NEWS RELEASE

Contact: Joe DeRupo
212-766-4007

FOR IMMEDIATE RELEASE

NCA Announces the “Next Generation Council”
To Cultivate Leadership among Younger Industry Members

Board-Level Committee Will Engage Under-40 Community as Future Leaders

New York (March 23, 2017) – The National Coffee Association (NCA) today announced the creation of the NCA Next Generation Council, a new community that will help the NCA meet the challenges facing today’s coffee industry. Selected by formal nomination and Board approval, Council members will take on special assignments as they increase their involvement in the NCA and further develop their leadership skills.

“This is an exciting time for the coffee industry,” said Bill Murray, NCA president & CEO, “as we open the NCA’s leadership ranks to the young men and women who will take us into the future.”

The seven members of the first NCA Next Generation Council are:

- Frank Gaviña F. Gaviña & Sons
- Brandon Jackson Brown Brothers Harriman
- Zach Olsen BUNN-O-Matic
- Colleen Higgins Mother Parkers Tea & Coffee
- Joe Masucci COEX Coffee International
- Chris Hampson Morgan Stanley
- Samantha Keane Balzac Brothers & Co.

Membership & Governance

Next Generation Council members were selected by formal nomination from NCA members to the Board-level External Relations Committee, with final approval by the NCA Board of Directors. Membership is open to any NCA member company employees who are 39 years of age or younger. Officers of the committee were similarly selected from among the nominated candidates.

The Council will take responsibility for special NCA projects and events, as well as strategic planning and governance. In this way, members will enhance their direct involvement in association
management as they acquire education and development of leadership skills. The NCA anticipates that the Council will provide a steady stream of future leaders across the spectrum of the industry.

The Council itself will have leadership positions, including Chair, Secretary and Treasurer. It is anticipated that the group will hold regular meetings quarterly throughout the year, as well as convene on specific projects such as the annual NCA Day of Service, networking events at other industry meetings, and activity reports to the NCA Board of Directors. Following an initial teleconference in January, the Council held its first quarterly meeting at the NCA Convention on March 22, 2017.

About the National Coffee Association
The National Coffee Association of U.S.A., Inc. (NCA), established in 1911, is the leading trade organization for the coffee industry in the United States. The NCA is the only trade association that serves all segments of the U.S. coffee industry, including traditional and specialty companies. A majority of NCA membership, which accounts for over 90% of U.S. coffee commerce, is comprised of small and mid-sized companies and includes growers, roasters, retailers, importer/exporters, wholesaler/suppliers, and allied industry businesses. The NCA offers a wide array of member benefits, focusing on market research, scientific affairs, domestic and international government affairs, issues management and public relations, and education. The NCA’s core purpose is to champion the well-being of the U.S. coffee industry within the context of the world coffee community. Visit www.ncausa.org for additional information about the NCA, its many offerings, and the world of coffee.

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