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Changing Lives, Creating Futures

2010

The POWER Of Coffee

National Coffee Association's 99th Annual Convention
March 18-20 The Ritz-Carlton, Laguna Niguel, Dana Point, CA

The POWER Of Coffee

2010
Changing Lives, Creating Futures

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For a complete list of sponsors, visit ncausa.org.
Interested in being a sponsor of the NCA Convention? Contact us at 212-766-4007



The National Coffee Association has been championing the well being of the US coffee industry with integrity since it was founded in 1911. The NCA remains the only trade association serving all segments of the US coffee industry, including traditional and specialty companies. Though NCA represents over 90% of the coffee commerce in the country, a majority of NCA members are small and mid-sized companies and include growers, roasters, retailers, importer/exporters, wholesaler/suppliers, and allied industry businesses.

March 18-20 The Ritz-Carlton, Laguna Niguel, Dana Point, CA

National Coffee Association of USA, Inc.

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March 18-20, 2010.

Join Us for Two and a Half Days of Networking and Comprehensive Programming to Prepare You for the Next Decade. The business of coffee continues to be about fostering relationships, overcoming challenges, thinking creatively and building opportunities. As the economy recovers, let us examine the impact of coffee and how it shapes our future. Looking toward the next decade, consider the exciting possibilities that lie ahead as you rebuild, reposition and invest in your brand. The NCA Annual Convention is just the place to do this. Learn from established and renowned coffee industry experts, acquire new survival skills and bring back tangible tools to apply to your business. There's more—benefit from the many opportunities to network with your peers and other coffee professionals during this premiere industry event. You should be a part of the 99th Annual NCA Convention,



The NCA Annual Convention Brings It All Together

Join your peers and business partners from every segment of the industry.

- The people you need to meet
- The information you need to have
- Conversations you should be having
- Intimate table-top exhibits for building supplier relationships and learning about industry organizations

March 18-20, 2010.
Register now.

Program Highlights

For program updates, visit

ncausa.org

NCA Government Affairs Update *Ken Roberts, Director, International Business Relations, Kraft Foods North America* Representing the interests of the coffee industry in Washington D.C. and at the state level is integral to NCA's work. This topical session will provide an overview of current and upcoming regulatory and government affairs issues affecting the industry.

Practices in Sustainability *Diego Pizano, Board President, 4-C Association; Thiet Van Nguyen, Field Representative, Utz Certified; Willem J. Boot, Boot Coffee Consulting & Training (Moderator)* The panel will highlight sustainability case studies focused on the current challenges faced and successful approaches. The pros and cons of rapid growth and how certification programs assure social and environmental standards will also be discussed.

Scientific Update: Benefits of Coffee and Health & Other Timely Topics *Norm Ouellette, VP Research & Development, Starbucks Coffee Company and Chair, NCA's Scientific Advisory Group (SAG) (Moderator); James R. Coughlin, Ph.D., President, Coughlin & Associates; Consultants in Food/Chemical/Environmental Toxicology & Safety; Candace L. Doepker, Ph.D., Manager, Product Safety & Scientific Affairs, J.M. Smucker* This NCA Scientific Advisory Group (SAG) panel presentation will provide an update on pressing scientific issues SAG is tracking—issues that potentially impact every attendee. Norm Ouellette will also offer a comprehensive overview of the latest data and information related to that key consumption driver or barrier, the relationship between coffee and health.

Register before Feb. 17th to save



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RITZ-CARLTON, LAGUNA NIGUEL
DANA POINT, CALIFORNIA

Opportunities to Connect

Friday Night Theme Reception

Visit ncausa.org, for details about this year's theme so you can bring just the right ensemble.

The Annual Banquet

The Convention closing event, black-tie (optional) is not to be missed.

Kaffeeklatch for Spouses & Significant Others

Explore the rich history of the Mission of San Juan Capistrano during this off-property excursion.

Golf, Tennis or Volleyball

A little friendly competition with awards & prizes for the winners.

Register before Feb. 17th and save \$200

Table-Top Exhibition

A prime opportunity to highlight your products/services to key decision makers in this intimate table-top setting. For more information and to participate, visit the Exhibitor page at www.ncausa.org.

The Ritz-Carlton, Laguna Niguel

(949) 240-2000
www.ritzcarlton.com

Make your reservations by **February 17, 2010** and mention NCA to get the event room rate. Contact the Ritz-Carlton directly: 1-800-241-3333 or 1-949-240-2000.

Visit ncausa.org for more information, including a list of alternate hotels.

Child Labor – Panel Discussion *Ricardo Villanueva Carrera, Chairman, Anacafé; Arnoldo Leiva, General Manager, The Coffee Source; Henry Ngabirano, Managing Director, The Ugandan Coffee Development Authority; Nestor Osorio, Executive Director, ICO (Moderator)* Learn more about monitoring programs to eradicate child labor in producing countries and how these programs are vital to the industry.

African Specialty Coffee: Challenges and Opportunities *David Browning, Vice President, Coffee Initiative, Technoserve; Jorge Cuevas, Director of Trade Operations, Sustainable Harvest at Origin* East Africa presents a plethora of opportunities for the specialty coffee sector and unlimited possibilities for farmers to increase their incomes. During this seminar, the challenges of the region will be discussed, as well as the obstacles farmers need to overcome in order to be reliable specialty industry suppliers.

Building a Future for Quality: A Look at the Global Coffee Market, the Challenges Ahead & Solutions Developed by the Coffee Quality Institute (CQI) *Ted Lingle, Executive Director, Coffee Quality Institute (CQI); Arnoldo Leiva, General Manager, The Coffee Source; Henry Ngabirano, Managing Director, The Ugandan Coffee Development Authority; Ellen Jordan Reidy, President, America's Food Technologies, Inc. (Moderator)* Coffee demand in major markets remains stable and consumption is on the rise in emerging markets while production has declined in Central America and Colombia. These forces will undoubtedly create tension for quality purveyors as they continue to build their businesses. CQI's initiatives, are all aimed at building a stronger and more sustainable infrastructure for quality coffee. This session will examine how CQI's initiatives currently relate to businesses as well as how each are projected to shape the future.

Sustainable Packaging: The Next Step *Chris Burger, Coffee Product Manager, Fres-co Systems, USA; Stewart Richards, Technical Service & Development Manager, Innovia Films* This panel will highlight the next big step on the sustainability journey for the coffee industry: sustainable packaging. The discussion will provide valuable insight into current trends and the industry's shift to sustainable packaging, including an overview of the various packaging options currently available as well as focus on emerging trends.

Roaster Roundtable – Talks, Tips and Techniques *Colleen Anunu, Director of Coffee, Gimme! Coffee; Craig K. Min, Chief Executive Officer, Lamill Coffee; Stephen Schulman, Director of Business Development, S&D Coffee, Inc.; Mike Perry, Owner & Roastmaster, Klatch Roasting (Moderator)* Hear what representatives from Gimme!, Lamill and S&D Coffee have to share about the roasting field. In an informal, informative session, you will discuss experiences, exchange ideas, meet industry members and interact with a selection of roasters, from specialty to commercial and everything in between.

International Women in Coffee (IWCA) Fund-raising Luncheon (ticketed event) Show your support of the work of this important and dynamic group. For ticket information, visit www.womenincoffee.org.

And more...

- Economic Forecast
- Connecting With the Next Generation of Coffee Consumers
- Business Luncheon
- Preview: 2010 National Coffee Drinking Trends Survey
- Cup of Excellence Comparative Coffee Tasting
- The At Home Coffee Market
- Social Media Discussion

Register now at

ncausa.org

Registration Fees (per registrant). Non-members, save more by joining NCA. Contact NCA for information.

On or Before February 17, 2010

NCA Member Registration – Delegate	\$ 675
Non-Member Registration – Delegate	\$ 900
NCA Member or Non-Member Registration – Spouse/Significant Other	\$ 350

After February 17, 2010

NCA Member Registration – Delegate	\$ 875
Non-Member Registration – Delegate	\$ 1,100
NCA Member or Non-Member Registration – Spouse/Significant Other	\$ 350

Program At-A-Glance

Times and program details are subject to change

THURSDAY, MARCH 18, 2010

- 11:00 Registration Opens
- 12:00 Exhibitor Set-up Begins
- 1:30 NCA Annual Meeting
- 6:30 New Member/First Time Attendee Reception
- 7:15 Convention Welcome Reception (sponsored by Allied Members)

FRIDAY, MARCH 19, 2010

- 7:00 Registration Opens
- 7:30 Exhibit Opens
- 8:00 Networking Continental Breakfast
- 8:30 Convention Welcome
- 8:45 Keynote Address
- 9:10 NCA Government Affairs Update
- 9:40 Economic Forecast
- 10:00 Kaffeeklatch
- 10:10 Networking Coffee Break
- 10:30 Child Labor – Panel Discussion
- 11:15 African Specialty Coffee: Challenges and Opportunities
- 12:00 Business Luncheon (ticketed event)
- 2:00 Break-Out Sessions Begin
- 3:00 Volleyball Tournament
- 3:00 Tennis Tournament
- 5:15 Colombian Coffee Federation Cocktail Party
- 7:00 Theme Reception

SATURDAY, MARCH 20, 2010

- 7:30 Registration Opens
- 8:00 Networking Continental Breakfast
- 8:30 Second Day Welcome
- 8:35 Preview: 2010 National Coffee Drinking Trends Survey
- 9:00 Connecting With the Next Generation of Coffee Consumers
- 9:45 Networking Coffee Break
- 10:05 Roaster Roundtable
- 11:00 Scientific Update
- 12:00 IWCA Luncheon (ticketed event)
- 12:30 Golf Tournament
- 2:00 Break-Out Sessions Begin
- 7:00 Chairman's Reception
- 8:00 Annual Banquet

Members of the Tea Association of the USA

The NCA member rate will apply to Tea Association members in good standing. Online registration is not available. Please download the registration form from www.ncausa.org and fax to 212-766-5815, indicating your Tea Association membership.

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