

**6TH ANNUAL ROASTERS GUILD RETREAT | AUGUST 17-20, 2006
RUTTGERS SUGAR LAKE LODGE
REGISTRATION FORM**

PLEASE CHECK ALL THAT APPLY

- EARLY-BIRD REGISTRATION** \$600⁰⁰
March 21-April 28
- RETREAT REGISTRATION** \$650⁰⁰
April 29-August 14
- THURSDAY PRE-RETREAT TRAINING** \$50⁰⁰
- SPOUSE ADD ON (meals+ socials)** \$200⁰⁰

Spouses Name _____

**Attendee (except spouses) must be a current member of the Roasters Guild.
All prices are per person

SHUTTLE INFORMATION

To reserve a shuttle, please contact Shelley at Sugar Lake Lodge at (800) 450-4555 or shelly@sugarlakelodge.com. Attendees will be put into 'shuttle groups' based on arrival & departure times. We will make every effort to schedule your shuttle as close to your arrival time as necessary.

FIRST NAME _____ LAST NAME _____
*This is how your name will appear on your Retreat Name Tag

COMPANY _____ JOB TITLE _____

ADDRESS _____

CITY _____ STATE _____

ZIP _____ COUNTRY _____ EMAIL _____
*Retreat Confirmation will be emailed

WORK PHONE _____ OTHER _____ FAX _____

How Long Have You Been Roasting? _____

Do You Have Any Special Dietary Requirements? _____

What Is Your T-shirt Size? Small Medium Large Extra Large Extra, Extra Large

Method of Payment: Check (Make Payable to SCAA) Visa Mastercard American Express

Credit Card # _____

Security Code# _____ Expiration Date _____

Cardholders Signature _____

Refund/Cancellation Policy: Full payment must be made with registration. Through July 14, 2006, you can receive a full refund except for a \$100 non-refundable processing fee. Any cancellation must be in writing, and is not effective until receipt by the Roasters Guild is confirmed to you. REFUNDS AFTER JULY 14, 2006 WILL ONLY BE GIVEN IF WE ARE ABLE TO FILL YOUR SPACE.



MAIL OR FAX REGISTRATION FORM TO SCAA:

330 GOLDEN SHORE, SUITE 50
LONG BEACH, CA 90802
TEL: 562-624-4100 | FAX: 562-624-4101

**6TH ANNUAL
ROASTERS
GUILD
RETREAT**

**AUGUST 17-20
2 0 0 6**

**ROASTMASTER
CHALLENGE CUP
SPEND YOUR
BLEND**

**RUTTGERS SUGAR LAKE LODGE welcomes the
6TH ANNUAL ROASTERS GUILD RETREAT | AUGUST 17-20, 2006
ROOM RESERVATION FORM**

RESERVATION CUTOFF DATE: JULY 10, 2006

PLEASE CHECK ONE · Room Types are subject to availability. · Lodging Rate are subject to 6.5% MN State Tax and 3% Local Tax

- Studio \$105.00** · Motel style room · Small refrigerator, microwave & coffee maker · 1 king or 2 twin beds
- Two-Bedroom Townhouse \$279.00** · Full kitchen · Living room with gas fireplace · Two bedrooms & 1 or 1 1/2 bathrooms · 1 king and 1 double bed OR 1 king & 2 twins OR 4 twins
- Lodge Room \$129.00** · Motel style room · Small refrigerator, microwave, coffee maker · Jacuzzi tub in the bathroom (exception: Handicap rooms have a walk in shower) · 1 king or 2 twin beds. Some units have 2 double beds.
- Lodge Suite \$229.00** · Full kitchen · Living room with fireplace · Master bedroom has a queen bed & double Jacuzzi.
- One Bedroom Cottage \$229.00** · Knotty pine interior with custom made log furniture · Living room and small refrigerator, microwave & coffee maker · 1 queen bed
- Two Bedroom Cottage \$279.00** · Knotty pine interior with custom made log furniture · Living room and small refrigerator, microwave & coffee maker · 1 full bed and 2 twin beds

Name of Occupant (s) 1* _____ 2* _____
*confirmation will be sent to party #1
3 _____ 4 _____

Arrival Date _____ Departure Date _____ Smoking Non-Smoking

FIRST NAME _____ LAST NAME _____

COMPANY _____ EMAIL _____

ADDRESS _____

CITY _____ STATE _____

ZIP _____ COUNTRY _____

WORK PHONE _____ OTHER _____ FAX _____

Deposit of \$ _____ payable to Sugar Lake Lodge is due at time of reservation (when you send this form).
1/2 the amount of your stay

Payment Method Check Visa Mastercard American Express Discover

Credit Card # _____ Expiration Date _____ Cardholders Signature _____

DEPOSIT: Ruttger's Sugar Lake Lodge requires an advanced deposit of 1/2 the amount of your stay. Please make checks payable to Sugar Lake Lodge or fill in credit card information above. Rooms will not be confirmed unless deposit is received with this form.

CANCELLATION POLICY: All room cancellations are subject to a \$25 cancellation fee. For any cancellations received within 30 days of your arrival date, the deposit is NON-REFUNDABLE.

**CALL, MAIL OR FAX
RESERVATION TO:**



www.sugarlakelodge.com
PO Box 847, Grand Rapids, MN 55744
Tel: (800) 450-4555 or (310) 590-4711 | Fax: (218) 327-0454

TEAM ROTATION SESSION AND DESCRIPTIONS

FRIDAY'S ROTATION SESSIONS

Sample Roasting:

This year, we again will have available numerous sample roasting machines from various manufacturers. During this session, representatives from the manufacturers will be available to answer questions and demonstrate the use of their machines. Attendees will also be able to spend this time sample roasting the coffees their team has received for the Roastmasters Challenge Cup 2006.

Grinding: (J6)

Science of the grind. Delve into the methods and mechanics of proper grinding. Come away with an understanding of how particle size influences the brew.

History, Economics and Culture of the Global Coffee Trade: (J14)

This is a basic overview of the coffee industry and its impact on world culture and economics. Trace the discovery of the bean and learn the role specialty coffee plays in the future of the industry.

A Joust:

This is simply what it says. A joust. We conducted a Joust a few years ago at retreat and it turned out to be a hit. The topic of this session is solely driven by the attendees present and what their interest is in discussing coffee related topics. This will be a moderated class, allowing attendees to bring to light, any argument they would like to discuss in an open forum. Again, this will be moderated and attendees will be frisked at the door for any weapons that can cause bodily harm. Bring your hard hats though, as when you get a group of coffee nuts into one room, discussions can become heated very quickly.

SATURDAY'S ROTATION SESSIONS

Production Roasting:

We will have a variety of production roasters at this years retreat, to include once again, drum and fluid bed roasters. Representatives from the roaster manufacturers will also be available to answer any questions you might have regarding their equipments usage. This is a great opportunity to use a small production roaster that you have never used. These roasters will be available for use during Friday and Saturday rotation sessions, and will be perfect to roast your teams final blend on.

Coffee Trivia Challenge:

Think you know about coffee? Now's the time to put your money where your mouth is. Teams will work together to try to answer questions about coffee and its science, history, economics and culture. The highest scoring team from each group will go on to compete for honor, glory, and the general outcry of "nerd" from their coffee peers.

OPEN SESSION

Teams can use this time for cupping, strategizing or whatever else comes to mind... it's your decision as a team to decide what this time is best used for.

HOSPITALITY HOUR

Come put an end to Friday with a cold one on the Sugar Lake Lodge deck overlooking the beautiful lake. This is a time to just unwind, relax and socialize with fellow retreat attendees.

BONFIRE/BBQ

The infamous retreat bonfire/bbq - what more needs to be said...?

SCHEDULE OF EVENTS

THURSDAY-AUGUST 17TH Upon arrival, please check in

1:00pm	Sensory Skills Test
3:00pm	Organic Acids and the Chemistry of Coffee
4:30pm	Orientation for first time attendees.
5:30-6:30pm	Attendee Registration
5:30-6:30pm	Cupping of Challenge Cup Coffees (Optional)
6:30pm	Official Retreat Begins - Opening Ceremony
7:00pm	Dinner

FRIDAY-AUGUST 18TH

7:30-8:30am	Breakfast
8:30-9:00am	Challenge Cup Overview/Reveal team names and distribute team purchase vouchers
9-10:15am	Opening of House Green Coffee Store. Teams to buy their coffees
10:30-12:00pm	Rotation Session 1
12-1:00pm	Lunch
1-2:30pm	Rotation Session 2
2:45-4:15pm	Rotation Session 3
4:30-6:00pm	Rotation Session 4
6-7:00pm	Open session (Sample roasting, Happy Hour, Whatever you want)
7-8:00pm	Hospitality Hour
7:00pm	Dinner

SATURDAY-AUGUST 19TH

7:30-8:30am	Breakfast
8:30-9:00am	Team re-group meeting/Re-opening of House Green Coffee Store
9:00-10:15am	Rotation Session 1
10:30-11:45am	Rotation Session 2
11:45-12:45pm	Lunch
12:45-2:00pm	Rotation Session 3
2:15-3:30pm	Rotation Session 4
3:30-4:00pm	Open time
4:00pm	Submit Team Blends
4:30-6:00pm	Team representatives cup first round coffee's to determine top 5 finalists
6:30pm	Bonfire/ BBQ

SUNDAY-AUGUST 20TH

7:30-8:30am	Breakfast
8:30-9:30am	Reveal finalists and final cupping of finalists coffee blends
9:30-10:30am	Announce runner up team placements and teams present their blend recipes
10:30-11:30am	Award Ceremony: Reveal placement of finalists in first round and final round
11:30-12:00pm	Review costs of blends in relation to placement in competition
12-1:00pm	Box Lunch
1:00pm	Official end of Retreat 2006

*Schedule is Subject to Change
Final detailed Schedule will be included in your
Retreat Attendee Packet*

SPONSORSHIP OPPORTUNITIES

All Roasters Guild sponsors will receive thanks and acknowledgement in the Specialty Coffee Chronicle as well as on the Roasters Guild Website. The Official Host is entitled to produce a 500-word informational article about its company and /or product (s) and /or its participation in the Roasters Guild Retreat for inclusion on the Roasters Guild Website and in the Official Retreat Handbook. The Official Host's logo will also appear on the Roasters Guild Retreat T-Shirt. Official Host, Gold, Silver and Bronze sponsors are invited to include promotional material in the welcome gift. All sponsors will be recognized on signage & banners at the retreat.

Roasters Guild Retreat Sponsorships are sold on a first-come, first-served basis.

Requests will be accepted starting April 18, 2006 at 12:00pm (pacific standard time)

By calling, faxing, emailing Tina Haddad at:
TEL: 562-624-4195 FAX: 562-624-4101
EMAIL: THADDAD@SCAA.ORG

TRADITIONAL SPONSORS

Official Retreat Host	\$5,000
Gold Sponsor	\$2,500
Silver Sponsor	\$2,000
Bronze Sponsor	\$1,500
Friday Night Hospitality Official Host	\$1,000
Lanyard Sponsor	\$1,000
Saturday Bonfire Party Official Host	\$750
Coffee Break Sponsor (8)	\$100 + Coffee
Welcome Gift Provider	In Kind Product

IN KIND EQUIPMENT & PRODUCT SPONSORS

Brewing Stations	Equipment + Shipping Costs
Roaster Stations	Equipment + Shipping Costs
Espresso Stations	Equipment + Shipping Costs
Espresso Grinders	Equipment + Shipping Costs
Coffee Grinders	Equipment + Shipping Costs
Espresso Coffee Sponsors	In-Kind Product + Shipping Costs
Green Coffee for the Challenge Cup	In-Kind Product + Shipping Costs



ROASTMASTER CHALLENGE CUP 2006 SPEND FOR YOUR BLEND

A team competition designed to utilize attendees roasting craft experience, coffee knowledge, tasting skills, and attention to detail.

This years Roastmaster Challenge Cup, once again, will be filled with the need for creativity, endurance, and attention to detail for the attendees. In this year's event, attendees will have the task of inserting a new objective into the challenge: We are incorporating real life experience by supplying a broad variety of coffee qualities and origins, which may or may not be reflected in the prices of these coffees. This year, coffees will need to be purchased from a "house store", using a voucher, which each team will receive. The purchase price for each available coffee will be a real live price for that particular coffee, if purchased in the market place on this day.

Here is how this year's Roastmaster Challenge Cup-named - "SPEND FOR YOUR BLEND" will work:

CONDUCT OF PLAY

- The RGEC will be selecting up to 10 bags of coffee from at least 6 countries. There may or may not be two or more different qualities from one origin, making up the ten bags. The RGEC will have roasted samples and real live prices of each of these ten coffees, available for teams to cup on Thursday evening, giving the teams an opportunity to taste the qualities of the samples and see their values, previous to the event.
- Attendees will be split into teams. Each team will be awarded a voucher that includes a dollar amount. Each team will be able to use their voucher to buy as much coffee as they can, in one pound pre-measured increments. They may buy multiple pounds of one coffee or one pound of each: However, no team can buy more than 6 lbs of one individual coffee. The prices for each coffee will work out such that one team can not buy enough of the most expensive coffee's to have enough roasted coffee to submit for the cupping competition, taking place on Saturday afternoon and Sunday morning. The objective is to spend their dollars by buying green coffee's that they believe, with the assistance of creative roasting, will allow them to produce a blend that will get their team the highest cupping scores during the cuppings.
- One item worthy of notation: each team may spend all of their voucher moneys' at the initial opening of the house store, or may save some of their voucher moneys' and spend the remainder of their money when the house store re-opens the following morning. The prices of the coffees in the house store may have increased or decreased the next day, as this will be dependant upon what the coffee market does during the previous day. The risk you take is up to your teams' collective decision. A very important point: A minimum of 5 lbs of roasted coffee, from each team, must be submitted to the competition by no later than 4:00PM on Saturday.
- Cupping the coffees: Each team will choose 2 representatives from their team to cup ALL OF THE TEAMS' COFFEES, on a blind basis. The team representatives will be joined by some members of the EC, at 4:30 PM on Saturday, to cup these coffees and score them. The top 5 teams will advance to the second round of cupping, which will take place starting at 8:30AM Sunday morning.
- At no point, between the time samples are submitted for the competition at 4pm on Saturday and after the final cupping on Sunday, will any attendee know which teams blend actually made it to the final round. All teams, except the finalists' teams, will be apprised of their teams cupping score and placement within the teams, previous to the final round on Sunday.

*The intention of adding a cost to the competition is to demonstrate that the cost of a coffee does not always offer the best value, from a non-statistical standpoint.
The intention of cupping the 5 finalists twice is to simply see if subjectivity (personal preference) can come into play.*