

FRIDAY, MARCH 16, 2018

	ROOM 307	ROOM 308	ROOM 309	ROOM 310
8:00–8:50 a.m.	BUSINESS OPERATIONS Class: Brand & Business Tune Up: Building a Mission that Resonates Presenter: Joshua Boyt, Tuning Fork Consulting	BUSINESS OPERATIONS Class: Top 5 Rules for a Successful Café Presenter: Chris Deferio, Keys to the Shop Podcast	ROASTING Class: Minimizing Your Import Risks Presenter: Damon Piatek, Welke Customs Brokers USA Inc.	BUSINESS OPERATIONS Class: Freshman Class Orientation: First Time Attendee Program Presenter: Coffee Fest
8:55–10:00 a.m.	SALES & MARKETING Class: The Art of Customer Service: Stop Dismissing This Point of Difference Presenter: Levi Andersen, Kerry Group	ROASTING Class: Espresso or Coffee: More Different Than You Think Presenter: Melind John, Malabar Gold Espresso	ROASTING Class: Green Coffee Production, Overview of Farming, Processing & Purchasing for Roasters Presenter: Cafe Imports	ROASTING Class: FSMA & The Coffee Roaster Presenter: Todd Arnette, Williamsburg Coffee
10:05–10:55 a.m.	ROASTING Class: Fundamental Concepts in Roasting Presenter: Todd Arnette, Williamsburg Coffee	BUSINESS OPERATIONS Class: Coffee by the Numbers: Running the 'Business' Side of Your Business Presenter: Mark Calhoun & Jim Starcev, PerfectCube	HOT TRENDS & TRAINING Class: Introduction to Buying Specialty Tea Presenter: Ravi Kroesen, Royal Tea New York	ROASTING Class: The Coffee Trade: Separating Fact from Fiction (How to Make the Most of Your Importer) Presenter: Craig Holt, Atlas Coffee Importers
11:00–11:55 a.m.	SALES & MARKETING Class: Marketing: The Fun, The Awkward, & the "I Can't Believe I Just Did That!" Presenter: Jeremy Lyman, Birch Coffee	BUSINESS OPERATIONS Class: Opening a New Café? Presenter: Tom Palm, Design & Layout Services (runs until 12:15 p.m.)	BUSINESS OPERATIONS Class: PERK UP Your Management Skills Presenter: Bryan Reynolds, Anthem Coffee	ROASTING Class: From Green Beans to Roasting Dreams Presenters: Dan Jolliff & Joseph Barnes; US Roaster Corp. (runs until 12:30 p.m.)
12:30–1:00 p.m.	Campfire Café: TEA – It's a Comfort Thing™ with Gail Gastelu, The Tea House Times Educational Track: Hot Trends & Training, Located: Aisle #1000			
12:30–2:00 p.m.	Stump the Roaster: A Focused Conversation About Roasting Coffee with Cafe Imports Educational Track: Roasting, Located: Aisle #300			
1:30–2:00 p.m.	Campfire Café: Hiring, Training, Culture & Morale with Joshua Boyt, Metronome Coffee Educational Track: Business Operations, Located: Aisle #1000			
2:30–3:00 p.m.	Campfire Café: Expense Control with Joshua Boyt, Metronome Coffee Educational Track: Business Operations, Located: Aisle #1000			
3:30–4:30 p.m.	Campfire Café: The Changing Face of Retail with Chris Deferio, Keys to the Shop Podcast Educational Track: Business Operations, Located: Aisle #1000			

SATURDAY, MARCH 17, 2018

	ROOM 307	ROOM 308	ROOM 309	ROOM 310
8:00–8:50 a.m.	BUSINESS OPERATIONS	SALES & MARKETING	BUSINESS OPERATIONS	BUSINESS OPERATIONS
	Class: Brand & Business Tune Up: Building a Mission that Resonates Presenter: Joshua Boyt, Tuning Fork Consulting	Class: Mastering Marketing with Geo-Targeting Presenter: David Carberry, Enradius	Class: The Growth Dilemma: Finding Your Financing Comfort Zone Presenter: Ami Kassari, Multifunding LLC	Class: Essential Elements of Effective Management Presenter: Chris Deferio, Keys to the Shop Podcast
8:55–10:00 a.m.	ROASTING	BUSINESS OPERATIONS	BUSINESS OPERATIONS	BUSINESS OPERATIONS
	Class: Espresso or Coffee: More Different Than You Think Presenter: Melind John, Malabar Gold Espresso	Class: Leasing Coffee Shop Space? Negotiate to Win! Presenter: Dale Willerton, The Lease Coach	Class: Avoid Getting Burned Buying Water Treatment Equipment Presenter: David Beeman, Cirqua Inc	Class: Retaining Baristas & Cultivating Company Culture Presenter: Joshua Smith, Bellissimo Coffee Advisors
10:05–10:55 a.m.	ROASTING	BUSINESS OPERATIONS	HOT TRENDS & TRAINING	SALES & MARKETING
	Class: Key Components of Direct Trading: Sourcing, Integrity & Sustainability Presenter: Joseph Stazzone, Café Kreyol	Class: Increase Retention through Ongoing Professional Development Presenter: Sam Brandvein, Dillanos Coffee Roaster	Class: Raise the Bar: How to Set Yourself Apart from the Competition Presenter: Dave Strathern, Monin	Class: Increase Your Sales & Boost Your Profits with POS Presenter: Mike Spence, SelbySoft Inc
11:00–11:55 a.m.	BUSINESS OPERATIONS	BUSINESS OPERATIONS	HOT TRENDS & TRAINING	HOT TRENDS & TRAINING
	Class: Ask The Experts: Retailer Edition Presenters: Todd Goldsworthy, Klatch Coffee, Robert Morgan, Allann Brothers Coffee & Tea, Brett Rhodes, Zeke's Coffee (runs until 12:30 p.m.)	Class: Opening a New Café? Presenter: Tom Palm, Design & Layout Services (runs until 12:15 p.m.)	Class: Tea 101 Presenter: Manish Shah, Maya Tea	Class: Build Your Business with Signature Drinks Presenter: Anna Gutierrez, Barista 22 Syrups & Sauces
12:30–1:00 p.m.	Campfire Café: Social Media & Website with John Harris, Speaking Socially <i>Educational Track: Business Operations, Located: Aisle #1000</i>			
1:30–2:00 p.m.	Campfire Café: The Meaning of Money with Chris Deferio, Keys to the Shop Podcast <i>Educational Track: Business Operations, Located: Aisle #1000</i>			
2:00–2:15 p.m.	Coffee Film: Café Kreyol with Joseph Stazzone, Café Kreyol <i>Located in Room #307</i>			
2:30–3:00 p.m.	Campfire Café: Design & Ambiance with Matt Milletto, Bellissimo Coffee Advisors <i>Educational Track: Business Operations, Located: Aisle #1000</i>			
3:30–4:30 p.m.	Campfire Café: Specialty Coffee Trends in 2018 with Anna Gutierrez, Barista 22 Syrups & Sauces <i>Educational Track: Hot Trends & Training, Located: Aisle #1000</i>			

SUNDAY, MARCH 18, 2018

	ROOM 307	ROOM 308	ROOM 309	ROOM 310
8:00–8:50 a.m.	BUSINESS OPERATIONS	BUSINESS OPERATIONS	BUSINESS OPERATIONS	BUSINESS OPERATIONS
	Class: Are You Cut Out to Buy a Café? Presenter: Levi Andersen, Kerry Group	Class: Leasing Coffee Shop Space? Negotiate to Win! Presenter: Dale Willerton, The Lease Coach	Class: Carving Out a Career Presenter: Michael Ryan, Dapper & Wise Roasters	Class: A Beginner's Guide to Purchasing an Espresso Machine Presenter: Bruce White, Perfect Brew Services
8:55–10:00 a.m.	HOT TRENDS & TRAINING	BUSINESS OPERATIONS	SALES & MARKETING	BUSINESS OPERATIONS
	Class: What, Where, When, How, and Why Choose TEA? Presenter: Gail Gastelu, The Tea House Times	Class: Using Your Coffee Data to Deliver Quality, Consistency & Control Presenter: Taylor Wallace, Cropster	Class: Increase Your Revenue with Gift & Loyalty Presenter: Mike Spence, SelbySoft Inc	Class: Coffee Outside the Box: Mobile Strategies for Success Presenter: John Carey, Wega USA
10:05-10:55 a.m.	ROASTING	HOT TRENDS & TRAINING	HOT TRENDS & TRAINING	BUSINESS OPERATIONS
	Class: Ask the Experts: Roaster Edition Presenters: Maria Cervasio, Ceremony Coffee Roasters; Bryce Roszell, Open Seas Coffee; Franklin Ventura, Vigilante Coffee (runs until 11:30 a.m.)	Class: The Exceptional Barista: Technical Skills Presenter: Sam Brandvein, Dillanos Coffee Roasters	Class: Turning Leaf into Green: Enhancing Specialty Tea as a Profit Center Presenter: Manish Shah, Maya Tea	Class: Investing in the Future: Giving Back to Your Employees Presenter: Haden Polseno-Hensley, Red Rooster Coffee Roaster
11:30 a.m.–12:00 p.m.	Campfire Café: Marketing with Bruce Milletto, Bellissimo Coffee Advisors <i>Educational Track: Sales & Marketing, Located: Aisle #1000</i>			
12:30–1:00 p.m.	Campfire Café: Conquering Cold Brew in Your Café with Gary & Sammy Meyer, Friedrichs Coffee Roasters <i>Educational Track: Hot Trends & Training, Located: Aisle #1000</i>			

FRIDAY, MARCH 16, 2018

TIME	ROOM#	TITLE	PRESENTER	EDUCATIONAL TRACK
8:00 a.m.–5:00 p.m.	306	*Coffee Business Start-Up Seminar	Bruce Milletto, Matt Milletto & Joshua Smith, Bellissimo Coffee Advisors	BUSINESS OPERATIONS
8:00–10:00 a.m.	303	*Cold Brew 101	Gary, Malia & Sammy Meyer, Friedrichs Coffee; Christian Krause, Brewista	HOT TRENDS & TRAINING
8:00–10:30 a.m.	Off-Site	*Roasting Plant Tour	Zeke's Coffee	ROASTING
8:00 a.m.–12:00 p.m.	305	*Hands-On Barista Training	Linda Stockton, Dillanos Coffee Roasters & Jeremy Behne, Larry's Coffee	HOT TRENDS & TRAINING
8:30–10:00 a.m.	304	*Introduction to Cupping	Brittany Amell & Ana Mallozzi, Royal Coffee New York	ROASTING
9:00–11:30 a.m.	301	*Drink Innovations Lab	Torani, Maya Tea, Klatch Coffee & Pacific Natural Foods	HOT TRENDS & TRAINING
9:30 a.m.–12:00 p.m.	VIP Suite	Latte Art World Championship Open	Elimination Round: 64 Competitors	COMPETITION
10:30 a.m.–12:00 p.m.	Booths 118/120	*Roasting Seminar (Live Roaster)	Dan Jolliff, US Roaster Corp. & Robert Hensley, AmcafeUSA	ROASTING
11:00 a.m.–1:00 p.m.	304	*Tasting Concepts: Understanding Flavor in Coffee	Cafe Imports	ROASTING
12:00–3:00 p.m.	302	*Food Integration Lab	Erica Teodoro, Harbor Greens & Kate Teodoro	HOT TRENDS & TRAINING
12:30–2:30 p.m.	VIP Suite	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan, Dapper & Wise Roasters	HOT TRENDS & TRAINING
1:00–5:00 p.m.	305	*Hands-On Barista Training	Linda Stockton, Dillanos Coffee Roasters & Jeremy Behne, Larry's Coffee	HOT TRENDS & TRAINING
1:30–3:00 p.m.	304	*Tea Cupping	Gail Gastelu, The Tea House Times	HOT TRENDS & TRAINING
3:00–5:00 p.m.	VIP Suite	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan, Dapper & Wise Roasters	HOT TRENDS & TRAINING
12:00–5:00 p.m.	HALL A	EXHIBITION OPEN		EXHIBITION OPEN
12:00–5:00 p.m.	Aisle #1100	A Bid For Hope/Café Femenino Foundation Silent Auction	Café Femenino Foundation	AUCTION
12:30–5:00 p.m.	Aisle #1100	America's Best Cold Brew Competition	Elimination Round: 32 Competitors	COMPETITION
5:15–8:30 p.m.	Off-Site	Coffee Fest Opening Night Reception	Luckies Tavern	RECEPTION

SATURDAY, MARCH 17, 2018

TIME	ROOM#	TITLE	PRESENTER	EDUCATIONAL TRACK
7:30 a.m.–5:00 p.m.	306	*The CoffeePreneur One-Day Intensive	Bryan Reynolds, Anthem Coffee & Joe Lloyd, Durango Joes	BUSINESS OPERATIONS
8:00–10:00 a.m.	303	*Cold Brew 101	Gary, Malia & Sammy Meyer, Friedrichs Coffee; Christian Krause, Brewista	HOT TRENDS & TRAINING
8:00–10:30 a.m.	Off-Site	*Roasting Plant Tour	Zeke's Coffee	ROASTING
8:00 a.m.–12:00pm	305	*Hands-On Barista Training	Linda Stockton, Dillanos Coffee Roasters & Jeremy Behne, Larry's Coffee	HOT TRENDS & TRAINING
8:30–10:00 a.m.	304	*Coffee Processing: Tasting the Final Cup	Brittany Amell & Ana Mallozzi, Royal Coffee New York	ROASTING
9:00–11:30 a.m.	301	*Drink Innovations Lab	Torani, Maya Tea, Klatch Coffee & Pacific Natural Foods	HOT TRENDS & TRAINING
9:30–11:00 a.m.	VIP Suite	Latte Art World Championship Open	Elimination Round: 32 Competitors	COMPETITION
10:30 a.m.–12:00 p.m.	Booths 118/120	*Roasting Seminar (Live Roaster)	Dan Jolliff, US Roaster Corp & Robert Hensley, AmcafeUSA	ROASTING
11:00 a.m.–1:00 p.m.	304	*Tasting Concepts: Understanding Flavor in Coffee	Cafe Imports	ROASTING
12:00–3:00 p.m.	302	*Food Integration Lab	Erica Teodoro, Harbor Greens & Kate Teodoro	HOT TRENDS & TRAINING
12:00–5:00 p.m.	HALL A	EXHIBITION OPEN		EXHIBITION OPEN
12:00–5:00 p.m.	Aisle #1100	A Bid For Hope/Café Femenino Foundation Silent Auction	Café Femenino Foundation	AUCTION
12:15–4:10 p.m.	Aisle #300	America's Best Espresso Competition	Elimination Round: 24 Competitors	COMPETITION
12:30–2:30 p.m.	VIP Suite	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan, Dapper & Wise Roasters	HOT TRENDS & TRAINING
12:30–4:00 p.m.	Aisle #1100	America's Best Cold Brew Competition	Elimination Round: 16 Competitors	COMPETITION
1:00–5:00 p.m.	305	*Hands-On Barista Training	Linda Stockton, Dillanos Coffee Roasters & Jeremy Behne, Larry's Coffee	HOT TRENDS & TRAINING
1:30–3:00 p.m.	304	*Tea Cupping	Gail Gastelu, The Tea House Times	HOT TRENDS & TRAINING
3:00–5:00 p.m.	VIP Suite	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan, Dapper & Wise Roasters	HOT TRENDS & TRAINING

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TIME	ROOM#	TITLE	PRESENTER	EDUCATIONAL TRACK
8:00–10:00 a.m.	303	*Cold Brew 101	Gary, Malia & Sammy Meyer, Friedrichs Coffee; Christian Krause, Brewista	HOT TRENDS & TRAINING
8:00–10:30 a.m.	Off-Site	*Roasting Plant Tour	Zeke's Coffee	ROASTING
8:00 a.m.–12:00 p.m.	305	*Hands-On Barista Training	Linda Stockton, Dillanos Coffee Roasters & Jeremy Behne, Larry's Coffee	HOT TRENDS & TRAINING
8:30–10:00 a.m.	304	*Introduction to Cupping	Brittany Amell & Ana Mallozzi, Royal Coffee New York	ROASTING
8:30–11:00 a.m.	301	*Drink Innovations Lab	Torani, Maya Tea, Klatch Coffee & Pacific Natural Foods	HOT TRENDS & TRAINING
9:30–11:00 a.m.	Booths 118/120	*Roasting Seminar (Live Roaster)	Dan Jolliff, US Roaster Corp & Robert Hensley, AmcafeUSA	ROASTING
9:30–11:00 a.m.	VIP Suite	Latte Art World Championship Open Championship Rounds	Championship Finals	COMPETITION
10:30 a.m.–1:30 p.m.	302	*Food Integration Lab	Erica Teodoro, Harbor Greens & Kate Teodoro	HOT TRENDS & TRAINING
11:00 a.m.–12:00 p.m.	Aisle #1100	A Bid For Hope /Café Femenino Foundation Silent Auction	Café Femenino Foundation	AUCTION
11:00 a.m.–3:00 p.m.	HALL A	EXHIBITION OPEN		EXHIBITION OPEN
11:15 a.m.–1:10 p.m.	Aisle #300	America's Best Espresso Competition	Championship Finals	COMPETITION
11:30 a.m.–2:00 p.m.	Aisle #1100	America's Best Cold Brew Competition	Championship Finals	COMPETITION
12:30–2:30 p.m.	VIP Suite	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan, Dapper & Wise Roasters	HOT TRENDS & TRAINING