

Program Agenda

Please Wear your Badge to All Events

Monday, October 26

12:00-5:00 pm

Green Coffee Field Trip: Port and Warehouse Tour

Tour Guides and presenters will include: Del Bobbish, Yard Operations Manager, PNCT; Jaime Schoenhut, Royal Coffee New York (RNY); Matt Brauner, Brauner International; Susie Spindler, Cup of Excellence
Meet in the Roosevelt Hotel Lobby for 12 noon departure by bus. Fee: \$45 (lunch provided)

12:00-5:00 pm

Exhibitor Set-Up

Palm Room

3:00-5:00 pm

Guided Walking Tour of East Village Cafés

Tour guides: Dennis Dran, Mother Parker's Tea & Coffee & John Moore, Dallis Coffee
Meet in the Roosevelt Hotel Lobby for 3 p.m. departure. Wear comfortable shoes!

3:00-5:30 pm

Registration & Information Desk Hours

Palm Room

6:00-8:00 pm

Welcome Reception

Join us in the Roosevelt Hotel Palm Room to kick off the conference!
Sponsored by Franke Coffee Systems

Tuesday, October 27

7:30 am-6:00 pm

Registration & Information Desk Hours

Palm Room

7:45 am

Networking Continental Breakfast

Palm Room

8:15 am-12:30 pm

General Sessions

Terrace Ballroom

Conference Welcome

Jim Cleaves, Dunkin' Brands, Conference Chair

The History of Coffee in New York

Jack Putnam, Historian, South Street Seaport Museum
Sponsored by Eight O'Clock Coffee

Virtual Tour: Harvesting & Processing At Origin

Dennis Dran, Mother Parker's Tea & Coffee

Coffee Break

Palm Room

Program Agenda cont'd

Tuesday, October 27 cont'd

“Greening” Your Operations: How and Why We Do It and How You Can, Too

Paul Comey, Vice President of Environmental Affairs, Green Mountain Coffee Roasters & Mike Love, Coffee Labs Roasters
Sponsored by 4C Association

How We’re Navigating the Challenges to Run a Successful Coffee Business Today

Stephen Schulman, Director of Business Development, S&D Coffee (moderator); Oren Bloostein, Owner/Roastmaster, Oren’s Daily Roast & Caroline Bell, Co-Owner, Café Grumpy

Water - The Other 98.5% (Tasting Session)

David Beeman & Skip Finley, Cirqua Customized Water
Sponsored by Dunkin’ Brands, Inc.

12:35-2:00 pm

Conference Luncheon: “The Successful Collaboration of Producer and Buyer in Guatemala”

William Hempstead, Director, Anacafé
Broadway Suite; Luncheon Ticket: \$85

2:00-2:45 pm

After Lunch Coffee: Cup of Excellence Comparative Tasting

Susie Spindler, Executive Director, Cup of Excellence
Terrace Ballroom
Sponsored by Fres-co System USA, Inc.

3:00-5:15 pm

Concurrent Break-Out Sessions

3:00-3:45 pm

Business Basics, Part One: Managing Your Business Finances

Ed Arvidson, President, E&C Consulting
East End

3:00-3:45 pm

Importing 2.0: Navigating the “C” Market

Jack Purr, Trader, Atlantic (USA), Inc.
Sutton Suite

3:45-5:15 pm

Roaster & Retailer Roundtables: Guided Discussion and Q&A on Key Issues for Roasters & Retailers

Moderator: Karl Schmidt, President, Probat Burns, Inc
Sutton Suite

6:00-7:00 pm

Continue the Conversation Cocktail Hour

Join us at MAD46, the Roosevelt’s swanky rooftop bar, for cocktails and conversation!
Sponsored by Plitek, LLC
BADGES REQUIRED

Program Agenda cont'd

Wednesday, October 28

7:30-9:30 am

Registration & Information Desk Hours

7:30 am

Coffee Service

Palm Room

8:00-9:15 am

Concurrent Break-Out Sessions

A Better Way To Ship Green Specialty Coffee? A Discussion on Vacuum Packing Coffee in Reusable Bags at Origin

Andrew Miller, President, Café Imports

Sutton Suite

Business Basics, Part Two: Hiring, Training and Retaining the Right People for a Successful Operation

Ed Arvidson, President, E&C Consulting

Broadway Suite

9:00-11:00 am

Walking Tour of West Village Cafés

Tour Guides: Dennis Dran, Mother Parker's Tea & Coffee; John Moore, Dallis Coffee

Meet at large centerpiece in Roosevelt Hotel lobby for 9 a.m. departure; tour will end at the ICE Cupping Room for the Triangulation Workshop. Wear comfortable walking shoes!

9:30 am Departure
10:15 am Start

Commodities Market Primer & Beginners' Cupping at The Intercontinental Exchange (ICE) Cupping Room

Meet at large centerpiece in Roosevelt Hotel Lobby for 9:30 am departure for ICE by subway. Session begins at 10:15 a.m. at the ICE Cupping Room, 39 Broadway, approximately 1 block north of the Charging Bull (4/5 to Wall St. or Bowling Green).

Sponsored by J.M. Smucker Company

11:15 am

ICE Cupping Room

Triangulation Cupping Workshop at Intercontinental Exchange (ICE) Cupping Room

Mané Alves, Founder, Coffee Lab Intl. and Vermont Artisan Coffee & Tea

ICE Cupping Room, 39 Broadway, approximately 1 block north of the Charging Bull (4/5 to Wall St. or Bowling Green).

12:30-3:30 pm

Red Hook, Brooklyn Field Trip: Fairway Market Roaster & Retail Tour + Red Hook cafés

Tour bus departs from ICE Cupping Room (39 Broadway) at 12:30 p.m.

Fairway is located at 480 - 500 Van Brunt St., Brooklyn, NY 11231;

www.hopstop.com for travel directions.

Sponsored by Probat Burns, Inc.