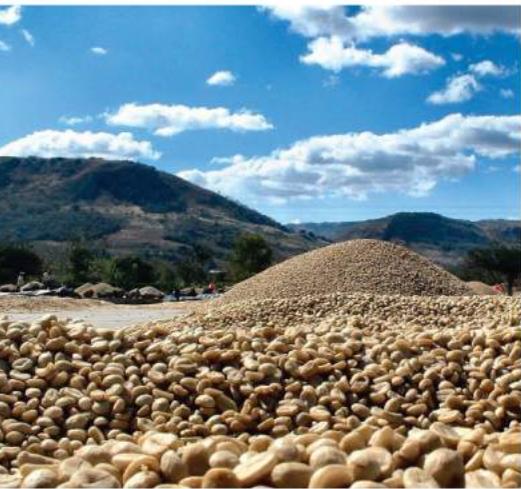




2016  
PROGRAM



Re:co  
THE SPECIALTY COFFEE SYMPOSIUM



# DAY ONE

## Wednesday, April 13

7–10am | Registration Open

7–8:30am | Breakfast (*Grand Ballroom E Level M4*)

9am–5pm | Sessions

### 9–10:35am | Cold Brew: Category or Craze?

*Speakers: Peter Giuliano (Host), Diane Aylsworth, Maya Zuniga, Michael Kiser, Julia Leach*

10:35–11:05am | Coffee Break

### 11:05am–12:15pm | Moving Towards a True Understanding of the Coffee Consumer

*Speakers: Tracy Ging (Host), Adina Wasserman, Bill Murray, John Buckner*

12:15–1:30pm | Lunch (*Grand Ballroom E Level M4*)

### 1:30–2:40pm | Farm Workers: Is Labor the Next Crisis for Coffee?

*Speakers: Kim Elena Ionescu (Host), Carla Martin, Michael Sheridan*

2:40–3:10pm | Coffee Break

### 3:10–5pm | Trends or Tradition? Ushering in a New Generation

*Speakers: Heather Perry (Host), Bill Ristenpart, Jordan Michelman, Jerome Perez, Emma Sage, Noah Namowicz*

5:30–7pm | Wine Reception (*King Plow Arts Center*)

7pm | Dinner (*King Plow Arts Center*)

**King Plow Arts Center, 887 West Marietta Street NW**

# DAY TWO

## Thursday, April 14

7–8:30am | Breakfast (*Grand Ballroom E Level M4*)

9am–5pm | Sessions

### 9–10:20am | Making Progress on Climate Change: Coffee's Potential Impact

*Speakers: Hanna Neuschwander (Host), Aaron Davis, Jennifer Morris, Mark Lundy, Xavier Hamon*

10:20–10:50am | Coffee Break

### 10:50am–12:20pm | Discussion Salons

12:20–1:50pm | Lunch (*Centennial Park*)

### 1:50–3:20pm | Discussion Salons

3:20–3:50pm | Coffee Break

### 3:50–4:40pm | On Mergers: Unifications and Acquisitions

*Speakers: Ric Rhinehart (Host), Yannis Apostolopoulos*

### 4:40–5pm | Closing

*Speakers: Peter Giuliano*

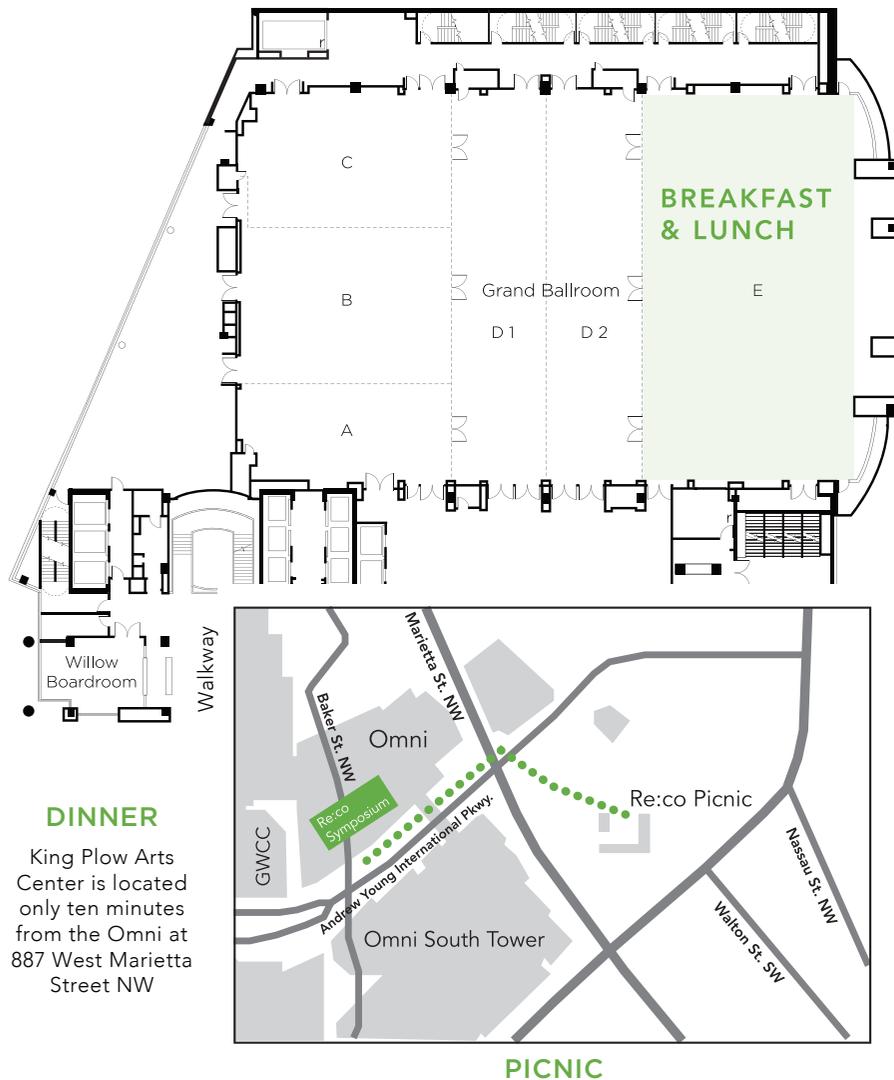
6–7pm | Opening Ceremonies for the SCAA Expo

7–10pm | Welcome Party on the Lawn

**Join us for The SCAA Expo at the Georgia World Congress Center (GWCC) from April 14-17!**

# MEALS

Map of CNN North Tower M4 Grand Ballroom Level

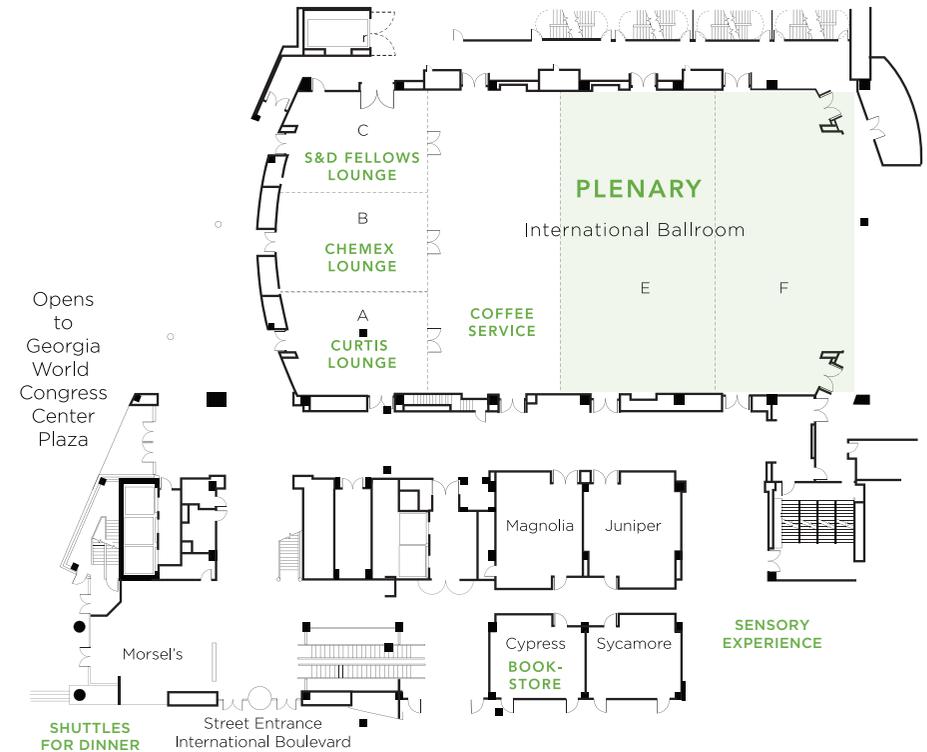


## DINNER

King Plow Arts Center is located only ten minutes from the Omni at 887 West Marietta Street NW

# SESSIONS

Map of CNN North Tower M2 International Ballroom



## DISCUSSION SALONS

- |   |                        |
|---|------------------------|
| <b>Session 1</b>   Cold Brew: Category or Craze?                                | International Ballroom |
| <b>Session 2</b>   Moving Towards a True Understanding of the Coffee Consumer   | Curtis Lounge          |
| <b>Session 3</b>   Farm Workers: Is Labor the Next Crisis for Coffee?           | Magnolia Room          |
| <b>Session 4</b>   Trends or Tradition? Ushering in a New Generation            | Chemex Lounge          |
| <b>Session 5</b>   Making Progress on Climate Change: Coffee's Potential Impact | Fellows Lounge         |

# EVENT DETAILS

## WI-FI Access

Login: **Reco 2016**  
Password: **RGCcoffee**

WI-FI access made possible by:



## Dinner

Re:co Symposium delegates are invited to join us on day one (Wednesday) at 7pm for Re:co's dinner event. This will be held at **King Plow Arts Center, 887 West Marietta Street NW**. The dinner is preceded by a hosted wine reception from 5:30 - 7:00 PM.

Shuttle busses will be departing the Omni by Morsels Café beginning at 5:15pm and will return guests to the Omni starting at 8:30pm. Guests are also welcome to secure their own transportation to and from the venue.

Hosted by: *Royal Cup Coffee in partnership with: Ecom and Nespresso*  
Underwritten by: *Stellar, Thrive Farmers, Paragon, Pod Pak, Kerry, Probat*

## Coffee Service

Re:co Symposium coffee service continues to be one of the most popular elements of the event each year. See what we have in store for you this year by visiting the coffee service area just outside the International Ballroom at each coffee break.

Equipment provided by:



## Conversation Lounges

Sponsored by:



In the Conversation Lounges, delegates can stay connected to the lectures by viewing the talks 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 Re:co Symposium experience. While world-class speakers and diverse topics help broaden our minds, the work is ours to do, together. Several of the Discussion Salons on day two (Thursday) will take place in these conversation lounges.

## Fellows Lounge

Sponsored by:



The S&D Fellows Lounge offers recipients of the annual Re:co Symposium Fellowship Award—as well as all delegates—a place to connect, explore ideas, and find solutions to some of the most pressing issues that we face as an industry. To view photos and bios for 2016 Fellows, visit [reco-symposium.org](http://reco-symposium.org), or visit the Fellows Lounge to meet them in person and learn more.

## Sensory Experience

Sponsored by:



Each and every Re:co Symposium talk aims to evoke and inspire. We've taken some of that evocation and inspiration and worked to create sensory experiences as extensions of them. The Re:co Sensory Experience is where ideas presented become applied concepts.

Additional sponsor support from:



[reco-symposium.org](http://reco-symposium.org)

[#recoatlanta](https://twitter.com/recoatlanta)

# SPEAKERS

## Session 1 | Cold Brew: Category or Craze?



**Diane Aylsworth** is the Vice President of Cold Brew at Stumptown Coffee Roasters, headquartered in Portland, OR. With a focus on high quality, food safety, innovation and category management, she is confident that Cold Brew will have a strong and positive impact on the specialty coffee industry. Prior to joining Stumptown, Diane led foodservice marketing for Sugar Foods Corporation, and began her food and beverage career in marketing with Nestle.



**Dr. Maya Zuniga** has been with S&D Coffee & Tea since Fall 2012 and is the Director of Product Development & Innovation. Her previous experience includes 17 years at General Mills and The Pillsbury Company, where her responsibilities included product development, ingredient strategy and procurement, open innovation, category management, and the commercial launch of several products. She has a B.Sc. in Chemistry from the University of the West Indies - Trinidad, a Master's Degree in Food Science from the University of Missouri, Columbia, MO. and a Ph.D. in Food Science from the University of Minnesota.



**Michael Kiser** has spent nine years as a lead innovation strategist working with companies like Nike, Samsung, and HP to develop and launch new-to-the-world products and services. Three years ago, he started Good Beer Hunting, a consultancy, to focus on shaping the future of the craft beer segment, helping small brands launch and grow, and big brands find new relevance in a rapidly evolving market. In 2014, Good Beer Hunting launched Uppers & Downers in collaboration with World Barista Champion Stephen Morrissey as a platform to bring craft beer and specialty coffee together through their products, cultures, and customers.



**Julia Leach** fell in love with cold brew when she started working with Toddy in 2003. She now has the privilege of leading the company that has been at the forefront of cold brewing since 1964. Julia's team works with cafes and roasters worldwide to help them develop cold brew programs that highlight the nuances of the brewing method and inspire their customers to fall in love with cold brew. She is passionate about the art and science of cold brewing and is active in developing cold brew quality education for the specialty coffee industry.

## Session 2 | Moving Towards a True Understanding of the Coffee Consumer



**Adina Wasserman, PhD** is the Director of Market Research at Marketing General Incorporated, a nationally known marketing agency working predominantly with professional and trade associations. She holds a BA in psychology from the University of Michigan, Ann Arbor, and a PhD in social psychology from the Florida State University.



**Bill Murray** is the chief staff officer at the National Coffee Association (NCA), a coffee-industry trade association representing a broad spectrum of more than 300 companies and organizations. An Association veteran, Bill was previously Co-COO of the Motion Picture Association, representing Hollywood-based media companies, and CEO of the Public Relations Society of America, a professional society with 32,000 individual members from around the world.



**John Buckner** is the Vice President of marketing for S&D and Tea. John brings more than 20 years of sales and market-expertise to his current role including leadership roles in product and channel marketing at Ingersoll-Rand, Irwin Industrial Tools (part of Newell-Rubbermaid) and W.R. Grace. He holds Bachelor of Science degrees in education and psychology from the University of North Carolina at Greensboro, a Master of Education degree from the University of Virginia and an Executive Master of Business Administration degree from the McColl School of Business at Queens University of Charlotte.

# SPEAKERS

## Session 4 | Trends or Tradition? Ushering in a New Generation

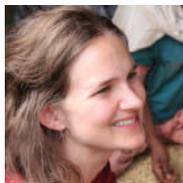
### Session 3 | Farm Workers: Is Labor the Next Crisis for Coffee?



**Carla D. Martin, PhD**, is the Founder and Executive Director of the Fine Cacao and Chocolate Institute and a Lecturer in the Department of African and African American Studies at Harvard University. Carla is a social anthropologist whose current research focuses on ethics, quality, and politics in cacao and chocolate and draws on several years of domestic and international ethnographic experience.



**Michael Sheridan** coordinates coffee programming globally for Catholic Relief Services as director of its Coffeelands Program and chairs the Farmworker Committee on the SCAA's Sustainability Council. He has lived and worked in the coffeelands on and off for more than 20 years, led coffee programming at CRS since 2004 and published perspectives from the intersection of specialty coffee and international development on the CRS Coffeelands blog at [coffeelands.crs.org](http://coffeelands.crs.org) since 2009.



**Kim Elena Ionescu** is the Director of Sustainability at the Specialty Coffee Association of America (SCAA), where she works on behalf of coffee-centric businesses and organizations both large and small in the United States and beyond to tackle the challenges coffee faces now and in the future. Before joining SCAA, Kim spent a decade buying coffee and working directly with coffee farmers at Counter Culture Coffee in North Carolina and directing the company's environmental and social sustainability strategy. Kim has a B.A. in English and Spanish from Tufts University.



**William Ristenpart, PhD**, is the Joe and Essie Smith Endowed Professor of Chemical Engineering, and a member of the Food Science graduate group, at the University of California Davis. He received his Ph. D. in chemical engineering at Princeton University and did his post-doctoral work at Harvard University. Prof. Ristenpart's research interests focus on microscale transport phenomena across a wide variety of systems, including electrokinetic manipulation of nanoparticles, mechanotransduction of red blood cells, and generation of expiratory aerosols via hydrodynamic instabilities. Most recently Prof. Ristenpart co-developed a new course at U.C. Davis titled "The Design of Coffee," which provides a non-mathematical introduction to chemical engineering as illustrated by the process of roasting and brewing coffee. The Design of Coffee is now the most popular general education elective at U.C. Davis, serving more than 1,500 students per year.



**Jordan Michelman** is a co-founder and editor at Sprudge.com, a quality-focused, aesthetically driven source for independent coffee journalism. Founded in 2009 by childhood friends Jordan Michelman and Zachary Carlsen, Sprudge is followed by thought leaders and influencers across the food and beverage world, with a writing and editorial staff in more than a dozen countries. Born in Tacoma, Washington, Michelman is a graduate of the University of Washington in Seattle, and lives in Portland, Oregon.



**Emma Sage** is the Science Manager at the Specialty Coffee Association of America (SCAA), where she promotes research, acts as the primary liaison between science and industry, and serves as a scientific interpreter for coffee professionals. She also serves as the World Coffee Research Industry Liaison. She holds a M.S. in Botany from the University of Wyoming, a B.A. in Ecology, and holds a post-graduate certificate from the Applied Sensory and Consumer Science Certificate Program at the University of California, Davis.

# SPEAKERS

## Session 4 | Trends or Tradition? Ushering in a New Generation, cont.



**Jérôme Perez** is Head of Sustainability at Nestlé Nespresso, the worldwide pioneer and reference in premium portioned coffee, and is based in Lausanne, Switzerland. He is responsible for defining and overseeing the implementation of the company's sustainability strategy, The Positive Cup. Prior to being appointed at Nespresso in 2008, Mr. Perez spent few years as the Financial Control Director for Nestlé Waters in France and Belgilux. He started his career at Perrier and held a variety of roles within Nestlé Waters. A French native, he holds a degree in Business & Management.



**Noah Namowicz** is currently VP of sales at Cafe Imports, an independently owned importer and developer of high end specialty coffees. He has been in coffee for seven years and formerly sat on the executive council of the Barista Guild of America. Noah is an SCAA Credentialed Examiner and Level 1 Certified Barista. Over the past several years, Noah has helped to open Cafe Imports offices in both Melbourne and Berlin, and oversees their partnerships in Asia. Noah studied entrepreneurship at the University of St Thomas, and is highly involved in that program still through mentor programs of students.

## Session 5 | Making Progress on Climate Change: Coffee's Potential Impact



**Xavier Hamon** is a French native currently living in London. He works for Twin, a development through trade NGO in the UK, which owns a trading company (Twin Trading). His work is focused on sustainable coffee production, climate adaptation and value chain project development in East America. Prior to the UK, Xavier has spent three years in agroforestry research and development in Europe, three years of conservation and community engagement in the UK and the Philippines.

## Session 5 | Making Progress on Climate Change, cont.



**Dr. Aaron Davis** is Senior Research Leader of Plant Resources at the Royal Botanic Gardens, Kew (UK). Aaron is a graduate from the University of Reading, where he received his BSc and PhD in Botany. After various postdoctoral positions in Europe, he became a member of the Kew staff in 1997, researching tropical botany with a focus on the coffee plant family. His work on coffee itself spans nearly two decades, and includes the naming and classification of species, molecular (DNA) studies, conservation, climate change, sustainable development, and coffee pests. Aaron is a leading authority on coffee species and has travelled widely in Africa and Madagascar to study wild coffees *in situ*. His most recent coffee research is focused on climate change and climate resilience.



**Bambi Semroc** is the Senior Strategic Advisor for Conservation International's Center for Environmental Leadership in Business, leading CI's work with the coffee sector. Prior to taking this role, Ms. Semroc served as the Senior Director of the Sustainable Food & Agriculture Markets Program where she worked to engage leading agribusiness companies, retailers, and consumer goods companies on sustainable agriculture programs designed to maintain critical natural capital, mitigate climate change, and increase the resiliency of farmers to shocks while maintaining productivity. Ms. Semroc holds a master's degree in International Development from American University and a bachelor's degree in English and French from Indiana University.



**Mark Lundy** is a Senior Scientist at the International Center for Tropical Agriculture, CIAT, in Cali, Colombia. His work focuses on the role of markets in reducing rural poverty and driving sustainability. It includes topics such as learning networks to increase NGO and farmer capacities for enterprise development, exploring how private companies can partner with smallholder farmers, the role of public and donor agencies in supporting market linkages and how to establish and sustain effective trading relationships between buyers and smallholder farmers that add business value while reducing rural poverty. Current projects include harnessing climate science to promote resilient value chains in coffee and cocoa. He holds a B.A. in International Relations, an M.A. in Latin American Studies and a M.Sc. in Community and Regional Planning.

# SPEAKERS

# SESSION HOSTS

## Special Session | On Mergers: Unifications and Acquisitions



**Yannis Apostolopoulos** has just made a transition from being SCAE's Vice-President and Chair of membership committee to becoming its Deputy Executive Director. Together with Cosimo Libardo he spearheaded the foundation of Barista Guild of Europe and helped put together Roasters Guild of Europe. He is a Q-Grader and an Authorized SCAE Trainer. Yannis is a Harvard Business School Alumnus and has studied Chemical Engineering at National Technical University of Athens. Throughout his 20+ years career has held various and completely different senior roles mostly within the Fast Moving Consumer Goods (FMCG) industry including General Management, Marketing & Sales, Business Development, Operations, Engineering, Supply Chain and Projects Management. He has been working for global brands and major companies like Red Bull, Stoli, METAXA, Remy Cointreau, Jägermeister, Diageo, SAB-Miller, Campari Group and many more. Apart from the SCAE, Yannis has served on multiple boards both on FMCG and investment firms.



**Ric Rhinehart** is currently serving as the Executive Director of the Specialty Coffee Association of America. Prior to taking on this position he was the President of a Los Angeles, California based roaster and retailer. Mr. Rhinehart has over the past twenty-five years held executive positions in several coffee & tea firms. Mr. Rhinehart has designed, developed, and produced a wide range of both tea and coffee products and is co-author of Tea Basics a primer on premium tea, published by John Wiley & Sons in 1998. He was a founding member of the American Premium Tea Institute, where he served on the Board of Directors and as President. Mr. Rhinehart has also served as Chair of the Private Sector Consultative Board of the International Coffee Organization, as a Trustee for the Coffee Quality Institute, as a Director for World Coffee Research, and as a Director for World Coffee Events.



## Session 1 | Cold Brew: Category or Craze?

**Peter Giuliano** curates, develops, and leads the Re:co Symposium program in the U.S. and and innovative ways to understand and discuss key issues in coffee. Plays the accordion (sometimes professionally), is passionate about the other kind of beans (you know, the kind you eat), and is enthusiastically nearsighted.



## Session 2 | Moving Towards a True Understanding of the Coffee Consumer

**Tracy Ging** recently joined the Volcafe team to focus exclusively on high value, sustainably sourced coffees. Tracy has been involved in the specialty coffee industry since 1999 and is currently Vice Chair of World Coffee Research, and beginning her term as Second Vice President of SCAA.

## Session 3 | Farm Workers: Is Labor the Next Crisis for Coffee?

**Kim Elena Ionescu** (Also a speaker; see session for bio)



## Session 4 | Trends or Tradition? Ushering in a New Generation

**Heather Perry** is the Vice President and Director of Training and Consulting for Klatch Coffee, a 20 year old Los Angeles based coffee roaster and retailer with locations also in LAX and Asia. Ms. Perry is moving into the role of Vice President on the Specialty Coffee Association of America Board of Directors.



## Session 5 | Making Progress on Climate Change: Coffee's Potential Impact

**Hanna Neuschwander** recently joined World Coffee Research as their communications director. Previously, she was a freelance writer focused on the intersection of coffee and culture and the author of Left Coast Roast.