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

WEDNESDAY, MARCH 4
1:30 pm – 1:45 pm  National Coffee Association Annual Meeting of Members
Room 205, 2nd Floor

THURSDAY, MARCH 5
9:30 am – 11:00 am  Next Generation of Coffee Leaders Session
Open to all registered Next Gen Delegates
JW Grand Salon 3, 4th Floor
Presented By: Zachery Elkins - PhD, University of Texas at Austin
Matthew Swenson, Chameleon Cold Brew
Sponsored By: Chameleon Organic Coffee

11:00 am – 6:30 pm  Registration Desk Opens
Room 402, 4th Floor

9:30 am – 5:00 pm  Exhibitor Set-Up
JW Grand Salon Foyer, 4th Floor

12:00 pm – 5:00 pm  Coffee Gives Back Day of Service - Pre-Registration Required
Meet in Hotel Lobby for Bus Transportation
Sponsored By: Nestlé Coffee Partners
Starbucks Coffee Company
The Folger® Coffee Company

6:00 pm – 6:45 pm  VIP, New Member, Exhibitor Reception - By Invitation
Sponsored By: FETCO

7:00 pm – 10:00 pm  Welcome to Texas Celebration
Griffin Hall, 2nd Floor
Sponsored By: Massimo Zanetti Beverage USA – Party Host
ToxStrategies, Inc. – Signature Cocktail Sponsor
1850® Coffee – Entertainment Host Sponsor
Fara Coffee & Mercon Coffee Corporation – Interactive Entertainment Host Sponsors
Can Corporation of America, Inc. – Photo Station Sponsor

10:00 pm – 11:00 pm  NCA HAPPY HOUR
JW Marriott – Lobby Bar, 1st Floor

Networking is key to a successful convention and the Lobby Bar is the perfect spot! Discounted cocktails will be available upon presentation of your NCA Convention Badge.
FRIDAY, MARCH 6

8:30 am – 2:30 pm  **Registration and Exhibits Open**
Room 402, 4th Floor

8:30 am – 9:00 am  **Continental Breakfast**
JW Grand Salon Foyer, 4th Floor
*Sponsored By: The Coca-Cola Company*

9:00 am – 10:25 am  **Welcome Remarks and State of the Association**
JW Grand Salon 6-8, 4th Floor

10:25 am – 11:10 am  **Key-Note Session: “Shift Your Brilliance – Leading Amidst Change and Uncertainty” – Simon T. Bailey**
JW Grand Salon 6-8, 4th Floor
*Sponsored By: Probat, Inc.*

11:10 am – 11:30 am  **Networking Coffee Break**
JW Grand Salon Foyer, 4th Floor
*Sponsored By: Printpack, Inc.*

11:30 am – 12:15 am  **The Cure for Low Prices**
JW Grand Salon 6-8, 4th Floor
*Presented By: Eric Moore, Gro Intelligence
Steve Mathews, Gro Intelligence*

11:45 am – 2:00 pm  **Science Fair**
*Presented By: The NCA Scientific Leadership Council*
JW Grand Salon 4-5, 4th Floor
*Sponsored By: Probat, Inc.
White Coffee Corporation*

12:30 pm – 2:00 pm  **Delegate Buffet Luncheon – Open to All Convention Delegates and Exhibitors**
JW Grand Salon 4-5, 4th Floor

2:00 pm – 2:45 pm  **Concurrent Breakout Sessions**
- Coffee +: Who is putting what in your coffee. CBD: Safety Concerns & Limiting Liability?
  JW Grand Salon 1, 4th Floor
  *Presented By: Robert Goldstein, Faegre Drinker Biddle & Reath LLP
  Heili Kim, Faegre Drinker Biddle & Reath LLP*
  *Sponsored By: Atlantic (USA), LLC*
- Coffee Behaviors, Preferences and Menu Trends
  JW Grand Salon 2, 4th Floor
  *Presented By: Lizzy Freier, Technomic*
- Managing Packaging Sustainability Challenges in an Evolving Coffee Industry
  JW Grand Salon 3, 4th Floor
  *Presented By: Tiffany Forseth, Amcor
  Fabio Peyer, Amcor*
3:00 pm – 3:45 pm  **Concurrent Breakout Sessions**
- Innovation and Single Serve 2.0
  JW Grand Salon 1, 4th Floor
  *Sponsored By:* Fres-co System USA, Inc.
  *Presented By:* Jim Watson, Rabobank
- Ready-to-Drink Coffee: The Next Five Years
  JW Grand Salon 2, 4th Floor
  *Presented By:* Matthew Barry, Euromonitor
- Roaster Emissions, Regulations and Requirements
  JW Grand Salon 3, 4th Floor
  *Presented By:* Erich Birch, Birch, Becker & Moorman, LLP
  *Shoshani Cowmeadow PhD, Sage ATC Environmental Consulting*
  *Jay Lindholm, Sage ATC Environmental Consulting*

6:45 pm  **Friday Evening Theme Party Transportation Begins**
Hotel Lobby
*Sponsored By:* ICE Futures U.S., Inc.
  *Keurig Dr Pepper Inc.*

7:00 pm – 10:00 pm  **Friday Evening Theme Party**
The Belmont
305 West 6th Street
*Sponsored By:* Eight O’Clock Coffee Company – Party Host
  *Beck Flavors – Signature Cocktail Sponsor*
  *Café Bustelo® – Entertainment Host Sponsor*
  *Community Coffee Company - Photo Station Sponsor*
  *Flavor & Fragrance Specialties – Cigar Roller Sponsor*

10:00 pm – 11:00 pm  **FRIDAY EVENING WELCOME HAPPY HOUR**
JW Marriott Lobby Bar
Convention Attendees will enjoy discounted drinks with presentation of convention badge.

**SATURDAY, MARCH 7**

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 Salon Foyer, 4th Floor

9:00 am – 9:10 am  **Good Morning and Housekeeping Remarks**
JW Grand Salon 6-8, 4th Floor

9:10 am – 10:10 am  **Key-Note Speaker: “2020 Vision” - G. Scott Clemons, Chief Investment Strategist, Brown Brothers Harriman & Co.**
JW Grand Salon 6-8, 4th Floor
*Sponsored By:* Brown Brothers Harriman & Co.
10:10 am – 10:35 am  **Networking Coffee Break**  
JW Grand Salon Foyer, 4th Floor

10:40 am – 11:25 am  **Key-Note Speaker: “Tech, Trade, Turbulence and the 2020 Elections”- Rich Karlgaard**  
JW Grand Salon 6-8, 4th Floor

11:25 am – 12:15 pm  **National Coffee Data Trends 2020 Preview**  
JW Grand Salon 6-8, 4th Floor  
*Moderator: Cheryl Hung, Dig Insights*  
*Susan Lambert, Massimo Zanetti Beverage USA*  
*Mark Marino, Baronet Coffee Roasters*  
*Erin Slater, S&D Coffee & Tea*  
*Sponsored By: Dunkin’ Brands, Inc. and National DCP, LLC*

12:30 pm – 2:00 pm  **International Women in Coffee Association (IWCA) Networking Luncheon (Ticketed Event)**  
*The Impact of Empowerment Investing*  
JW Grand Salon 3-4, 4th Floor

12:45 pm  **Exhibitor Break-Down**  
JW Grand Salon Foyer, 4th Floor

2:00 pm – 2:45 pm  **Concurrent Breakout Sessions**

- **Jittery Coffee Prices: Supply, Demand and Other Factors**  
  *Presented By: Carlos Mera, Rabobank International*  
  Room 310, 3rd Floor

- **Understanding Sustainability’s Influence Over Consumer Purchasing**  
  *Presented By: Tuesday Hagiwara, Nielsen Company*  
  Room 311, 3rd Floor  
  *Sponsored By: Atlantic (USA), LLC*

2:00 pm – 4:00 pm  **Cupping for All Levels**  
JW Grand Salon 1-2, 4th Floor  
*Presented By: Beth Beall, Texas Coffee Roasters*

6:00 pm – 8:00 pm  **Farewell Celebration**  
Pool Deck, 5th Floor  
*Sponsored By: F. Gaviña & Sons, Inc. – Party Host*  
*Cadeco Industries, Inc. – Bar Host Sponsor*