

FREE SEMINARS

OVER 60 FREE SEMINARS!

SUNDAY, MARCH 3, 2019

BUSINESS OPERATIONS

8:00AM-8:50AM

■ FIRST TIME ATTENDEE TIPS & NETWORKING SOCIAL | ROOM #1A21

Presenter: Holly Barrett, Coffee Fest

■ MINIMIZING YOUR IMPORT RISKS | ROOM #1A23

Presenter: Damon Piatek, Welke Customs Brokers USA Inc.

8:55AM-10:00AM

■ BALANCING BETWEEN WANTS & NEEDS: PRODUCT SOURCING AT COFFEE FEST ROOM #1A21 **NEW!**

Presenter: Tia Peck, Barista Pro Shop

■ THE TOP 10 WAYS TO LOSE EMPLOYEES ROOM #1A24 **NEW!**

Presenter: Chris Deferio, Keys to the Shop Podcast

10:05AM-10:55AM

■ BRAND & BUSINESS TUNE UP: BUILDING A MISSION THAT RESONATES | ROOM #1A21

Presenter: Joshua Boyt, Tuning Fork Consulting

■ ROADMAP TO DRIVE-THRU SUCCESS ROOM #1A22

Presenter: Mike Miller, Dillanos Coffee Roasters

■ CONVENIENCE PRODUCTS IN YOUR CAFÉ: EVERYTHING YOU NEED TO KNOW ROOM #1A24 **NEW!**

Presenter: Jim Lewis, Enhanced Beverage Solutions

11:00AM-12:15PM

■ OPENING A NEW CAFÉ? | ROOM # 1A22

Presenter: Tom Palm, Design & Layout Services

11:00AM-11:55AM

■ LEVEL UP YOUR LEADERSHIP | ROOM # 1A23

Presenter: Bryan Reynolds, ANTHEM Coffee School

3:30PM-4:00PM **NEW!**



■ CAMPFIRE CAFÉ: WINNING IN RETAIL BOOTH #2453

Presenter: Chris Deferio, Keys to the Shop Podcast

HOT TRENDS & TRAINING

8:55AM-10:00AM

■ ESPRESSO AND COFFEE: MORE DIFFERENT THAN YOU THINK | ROOM #1A22

Melind John, Malabar Gold Espresso

2:30PM-3:00PM



■ CAMPFIRE CAFÉ: KEEPING UP WITH SPECIALTY COFFEE TRENDS | BOOTH #2453

Presenter: Anna Gutierrez, Barista 22 Syrups & Sauces

ROASTING

8:00AM-8:50AM

■ WHAT COFFEE FARMERS WANT YOU TO KNOW ROOM # 1A22 **NEW!**

Presenter: Ivanov Castellanos & Angela Suarez, Café Tio Conejo

■ FSMA & THE COFFEE ROASTER | ROOM # 1A24

Presenter: Todd Arnette, Academy of Coffee Excellence

8:55AM-10:00AM

■ SUPPLY CHAIN BASICS & BUYING GREEN COFFEE ROOM # 1A23 **NEW!**

Presenter: Meister, Café Imports

10:05AM-10:55AM

■ THE FUTURE OF COFFEE: BUILDING LONG-DISTANCE RELATIONSHIPS IN EMERGING ORIGINS ROOM #1A23 **NEW!**

Presenter: Tymika Lawrence, Atlas Coffee

11:00AM-12:30PM

■ ASK THE EXPERTS: WOMEN IN ROASTING ROOM # 1A24 **NEW!**

Presenter: TBD

12:30PM-2:00PM

■ STUMP THE ROASTER: A FOCUSED CONVERSATION ABOUT ROASTING COFFEE BOOTH #2278

Presenter: Café Imports

SALES & MARKETING

11:00AM-11:55AM

■ CREATIVE MARKETING INSIDE & OUTSIDE OF YOUR COFFEE SHOP'S FRONT DOOR ROOM # 1A21 **NEW!**

Presenter: Jeremy Lyman, Birch Coffee

12:30PM-1:00PM **NEW!**



■ CAMPFIRE CAFÉ: LET'S GO LIVE! BOOTH #2453

Presenter: Bryan Reynolds, ANTHEM Coffee School

1:30PM-2:00PM **NEW!**



■ CAMPFIRE CAFÉ: THE DEEPER MEANING TO THE CUSTOMER EXPERIENCE | BOOTH #2453

Presenter: Jeremy Lyman, Birch Coffee

MONDAY, MARCH 4, 2019

BUSINESS OPERATIONS

8:00AM-8:50AM

■ ESSENTIAL ELEMENTS OF EFFECTIVE MANAGEMENT ROOM #1A21

Presenter: Chris Deferio, Keys to the Shop Podcast

■ LEASING COFFEE SHOP SPACE? NEGOTIATE TO WIN! ROOM #1A22

Presenter: Dale Willerton, The Lease Coach

8:55AM-10:00AM

■ BRAND & BUSINESS TUNE UP: BUILDING A MISSION THAT RESONATES | ROOM #1A21

Presenter: Joshua Boyt, Tuning Fork Consulting

10:05AM-10:55AM

■ INCREASE RETENTION THROUGH ONGOING PROFESSIONAL DEVELOPMENT | ROOM #1A21

Presenter: Sam Spillman, Dillanos Coffee Roasters

11:00AM-12:15PM

■ OPENING A NEW CAFÉ? | ROOM #1A22

Presenter: Tom Palm, Design & Layout Services

12:30PM-1:00PM

■ CAMPFIRE CAFÉ: PRICING STRATEGIES BOOTH #2554

Presenter: Jim Starcev, PerfectCube

1:30PM-2:00PM **NEW!**



■ CAMPFIRE CAFÉ: RETAINING EMPLOYEES BOOTH #2453

Presenter: Matt Millette, Bellissimo Coffee Advisors

2:30PM-3:00PM



■ CAMPFIRE CAFÉ: HIRING & TRAINING BOOTH #2453

Presenter: Joshua Boyt, Metronome Coffee

3:30PM-4:00PM **NEW!**



■ CAMPFIRE CAFÉ: BUILDING A CLIENTELE BOOTH #2453

Presenter: Jeremy Lyman, Birch Coffee

CONTINUED ON BACK →

FREE SEMINARS

OVER 60 FREE SEMINARS!

MONDAY, MARCH 4, 2019

HOT TRENDS & TRAINING

8:00AM-8:50AM

- CASCARA 360: AN INDEPTH LOOK INTO THIS BUILDING TREND | ROOM #1A23
Presenter: Joel Jelderks, Caskai

8:55AM-10:00AM

- ESPRESSO AND COFFEE: MORE DIFFERENT THAN YOU THINK | ROOM #1A22
Presenter: Melind John, Malabar Gold Espresso

10:05AM-10:55AM

- TEA IT OFF | ROOM #1A22 **NEW!**
Presenter: Manish Shah, Maya Tea
- EVOLVE: CHANGING COFFEE CULTURE & CUSTOMER EXPECTATIONS ROOM #1A24 **NEW!**
Presenter: Dave Strathern, Monin

11:00AM-12:30PM

- ASK THE EXPERTS: BARISTA EDITION ROOM #1A21 **NEW!**
Presenter: Panelists TBD

11:00AM-11:55AM

- SPECIALTY DRINK TRENDS - WHAT, HOW & WHY YOU SHOULD ADD THEM TO YOUR MENU ROOM #1A24 **NEW!**
Presenter: Anna Gutierrez, Barista 22 Syrups & Sauces

ROASTING

8:00AM-8:50AM

- FROM GREEN BEANS TO ROASTING DREAMS ROOM #1A24
Presenter: Dan Jolliff, Daniel Jolliff & Jesse Bowser, US Roaster Corp; Robert Hensley, SpecialtyCoffee.Com

8:55AM-10:00AM

- KEY COMPONENTS OF DIRECT TRADING: SOURCING, INTEGRITY & SUSTAINABILITY ROOM #1A24
Presenter: Joseph Stazzone, Café Kreyol

2:00PM-2:15PM

- COFFEE FILM: CAFÉ KREYOL | ROOM #1A21
Presenter: Café Kreyol

SALES & MARKETING

8:55AM-10:00AM

- ENERGY DRINKS: THE NEW PROFIT DRIVER IN CAFÉS | ROOM #1A23 **NEW!**
Presenter: Joel Jay, Redbull

10:05AM-10:55AM

- INCREASE YOUR REVENUE WITH GIFT & LOYALTY ROOM #1A23
Presenter: Mike Spence, SelbySoft, Inc.

11:00AM-11:55AM

- ELEVATE YOUR PRESENCE WITH ONLINE MARKETING | ROOM #1A23
Presenter: Zack Lyman, Diedrich Roasters

TUESDAY, MARCH 5, 2019

BUSINESS OPERATIONS

8:00AM-8:50AM

- CUT THE WASTE & SAVE MONEY | ROOM #1A21
Presenter: Dane Atkinson, SumAll **NEW!**

8:55AM-10:00AM

- A BEGINNERS GUIDE TO PURCHASING AN ESPRESSO MACHINE | ROOM #1A21 **NEW!**
Presenter: Maciej Ostrowski, Rancilio Group North America

- UNDERSTANDING & IMPLEMENTING SITUATIONAL LEADERSHIP | ROOM #1A23 **NEW!**
Presenter: Amy Kellogg, Tipu's Chai

- ENHANCING THE CUSTOMER EXPERIENCE ROOM #1A24 **NEW!**
Presenter: Jim Lewis, Enhanced Beverage Solutions

10:05AM-10:55AM

- HOW WATER QUALITY IMPACTS YOUR ESPRESSO ROOM #1A24 **NEW!**
Presenter: Keith Black, WaterWise, LLC

11:00AM-11:55AM

- CAREER MAPPING FOR BARISTAS | ROOM #1A22
Presenter: Michael Ryan, Threadbare Coffee Company
- COFFEE BY THE NUMBERS: RUNNING THE 'BUSINESS' SIDE OF YOUR BUSINESS | ROOM #1A24
Presenter: Mark Calhoun & Jim Starcev, PerfectCube

2:30PM-3:00PM **NEW!**

- CAMPFIRE CAFÉ: SOP'S IN YOUR CAFÉ BOOTH #2453
Presenter: Chris Deferio, Keys to the Shop Podcast

HOT TRENDS & TRAINING

8:00AM-8:50AM

- CRAFT COFFEE MIXOLOGY 101 | ROOM #1A24
Presenter: Amanda Whitt, Tamworth Distilling and Quaker City Mercantile **NEW!**

10:05AM-10:55AM

- BARISTA THEORY: THE BASICS ROOM #1A22 **NEW!**
Presenter: Sam Spillman, Dillanos Coffee Roasters

- STEEP IT UP! | ROOM #1A23 **NEW!**
Presenter: Manish Shah, Maya Tea

ROASTING

8:00AM-8:50AM

- EFFECTIVE WAYS TO SELL INTO THE SINGLE SERVE MARKET | ROOM #1A22
Presenter: Tim Widmer, IFillCup & Robert Hensley, SpecialtyCoffee.Com

10:05AM-10:55AM

- RATE OF RISE & THE BALANCE BETWEEN ACIDITY & SWEETNESS | ROOM #1A21 **NEW!**
Presenter: Todd Arnette, Academy of Coffee Excellence

12:30PM-1:00PM **NEW!**

- CAMPFIRE CAFÉ: IS ROASTING RIGHT FOR YOU? BOOTH #2453
Presenter: Gary & Sammy Meyer, Friedrichs Coffee

SALES & MARKETING

8:00AM-8:50AM

- CREATING A BRAND THAT STICKS ROOM #1A23
Presenter: Michael Powers, Toast, Inc.

8:55AM-10:00AM

- USING THE NUMBERS TO WORK FOR YOU, NOT AGAINST YOU | ROOM #1A22 **NEW!**
Presenter: Mike Spence, SelbySoft, Inc.

11:00AM-11:55AM

- YOUR ROADMAP TO SOCIAL MEDIA SUCCESS ROOM #1A21 **NEW!**
Presenter: Bryan Reynolds, ANTHEM Coffee School

- GET FOUND FOR FREE! HOW TO INCREASE SALES USING GOOGLE BUSINESS LISTING ROOM #1A23
Presenter: Matthew Moseley, Barista Pro Shop

11:30AM-12:00PM

- CAMPFIRE CAFÉ: MARKETING | BOOTH #2453
Presenter: Bruce Milletto, Bellissimo Coffee Advisors

1:30PM-2:00PM

- CAMPFIRE CAFÉ: NAVIGATING CUSTOMER SERVICE | BOOTH #2453
Presenter: Levi Andersen, Kerry Group

FIND DESCRIPTIONS FOR ALL OF THESE **FREE** SEMINARS AND MORE AT WWW.COFFEEFEST.COM

LOOK FOR THE **LEARN** BUTTON!