



SYMPOSIUM

PRESENTED BY THE SPECIALTY COFFEE ASSOCIATION OF AMERICA

2015 PROGRAM

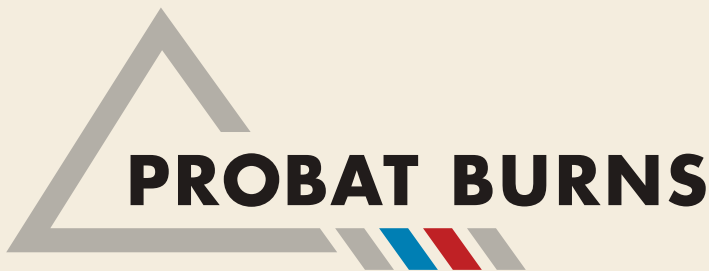
WELCOME

SYMPOSIUM

APRIL 8-9, 2015

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HOSTED BY



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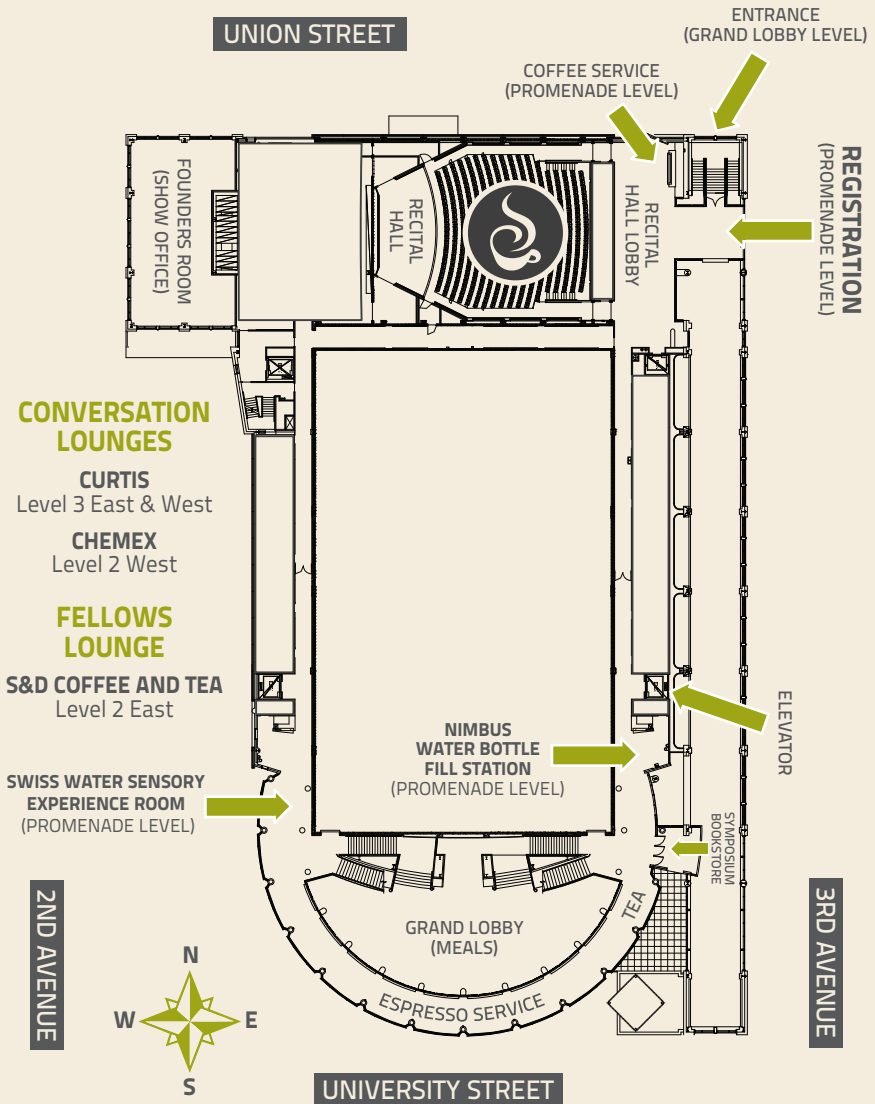
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SPECIALTY COFFEE ASSOCIATION OF AMERICA

Benaroya Hall

200 University Street
Seattle, Washington

VENUE MAP



SCHEDULE

TIME	ACTIVITY	LOCATION
7 – 10 AM	Registration / Badge Pickup	Recital Hall Lobby
7:30 – 8:30 AM	Breakfast	Grand Lobby
9 – 10:25 AM	The Heart of It: Quantifying and Optimizing Specialty Coffee Welcome & Introduction Peter Giuliano, Director of Symposium, SCAA Ric Rhinehart, Executive Director, SCAA A Wicked Problem: Understanding Complexity Pierre Ferrari, President & CEO, Heifer International A Simple Question: Caturra or Castillo? Michael Sheridan, Director, Borderlands Coffee Project Voices From Origin: A Producer Driven Approach Mayra Orellana-Powell, Marketing Director, Royal Coffee Company	Recital Hall
10:25 – 11 AM	Coffee Break	Promenade
11 – 12:15 PM	The Heart of It, cont. The Business of Sustainability: Assessing What Matters Daniele Giovannucci, President, Committee on Sustainability Assessment Vital Signs: Indicators of a Healthy Market Heather Ward, Research Analyst, SCAA Ben Pitts, VP of Food Service & Hospitality, Royal Cup Coffee & Tea Conclusion Ric Rhinehart, Executive Director, SCAA	Recital Hall
12:15 – 1:15 PM	Lunch	Grand Lobby

DAY ONE

TIME	ACTIVITY	LOCATION
1:15 – 2:05 PM	The Cutting Edge of Sensory Science Introduction Emma Bladyka, Coffee Science Manager, SCAA A Sensory Lexicon: The Science of Flavor Lindsey Bolger, VP Coffee Sourcing & Excellence, Keurig Green Mountain Turning Good Science into Good Business Bernard Lahousse, Co-Founder, Foodpairing.com Luis Fernando Samper, Chief Marketing Officer, FNC	Recital Hall
2:05 – 2:55 PM	Water: The Invisible Driver of Coffee Introduction Kim Elena Ionescu, Coffee Buyer & Sustainability Mgr, Counter Culture Coffee We all Drink Downstream: Water and Ecosystems Paul Hicks, Water Resources Coordinator, Catholic Relief Services Drought is the New Frost: Water and the Coffee Market Keith Flury, Head of Coffee Research, Volcafe	Recital Hall
2:55-3:25 PM	Coffee Break	Promenade
3:25 – 4:15 PM	Water, cont. Beyond Wet and Dry: Breaking Paradigms in Coffee Processing Flavio Borem, Professor, Federal University of Lavras The Simplest Ingredient? The Complexities of Water and Flavor Maxwell Colonna-Dashwood, Director, Colonna & Small's	Recital Hall
4:30 - 6 PM	Cocktail Hour	Promenade
6 PM	Dinner (Arrive between 6 and 7 PM)	Blueacre Seafood

SCHEDULE

TIME	ACTIVITY	LOCATION
7:30 – 8:30 AM	Breakfast	Grand Lobby
9 – 9:20 AM	Introduction	Recital Hall
9:20 – 10:15 AM	Out of the Box: Unexpected Innovations in Coffee A New Frontier: Coffee Farming in California? Jay Ruskey, Owner / Grower, Good Land Organics Small but Mighty? Biological Rust Controls Harry Evans, Emeritus Fellow, CAB International Things We Like: Culture's Impact on Preference Charlotte Biltekoff, Associate Professor, University of California Davis	Recital Hall
10:15 – 10:45 AM	Coffee Break	Promenade
10:45 – 12 PM	Gender Equity: Can Shifting Our Focus Improve the Supply Chain? Introduction Kimberly Easson, VP of Strategic Partnerships & Gender Program Advisor, Coffee Quality Institute A World With No Gender Gap Lorena Aguilar, Global Senior Gender Adviser, IUCN What the Research is Telling Us about Gender and Agriculture Colleen Anunu, Researcher and Educator, Master's Candidate at Cornell Gender Equity in Practice: The Bukonzo Joint Case Paineto Baluku, Managing Director, Bukonzo Joint Cooperative Union Katherine Nolte, Coffee Marketer & Marketing Advisor, Twin	Recital Hall
12 – 1 PM	Lunch	Grand Lobby

DAY TWO

TIME	ACTIVITY	LOCATION
1 – 2:30 PM	Discussion Salons Rotation 1	See Below
2:30 – 3 PM	Coffee Break	Promenade
3 – 4:30 PM	Discussion Salons Rotation 2	See Below
4:30 – 5 PM	Reflections and the Way Forward Peter Giuliano, Director of Symposium	Recital Hall
6 – 7 PM	The Event Opening Ceremonies	Washington State Convention Center
7 – 10 PM	SCAA Block Party & TNT	

DISCUSSION SALONS

The Discussion Salons provide a forum for delegates to engage speakers directly and delve more deeply into the subjects they find most compelling. Please select one of the sessions from the list below for the first rotation, and then select a different session for the second rotation.

The Heart of It: Discussion

Panelists: Ric Rhinehart (Host), Daniele Giovannucci, Pierre Ferrari, Michael Sheridan, Heather Ward, Ben Pitts, Mayra Orellana-Powell

Recital Hall

Sensory Science: Discussion

Panelists: Emma Bladyka (Host), Lindsey Bolger, Bernard Lahousse, Luis Fernando Samper

Curtis Lounge
(Level 3 West)

Water: Discussion

Panelists: Kim Ionescu (Host), Paul Hicks, Keith Flury, Flavio Borem, Maxwell Colonna-Dashwood

Chemex Lounge
(Level 2 West)

Out of the Box: Discussion

Panelists: Peter Giuliano (Host), Jay Ruskey, Charlotte Biltekoff, Harry Evans

Curtis Lounge
(Level 3 East)

Gender Equity: Discussion

Panelists: Kimberly Easson (Host), Lorena Aguilar, Colleen Anunu, Paineto Bakulu, Katherine Nolte

S&D Fellows Lounge
(Level 2 East)

CONVERSATION LOUNGES

Symposium Conversation Lounges are spaces outside of the main plenary hall where delegates can stay connected to the talks by viewing them on monitors, but they can also use these spaces to connect to one another.

In addition to the roster of speakers, dialogue is a crucial part of the Symposium experience. While world-class speakers and diverse topics help broaden our minds, the work is ours to do and there's no group better equipped than our curious, passionate band of coffee obsessives.

In order to diversify and increase your opportunities for interaction, we are providing these alternate spaces on the Level 2 and 3 tiers (see map), made possible by Conversation Lounge sponsors Chemex and Curtis. Delicious coffee will also be available in the lounges.

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Feel free to use these spaces in whatever way helps you get the most out of your Symposium experience, we just ask that you please be considerate of others around you who may be watching the Symposium talks on the monitors.

We look forward to welcoming you into these great spaces!

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FELLOWS LOUNGE

The S&D Fellows Lounge offers the recipients of the annual Symposium Fellowship Award, as well as all Symposium delegates, a place to connect, explore ideas, and find solutions to some of the most pressing industry issues that we face, together. Please take a moment to stop in and enjoy this space on the Level 2 East tier.

The Symposium Fellowship program is designed for coffee professionals of all stripes who belong in the environment of leadership, deeper understanding, and progress that Symposium provides, but who may lack the resources to attend Symposium on their own. We were able to offer this fellowship opportunity once again this year, generously underwritten by S&D Coffee and Tea, to 25 remarkable individuals (listed below) who are influencing the future of specialty coffee.

2015 FELLOWSHIP AWARD RECIPIENTS

Omri Almagor
Chad Baier
Chris Bryner
María Esther López Cásares
Anne Denton
Joanna Furgieuele
William Garde
Jesse Gonzalez
Sue Harnly
Jenifer Hurd
Scott MacBride
Jack McCloy
Hayley McNabb

Michael Munroe
Janice Nadworny
Teopista Nakkungu
Emily Olson
Ashley Prentice
Patty Romaine
Mikhail Sebastian
Rosemary Trent
Kyle Tush
Isabelle Verschraegen
Jennifer Yeatts
Yan Zhang

SENSORY EXPERIENCE ROOM

Each and every Symposium talk aims to evoke and inspire. For the last three years, we've worked to create sensory experiences as extensions of the sessions. The Swiss Water Sensory Experience Room is where ideas presented become applied.

Creating a way to personalize the concepts that are presented on the stage, as well as to plant sensory memories of those concepts, helps to deepen the overall Symposium experience. The Sensory Experience Room is set up so that, as an attendee, you can move through each of the available exercises at your leisure and in whatever order you'd like. Each exercise is developed to be engaging and is built around concepts of what and why and how you taste. Taking the time to carefully consider the exercises at your own pace reaps major rewards, so don't be afraid to come and go throughout the day so that you have the time to give them each the attention they require.

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Both days of Symposium will have their own unique exercises presented in the room. This year we'll be looking at key coffee questions around subjects from water quality to coffee processing, food pairing, exotic fruits, sugar refinement, and WCR's coffee flavor lexicon project. We can't wait to stimulate your senses!

LOCATED ON THE PROMENADE LEVEL (WEST)

BOOKSTORE

We have a really cool addition to the Symposium experience this year!

We've partnered with University of Washington to provide a small, curated bookstore for Symposium delegates to further their knowledge on the subjects presented at this event.

We've asked each speaker from this year to recommend at least one book on their subject of expertise (may be written by them or may be their favorite book on the topic), which are now for sale at the bookstore on the Promenade Balcony.

Come check out the selection!

BOOKSTORE PROVIDED BY

University of Washington



University Book Store.

HOURS

WEDNESDAY **APRIL 8**
7 AM - 5 PM

THURSDAY **APRIL 9**
7 AM - 4:30 PM

EATS & DRINKS

WINE RECEPTION & DINNER SPONSORED BY



DINNER VENUE: BLUEACRE SEAFOOD

1700 7th Ave. (Corner of Olive St. & 7th Ave.)

WATER STATION SPONSORED BY

Rehydrate with filtered drinking water, courtesy of Nimbus Water Systems.

(PROMENADE LEVEL)



COFFEE



Symposium delegates are industry leaders and firebrands, and the opportunity to serve coffee to you presents a welcome and worthy challenge to the Barista Guild of America (BGA) each year.

BGA Executive Council leadership works closely with the SCAA staff on ideas around what kind of coffee experience is to be delivered, then works with a team of highly skilled volunteer BGA members who have obtained at least a Level 1 Barista Certificate in order to execute the service. These highly regarded volunteer positions are badges of honor for all who participate.

While there is always a higher-level concept to the Symposium coffee service, the core is always quality in coffee and service. Laila Ghambari, a BGA Executive Council Member and the 2014 United States Barista Champion, has collaborated with the Symposium planning team on the design of the Symposium coffee service for the last several years, and this year has helped to put together a group of accomplished lead baristas and highly talented crews.

Laila's experience at the 2014 World Barista Championship served as inspiration for this year's Symposium coffee service. Each coffee station will showcase different coffee service concepts, with elements inspired by 2015 WBC Competitors. We look forward to unveiling these concepts and, most of all, to serving you delicious coffees!

Coffee service will be available at four separate espresso bars on the Promenade overlooking the Grand Lobby, as well as at a brewed coffee bar in the Recital Hall Lobby.

CREDITS

SPECIALTY COFFEE ASSOCIATION OF AMERICA STAFF

Peter Giuliano	Director of Symposium
Ric Rhinehart	Executive Director
Shelby Paul	Event Manager
Lily Kubota	Communications & Content Manager
Nathan Slabaugh	Video Director / Editor
Katy Goulding	Sponsorship Manager
Emma Bladyka	Coffee Science Manager
Chris Schooley	Coffee Design & Experience Coordinator
Theresa Maguire	Volunteers Coordinator
Ellie Hudson	Ambassador Program Manager
Dorit Lessard	Speaker Coach & Manager
Cait McGehee	Business Development Coordinator
Israel Serna	Fellowship Program Manager

And the entire SCAA Staff for their support!

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And the entire SCAA Staff for their support!

AMBASSADORS

Tracy Allen
Shauna Alexander Mohr
Colby Barr
Phil Beattie

Tim Castle
Tim Chapdelaine
Nathalie Gabbay
Mark Inman

Carl Sara
Rob Stephen
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Katherine Nolte

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Lead Baristas

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Cody Kinart
Sarah Leslie
Lorenzo Perkins

SENSORY ROOM SUPPORT

Chris Hallien
Sean Capistrant
Amanda Juris
Alexandra Katona-Carroll
Abigail Kroon
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Joe Marrocco
Asli Yaman



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