WEDNESDAY, MARCH 22
1:30 pm – 1:45 pm  National Coffee Association Annual Meeting of Members
Room 401

THURSDAY, MARCH 23
11:00 am – 6:30 pm  Registration Desk Opens
Room 402
12:00 pm – 5:00 pm  Exhibitor Set-Up
JW Grand Ballroom – 4th Floor
12:15 pm – 5:00 pm  Coffee Gives Back Day of Service
Pre-Registration Required
All Attendee Day of Service – Salon 4
Next Gen Day of Service – Salon 3
6:00 pm – 6:45 pm  VIP New Member Exhibitor Reception
(By Invitation)
7:00 pm – 10:00 pm  Welcome Celebration
Griffin Hall – 2nd Floor

FRIDAY, MARCH 24
8:30 am – 2:30 pm  Registration and Exhibits Open
JW Grand Foyer – 4th Floor
8:30 am – 9:00 am  Continental Breakfast
JW Grand Foyer – 4th Floor
9:00 am – 9:45 am  Welcome Remarks
JW Grand Salons 6-8
9:45 am – 10:45 am  Friday Key-Note Speaker
Harnessing your Power to Create Change
Speaker: Derreck Kayongo, CEO of the National Center for Civil and Human Rights
JW Grand Salons 6-8
10:45 am – 11:15 am  Networking Coffee Break
JW Grand Foyer- 4th Floor
11:00 am – 4:00 pm  **Spouse/Significant Event**  
For Registered Spouse/Significant Others Only  
Meet outside the Hotel entrance on 2nd Street

11:15 am – 12:15 pm  **“UnSelling: The New Customer Experience”**  
Speaker: Scott Stratten, Disruptive and UN-traditional Sales, Marketing, Branding & Relationship Expert  
JW Grand Salons 6-8

12:30 pm – 2:00 pm  **Delegate Buffet Luncheon – Open to All Convention Delegates and Exhibitors**  
JW Grand Foyer - 4th Floor

2:00 pm – 2:50 pm  **Concurrent Breakout Sessions:**

**Changes to the ICE Futures Robusta Coffee Futures Contract**  
Speaker: Toby Brandon, ICE Futures Europe  
Salon 1

**Coffee Sourcing: Robusta in my Arabica?**  
Speakers: Brian Schaneberg, NCA Scientific Advisory Group  
Timothy Schilling, World Coffee Research  
Salon 2

**Brazilian Crop Study**  
Speaker: Carlos Mera, Rabobank  
Salon 3

3:00 pm – 3:50 pm  **Concurrent Breakout Sessions:**

**Rise of the Machines: Electronic Trading and the Coffee Market**  
Speaker: Stephen Hawrylik, National DCP  
Salon 1

**Making Coffee the First Sustainable Commodity – A Collaboration between the Global Coffee Platform and the Sustainable Coffee Challenge**  
Moderator: Andrew Sargent, Coffeelands at Catholic Relief Services  
Speakers: Annette Pensel, Global Coffee Platform  
Bambi Semroc, Conservation International and Sustainable Coffee Challenge  
Salon 2

**Seeding Coffee’s Future: Conservation and Verification**  
Moderator: Tracy Ging, S&D Coffee & Tea and World Coffee Research  
Speakers: Garold LaRue II, NSF International  
Brian Lainoff, Global Crop Diversity Trust  
Salon 3

6:30 pm – 9:30 pm  **Friday Evening Mexican Cantina Theme Party**  
Brazos’ Hall  
204 East 4th Street, Austin
SATURDAY, MARCH 25

8:30 am – 9:00 am  Continental Breakfast
JW Grand Foyer - 4th Floor

8:30 am – 12:30 pm  Registration and Exhibits Open
JW Grand Foyer - 4th Floor

9:00 am – 9:10 am  Good Morning and Housekeeping Remarks
JW Grand Salons 6-8

9:10 am – 10:10 am  Keynote Speaker
The Funny Story Behind the Funny Stories
Speaker: Scott Dikkers, Founder of The Onion
JW Grand Salons 6-8

10:10 am – 10:35 am  Networking Coffee Break
JW Grand Foyer - 4th Floor

10:35 am – 11:35 am  The Economy and Markets in the Time of Trump
Speaker: Scott Clemons, Brown Brothers Harriman & Co.
JW Grand Salons 6-8

11:35 am – 12:30 am  National Coffee Drinking Trends 2017 First Look
Speaker: Michael Edwards, Founder, DIG Insights
JW Grand Salons 6-8

12:45 pm – 2:00 pm  International Women in Coffee Association (IWCA) Luncheon (Ticketed Event)
Speaker: Meg Jones, UN Women
Salon 3-4

2:00 pm – 3:50 pm  Cupping For All Levels
Presenters:
Traci Armstrong, Texas Coffee Traders
Beth Beall, Texas Coffee Traders
Salon 1

12:45 pm  Exhibitor Break-Down
JW Grand Ballroom – 4th Floor

6:00 pm – 8:00 pm  Farewell Celebration
Pool Deck – 5th Floor
Weather Back-up: Salons 1-4 – 4th Floor

ALL TIMES, TOPICS AND SPEAKERS ARE SUBJECT TO CHANGE WITHOUT NOTICE