



# *Pacific Coast Coffee Association's 88<sup>th</sup> Annual Convention*



*Hotel Del Coronado  
Coronado, CA  
September 12 - September 14, 2019*



# Pacific Coast Coffee Association 88<sup>th</sup> Annual Convention September 12 - 14, 2019

*Dear PCCA Friends and Family,*

*It is with great honor, and on behalf of the entire Board of Directors, that I extend our invitation to join us for the 88<sup>th</sup> annual Pacific Coast Coffee Association Convention, September 12 through the 14, 2019. This year's gathering will be held at the iconic Hotel del Coronado located on the edge of the gorgeous Coronado Island, a coffee cherry's throw away from Downtown San Diego.*

*Thursday night's cocktail event and dinner will be hosted on the Paseo Lawn, just steps away from the Pacific Coast sands. As we finish up our dinner, you are welcomed to join us as we move closer to the water, and make s'mores on open fires on the beach.*

*Friday's business meeting will be anchored by a number of guest speakers, including Bartleby Bloss from Modern Times, a local brewery specializing in not only choice hoppy beverages, but also our beloved cold brewed coffee. Along with Bartleby will be Mike Ebert, founder of Firedancer Coffee Consultants. Finally, S&D Coffee & Tea will be on hand to share market insights into the ever growing world of cold brew.*

*The highlights of the business meeting can only be outshone by the glistening whites on the field de croquet. If the whites will not be enough to dazzle your senses, hold out for the mallet wizardry of (PCCA) croquet legends such as Andrew Vournas (home town hero?), Felipe Isaza and Connie Blumhardt. Come participate and try to take down one of the GOATs or simply enjoy a refreshing beverage and take in the mastery.*

*Following the Battle of the Mallets, you will enjoy a little down time to recover from witnessing greatness, and preparing for this year's inaugural After-Party, and tour, at Modern Times.*

*On Saturday, participate in a round of golf with your foursome at the breathtaking Maderas Golf Club, a Johnny Miller masterpiece! If you don't swing a club, please join us for Muffins and Mimosas on the Del Beach Area at the resort. Finally, Saturday evening's farewell reception will be held at the Vista Walk, followed by a dinner at the Coronet Room.*

*So please join us, friends and family, both new and old, at the awe-inspiring Hotel Del Coronado for the 88<sup>th</sup> Annual Convention of the PCCA. I look forward to seeing you there!*

*Matt Daks  
Executive Vice President  
Pacific Coast Coffee Association*

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

# Pacific Coast Coffee Association 88<sup>th</sup> Convention

## Corporate Sponsors & Door Prize Sponsors

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

## 88<sup>th</sup> Annual Association Convention

Please specify: Welcome Night, Farewell Dinner, Meeting Breakfast, Croquet Tournament, Modern Times After-Party and Brewery Tour, Golf Tournament & Gallery Party, Muffins & Mimosas.

### PLATINUM LEVEL SPONSORSHIP

\$5,000.00

### GOLD LEVEL SPONSORSHIP

\$2,500.00

### SILVER LEVEL SPONSORSHIP

\$1,000.00

### BRONZE LEVEL SPONSORSHIP

\$500.00

### DOOR PRIZE DONATIONS

\$80 - \$100 Range & Transportable

Please Contact Sponsorship Committee Members  
Lisa Muller/PCCA at (925) 335-2428 [pcca@paccoffee.com](mailto:pcca@paccoffee.com)  
Connie Blumhardt/Roast Magazine at (503) 282-2399  
[connie@roastmagazine.com](mailto:connie@roastmagazine.com)

Thank You!



Friday – September 13, 2019

**P.C.C.A.**

**88<sup>th</sup> ANNUAL CONVENTION GENERAL MEETING & SPEAKERS**

Breakfast • 8:30 am • PCCA Annual Business Meeting • 9:00 am • General Meeting • 10:00 am



**Bartleby Bloss,**  
**Director of Coffee**  
**Modern Time Brewery and Coffee Roaster**

Combining alcohol and coffee in one delicious drink is an age-old pastime. Over the last few years, the combination has become more and more popular. Today, baristas and bartenders everywhere are playing with the potent pairing. The newest trend for mixing coffee and alcohol is barrel aging—putting fresh, green coffee in barrels previously used to make whiskey, gin, rum, wine, and other varieties of liquor. Barrel-aged coffee beans can be brewed hot or cold and sipped as is. They can also be blended into fresh new cocktails, exploring new depths of distilled flavors. Adding barrel-aged coffee to a roastery's lineup not only increases customer interest, it also gives roasters a creative challenge. Inspired by barrel-aged beers, Modern Times began to experiment with barrel-aged coffees. Since developing their coffee roasting program in 2015, they have found that barrel aging coffee develops uniquely interesting and enjoyable flavors.



**Mike Ebert**  
**Founder Firedancer Coffee Consultants**

Mike is the founder of Firedancer Coffee Consultants which he created to help specialty coffee companies achieve success. He has extensive experience in all facets of the specialty beverage supply chain and offers an educational approach to help create the right strategy for long term success. As a Senior Consultant, Mike provides expert consulting and project management to specialty beverage industry clients seeking business process design, improvement, and implementation. He uses his experience and insight to create systems and structures that link business operations and manufacturing production systems with effective and practical management solutions. Mike has worked in the coffee processing, packaging and distribution industry for over 30 years. In the past five years at Firedancer, Mike has worked in the specialty beverage market; focusing on quality, employee & food safety and helping companies achieve operational excellence. He has received certifications in the various food safety certification schemes and has demonstrated proficiency in program development, management, internal audit, root cause analysis, HACCP, GMPs, and food safe certification processes. Mike is also a AST (authorized SCA trainer) for the Specialty Coffee Association. He teaches around the world in areas of green coffee, sensory skills, coffee roasting and brewing. He also serves on the Educational Council of the SCA, helping refine and create educational programs for them.



**S&D Coffee & Tea**

S&D Coffee & Tea is the largest coffee and tea manufacturer and supplier to restaurants and convenience stores in America. We are also a leading producer of liquid extracts. In continuous operation since 1927, our company serves over 110,000 customers through national distribution and direct store delivery. One of the most important factors of S&D's sourcing capability is the depth and breadth of expertise you will find in our Commodities Department. Backed by a team of industry veterans, S&D constantly pursues the finest raw materials and connects with the entire supply chain from farmers to operators. S&D employs eight qualified cuppers, three Q Graders in coffee and four qualified tea cuppers (Specialty Tea Institute Level 1 Certification). Our team travels to origin about once per month. We have full-time purchasing operations in Colombia and Argentina for coffee and tea sourcing and to support the Raiz Sustainability platform. This origin presence gives us an unobstructed view of the size and availability of the crop and various issues that may impact sustainability.



# Pacific Coast Coffee Association's 88<sup>th</sup> Annual Convention Events



## PCCA Welcome Reception & Dinner Hotel Del Coronado – Paseo South Lawn Thursday, September 12, 2019 • 6:00 pm



Join us for cocktails on the spectacular lower patio. Located on the edge of our property just a step away from the sand, Paseo Lawn is perfect for a gathering with the sparkling Pacific Ocean in the backdrop without having to get your feet sandy. Paseo Lawn's beachfront elegance is a remarkable location for our dinner. Catch up with your favorite colleagues and friends at this opening night event. Our after party will be s'mores on the beach!



Join us here for our opening reception and dinner at the beautiful Hotel Del Coronado.

*A perfect beginning to our 88<sup>th</sup> convention!*



You are free on Friday night to experience one of the many fabulous local restaurants with friends/colleagues! And then Modern Times Brewery After-Party!  
Enjoy your evening!

## Friday, September 13, 2019 Open Night! &

### After-Party & Brewery Tour at Modern Times Brewery



#### BLUEWATER BOATHOUSE

1701 Strand Way • 619.435.0155

Seafood and steak, daily fresh catch menu, great views

#### STAKE

1309 Orange Ave • 619.522.0077

High end traditional chophouse with a la carte menu & very nice wine list

#### DONOVAN'S

1250 Prospect St. • 858.450.6666

Known for top-shelf meats, martinis & desserts in a sophisticated setting

#### FISH MARKET/TOP OF THE MARKET

750 N Harbor Dr. @ Pacific Hwy. • 619.232.3474

Fresh seafood, broad selection, bustling, bay views, two dining options

#### GREYSTONE

658 Fifth Ave. • 619.232.0225

Steak, game and seafood with multi-level seating

After your dinner join us at Modern Times for some beer tasting and a tour of their facilities in Point Loma.  
**9:00 to 11:00pm.**

3725 Greenwood St., San Diego

Sign up on the PCCA convention event registration!



# Pacific Coast Coffee Association's 88<sup>th</sup> Annual Convention Events



## PCCA Muffins & Mimosas Day at The Beach! Saturday, September 14, 2019 • 9:00 am



Not golfing? Come down to the Private Del Beach and start your day with muffins and mimosas! Tables and umbrellas will be set up for your enjoyment.

Named America's Best Beach, this beach is the perfect location for our fun morning reception.

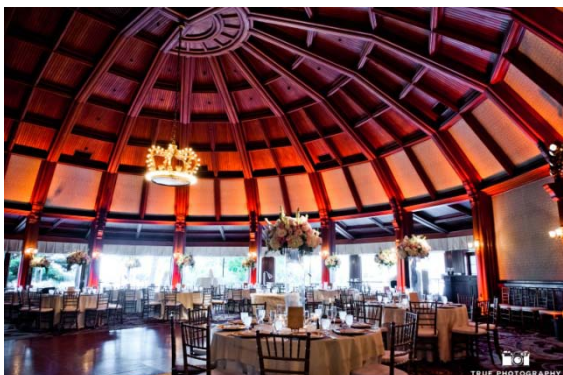
This venue features a stunning view of the castle-like resort with waves crashing in the background, Del Beach is the pinnacle of coastal magic.



## PCCA Final Night Reception & Dinner Hotel Del Coronado – Vista Walk / Coronet Saturday, September 14, 2019 • 6:00 pm



The Coronet Room features a crown chandelier and floor to ceiling windows that add to the magic of any event. The Coronet Room is the perfect combination of comfort and elegance, making it the ideal setting for our final dinner.



This luxury resort will create a perfect celebration venue for our final night. We will be presenting the golf awards and raffling off many fabulous prizes so don't miss it!

*A great finish to our 88<sup>th</sup> Annual Convention!*



# Pacific Coast Coffee Association's 88<sup>th</sup> Annual Convention Tournament Events



## The PCCA Croquet Tournament Friday, September 13<sup>th</sup> at 2:00 pm Hotel Del Coronado • Thomas Lawn



Join your fellow PCCA members for an afternoon of fun and competition!

The croquet tournament is the place to be!!

Spectators are welcome!

Beer, wine and light bites will be served.

The tournament will be held on

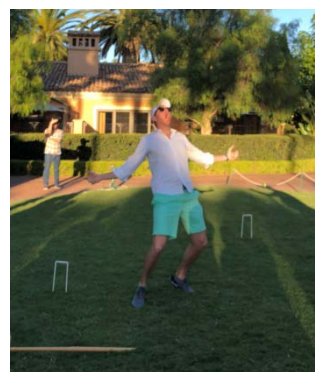
Friday, September 13<sup>th</sup> 2:00 pm.

Registrants limited to the first 40 sign-ups!



For Additional information,  
contact our Croquet Tournament  
Chairperson:

DOUG WELSH 510-594-2100



Ronaldo Azzi celebrating his come from behind winning shot!

Last year's 1<sup>st</sup> Place Winners :  
Team: Me & Julio Down By The Schoolyard  
John Mills, Mary Scott McKinnon,  
Ronaldo Azzi, Annika Wolthers

## Pacific Coast Coffee Association Annual Golf Tournament Saturday, September 14<sup>th</sup>

Maderas Golf Club

Transportation to and from the course will be provided

Shotgun starting at 9:30 am



Got Questions?...

Call Dave Weber

@ 510-746-1100

dave@annextryco.net

*Golf Awards & Prizes To  
Be Awarded at The Final  
Night Dinner.*



Maderas Golf Club is quietly tucked away amidst the gentle rolling hills of Poway, a beautiful suburb of San Diego. Included in Golf Digest's Top 100 Greatest Public Golf Courses list .Maderas is one of the "must play" golf courses in San Diego.



Last year's winning team with tournament directors Dave Weber & Brian Howard:  
L-R Daniel Robles, Steve Sloat, Dave Weber, Matthew Mills, Brian Howard

We will be doing a shotgun start and best ball format! Lots of Prizes!

# Pacific Coast Coffee Association's 88<sup>th</sup> Annual Convention Schedule & Room Reservation Information

## **Pacific Coast Coffee Association 88<sup>th</sup> Annual Convention Schedule**

### **Thursday, September 12<sup>th</sup>**

1:00 pm to 3:00 pm	PCCA Board Meeting	Executive Room
6:00 pm to 7:00 pm	Welcome Reception	Paseo South
7:00 pm	Buffet Dinner	Paseo North
9:00 pm	S'mores on the beach & After-Party	The Beach

### **Friday, September 13<sup>th</sup>**

8:30 am to 9:00 am	Breakfast	Vista Walk
9:00 am to 9:45 am	Annual Business Meeting	Seabreeze
9:45 am to 10:00 am	Coffee Break	Vista Walk
10:00 am to 11:30 am	General Meeting & Speakers	Seabreeze
11:45 am to 1:30 pm	New Board Of Directors Meeting	Executive Room
2:00 pm to 6:00 pm	PCCA Croquet Tournament	Thomas Lawn
6:00 pm	Open Night!	
9:00 pm to 11:00 pm	After-Party	Modern Times Brewery

### **Saturday, September 14<sup>th</sup>**

8:15 am	Bus to PCCA Golf Tournament *9:30 Shotgun start	Front of Hotel Del Maderas Golf Club
9:00 am	Muffins & Mimosas	Private Del Beach
6:00 pm to 7:00 pm	Cocktails	Vista Walk
7:00 pm	Final Night Dinner /Golf Awards/ Door Prizes/Raffle	Coronet Room

### **Hotel Del Coronado Room Reservations**

A dedicated website is now available for attendees to book your hotel room for the convention at this web address:

<https://book.passkey.com/e/49793734>

Or call 619-435-6611 directly to speak with a reservations agent or call our Group Reservations Coordinator Alma Williams

619-522-8574 or e-mail her at [alma.williams@hoteldel.com](mailto:alma.williams@hoteldel.com)

All guest rooms must be guaranteed by one night's room and tax deposit, which is fully refundable up to 72 hours prior to arrival, after which they are non-refundable.

The deadline for room reservations is August 12, 2019

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