisco. Congratulations to Paul Katzeff and his hard working Conference Committee. By design, this year's set of educational sessions was out of balance compared with past and future conference programs, over loaded with classes dealing with environmental and human rights issues. And while I don't think future Conference Committees will repeat this kind of programming for at least another decade, I do think it was worthwhile for us as an industry group

arguments break down at their extremes. This is why I thought Paul Hawken's keynote address was tremendous. When he said, "It's all about relationships," I thought he hit the nail squarely on its head.

Paul Hawken reminded me that the most important relationship that we have as an industry group is with our consumers. In the long run, it is consumers through their purchase decisions that determine whether any of us will have jobs in the future. Hawken caused me to remember sitting in a hotel room in San Francisco eighteen years earlier with soon to be SCAA members and debating key issues on the role of a specialty coffee association. Should we be "coffee cops" or "coffee clerics?" Fortunately, the latter view prevailed for the most part and the group decided that our most important resource would be a large group of "critical and demanding consumers." Therefore, our job as an association was to find and train them, which we have done with great success ever since.

This strategy of "consumer empowerment through enlightenment" is what set SCAA apart from the other coffee associations of the time, and is what continues to give the specialty coffee industry a competitive advantage in the marketplace. Consumer enlightenment means never becoming so indifferent to quality that you feel consumers need to know nothing more about the coffees they buy than the brand on the label, or becoming so intolerant of quality that you feel consumers need to know nothing more about the coffees they buy than your own definition of "good." Consumer empowerment means respecting their ability and right to make their own value judgments, even when they buy coffees you wouldn't buy for yourself.

Quality, sustainability, and social responsibility for the coffee industry will ultimately boil down to the choices made by our consumers. As my good friend Harry Kangis is fond of reminding me, "If it doesn't leave the shelf, it doesn't leave the ship." Our current coffee customer polls show that "quality is sustainable, and everything else is not."

from the EDITOR

mferguson@scaa.org

Who are all these people and where did they come from?

SCAA's 12th Annual Conference & Exhibition in San Francisco drew quite a crowd of people. I was amazed at how full the aisles were on the exhibit floor. I kept wondering who all these people were. Well, now I know, and it goes a little something like this:

Nearly 50% of attendees (we're not counting exhibitors here), were roasters (14%), roaster retailers (18%), or coffee retailers (17%). Allied service providers, distributors, and equipment manufacturers made up 7% of attendees. Growers (9%) and exporters combined to represent 10% of attendees, while 6% identified themselves as importers and brokers. Restaurateurs, food service and office coffee service providers made up 5% of attendees. Unfortunately, 21% did not place themselves into a category, or chose "Other." The remaining 4% were "trade associates" (e.g. various professionals whose clients include coffee companies), press, and representatives of various trade associations.

58 Countries Represented

A full 21% of attendees (again, excluding exhibitors) were from outside the United States, with Canada leading the way (4.8%) among the 58 countries represented at the Conference. Brazil (2.2%), Mexico (1.4%), and Guatemala (1.2%) were the largest groups from the producing/consuming countries. Norway was represented by 20 people, making it the largest group from a strictly consuming nation outside of North America.

The Conference theme (Quality, Sustainability, and Social Responsibility) was launched Friday with the Third Sustainable Coffee Conference which was attended by nearly 400 paying attendees (the best attendance ever for a Friday Conference). We don't have any numbers on all those people who made up the "standing room only" crowd toward the end of the day. The fact that 23% of those attending the Sustainable Coffee Conference were not members of SCAA points to how far reaching the theme of sustainability is. Roaster retailers represented the largest group at the Sustainable Conference (23%), followed by roasters (16%), producers (14%), those "other" people again (13%), importers (10%), retailers (8%), allied (6%), NGOs (5%), exporters (3%), and consumers (1%).

Whenever I have opportunity to throw around a bunch of numbers, I am reminded of the quote which, like many quotes of truly unknown origin, is most often attributed to Mark Twain: "There are liars, damned liars, and statisticians." So, I'm not going to do a lot of interpreting of the above numbers beyond drawing attention to the 50% of attendees who represent three of our primary coffee categories: roasters, roaster retailers, and coffee retailers. These three categories also make up a little over 50% of SCAA's membership, and that number is increasing. All three of these categories are now in record territory (with the exception of carts and kiosks) in both overall number of members and in terms of their percentage of membership. I can't think of a better measure of the health of SCAA than a steady increase in the number of members representing our primary membership categories (the only membership categories that are experiencing a downward trend over a four year period are associates, carts and kiosks, provisionals, and restaurants). For enumerable reasons, they are the soul of specialty coffee. No doubt it is for this reason that the 2001 Miami Beach Conference Committee, led by roaster Danny O'Neill, has already declared its intention to create an educational program centered on the practical coffee topics that are most important to these craftspeople and merchants. Perhaps it can be said, then, that in San Francisco we examined the heart of specialty coffee, and next year we're going to feed its soul.

The theme for Miami Beach is "Café Cabana-Hot! Hot! Hot!" Be sure to pack a wide-brimmed hat and your favorite cupping spoon.

The Specialty Coffee Chronicle is published by the Specialty Coffee Association of America six times yearly as a forum for discussion on industry related topics and issues. Opinions expressed in articles and letters do not necessarily represent the position of SCAA, its members or directors. Input and comments are welcome and should be submitted to the editor, (562) 624-4192, fax (562) 624-4101.

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The Specialty Coffee Institute presents **HONORS** at the 2ND ANNUAL TECHNICAL ACHIEVEMENT AWARDS RECEPTION

The Board of Trustees of the Specialty Coffee Institute (SCI) presented their 2nd Annual Technical Achievement Awards Reception on April 15, 2000 in San Francisco, CA. The Awards Reception, conducted each year in conjunction with the SCAA Annual Conference and Trade Exhibition, is a fund raising event for the SCI, the educational and research tax-exempt foundation of the SCAA. The honorees this year were **Dr. Herculano Penna Medina-Filho** in Agriculture, and **Bravilor Bonamat BV** and **Boyd Coffee Company** for innovation in coffee brewing and beverage quality.

This year's Reception was a great success, with over 400 supporters purchasing tickets for the Saturday evening event. The audience was welcomed by SCI Chairman Douglas Carpenter, who expressed appreciation to Andrew Brading of Coffee and Cocoa International magazine for their sponsorship of the event. Mr. Carpenter then introduced SCI Trustee Daniel Cox to make a special award to Trygve Klingenberg, of the Solberg and Hansen Company of Norway, for their very generous donation of \$15,000, becoming an SCI Archway Supporter-Science Wing.

Trustee Jerry Baldwin then began the award presentations, first to Jilis Verheijen of Bravilor Bonamat BV of Holland, and Michael Johnson representing Boyd Coffee Company of Portland, Oregon, who were recognized for their innovative work in the design, manufacture and introduction of airpot coffee brewing equipment. Their collaboration led to improvement of beverage quality through direct brewing into thermal containers and insulated holding vessels, which is now commonly included in coffee brewing equipment throughout the world.

Last year's recipient of the Technical Achievement in Agriculture, David Roche, presented this year's award in Agriculture to Dr. Herculano Penna Medina-Filho of Brazil, who was recognized for his pioneering work in coffee genetics and breeding, and the creation of one of the largest genobanks in the world. He is well known and respected for efforts to improve and refine Brazilian coffee quality through his work at the Instituto Agronomico De Campinas (IAC).

The SCI Technical Awards recognize innovation and improvement of quality coffee production, processing, and preparation, one of the Institute's most important mission goals. Each year, the Trustees of the Institute review the recommendations of the nominating committee, chaired by Jerry Baldwin, for potential recipients of the Technical Achievement Award, with the difficult task of narrowing the original list to possibly two or three per annual event.

All members of the coffee industry are invited to attend the 3rd Annual SCI Technical Achievement Awards Reception in Miami, Florida. Regardless of the form of your support, we invite you to contact the SCI to express your interest in supporting the Institute, or obtain information about programs and projects of the SCI. The SCI is dedicated to helping the coffee industry improve quality in the cup, introducing new consumers to the pleasures of the finest beverage in the world, and providing assistance to coffee growers throughout the world.

**"Our visions for tomorrow are only made possible
by your contributions today"**

The Specialty Coffee Institute can be reached at
(562) 624-4190 or visit www.coffeeinstitute.org ■



Recipients of the SCI Technical Achievement Award in Agriculture
2000 Dr. Herculano Penna Medina-Filho of Brazil
1999 David Roche

Continued from page 1.



Members of the 2000 Conference Committee donated photographs for a photo exhibit:
"We have dedicated this exhibit to the memory of the late Pete McLaughlin, co-founder of the SCAA, co-founder of Royal Coffee, and beloved friend and inspiration to our industry."



Specialty coffee pioneer, Erna Knutsen, wearing the "Golden Bean Award," presented to her by the Specialty Coffee Association of Norway "in recognition of her life-long engagement in pursuit of excellence in coffee."



Becky McKinnon, president of Timothy's World Coffee (left), speaks with Luis Samper of the Colombian Coffee Federation.



Karalynn McDermott, new Board member and Director of Sales for FETCO, which not only donated brewing equipment, but brewing personnel to help make the Conference coffee breaks a huge success.

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Members Write... and Speak

The following statement was made by Trygve Klingenberg at the SCI Reception, April 15, 2000, during the 12th Annual SCAA Convention in San Francisco. He informs us that the following manuscript was written, upon our request, after the speech was given, as he remembers it. During the actual event there was no manuscript—"just some key words on a piece of paper that was thrown away afterwards." The Chronicle welcomes and will consider for publication letters, comments, or brief first hand accounts of life in the specialty coffee industry from SCAA members. Submissions are not edited for content and the views expressed are not necessarily those of SCAA.

In 1879, 121 years ago, the two guys Mr. Solberg and Mr. Hansen met behind a counter in a grocery store in Oslo, Norway. They both had the same idea, they wanted to be able to offer a better cup of coffee to the consumer. They joined forces and founded the company Solberg & Hansen AS...121 years back! The word "Specialty" had not even been invented at that time. The company has remained on that very same track ever since.

Approximately 20 years back there was a write-up about our company in one of the trade magazines. I guess it was Coffee & Cocoa Magazine—war time kind of typing, big letters: "Swimming against the stream".

That is exactly what we were doing and what we still do. While all the others were selling vacuum packed pouches in supermarkets at very low prices, we remained on track. Quality and freshness was all that mattered. Stubborn? Yes. It was not much of a business though. And it was kind of lonely up there. In a little business, in a little city, in a little country up there in the middle of nowhere. Very little inspiration to say the least.

Then in 1984 or 85 I guess, I read about the foundation of the SCAA. Probably in the same magazine Coffee & Cocoa or may be Tea & Coffee. My immediate reaction was kind of like: Is this it? Is this true? Are there really soul mates out there?

I wrote a letter, applied for membership, and in January 1986 we were accepted as a member with full membership rights and privileges. I firmly believe that we were the first overseas members of the SCAA.

These were difficult times. Prices had skyrocketed in 86 and competing against industrial low priced average was indeed difficult. And the rest of the industry laughed at us.

We had a hard time.

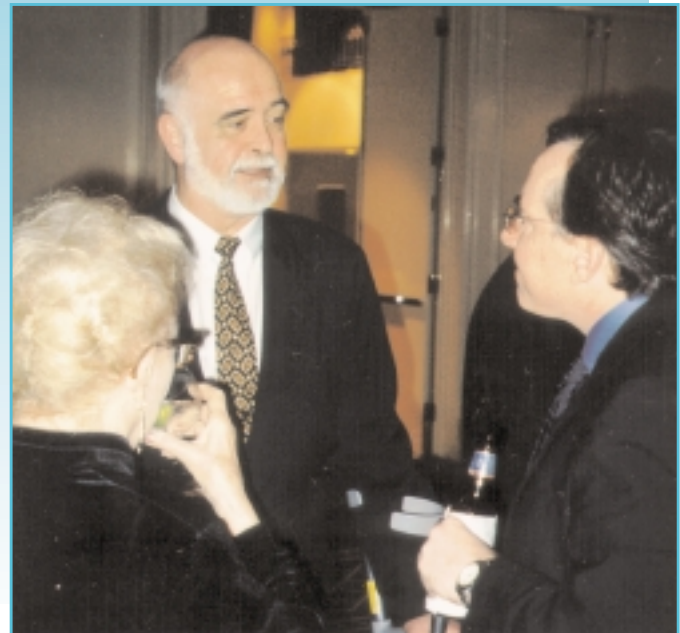
But then things started to happen. We began to receive newsletters, information, and inspiration by the bucket—at least compared to what we were used to. We started to interact, started to attend the SCAA convention, went to classes and lectures. We met soul mates.

The rest is history. Our turnover has increased enormously. Nobody laughs any more. We are having a great time, thanks to the SCAA.

Now, to our SCI contribution: This is really not a donation as I see it. It is more like a *rightfully deserved commission*—a commission for the help SCAA has given us in building our business. You have earned this. And the SCI and their mission is easy to support. The SCI is highly needed as we see it, especially these days. When anybody can buy a sign saying "Specialty" and put it up on their shop front or in their store, go back in and mark up their prices two dollars and continue to sell the same old shit they used to. That is in fact why Verification of Origin Program of the SCI is my favorite.

We're proud of being a part of the SCI. And by our humble contribution, we would also like to challenge all other overseas members or anybody else for that matter who has benefited from their membership in the SCAA to come forward with their donation, be it big or small, that does not matter. What matters is that that SCI and their mission is important. We need it. We need to keep it going.

So folks, keep up the good work. I love you. Thank you. ■



Trygve Klingenberg (center) speaks with Erna Knutsen and David Dallis.

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Jerry Baldwin, President of Peet's Coffee & Tea, receives the Lifetime Achievement Award for his contributions to specialty coffee.



Positioned at the entrance to the exhibit hall, the Torani Barista Cup drew a steady stream of onlookers.



Toby Foreman, a senior roaster for Diedrich Coffee, talks to one of his students during a break in the workshop for Certified Brewing Technicians.

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Anacafé and other producing countries had a larger presence than ever before on the exhibit floor. Both Colombia and this year's Featured Country, Brazil, hosted cuppings in their booths.



Mane Alves (right), President of Coffee Lab International, is a member of SCAA's Technical Standards Committee. This year, Mane presented a workshop entitled, "Can Coffee Achieve the Status of Wine?" along with Marietta Cellars' Winemaker, Chris Bilbro.



Coffee cupping was again one of the most popular workshops being offered during pre-conference training on Friday. This workshop received coverage on the local news.



New Board Member, Teri Hope, who also served on the 2000 Conference Committee, is Owner of Los Gatos Roasting Company, a founding member of SCAA. Here, she and her husband, Jan, listen to Oakland Mayor Jerry Brown.



SCAA's Immediate Past President, Rodger Owen of Bucks County Coffee, addresses attendees during the keynote session.



2000 Conference Committee Member Alan Odem of Holland Coffee. Alan was also a panelist for a presentation on the "C" market. You can listen to this presentation at www.scaa.org.



Specialty Coffee Institute Research Associate, Joseph Rivera (right), and Michael Griffin. Michael is currently conducting chromatographic experiments on coffee acids for the SCI. He recently received a Thomas J. Watson Fellowship to help him continue his work in coffee science.



Brazil was the "Featured Country" for Conference 2000 and hosted a Brazilian marketplace.



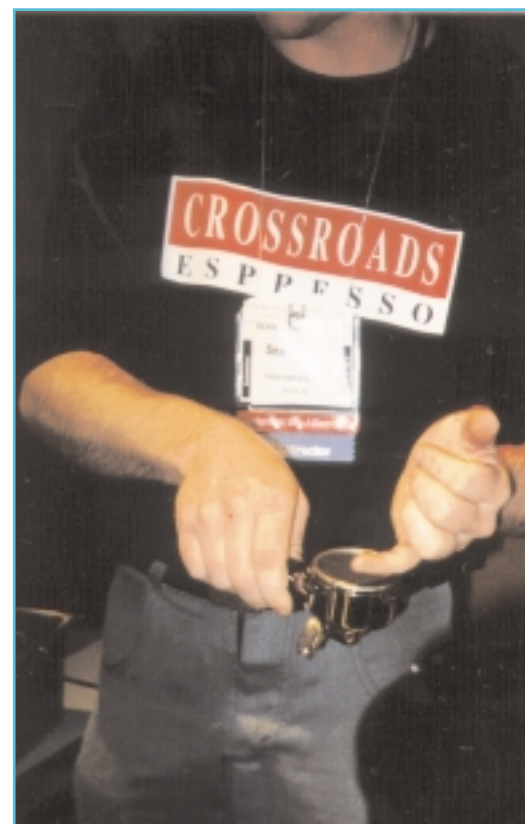
Exhibit floor attendees enjoy Ethiopian coffee served in the traditional manner.



Participants in the Friday Brewing Lab analyze brew strength.



SCAA Training Committee Member, Doug Belling of Amcafe, discusses roast development with participants in Friday's Sample Roasting Workshop.



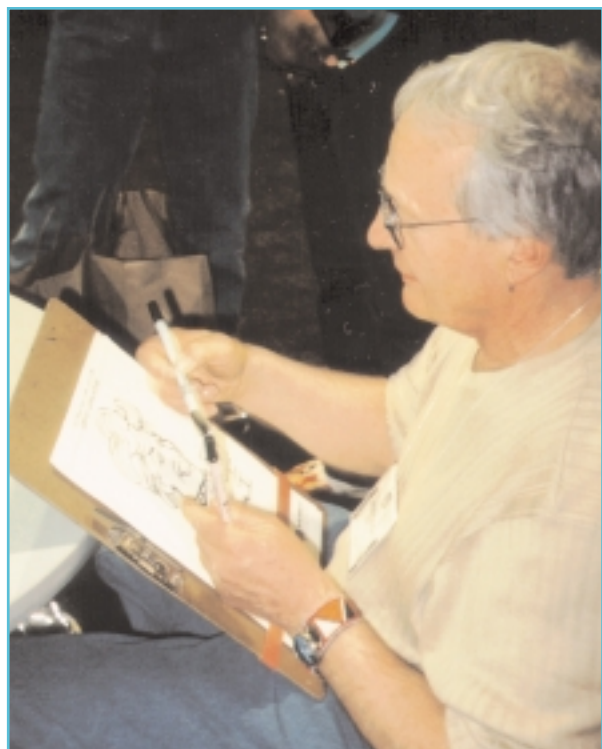
Sean Glang of Crossroads Espresso demonstrates flawless technique as a station instructor in the Espresso Lab.



Robert Van Der Hoven, Director of Australian Coffee & Tea Exporters, talks with attendees about the little known coffees from Down Under.



Panelists for one of the most popular seminars offered in San Francisco, "Signature Coffee Blends," Kevin Knox (left) of Allegro, Jim Reynolds (center) of Peet's Coffee & Tea, and Randy Layton of Boyd Coffee.



Caricature Artist James Cloutier, of "Sip Art" fame, offered free portraits to attendees and was busy all weekend.



SCAA Training Committee Member Willem Boot (right) of Boot Coffee Consulting teaches during the Sample Roasting Workshop on Friday.

DAVIDSON STUDENT'S AWARD Should Lead to Better Coffee

by Bill Giduz

Davidson College senior Michael Griffin has received a \$22,000 fellowship from the Thomas J. Watson Foundation to pursue his dreams of the perfect cup of espresso coffee around the world.

This coffee connoisseur and scientist has been working for four years in the lab and coffee houses to identify the chemical composition of an ideal espresso. His work has already attracted a great deal of attention from professional coffee manufacturers, who believe that a great cup of espresso is more than a matter of personal taste. "Research is imperative to the quest for better coffee," Griffin stated.

Griffin is quickly becoming one of the foremost coffee experts in America. He has read scores of scientific papers about coffee and spent the last two years conducting his own research on coffee "brightness," which is being published in a scientific report, The Proceedings of the 18th Colloquium of the Association Scientifique Internationale du Café. He has established an authoritative web site about coffee chemistry at www.coffeeresearch.org, and his current chromatographic experiments on coffee acids is being funded by the Specialty Coffee Institute (SCI). He recently traveled to San Francisco for the annual conference of the Specialty Coffee Association of America, where he explained his research at a display sponsored by the Specialty Coffee Institute.

His student apartment is equipped with "a few grand" worth of the very finest grinders, stainless steel milk pitchers, and espresso machines in the world. He also stores about 30 pounds of green, unroasted coffee beans, bagged by the pound and labeled carefully to the very plantation from which they originated in a dozen or so countries around the world.

He has studied "latte art," from some of America's foremost "baristas," learning from them how to pour heart and rosetta shapes in the steamy foam of a cappuccino. Griffin refines his palate by studying a coffee "flavor wheel," and by sniffing vials of coffee aromas.

He approaches coffee with a rare combination of enthusiasm and discipline. Griffin understands there's a proper way to do everything, and applies that equally to his work in the lab and in preparing a cup to enjoy. It is just as important to him to keep his apartment coffee equipment sparkling clean as it is to maintain his lab apparatus. "There are at least 30 variables that affect coffee taste," he concludes. "If you're not precise in your brewing methods, you'll never be able to isolate those factors that change the taste."

The Watson Foundation Fellowship will finance Griffin's proposal to travel during the coming year to Brazil, Guatemala, Costa Rica, Italy, and Austria for further study about coffee cultivation and brewing it as espresso. In Italy he will visit companies that produce espresso machines, attend a coffee science conference in Trieste, and spend six months learning regional traditions of brewing espresso from local baristas. His travels to Brazil, Guatemala, and Costa Rica begin this summer, and are timed to coincide with the coffee harvest in those countries. He plans to use some of his Watson funds to purchase a video camera so that he can record the entire coffee production cycle and post it to his web site.

Following his Watson Fellowship, he will enroll in a Ph.D. program in chemistry at the University of Texas, joining that department's ongoing research on an "electronic tongue" that can analyze liquids. His eventual goal is to devise a method to identify the origin of any coffee based solely on its chemical components. "That's never been done," he said, "But it would allow you to figure out if you're buying what you paid for."

Griffin feels himself fortunate to live in a time of coffee renaissance, and is eager to find purpose and meaning in a career in coffee science. Despite how much he has already accomplished and learned, Griffin recognizes that the world of coffee is almost boundless and is eager to explore it all. His proposal to the Watson Foundation concluded with the



Coffee Researcher, Michael Griffin

statement, "My journey is only beginning."

Founded in 1968, the Thomas J. Watson Fellowship Program gives exceptional college graduates the opportunity to participate in a year of independent study and travel abroad. It was founded by the children of Thomas J. Watson Sr., the founder of IBM, and his wife, Jeannette K. Watson, to honor their parents' longstanding interest in education and world affairs. The Watson Foundation has distributed nearly 2,000 Watson Fellowship awards with stipends totaling approximately \$22-million since its founding in 1968. A total of 59 Davidson students have received Watson Fellowships since the program began in 1968.

Davidson is a highly selective independent liberal arts college for 1,600 students. Since its establishment in 1837, the college has graduated 22 Rhodes Scholars and is consistently ranked among the top liberal arts colleges in the country by "U.S. News and World Report" magazine.

Jim Giduz is Director of Media Relations for Davidson College ■

Continued from page 6.



SCAA Board Member and Second Vice President Steve Colten of Atlantic Specialty Coffee teaches during the Cupping Workshop on Friday.



New SCAA Membership Development Committee Member, Jeff Vojta of Classic Coffees Roasting Company.



SCAA's partner in the TOPS Retail Excellence Award program, Fresh Cup Magazine.

The Specialty Coffee Association of Panama Cupping Event 2000

by Price Peterson

One of the best kept secrets of Latin America is that Panama produces great coffee. Being located between Colombia and Costa Rica, with high mountains and deep volcanic soils and separating the worlds two great oceans for moisture, how can you miss!

This February, as for several years past, some of the world's great cuppers came to Boquete, to cup these spectacular coffees and enjoy the wonders of a beautiful mountain town overlooking the Pacific. Led by the reknowned Head Judge, George Howell, the group consisted of Martin Diedrich, Bill Herne, Lenny Lamastus, Grace Mena, Mark Ballering, Bob Fulmer, Dave Ledgard, and Boquete's own Josue Ruiz (not quite as well known as another son of Boquete, Einer Diaz, star catcher for the Cleveland Indians, but on his way to stardom as a coffee judge).

The group was here Feb. 22 through the 26 - George Howell having arrived some days earlier. Upon affiliation with the SCAA, SCAP assumed the responsibility of setting up a certification program. Realizing that they needed the advice of a world class expert, SCAP contacted George Howell to advise in the design and implementation of a certification and classification program. Thus, he arrived some days earlier to familiarize himself with the terrain, areas, and coffees. Between this time and the time spent cupping during the competition, he gained invaluble insight into the coffees of the Panama highlands.

The mornings (and early afternoons) were dedicated to cupping the 33 coffees which had been considered defect free and offered in competition. A requirement this year was also that there be at least 250 bags of each coffee available for sale. Afternoons and evenings were spent visiting several coffee fincas, both on the Boquete side of our main volcano, Volcan Baru, and on the Volcan side.

Finally, recovering from jet lag and caffeine fatigue, the judges announced their findings at the farewell dinner on Friday night. The top six coffees were:

1. La Berlina, the Ruiz family
2. Boquete Premium, Teodoro Garrido
3. Santa Teresa, Juan Pablo Berard
4. La Victoria Estate, Dr. Noni and Victoria Pretelt
5. Panamaria, Beneficio Ruiz
6. Janson A, Volcan Baru Estate and the Janson Family

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David Griswold, SCAA Board Member and Chair of the Environment Committee, which organized the Third Sustainable Coffee Conference.



Elvis was in the building.



Rob Stephen (center left) and SCAA Environment Committee Member, Mark Inman (center right) of the Organic Coffee Association.



Price Peterson (center) at the 3rd Sustainable Coffee Conference.

Several things were noteworthy and telling about these selections. First, although there were many tipica and borbon coffees submitted, only one made it into the top six - all the rest were caturra and catai. Second, although altitude is often the best predictor of quality, only one of these coffees was from above 1600 meters (5,250 feet), while the rest were from the 1300 to 1500 meter level which is considered middle altitude for Panama. Finally, of the top seven coffees selected, four had been processed using traditional fermentaion while the other three had used the newer 'demuscilage machines', or continuous process, which uses almost no water, causes much less river contamination and obviously did not affect cup quality. With the rains we had this year, few, if any, of these coffees were sun dried.

Sadly, it should be noted that 'the mighty hath fallen' and previous years' winners were less succesful this year. In general, the very highest altitude coffees, having had very high yields last year, did poorly this year. Apparently, the quality also suffered. We hope to see Lerida and Mama Cata back where they belong in 2001!

Price Peterson is a coffee farmer from Panama and serves as the Panamanian representative on SCAA's International Relations Committee ■



"Thanks for coming! See you in Miami Beach, April 20-23, 2001!"



SCAA Founding Member, Don Schoenholt of Gillies Coffee Company, speaks to his fellow roasters during a meeting of the Roaster's Guild.



SCAA Communications Committee Member, Tom Palm (left) of Design & Layout Services, and Membership Development Committee co-chair, Chuck Jones of Doña Mireya Estate Coffees.



Member of SCAA's Membership Development Committee, Angela Berardi of Berardi's Fresh Roast, assists attendees in the Membership Booth.



Member of the SCAA Environment Committee, Fred Houk of Counter Culture Coffee during a break in the Sustainable Coffee Conference.



SCAA Board Members, John Rapinchuk of Knutsen Coffee, floats an announcement of Saturday night's SCI Reception.



Sean (left) and Jim Glang of Crossroads Espresso. Jim served on the 2000 Conference Committee.



Member of the SCAA Consumer Marketing Committee and Publisher/Editor of Café Cuisine Magazine, Kerri Goodman, and Technical Standards Committee Member, Dr. Kit Azlein.



Ken Bollman of Torani Italian Syrups served on the 2000 Conference Committee.



Jan Eno, Roastmaster for Thanksgiving Coffee, addresses fellow roasters during the Roaster's Guild meeting.

Laura Gorman, Associate Editor of Gourmet Retailer Magazine and recipient of this year's Distinguished Author Award for her comprehensive "Coffee Curriculum," which appears annually in Gourmet Retailer. Laura also serves on SCAA's Communications Committee.



SCAA Membership Development Committee Member, Bill Trull of Mountain City Coffee Roasters, points the way for attendees while working in the Membership Booth.

Thank You!

12th Annual Conference & Exhibition Sponsors

WE COULDN'T HAVE DONE IT WITHOUT YOU

The Specialty Coffee Association of America would like to express its appreciation to all our Sponsors for our 12th Annual Conference & Exhibition. Their generous support helps make our conference a memorable experience for everyone.

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Thanks to the FETCO "Master Brewers" for long and early hours.*

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"Reservations Tonight" Desk & Monday Night Reception Music

Coffee Break Sponsors

Alpen Sierra Coffee Co. served "Organic Blend Decaf" Sunday morning.

Ancora Coffee Roasters served "Organic Blend" Monday morning.

Avalon Organic Coffee served "Mexican SWP Decaf" at the Sustainable Conference.

Bongo Java Roasting Co. served "Bongo Blend" Decaf Friday morning.

Café Campesino served "Cameroon Organic" at the Sustainable Conference.

Caffe Ibis Coffee Roasting Co. served "Guatemalan Atitlan" at the Sustainable Conference.

Coffee Express Co. served "Costa Rica La Amistad" Sunday morning.

Coffees of Hawaii served "Molokai Estate" at the Town Hall meeting.

Counter Culture Coffee served "Organic Sumatra Decaf" Saturday morning.

Covington Coffee Works served "Colombian Decaf" Friday afternoon.

Equator Estate Coffees & Teas served "Blue de Brazil" on Friday morning for exhibitor set up.

F. Gaviña & Sons served "Costa Rican Decaf" Monday morning.

Indigo Coffee Roasters served "Organic Mexican" Friday morning

Montana Coffee Traders served "Costa Rican Monteverde" Saturday morning.

Petaluma Coffee & Tea Co. served "Pacific Blend Decaf" at the Sustainable Conference.

Plantation Coffee Roasters served "Timor Estate" Saturday morning.

Sacred Grounds Organic Coffee served "Organic Peruvian" at the Sustainable Conference.

Torreo Coffee & Tea Co. served "Peruvian Organic Decaf" Saturday morning.

Willoughby's New World Coffee served "Guatemalan Antigua" Sunday morning.

Coffee Break Flavors

Torani Italian Syrups	Friday
Armand's Flavors	Saturday
Armand's Flavors	Sunday
Torani Italian Syrups	Monday
Danisco Cultor	Town Hall

Coffee Break Napkins

Bloomfield Industries	Friday
Primo Roasting Equipment	Saturday
Primo Roasting Equipment	Sunday
Bloomfield Industries	Monday

Continued from page 9.



SCAA Environment Committee Member, Lindsey Bolger (right), and Larry Challain, both of Batdorf & Bronson Roasters.



National Coffee Association President, Robert Nelson (left) and Secretary General of the European Coffee Federation, Roland Vaessen.



Brazilian dancers led attendees from the keynote session to the opening of the exhibit hall.



SCAA Training Committee Member and Espresso Lab instructor, Joe Monaghan of Espresso Specialists.

Mireya and Chuck Jones of Doña Mireya Estate Coffees. Mireya was a panelist in two educational sessions: "Looking to the Future," and "Commitment to Social and Environmental Responsibility without Certification."



SCAA President and Chair of the 2000 Conference Committee, Paul Katzeff of Thanksgiving Coffee offers his assessment of the 12th Annual Conference & Exhibition.



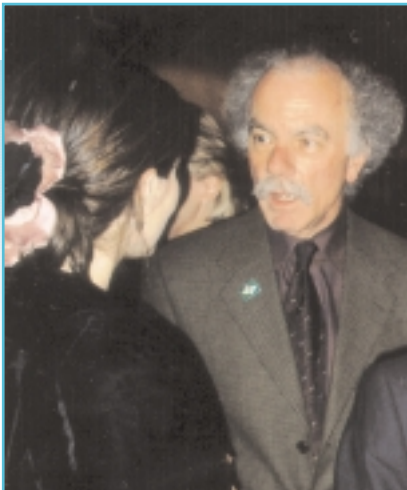
Executive Vice President of Holland Coffee, Alan Nietlisbach. Holland Coffee was the official host of the 12th Annual Conference & Exhibition.



Conference 2000 Committee Member, Shallom Berkman of Urth Café.



George and Sonja Vukasin of Peerless Coffee. George currently serves as a Trustee for the Specialty Coffee Institute.



Peet's Coffee & Tea Vice President, Jim Reynolds. Jim served on the 2000 Conference Committee.



SCAA Vice President and Chair of the 2001 Conference Committee, Danny O'Neill (left) of The Roasterie, SCAA Board Member and Chair of the Training Committee, Sherri Miller of Miller & Associates, and espresso instructor Danny Johns.



SCAA Past President and current Trustee for the Specialty Coffee Institute, Dan Cox of Coffee Enterprises.



Brooke McDonnell of Equator Estate Coffees & Teas. Brooke served on the 2000 Conference Committee.



Past President of SCAA, David Dallis of Dallis Brothers, teaches the Cupping Workshop on Friday. Following the workshop, David Taught all of San Francisco the correct coffee to water brewing ratio in an interview that appeared on the local news.



SCAA Board Member and Chair of the Communications Committee, Jamie Utendorf (left) of Stearns & Lehman, and Fresh Cup Magazine Publisher, Ward Barbee.

SCAA

SCHEDULE OF EVENTS

TRAINING ESPRESSO LABS

June 6, 2000
Green Mountain Coffee Roasters
Waterbury, Vermont
(562) 624-4100



June 20 & 21, 2000
SCAA Headquarters
Long Beach, California
(562) 624-4100



July 13 & 14, 2000
Dallis Bros. Coffee
New York, NY
(562) 624-4100



July 25 & 26, 2000
Miller & Associates
Portland, Oregon
(562) 624-4100



August 8 & 9, 2000
Grindmaster
Louisville, Kentucky
(562) 624-4100



August 23, 2000
Ronnoco Coffee Co.
St. Louis, Missouri
(562) 624-4100



September 19 & 20, 2000
(Following Coffee Fest)
Michaelo Espresso
Seattle, Washington
(562) 624-4100



October 10 & 11, 2000
(Following NASCORE)
Espresso Services
Minneapolis, Minnesota
(562) 624-4100



BREWING LABS

June 7, 2000
Green Mountain Coffee Roasters
Waterbury, Vermont
(562) 624-4100



August 22, 2000
Ronnoco Coffee Co.
St. Louis, Missouri
(562) 624-4100



SCAA TRIPS & SITE VISITS
European Coffee House Tour
October 2000
(562) 624-4100



SCAA EVENTS
SCAA 12th Annual
Conference & Exhibition
April 14 - 18, 2000
San Francisco, California
SCAA Headquarters
(562) 624-4100

INDUSTRY

Calendar

JUNE 2000

Coffee Fest
June 2-4, 2000
New Orleans
(206) 232-2982

12th European Coffee
Congress
June 5 - 7, 2000
Bremen, Germany
(49) (421) 599-3347

Canadian Coffee Expo
June 10-12, 2000
Toronto, Canada
(905) 474-0172

JULY 2000

NASFT International
Fancy Food Show
July 9-12, 2000
New York, New York
(212) 482-6440

Gourmet Good &
Kitchenware Gallery Show
July 20 - 22, 2000
Denver, Colorado
(800) 343-8870

AUGUST 2000

Western Foodservice and
Hospitality Show
August 19-21, 2000
San Francisco, California
(800) 209-0700

SEPTEMBER 2000

Canadian Coffee & Tea
Expo
September 9 - 11, 2000
Toronto, Canada
(905) 474-4875

Coffee Fest
September 15 - 17, 2000
Seattle, Washington
(206) 232-2982

OCTOBER 2000

NASCORE
October 6 - 8, 2000
Minneapolis, Minnesota
(800) 868-5866

2nd World Specialty Coffee
Conference
October 12 - 15, 2000
Monte Carlo, Monaco
(562) 624-4100

EUROPEAN COFFEEHOUSE TOUR

OCTOBER 2000

The SCAA is conducting a tour of European coffeehouses October 5-12, 2000. An educational experience designed for coffeehouse owner-operators, the tour will visit Berlin, Prague, Vienna and Florence via Eurail, ending in Monte Carlo in time for the start of the 2nd World Specialty Coffee Conference.

For more information, visit the SCAA's website at <http://www.scaa.org/tour/index.html>, or call the SCAA's offices at 562-624-4100 to receive a brochure.

New in the SCRC

SCAA's new world coffee map: "Specialty Coffees of the World" is now available from SCRC, featuring a map projection that emphasizes the growing regions between Cancer and Capricorn and reflects a more accurate depiction of actual land mass and elevations. The photographs on the map all feature various aspects of coffee processing. This beautiful poster is now available from the Specialty Coffee Resource Center.

Member Price \$15.00.
Non-Member Price \$20.00.
Call 1 (800) 647-8292 or
Fax (562) 624-4103.

CLASSIFIEDS...

EQUIPMENT FOR SALE

Antique coffee roasters dating back to early 1900's Royal #5 & Royal #7. Still run but need re-gearing & re-bushing. Ornate plating & ironwork, great for coffee shop atmosphere. (780) 424-6886

SALES TOOLS

FIND NEW CUSTOMERS & INCREASE SALES ...using DataBase Café™, a collection of 7000+ Gourmet Coffee & Tea RETAILERS located across North America. Mailing Addresses, Phone Numbers, Contact Names, Number of Locations, etc. are individually verified and guaranteed for accuracy. Free Updates for one year from purchase date. References available. Perfect for Direct Mail & Telemarketing Programs. Phone Neal @ DataBase Café™ for further details. (206) 329-1796

BUSINESS OPPORTUNITY

Well established coffeehouse for sale. This recipient of California's first "GOLDEN CUP" award seeks new owner. Immaculate condition. Newport Beach, Balboa Peninsula, one block from beach. Fully equipped, convection oven, proofer, grill, walk-in and automatic dishwasher. Visit us at: newportbeach.com/caffecarlucio, or E-Mail Karl at: coffee@newportbeach.com

EXOTIC AFRICAN COFFEES

Kenya AA Simba
Yirgacheffee 2
Harrar LB 4 Ahmar
Sidamo 2 Moka
Chagga Peaberry
Bugisu AA Elgon
Elgon...Your Direct Source
(949) 955-2764 to inquire

Classified ads are \$50.00 for up to 50 words and available to SCAA members only. Ads receive uniform layout. Special spacing, layout, and emphasis is not available.