

Denver 2018 Master Event Schedule

Friday, June 8th, 2018							
Time:	Room #	Class Title	Presenter, Company	Fee	Seating	Level	Educational Track
8:00am-8:50am	201	Brand & Business Tune Up: Building a Mission that Resonates	Joshua Boyt, Tuning Fork Consulting	-	-	I	Business Operations
8:00am-8:50am	203	Top 5 Rules for a Successful Café	Chris Deferio, Keys to the Shop Podcast	-	-	I	Business Operations
8:00am-8:50am	205	Freshman Class Orientation: First Time Attendee Program	Holly Barrett, Coffee Fest	-	-	B	Business Operations
8:00am-8:50am	207	Minimizing Your Import Risks	Damon Piatek, Welke Customs Brokers USA	-	-	I	Roasting
8:00am-10:00am	208	*Cold Brew 101	Gary, Malia & Sammy Meyer, Friedrichs	\$79.00	40	B	Hot Trends & Training
8:00am-10:30am	Off-Site	*Roasting Plant Tour	Coda Coffee	\$35.00	30	All	Roasting
8:00am-12:00pm	202	*Hands-On Barista Training	Linda Stockton & Samantha Vierra, Dillanos	\$269.00	16	B	Hot Trends & Training
8:00am-5:00pm	206	*Coffee Business Start-Up Seminar	Bruce Milletto, Matt Milletto & Joshua Smith,	\$399.00	40	B	Business Operations
8:30am-10:00am	204	*Coffee Cupping 101	Scott Merle, Jim McEnaney & Drew Zent, La	\$39.00	30	B	Roasting
8:55am-10:00am	201	Consumer Preference Is Changing How Tea & Coffee Is Consumed	Linda Appel- Lipsius, Teatulia Organic Teas	-	-	All	Hot Trends & Training
8:55am-10:00am	203	Espresso or Coffee: More Different Than You Think	Melind John, Malabar Gold Espresso	-	-	I	Hot Trends & Training
8:55am-10:00am	205	Green Coffee Production, Overview of Farming, Processing & Purchasing for Roasters	Café Imports	-	-	All	Roasting
8:55am-10:00am	207	Balancing Between Wants & Needs: Product Sourcing at Coffee Fest	Tia Peck, Barista Pro Shop	-	-	All	Business Operations
9:00am-11:30am	210	*Drink Innovations Lab	Torani, Maya Tea, Klatch Coffee & Pacific	\$45.00	30	All	Hot Trends & Training
9:30am-12:00pm	Hall F Lobby	Latte Art World Championship Open	Elimination Round: 64 Competitors	-	-	-	Competition
10:05am-10:55am	201	Elevate Your Presence with Online Marketing	Zack Lyman, Diedrich Roasters	-	-	B	Sales & Marketing
10:05am-10:55am	203	How to Profit by Adding Food to Your Café	Brad Nixon & Kim Scheid, Share Good Foods	-	-	I	Business Operations
10:05am-10:55am	205	Roadmap to Drive-Thru Success	Mike Miller, Dillanos Coffee Roasters	-	-	B	Business Operations
10:05am-10:55am	207	The Coffee Trade: Separating Fact from Fiction (How to Make the Most of Your Importer)	Brooke McNeill, Atlas Coffee Importers	-	-	I	Roasting
10:30am-12:00pm	Booth #1023	*Roasting Seminar (Live Roaster)	Dan Jolliff, US Roaster Corp & Robert Hensley,	\$79.00	20	All	Roasting
11:00am-11:55am	201	Marketing: The Fun, The Awkward, & the "I Can't Believe I Just Did That!"	Jeremy Lyman, Birch Coffee	-	-	All	Sales & Marketing
11:00am-12:15pm	203	Opening a New Café?	Tom Palm, Design & Layout Services	-	-	B	Business Operations
11:00am-11:55am	205	Level Up Your Leadership	Bryan Reynolds, Anthem Coffee	-	-	B/I	Business Operations
11:00am-11:55am	207	Packaging Trends...Simplified	Kyle Knott, Pacific Bag	-	-	I	Roasting
12:00pm-3:00pm	212	*Food Integration Lab	Erica Teodoro, Harbor Greens & Kate Teodoro	\$79.00	30	All	Hot Trends & Training
12:00pm-5:00pm	Hall F	Exhibition Open					
12:00pm-5:00pm	Aisle #TBD	A Bid For Hope/Cafe Femenino Foundation Silent Auction	Café Femenino Foundation				
12:30pm-1:00pm	Aisle #100	Campfire: Social Media	Lauren Modery & Michael Kraft, Allegro Coffee	-	-	All	Sales & Marketing
12:30pm-2:00pm	Aisle #700	Stump the Roaster: A Focused Conversation About Roasting Coffee	Café Imports	-	-	All	Roasting
12:30pm-2:30pm	Latte Art Venue	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan,	\$169.00	10	B	Hot Trends & Training
12:30pm-5:00pm	Aisle #100	America's Best Cold Brew Competition	Elimination Round: 32 Competitors				
1:00pm-5:00pm	202	*Hands-On Barista Training	Linda Stockton & Samantha Vierra, Dillanos	\$269.00	16	B	Hot Trends & Training
1:30pm-2:00pm	Aisle #100	Campfire Café: Hiring, Training, Culture & Morale	Joshua Boyt, Metronome Coffee	-	-	All	Business Operations
1:30pm-3:00pm	204	*Tea Cupping	Richard Rosenfeld, Two Leaves and a Bud Tea	\$39.00	30	B	Hot Trends & Training
2:30pm-3:00pm	Aisle #100	Campfire Café: Expense Control	Joshua Boyt, Metronome Coffee	-	-	I	Business Operations
3:00pm-5:00pm	Latte Art Venue	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan,	\$169.00	10	B	Hot Trends & Training
3:30pm-4:00pm	Aisle #100	Campfire Café: The Changing Face of Retail	Chris Deferio, Keys to the Shop Podcast	-	-	All	Business Operations
5:15pm-8:30pm	Off-Site	Coffee Fest Opening Night Reception	TBD	-	-	-	

Denver 2018 Master Event Schedule

Saturday, June 9th, 2018							
Time:	Room #	Class Title	Presenter, Company	Fee	Seating	Level	
7:30am-5:00pm	206	*The Coffeepreneur One-Day Intensive	Bryan Reynolds, Anthem Coffee & Joe Lloyd, D	\$299.00	40	I	Business Operations
8:00am-8:50am	201	Brand & Business Tune Up: Building a Mission That Resonates	Joshua Boyt, Tuning Fork Consulting	-	-	I	Business Operations
8:00am-8:50am	203	Essential Elements of Effective Management	Chris Deferio, Keys to the Shop Podcast	-	-	I	Business Operations
8:00am-8:50am	205	Coffee by the Numbers: Running the 'Business' Side of Your Business	Mark Calhoun & Jim Starcev, PerfectCube	-	-	I	Business Operations
8:00am-8:50am	207	Cascara 360: An Indepth Look into This Building Trend	Joel Jelderks, Caskai	-	-	I	Hot Trends & Training
8:00am-10:00am	208	*Cold Brew 101	Gary, Malia & Sammy Meyer, Friedrichs	\$79.00	40	B	Hot Trends & Training
8:00am-10:30am	Off-Site	*Roasting Plant Tour	Coda Coffee	\$35.00	30	All	Roasting
8:00am-12:00pm	202	*Hands-On Barista Training	Linda Stockton & Samantha Vierra, Dillanos	\$269.00	16	B	Hot Trends & Training
8:30am-10:00am	204	*Coffee Cupping 101	Scott Merle, Jim McEnaney & Drew Zent, La	\$39.00	30	B	Roasting
8:55am-10:00am	201	Espresso or Coffee: More Different Than You Think	Melind John, Malabar Gold Espresso	-	-	I	Hot Trends & Training
8:55am-10:00am	203	Leasing Coffee Shop Space? Negotiate to Win!	Dale Willerton, The Lease Coach	-	-	B	Business Operations
8:55am-10:00am	205	5 Ways to Create a Brand That Sticks	Lizzy Fitzgerald, Toast	-	-	I	Business Operations
8:55am-10:00am	207	Retaining Baristas & Cultivating Company Culture	Joshua Smith, Bellissimo Coffee Advisors	-	-	All	Business Operations
9:00am-11:30am	210	*Drink Innovations Lab	Torani, Maya Tea, Klatch Coffee & Pacific	\$45.00	30	All	Hot Trends & Training
9:30am-11:00am	Hall F Lobby	Latte Art World Championship Open	Elimination Round: 32 Competitors				
10:05am-10:55am	201	Key Components of Direct Trading: Sourcing, Integrity & Sustainability	Joseph Stazzone, Café Kreyol	-	-	All	Roasting
10:05am-10:55am	203	Increase Retention through Ongoing Professional Development	Emily Prather, Dillanos Coffee Roasters	-	-	B/I	Business Operations
10:05am-10:55am	205	Raise the Bar: How to Set Yourself Apart From the Competition	Dave Strathern, Monin	-	-	I	Hot Trends & Training
10:05am-10:55am	207	Increase Your Sales & Boost Your Profits with POS	Mike Spence, SelbySoft, Inc.	-	-	B/I	Sales & Marketing
10:30am-12:00pm	Booth #1023	*Roasting Seminar (Live Roaster)	Dan Jolliff, US Roaster Corp & Robert Hensley,	\$79.00	20	All	Roasting
11:00am-12:30pm	201	Ask The Experts: Retailer Edition	Tommy Thwaites, Coda Coffee; Jake Brodsky, T	-	-	All	Business Operations
11:00am-12:15pm	203	Opening a New Café?	Tom Palm, Design & Layout Services	-	-	B	Business Operations
11:00am-11:55am	205	Tea 101	Manish Shah, Maya Tea	-	-	B	Hot Trends & Training
11:00am-11:55am	207	Build Your Business with Signature Drinks	Anna Gutierrez, Barista 22 Syrups & Sauces	-	-	All	Hot Trends & Training
11:00am-1:00pm	204	*Tasting Concepts: Understanding Flavor in Coffee	Café Imports	\$39.00	30	B/I	Roasting
12:00pm-3:00pm	212	*Food Integration Lab	Erica Teodoro, Harbor Greens & Kate Teodoro	\$79.00	30	All	Hot Trends & Training
12:00pm-5:00pm	Hall F	Exhibition Open					
12:00pm-5:00pm	Aisle #TBD	A Bid For Hope/Cafe Femenino Foundation Silent Auction	Café Femenino Foundation				
12:15pm-4:10pm	Aisle #700	America's Best Espresso Competition	Elimination Round: 24 Competitors				
12:30pm-1:00pm	Aisle #100	Campfire Café: Specialty Coffee Trends in 2018	Anna Gutierrez, Barista 22 Syrups & Sauces	-	-	All	Hot Trends & Training
12:30pm-2:30pm	Latte Art Venue	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan,	\$169.00	10	B	Hot Trends & Training
12:30pm-4:00pm	Aisle #100	America's Best Cold Brew Competition	Elimination Round: 16 Competitors				
1:00pm-5:00pm	202	*Hands-On Barista Training	Linda Stockton & Samantha Vierra, Dillanos	\$269.00	16	B	Hot Trends & Training
1:30pm-2:00pm	Aisle #100	Campfire Café: The Meaning of Money	Chris Deferio, Keys to the Shop Podcast	-	-	All	Business Operations
1:30pm-3:00pm	204	*Tea Cupping	Richard Rosenfeld, Two Leaves and a Bud Tea	\$39.00	30	B	Hot Trends & Training
2:00pm-2:15pm	201	Coffee Film: Café Kreyol	Café Kreyol	-	-	All	
2:30pm-3:00pm	Aisle #100	Campfire Café: Design & Ambiance	Matt Milletto, Bellissimo Coffee Advisors	-	-	All	Business Operations
3:00pm-5:00pm	Latte Art Venue	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan,	\$169.00	10	B	Hot Trends & Training
3:30pm-4:00pm	Aisle #100	Campfire Café: Integrating Beer & Wine	Tom Palm, Design & Layout Services & Erica Te	-	-	All	Hot Trends & Training

Denver 2018 Master Event Schedule

Sunday, June 10th, 2018							
Time:	Room #	Class Title	Presenter, Company	Fee	Seating	Level	
8:00am-8:50am	201	Carving Out a Career	Michael Ryan, Dapper & Wise Roasters	-	-	All	Business Operations
8:00am-8:50am	203	Espresso Machines: Let's Get Under the Hood	Marty Roe, Workbench Coffee Labs	-	-	B	Business Operations
8:00am-8:50am	205	Coffee by the Numbers: Running the 'Business' Side of Your Business	Mark Calhoun & Jim Starcev, PerfectCube	-	-	I	Business Operations
8:00am-8:50am	207	From Green Beans to Roasting Dreams	Dan Jolliff & Joseph Barnes, US Roaster Corp;			B/I	Roasting
8:00am-10:00am	208	*Cold Brew 101	Gary, Malia & Sammy Meyer, Friedrichs	\$79.00	40	B	Hot Trends & Training
8:00am-10:30am	Off-Site	*Roasting Plant Tour	Coda Coffee	\$35.00	30	All	Roasting
8:00am-12:00pm	202	*Hands-On Barista Training	Linda Stockton & Samantha Vierra, Dillanos	\$269.00	16	B	Hot Trends & Training
8:30am-10:00am	204	*Coffee Cupping 201	Scott Merle, Jim McEnaney & Drew Zent, La	\$39.00	30	I/A	Roasting
8:30am-11:00am	210	*Drink Innovations Lab	Torani, Maya Tea, Klatch Coffee & Pacific	\$45.00	30	All	Hot Trends & Training
8:55am-10:00am	201	Understanding Financial Foundations & Innovations	Eric Nicol & Christopher Mueller, Loyal Coffee	-	-	B	Business Operations
8:55am-10:00am	203	Get Found for Free! How to Increase Sales Using Google Business Listing	Matthew Moseley, Barista Pro Shop	-	-	B	Sales & Marketing
8:55am-10:00am	205	Increase Your Revenue with Gift & Loyalty	Mike Spence, SelbySoft, Inc.	-	-	All	Sales & Marketing
8:55am-10:00am	207	Avoid Getting Burned Buying Water Treatment Equipment	David Beeman, Cirqua, Inc.	-	-	B/I	Business Operations
9:30am-11:00am	Booth #1023	*Roasting Seminar (Live Roaster)	Dan Jolliff, US Roaster Corp & Robert Hensley,	\$79.00	20	All	Roasting
9:30am-11:00am	Hall F Lobby	Latte Art World Championship Open Championship Rounds	Championship Finals				
10:05am-11:30am	201	Ask The Experts: Roaster Edition	Tamas Christman, Dragonfly Coffee Roasters;	-	-	All	Roasting
10:05am-10:55am	203	The Exceptional Barista: Technical Skills	Mike Miller, Dillanos Coffee Roasters	-	-	B/I	Hot Trends & Training
10:05am-10:55am	205	Turning Leaf into Green: Enhancing Specialty Tea as a Profit Center	Manish Shah, Maya Tea	-	-	B	Hot Trends & Training
10:05am-10:55am	207	Standing Out From The Crowd: Creative Social Media Campaigns to Bolster Your Brand	Devin Renner, True Coffee Roasters	-	-	B	Sales & Marketing
10:30am-1:30pm	212	*Food Integration Lab	Erica Teodoro, Harbor Greens & Kate Teodoro	\$79.00	30	All	Hot Trends & Training
11:00am-12:00pm	Aisle #TBD	A Bid For Hope / Cafe Femenino Foundation Silent Auction	Café Femenino Foundation				
11:00am-1:00pm	204	*Tasting Concepts: Understanding Flavor in Coffee	Café Imports	\$39.00	30	B/I	Roasting
11:00am-3:00pm	Hall F	Exhibition Open					
11:15am-1:10pm	Aisle #700	America's Best Espresso Competition	Championship Finals				
11:30am-12:00pm	Aisle #100	Campfire Café: Marketing	Bruce Milletto, Bellissimo Coffee Advisors			All	Sales & Marketing
11:30am-2:00pm	Aisle #100	America's Best Cold Brew Competition	Championship Finals				
12:30pm-1:00pm	Aisle #100	Campfire Café: Conquering Cold Brew in Your Café	Gary & Sammy Meyer, Friedrichs Coffee	-	-	All	Hot Trends & Training
12:30pm-2:30pm	Latte Art Venue	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan,	\$169.00	10	B	Hot Trends & Training