WEDNESDAY, MARCH 16
1:30 pm – 1:45 pm  National Coffee Association Annual Meeting of Members
Coronet Room

THURSDAY, MARCH 17
8:30 am – 12:00 pm  Pre-Conference Symposium
Facilitator: Laura Freebairn-Smith
Coronet Room

11:00 am – 6:30 pm  Registration Desk Opens
Crystal Ballroom

12:15 pm – 5:00 pm  Coffee Gives Back Day of Service
Pre-Registration Required
Buses will load from the Thomas Lawn

5:45 pm – 6:30 pm  New Member Reception
(By Invitation)

6:45 pm – 10:00 pm  Welcome Celebration on the USS Midway
Buses will load from the Thomas Lawn

FRIDAY, MARCH 18
8:30 am – 2:30 pm  Registration and Exhibits Open
Crystal Ballroom

8:30 am – 9:00 am  Continental Breakfast
Crystal Ballroom

9:00 am – 9:30 am  Welcome Remarks
Crown Ballroom

9:30 am – 10:20 am  Friday Key-Note Speaker
The Political Scene According to Steele
Speaker: Michael Steele, Former Chair of the Republican National Committee,
MSNBC Political Analyst
Crown Ballroom

10:20 am – 11:10 am  Networking Coffee Break
Crystal Ballroom

11:10 am – 12:20 pm  State of the Economy
Speaker: Scott Clemons, Managing Director, Brown Brothers Harriman & Co.
Crown Ballroom
12:30 pm – 2:00 pm  
**International Women in Coffee Association (IWCA) Luncheon (Ticketed Event)**  
**Speaker:** Henriette Kolb, Head, IFC Gender Secretariat, International Finance Corporation  
Coronet Room

2:00 pm – 2:50 pm  
**Concurrent Breakout Sessions**  
Coffee Science: What You Don’t Know COULD Hurt You - Current Science and Regulatory Issues  
**Speaker:** Mark Corey, Ph.D., Keurig Green Mountain, Inc.  
Hanover Room

Making Coffee the First Sustainability Agricultural Product  
**Speaker:** Raina Lang, Director, Sustainable Coffee Markets, Conservation International  
Garden Room

2:00 pm – 3:50 pm  
**Cupping For All Levels**  
**Presenters:** Brent Hall, S&D Coffee & Tea  
Kyle Newkirk, S&D Coffee &Tea  
Crystal Continental Room

3:00 pm – 3:50 pm  
**Concurrent Breakout Sessions**  
How to Mitigate Coffee Price Volatility: A Diversified Approach  
**Speaker:** Julio Sera, Senior Risk Management Consultant, INTL FC Stone  
Garden Room

Business Case Diversity in the Coffee Sector – Actionable Steps Your Business Can Implement Now  
**Moderated by** Melissa Pugash  
**Speakers:** Henriette Kolb, Head, IFC Gender Secretariat, International Finance Corporation  
Jane Marvin, SVP People & Culture, Peet’s Coffee and Tea  
Hanover Room

5:00 pm – 9:00 pm  
**Friday Evening Beach Party**

*SATURDAY, MARCH 19*

8:30 am – 9:00 am  
**Continental Breakfast**  
Crystal Ballroom

8:30 am – 12:30 pm  
**Registration and Exhibits Open**  
Crystal Ballroom

9:00 am – 9:10 am  
**Good Morning and Housekeeping Remarks**  
Crown Ballroom

9:10 am – 9:45 am  
**National Coffee Drinking Trends 2016 First Look**  
**Speaker:** Mark DiDomenico, Director, Business Development, Datassential  
Crown Ballroom

9:45 am – 10:35 am  
**Keynote Speaker**  
**Speaker:** Jason Redman, Former Navy SEAL Officer and Author  
Crown Ballroom

10:35 am – 11:05 am  
**Networking Coffee Break**  
Crystal Ballroom
11:05 am – 11:40 pm  The Economic Impact of the Coffee Industry  
**Speakers:** David Henkes, Senior Principal, Technomic Inc.  
Joseph Pawlak, Managing Principal, Technomic Inc.  
Crown Ballroom

11:40 am – 12:30 pm  Gen-Power: Unleashing the Potential of Every Generation  
**Speaker:** Seth Mattison, Founder and Chief Movement Officer, FutureSight Labs  
Crown Ballroom

12:45 pm – 2:15 pm  Business Luncheon *(Ticketed Event)*  
**Speaker:** Roberto Vélez Vallejo, CEO, National Federation of Coffee Growers of Colombia  
Coronet Room

6:00 pm – 9:00 pm  Farewell Celebration  
Crystal Ballroom

ALL TIMES, TOPICS AND SPEAKERS MAY BE SUBJECT TO CHANGE