WEDNESDAY, MARCH 14
1:30 pm – 1:45 pm  National Coffee Association Annual Meeting of Members
Orpheus - 8th Floor

THURSDAY, MARCH 15
9:30am – 11:00 am  Career Insights for the Next Generation of Coffee Leaders
Open to all registered Next Gen Delegates
Rhythms 1st – 2nd Floor
11:00am – 6:30 pm  Registration Desk Opens
Grand Chenier – 5th Floor
12:00 pm – 5:00 pm  Exhibitor Set-Up
Grand Foyer – 5th Floor
12:00 pm – 5:00 pm  Coffee Gives Back Day of Service - Pre-Registration Required
6:00 pm – 6:45 pm  VIP, New Member, Exhibitor Reception - By Invitation
6:30 pm  Transportation to Welcome Celebration
Sheraton New Orleans Lobby
7:00 pm – 10:00 pm  Welcome Celebration with Entertainment provided by Arturo Sandoval, 10-Time Grammy Award Winner
Generations Hall

FRIDAY, MARCH 16
8:30 am – 2:30 pm  Registration and Exhibits Open
Grand Chenier & Grand Foyer – 5th Floor
8:30 am – 9:00 am  Continental Breakfast
Grand Foyer – 5th Floor
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>9:00 am – 9:45 am</td>
<td><strong>Welcome Remarks</strong></td>
<td>Grand Ballroom ABC</td>
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<tr>
<td>10:45 am – 11:15 am</td>
<td><strong>Networking Coffee Break</strong></td>
<td>Grand Foyer – 5th Floor</td>
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<td>11:00 am – 4:00 pm</td>
<td><strong>Spouse/Significant Event</strong></td>
<td>Sheraton New Orleans Lobby</td>
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<td><em>For Registered Spouse/Significant Others Only</em></td>
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<td>11:15 am – 12:15 pm</td>
<td><strong>General Session: Making Space for Creativity and Innovation - Candy Chang, Urban Space Artist</strong></td>
<td>Grand Ballroom ABC – 5th Floor</td>
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<td>12:30 pm – 2:00 pm</td>
<td><strong>Delegate Buffet Luncheon – Open to All Convention Delegates and Exhibitors</strong></td>
<td>Grand Ballroom D&amp;E – 5th Floor</td>
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<td>2:00 pm – 2:50 pm</td>
<td><strong>Concurrent Breakout Sessions</strong></td>
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<td>• How Blockchain is Transforming Business – Bradley Steinfeld, IBM Canada</td>
<td>Rhythm 1 – 2nd Floor</td>
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<td>• Protecting Your Company Image Top 5 things you need in Place – John Deveney, Deveney</td>
<td>Rhythm 2 – 2nd Floor</td>
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<td>• Catch the Buzz Behind Cold Brew – Julia Leach, Toddy; Scott Hawks, Eight O’Clock Coffee Company; Mark Corey, Ph.D, National Coffee Association</td>
<td>Rhythm 3 – 2nd Floor</td>
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<td>3:00 pm – 3:50 pm</td>
<td><strong>Concurrent Breakout Sessions</strong></td>
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<td>• Brewing Up the Future: Opportunities in Ready-to-Drink Coffee – Matthew Barry, Euromonitor International</td>
<td>Rhythm 1 – 2nd Floor</td>
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<td>• Flavors and Additives: The New Trends for Your Coffee – Mark DiDomenico, Datassential</td>
<td>Rhythm 2 – 2nd Floor</td>
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<td>• A Practical Guide to Managing Diacetyl &amp; Flavor Safety in the Workplace – Mark Corey,</td>
<td>Rhythm 3 – 2nd Floor</td>
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<td>Ph.D, National Coffee Association; Claudia Lewis, Veneble LLP</td>
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<td>6:30 pm</td>
<td><strong>Transportation to Theme Party</strong></td>
<td>Sheraton New Orleans Lobby</td>
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<td>7:00 pm – 10:00 pm</td>
<td><strong>Friday Evening Theme Party</strong></td>
<td>Mardi Gras World</td>
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SATURDAY, MARCH 17

8:30 am – 9:00 am  Continental Breakfast
Grand Foyer – 5th Floor

8:30 am – 12:30 pm  Registration and Exhibits Open
Grand Chenier & Grand Foyer – 5th Floor

9:00 am – 9:10 am  Good Morning and Housekeeping Remarks
Grand Ballroom ABC – 5th Floor

9:10 am – 10:10 am  Keynote Speaker: One for the Record Books – Scott Clemons, Chief Investment Strategist,
Brown Brothers Harriman
Grand Ballroom ABC

10:10 am – 10:35 am  Networking Coffee Break
Grand Foyer – 5th Floor

10:35 am – 12:30 pm  General Sessions: National Coffee Drinking Trends: What is the Consumer
Picture in 2018 - Michael Edwards, Founder, DIG Insights

General Session: The Loyalty Switch – James Kane, Renowned Loyalty Expert
Grand Ballroom ABC – 5th Floor

12:45 pm – 2:00 pm  International Women in Coffee Association (IWCA) Networking Reception
(Ticketed Event)

2:00 pm – 2:50 pm  Concurrent Breakout Sessions
• Emerging Trends in Coffee Processing - David Roche, Coffee Quality Institute
Rhythm 1 – 2nd Floor
• Coffee Sustainability: Visions in Action Panel – Global Coffee Platform Panel
Daniele Giovanucci, Committee on Sustainability Assessment; Shannon Higgins, Mother
Parkers Tea and Coffee; Juan Estaban Orduz, Colombian Coffee Federation; Annette Pensel,
Global Coffee Platform, Mary Petitt, Global Coffee Platform; Paul Stewart, TechnoServe
Rhythm 2 – 2nd Floor

2:00 pm – 4:00 pm  Cupping for All Levels
Stephen Schulman, Lacas Coffee Co/Dallis Bros. Coffee
Rhythm 3 – 2nd Floor

12:45 pm  Exhibitor Break-Down

6:00 pm – 8:00 pm  Farewell Celebration
Armstrong Ballroom 8th Floor