

PACIFIC COAST COFFEE ASSOCIATION

PCCA MEMBER TESTIMONIALS

"If you want to see one of the major coffee buyers in any of the other coffee associations annual conventions you will need to make an appointment and fight almost 1,000 other attendees for 3 to 5 minutes of their time. As a member of the PCCA all you have to do is tap them on the shoulder. The PCCA has always been a small, serious and almost an elite family of which I am proud to be a member."

Pete Rogers, Rogers Family Company

"The PCCA has created a unique business environment where coffee professionals leave their differences at the door, and gather to find new ways to improve our industry. From the annual convention to educational seminars, the PCCA has figured out a way to make us learn and grow our business in an enjoyable manner."

Michael Gaviña, F. Gaviña & Sons, Inc.

YEARLY MEMBERSHIP DUES

Membership classification by gross annual sales

Class C: \$0-\$2,500,000	\$395
Class B: \$2,500,00-\$5,000,000	\$595
Class A: Over \$5,000,000	\$795

PACIFIC COAST COFFEE ASSOCIATION



For more information on how
to become a member of the

Pacific Coast Coffee Association,

please contact

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Pacific Coast Coffee Association

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Encouraging

GROWTH AND PROSPERITY

in the coffee business

Since 1932, the Pacific Coast Coffee Association has strived to encourage growth and prosperity in the coffee business.

As we enter our 81st year as a business trade association, we continue to celebrate and support all businesses and entities operating in the coffee industry.



FOUNDED FEBRUARY 1932



PACIFIC COAST COFFEE ASSOCIATION

Since the PCCA's inception, the association has strived to encourage growth and prosperity in the coffee industry by continuing the founding fathers philosophy of unity and active participation, to ensure support to all members within the association.

The PCCA provides a forum for coffee professionals, where they can meet and develop new partnerships, so that they can continue to grow and prosper while meeting the challenges that the industry faces on a daily basis.

The PCCA members are a diverse group of industry professionals who have impacted the industry in the domestic and global marketplace. The expertise that is found in our association provides an exceptional resource for any organization and company that is a member. Please join the Pacific Coast Coffee Association so that you too can grow and prosper along with us.

Encouraging growth and prosperity in the coffee business

PCCA MEMBERSHIP BENEFITS

EDUCATIONAL SEMINARS

PCCA keeps you ahead of the game with various programs that will enhance your expertise, through a host of broad topics, given by some of the industry's top professionals. Membership discounts apply.

ANNUAL CONVENTION

One of the greatest conventions in the industry! Your opportunity to meet the industry's most respected and top professionals in an intimate business and social setting.

Q GRADER

The PCCA can wipe your fears away with this rigorous testing and certification program. This is the first comprehensive professional accreditation for coffee graders and cuppers. Prep yourself with a 2-day intensive training course, preceding the Q test at the SCAA headquarters in Long Beach. Some courses can cost as much as \$1,000, but this course is free to PCCA members.

PUBLICATIONS

PCCA quarterly newsletter brings you up-to-date information on the latest events happening within the coffee industry and our association. Our Membership Directory provides you with the contact information for all of our active members.

CUPPING COMPETITION

Every year the PCCA hosts a coffee cupping competition focusing on a single origin. The intent of the competition is twofold: to pay tribute to Pete McLaughlin for his enthusiasm and dedication to the PCCA for many years, and to feature a coffee producer and honor their efforts to bring us great coffee. Samples are submitted to our panel of expert judges, and the field is narrowed down to 10 coffees to present to the competition participants. The winning coffee and cupper are awarded the "PCCA Top Coffee" and "PCCA Cupper of the Year" plaques which are presented at the Annual Convention in September.

FUTURES SEMINAR

PCCA Member, Albert Scalla, of The Hencorp Coffee Group, will be facilitating a "Futures and Options Seminar." It is a comprehensive workshop designed for executives in the Coffee Industry who anticipate the use of the futures and option markets in conjunction with their cash and physical market activities. The primary objective of the training program is to provide the participants with a firm foundation in derivative product fundamentals, such that the graduates will be able to put their knowledge into practical use and as an efficient price protection mechanism. The executive learns through dynamic interaction with the instructor and other participants.