

THANK YOU TO OUR PRESENTERS & INSTRUCTORS

FRIDAY SESSIONS

ORGANIC ACIDS & THE CHEMISTRY OF COFFEE

Joseph Rivera

After graduating from Cal Poly Pomona Univ. in Food Chemistry, Joseph began working with the Specialty Coffee Institute (SCI). His role in working with the SCI is to bring together the technical aspects of chemistry with practical coffee science. Projects have included studying the organic acids of coffees in relation to sensory analysis and home brewer testing. He has been with the SCI since 1997. Today Joseph works for the SCAA as Coffee Information Systems Manager.

ALTERNATIVE MARKETS 101

Ted Lingle

Ted Lingle was born and raised in Southern California. He graduated from the United States Military Academy in 1966 and served four years on active duty in both Germany and Vietnam. He obtained an MBA degree from Woodbury University in Los Angeles. During his twenty year coffee career, Ted was vice president of marketing for Lingle Bros. Coffee, a coffee roaster established in 1920. He directed the company's sales programs for the food service, office coffee service, and specialty coffee market segments from 1970 to 1990. In 1991 Mr. Lingle was appointed executive director of The Specialty Coffee Association of America. He is charged with the responsibility of developing education and training programs for SCAA, as well as conducting the annual conference, coordinating regional membership meetings, and publishing the monthly newsletter. In 1995, he wrote the Coffee Brewing Handbook to promote excellence in beverage preparation. In this book for new specialty coffee café operators, Mr. Lingle pulls together the past 50 years of research on coffee brewing to help retailers understand how to maximize the potential of high quality coffee beans.

Gerardo Leon York

Born to a coffee farming family from Nicaragua. Gerardo graduated from Florida International University in Miami, Florida with an International Business degree in 1992. Between 1998 and 2003 was a Deputy Manager at VOLCAFE de Nicaragua. At VOLCAFE he was in charge of developing a specialty coffees program, Organic Coffee Certification and developing a Quality Control System. Gerardo joined CQI in May this year to lead the Alternative Markets Development including the Q Auction program.

ROASTING, CUPPING, GRINDING, BREWING AND PACKAGING AT ALTITUDE

Jim Cleaves

While working in the inevitable restaurant job in 1974 as a twenty-something, Jim heard about an "espresso place" (later to evolve into CBI in Portland) opening up in downtown Eugene Oregon, where he lived. He was never officially hired; he had become such a fixture in the place by opening day that no one ever bothered with the paperwork. His café management experience in Eugene soon grew to include roasting on a 1930's vintage Monitor 15 Lb. roaster. As the company grew, Jim ran a growing Roasting Department, that included a 60Kg Probat and 90 Kg Gothot. In 1985 Jim returned to his home state of Massachusetts, and went to work for Golden Food and Beverage in Boston, where he was responsible for all aspects of coffee: buying, product development, quality, production, inventory control, packaging, training, and sales. His experience was typical of a small entrepreneurial company. During the 90's Jim moved into high-end specialty roasting / retailing, and consulting. He became very familiar with café operations, and was responsible for all green and roasted coffee. In 1997, having become a husband and a father, the need to either expand his consulting business, or take a position with a major roaster, became clear. He became Roastmaster for Sara Lee Coffee and Tea in Bensenville Illinois in 1997. He reported to the VP of Marketing and was the link between Marketing and Quality. As such, he acted as an internal consultant, working with all departments on NPD, process control improvement, training, product rationalization, and sales support. He benefited

from training provided in Holland by Sara Lee-Douwe-Egberts, of which Sara Lee Coffee and Tea is an operating company. In April, Jim accepted the position of Green Coffee Manager for ADQSR. He sees this new chapter in his coffee career as a great opportunity to continue learning about coffee, in an organization whose reputation is second to none. Jim is a member of the SCAA Training Committee, the NCA Training and Education Committee, and traveled to Ethiopia in February 2004 as a Coffee Corps volunteer. He has always loved to cook, and was indulged in this from the age of four by his mother, who always felt that cooking was an inevitability, that may as well be done with creativity and love, lest it become simple drudgery. Jim could not agree more.

Boyd Guildner

Boyd has been in coffee maintenance since 1988. He started as a maintenance engineer and moved on to his own coffee maintenance company in 1990. He has a passion to provide his customers with the best roasting equipment available for their specific needs. Boyd has been involved from the Guilds inception in setting up the roasting platforms used at retreats & SCAA Conferences. He has been a liaison between the executive councils needs and the retreat site/fire departments getting all the details on electrical and roasting requirements. He has also volunteered as instructor and volunteer in some of the classes the guild has offered.

Paul Thornton

Paul began roasting in 1982 and was promoted to Roasting Manager and Green Coffee Buyer in 1990. He has experience in manual and semi-automated roasters including three styles of Probat, Gothot and Diedrich roasters ranging from 4oz. to 240k. He has been actively roasting and cupping since 1985. Currently he sources over 40 varieties of coffee from 17 countries.

SATURDAY SESSIONS

VARIETAL CUPPING

Arnoldo Leiva

Arnoldo Leiva is the General Manager of The Coffee Source, Inc. in San José, Costa Rica. In this role, he is responsible for the all aspects of the production, milling, and exporting of green coffee to Europe and the United States. Mr. Leiva is involved with several coffee associations both in Costa Rica and in the United States. He is the Vice President of the Specialty Coffee Association of Costa Rica and serves as the Chairman of both the Quality Certification Committee and the Cupping Committee. He is also a Board Member of SINTERCAFE and serves as the Chair of the Program Committee and he is on the Specialty Coffee Association of America's International Relations Council where he is the Board Member representing Costa Rica. Mr. Leiva received a B.S. in Industrial Engineering from the Universidad Autónoma de C.A. in San José and an MBA in Marketing from the National University, also in San José.

MOCHA JAVA DISCUSSION

Kenneth Davids

Kenneth Davids has published three books on coffee: *Coffee: A Guide to Buying, Brewing & Enjoying* (over 250,000 copies sold in five editions), *Espresso: Ultimate Coffee* (nominated for a James Beard award), and *Home Coffee Roasting: Romance & Revival*. He co-produced, hosted, and scripted "The Passionate Harvest," an award-winning documentary film on coffee production. His influential coffee reviews appear regularly in the prize-winning worldwide web publication coffeereview.com. He has worked as a consultant for producers, importers and roaster-retailers in North America, Latin America and Japan.

TRIANGLE TESTING

Joseph Rivera

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