



*Pacific Coast Coffee Association's  
80<sup>th</sup> Annual Convention*

*Hyatt Regency Maui  
Lahaina, HI  
September 15 - September 17, 2011*



# Pacific Coast Coffee Association 80<sup>th</sup> Annual Convention September 15- 17, 2011

**Aloha! A sunny and warm welcome to our proud members and guests.**

**It is with great pleasure that your Board of Directors and I extend a very special and warm invitation to join us at the 80<sup>th</sup> annual Pacific Coast Coffee Association Convention. This year's special event will take place on the beautiful coast of the island of Maui. It will be held at the Hyatt Regency Maui Resort Lahaina, from September 15<sup>th</sup> through 17<sup>th</sup>, 2011. The location of the resort is on the Kaanapali Beach, on 40 acres of beautiful lush beachfront property.**

**Your Board of Directors has worked to make this event a very special occasion. For those of you to choose to come in early, on Wednesday September 14<sup>th</sup>, a very special invitation at Pili Kope farm has been extended. A dinner has been sponsored by owners Greg and Susy Stille, and Mike and Joni Abrams of Flavor Waves. Cocktails and dinner will be held in the coffee museum room, a delightfully converted barn with antique coffee farm equipment.**

**Thursday evening welcome cocktail reception and buffet dinner will be served at the Napili Pool Lawn at the resort.**

**Friday's program will begin with our business meeting, followed by our selected presenters:**

- **SHAWN STEIMAN:** Coffee Scientist and author *The Hawaiian Coffee Book: A Gourmet's Guide from Kona to Kaua'i*.

- **DAVID ROCHE:** Technical Director of the COFFEE QUALITY INSTITUTE (CQI)

**Later that afternoon, make sure to sign up for our traditional Croquet Tournament, which has become one of the most competitive, challenging and fun matches to be part of, where rookies and pros meet under the keen supervision of Doug Welsh. Come and play, while you enjoy the snacks and open bar sponsored by some of our generous members.**

**Friday evening, James "Kimo" Falconer from MauiGrown Coffee will be hosting a very special and generous event "Sunset at the Rainbow House", at Ka'anapali Coffee Estate where you can enjoy traditional appetizers, wine, beer and Hawaiian music, while watching an ambrosial West Maui sunset, overlooking Molokai and Lanai!**

**Saturday, we will hold our golf tournament at beautiful Ka'anapali Royal Golf course, with spectacular ocean views from every hole, followed by the traditional golf awards. Make sure to follow Pete Rogers' tips on lowering scores and winning strategies.**

**Saturday dinner reception at the resort, we will enjoy a delicious menu. We will be granting awards for various activities held during the year including, our Annual Pete McLaughlin Cupping competition producer award from Nicaragua, raffles and door prizes. Entertainment for this evening includes Fire Knife dancers, and Polynesian drummers!**

**We look forward to seeing you and your colleagues at this 80<sup>th</sup> year PCCA Convention. Sign up early and make your reservations! We are sure you will enjoy and make the best of this fantastic event where you can connect with coffee professionals and make friends in a beautiful and relaxed setting! I look forward to seeing all of you there!**

**Felipe Isaza  
Executive Vice President Pacific Coast Coffee Association**

**THE PACIFIC COAST COFFEE ASSOCIATION,  
ENCOURAGING GROWTH AND PROSPERITY IN THE COFFEE BUSINESS**

# Pacific Coast Coffee Association 80<sup>th</sup> Convention

Corporate Sponsors  
&  
Door Prize Sponsors

As we are sure you all know, events of this nature don't just happen without the involvement and cooperation of the membership, We will extend both written and verbal recognition to sponsors of this our

## **80th Annual Association Convention**

(Please specify: Welcome Night, Final Night,  
Meeting Breakfast, Croquet Tournament, Golf Tournament or Golf  
Gallery Party)

### **GOLD LEVEL SPONSORSHIP**

**\$1,000.00**

### **SILVER LEVEL SPONSORSHIP**

**\$500.00**

### **BRONZE LEVEL SPONSORSHIP**

**\$250.00**

### **DOOR PRIZE DONATIONS**

**\$80 - \$100 Range & Transportable**

**Please Contact Sponsorship Chairperson Warren Muller  
InterAmerican Coffee @ (925) 932-9010**

**[Warrenm@iaccoffee.com](mailto:Warrenm@iaccoffee.com)**

**Thank You!**

Friday – September 16, 2011

**P . C . C . A .**  
80<sup>th</sup> ANNUAL CONVENTION  
**GENERAL MEETING SPEAKERS**

David M. Roche Technical Director ,CQI (Coffee Quality Institute)

Mr. Roche is currently the Technical Director for with the CQI (Coffee Quality Institute) managing global programs improving coffee quality.

Mr. Roche presentation topic is *Coffee Quality Standards and the Effect on the Supply Chain*: This 20 minute lecture will cover how CQI and others have increased the knowledge of coffee quality around the world, and its affect on buyers and sellers and other quality-driven stakeholders throughout the supply chain. This has had mixed results and the full impact of these efforts is yet to be clear. Information and data will be presented to demonstrate examples of the us of quality standards and the effects on the supply chain.

Shawn Steiman, Ph.D, coffee scientist, Q-grader, consultant

Shawn Steiman, Ph.D, is a coffee scientist, Q-grader, and consultant based in Honolulu, Hawai'i. His company, Coffee Consulting, assists and educates farmers, roasters, retailers, and consumers on a variety of coffee issues, from seed to cup. His coffee research has included coffee production, ecology, physiology, biochemistry, organoleptic quality, and brewing. Some research projects he has been involved in include exploring shade coffee culture, the correlation of coffee chemistry to cup quality, and the use of chemical markers to determine a coffee's origin of production. He is also the author of *The Hawai'i Coffee Book: A Gourmet's Guide from Kona to Kaua'i*.

Dr. Steiman will begin with a brief introduction to the Hawaii coffee industry. He'll then discuss the great opportunities for direct trade relationships with farms in Hawaii and how to ensure you get the coffee quality you desire.

**Our 3rd Guest Speaker for our meeting will be announced via PCCA NewsFlash!**

Friday September 16  
Breakfast • 7:30 am  
PCCA Annual Business Meeting • 8:00 am  
General Meeting • 9:00 am

Join us on Friday, September 16<sup>th</sup>, beginning at 9:00 a.m. to hear these noteworthy speakers highlight our industry issues. Come early for the buffet breakfast!

This general meeting follows the PCCA Members Annual Business Meeting which starts with a buffet breakfast at 7:30 a.m./ meeting at 8:00 a.m.

# Pacific Coast Coffee Association's 80<sup>th</sup> Annual Convention

## Evening Events

### Early Arrival Dinner Hosted by Pili Kope Farm Wednesday, September 14, 2011 • 5:30 pm



Special Event at beautiful  
Pili Kope Farm:

We will tour the farm and enjoy a special dinner and cocktails sponsored by

Greg and Susy Stille of *Pili Kope Farm*, and  
Mike and Joni Abrams of *Flavor Waves*.

Greg and Susy purchased a 2 acre parcel with a home in the old agriculture district that once belonged to Maui Land and Pineapple. Behind them was the historic Launiupoko Gulch where they discovered old coffee trees, *Kanaka Kope*, that were overgrown and laden with fruit. They soon began picking the cherries, hand pulping, drying, milling and dabbling in some of the roasting, thus the adventure began.

We will caravan by carpool from the hotel.

### PCCA Welcome Reception & Dinner Hyatt Regency Maui – Napili Pool Lawn Thursday, September 15, 2011 • 6:00 pm

Opening night at Napili Garden!

Overlooking the beautiful Pacific Ocean, within feet of Ka'anapali Beach, this picturesque garden area will help us to start our convention off right!

Join us here for our opening reception and buffet dinner under the clear Hawaiian skies.

*A perfect beginning to our 80<sup>th</sup> convention!*



# Pacific Coast Coffee Association's 80<sup>th</sup> Annual Convention Evening Events

## Sunset at Ka'anapali Coffee Farms' Rainbow House Hosted by Kimo Falconeer MauiGrown Coffee Friday, September 16, 2011 • 5:30 pm

The 'Rainbow House' at Kaanapali Coffee Farms is located within the Ka`anapali Estate. Surrounded by the Maui Mokka variety, the plantation-style home has panoramic views of the 500 acres of coffee orchards, ocean and mountain vistas, and affords spectacular sunset views featuring the islands of Molokai and Lanai.



Experience the West Maui sunset on the pool deck at the Rainbow House while enjoying "pupus" (heavy appetizers), wine, beer, and Hawaiian music. Short tour of the coffee orchards as you arrive. Sponsored by MauiGrown Coffee Distributors.

<http://www.kaanapalicoffeefarms.com/index.html>

*Transportation will be provided to and from The Rainbow House*

## PCCA Final Night Banquet Hyatt Regency Maui – Napili Garden Saturday, September 17, 2011 • 6:00 pm

We will be ending the convention with a bang!

We have reserved The beautiful Napili Garden for our cocktail reception and dinner.

We will be giving out many fabulous door prizes and afterwards we will have a show featuring Polynesian drummers, hula dancers and a Fire Knife Dancer!

Join us for an exciting and colorful presentation of the Polynesians from Hawaii, Tahiti, Fiji, Rarotonga, New Zealand and Samoa, set to pulsating and syncopated drum beats. From the celebrative festival dances of Tahiti, to the intriguing fire knife dance of Samoa.



*A grand finale to our 80<sup>th</sup> annual convention!*

# Pacific Coast Coffee Association's 80<sup>th</sup> Annual Convention! Tournament Events

## The PCCA Croquet Tournament Friday, September 16<sup>th</sup> at 1:00 pm Hyatt Regency Maui Tennis Lawn



Join your fellow PCCA members for an afternoon of fun and competition!  
The croquet tournament is the place to be!!

The tournament will be held on  
Friday, September 16<sup>th</sup>  
at 1:00 pm.

Spectators/Players will be primed for the competition  
with an open bar and refreshments!  
Registrants limited to the first 36 sign-ups!

For Additional information,  
contact our Croquet Tournament  
Chairperson:  
DOUG WELSH @ 510-594-2100



## Pacific Coast Coffee Association Annual Golf Tournament

Ka'anapali Golf Courses  
2290 Kaanapali Parkway  
Lahaina, Maui, HI 96761  
The Royal Ka'anapali Golf Course

Saturday, September 17, 2011  
Tee times beginning at 7:30 am  
Courtesy shuttles  
are available to and from  
the golf course.  
(1 minute ride from Hyatt)

### Pete's Tournament format:

Individual Ball Scoring With Handicaps Using The Calloway System

Pete's Prizes: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> place and Last Place, Four closest to the pins, AND Shortest Drive Award on Hole One.

**\*\* \*Golf Awards & Prizes To Be Awarded Immediately Following The Golf Tournament at the Golf Party to be held at the Clubhouse Café and Bar at the Ka'anapali at 1:00 pm**



Got Questions?...Call  
Golf Tournament  
Chairperson, Pete  
Rogers @ 916-258-8000

# Pacific Coast Coffee Association's 80<sup>th</sup> Annual Convention Schedule

## Pacific Coast Coffee Association 80<sup>th</sup> Annual Convention Schedule • Hyatt Regency Maui Resort

### Wednesday, September 14<sup>th</sup>

5:30 pm Early Arrival Dinner Piliani Kope Farm

### Thursday, September 15<sup>th</sup>

3:00 pm to 4:00 pm PCCA Board Meeting Maui Suite One  
 6:00 pm to 7:00 pm Welcome Reception Napili Pool Lawn  
 8:00 pm Dinner Napili Pool Lawn

### Friday, September 16<sup>th</sup>

7:30 am to 8:00 am Breakfast Sunset Terrace  
 8:00 am to 8:45 am Annual Business Meeting Regency Ballroom  
 8:45 am to 9:00 am Coffee Break Sunset Terrace  
 9:00 am to 10:30 am General Meeting & Speakers Regency Ballroom  
 11:00 am to 12:00 pm New Board Of Directors Meeting Maui Suite One  
 1:00 pm to 3:00 pm PCCA Croquet Tournament Hyatt Tennis Lawn  
 5:30 pm to 7:30 pm Sunset at The Rainbow House Ka'anapali Coffee Farm

### Saturday, September 17<sup>th</sup>

7:30 am Tee Times Start PCCA Golf Tournament Royal Ka'anapali Golf Course  
 1:00 pm to 3:00 pm 19<sup>th</sup> Green Party & Golf Awards Clubhouse Bar & Café at Ka'anapali  
 6:00 pm to 7:00 pm Cocktails Napili Gardens  
 7:00 pm to 10:00 pm Final Night Dinner Napili Gardens  
 Door Prizes • Cupping Awards • Entertainment

## PCCA 80<sup>TH</sup> CONVENTION MEMORABILIA!



**Ladies Hoodie**  
 Ladies sizes: S-XL  
 Color: cream  
 Price: \$30.00



**Men's Golf Shirt**  
 Sizes: Men's S-XXL  
 Color: Beige  
 Price: \$32.00



**Baseball Cap**  
 Color: cream w/PCCA Logo  
 Price: \$10.00

These items will be available for sale at the convention..look for the apparel table that will be set up at the croquet tournament!

Limited quantities.

Thank You!

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