

Portland 2017 Event Schedule

Friday, October 13, 2017						
Time:	Room #	Class Title	Presenter, Company	Fee	Seating	Level
8:00am-8:50am	D136	Brand & Business Tune Up: Building a Mission that Resonates	Joshua Boyt, Tuning Fork Consulting	-	-	I
8:00am-8:50am	D137	Coffee by the Numbers: Running the 'Business' Side of Your Business	Mark Calhoun & Jim Starcev, PerfectCube	-	-	I
8:00am-8:50am	D138	Freshman Class Orientation: First Time Attendee Program	Erika Lowery, Coffee Fest	-	-	B
8:00am-8:50am	D139	A Beginner's Guide to Purchasing a Roaster	Bill Kennedy, The San Franciscan Roaster Co.	-	-	B
8:00am-10:00am	E141	*Cold Brew U	Gary Meyer & Malia Meyer Friedrichs	\$69.00	40	All
8:00am-10:30am	Off-Site	*Roasting Plant Tour	Portland Roasting	\$35.00	30	All
8:00am-11:00am	E147	*Understanding Espresso Machines	Brian Conroy, Espresso Me Service	\$79.00	30	B
8:00am-12:00pm	E148	*Hands-On Barista Training	Linda Stockton, Dillanos Coffee Roasters &	\$259.00	16	B
8:00am-5:00pm	E144	*Coffee Business Start-Up Seminar	Bruce Milletto, Matt Milletto & Joshua Smith,	\$399.00	50	B
<b>8:00am-5:00pm</b>	<b>Hall E</b>	<b>A Bid For Hope / Cafe Femenino Foundation Silent Auction</b>	<b>Café Femenino Foundation</b>			
8:30am-11:00am	E145	*Drink Innovations Lab	Torani, Maya Tea, Klatch Coffee & Pacific	\$45.00	30	All
8:45am-10:45am	E142	*Coffee Cupping Workshop: Introduction to Cupping	Bjorn Dhaese, Dillanos Coffee Roasters	\$39.00	30	B
8:55am-10:00am	D136	The Art of Customer Service: Stop Dismissing This Point of Difference	Levi Andersen, Kerry Group	-	-	B
8:55am-10:00am	D137	Espresso or Coffee: More Different Than You Think	Melind John, Malabar Gold Espresso	-	-	I
8:55am-10:00am	D138	Introducing, Coffee! An Abridged Version of Everything You Need to Know about Green Coff	Café Imports	-	-	All
8:55am-10:00am	D139	The Mechanics of Selling & Serving Great Loose Tea	Michael Lannier, TeaSource	-	-	B
9:00am-10:30am	E143	*Hands-On Frappe & Smoothie Workshop	Cappuccine	\$29.00	24	B
<b>9:30am-12:00pm</b>	<b>Hall E</b>	<b>Latte Art World Championship Open</b>	<b>Elimination Round: 64 Competitors</b>			
10:05am-10:55am	D136	Roadmap to Drive-Thru Success	Sam Brandvein, Dillanos Coffee Roasters	-	-	B
10:05am-10:55am	D137	Packaging Trends...Simplified	Ying Li, Pacific Bag	-	-	I
10:05am-10:55am	D138	Tea Matters	Richard Rosenfeld, Two Leaves and a Bud	-	-	All
10:05am-10:55am	D139	The Coffee Trade: Separating Fact from Fiction (How to Make the Most of Your Importer)	Craig Holt, Atlas Coffee Importers	-	-	I
10:30am-12:00pm	Booth #116	*Roasting Seminar (Live Roaster)	Dan Jolliff, US Roaster Corp & Robert	\$79.00	20	All
11:00am-11:55am	D136	Coffee Roasting: Fundamental Principles & Concepts	Mike Ebert, Firedancer Coffee Consultants	-	-	B
11:00am-12:15pm	D137	Opening a New Café?	Tom Palm, Design & Layout Services	-	-	B
11:00am-11:55am	D138	A Life in Coffee: Change & Contentment	Mark Howley, Pacific Bag, Inc.	-	-	I
11:00am-11:55am	D139	PERK UP Your Management Skills	Kerry O'Brien, Dillanos Coffee Roasters	-	-	B
11:00am-1:00pm	E141	*Brewology with Chemex®	Adams Grassy, Chemex	\$39.00	30	All
12:00pm-3:00pm	E146	*Food Integration Lab	Erica Teodoro, Harbor Greens & Kate	\$69.00	25	All
<b>12:00pm-5:00pm</b>	<b>Hall D</b>	<b>Exhibition Open</b>				
12:15pm-2:15pm	E142	*Coffee Cupping Workshop: Investigating Micro-Lots	Café Imports	\$39.00	30	A
12:30pm-1:00pm	Aisle #100	Campfire Café: Finance & Cash Flow	Chris Legler, Espresso Supply	-	-	All
12:30pm-2:30pm	E147	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan,	\$159.00	10	B
<b>12:30pm-5:00pm</b>	<b>Aisle #1000</b>	<b>America's Best Cold Brew Competition</b>	<b>Elimination Round: 32 Competitors</b>			
1:00pm-5:00pm	E148	*Hands-On Barista Training	Linda Stockton, Dillanos Coffee Roasters &	\$259.00	16	B
1:30pm-2:00pm	Aisle #100	Campfire Café: Hiring, Training, Culture & Morale	Joshua Boyt, Metronome Coffee	-	-	All
2:30pm-3:00pm	Aisle #100	Campfire Café: Getting the New Café Open	Joshua Boyt, Metronome Coffee	-	-	All
3:00pm-5:00pm	E147	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan,	\$159.00	10	B
3:30pm-4:00pm	Aisle #100	Campfire Café: Product & Equipment Sourcing	Chris Legler, Espresso Supply	-	-	All
<b>5:15pm-8:30pm</b>	<b>Off-Site</b>	<b>Opening Night Reception @ Trio Club</b>				

Portland 2017 Event Schedule

Saturday, October 14, 2017						
Time:	Room #	Class Title	Presenter, Company	Fee	Seating	Level
7:30am-5:00pm	E144	*The Coffeepreneur One-Day Intensive	Kerry O'Brien, Dillanos Coffee Roasters; Bryan	\$399.00	40	I
8:00am-8:50am	D136	Brand & Business Tune Up: Building a Mission That Resonates	Joshua Boyt, Tuning Fork Consulting	-	-	I
8:00am-8:50am	D137	Leasing Coffee Shop Space? Negotiate to Win!	Dale Willerton, The Lease Coach	-	-	B
8:00am-8:50am	D138	FSMA & The Coffee Roaster	Mike Ebert, Firedancer Coffee Consultants	-	-	I
8:00am-8:50am	D139	Making Your Business Better by Understanding Current Coffee Market Trends	Heather Ward, Specialty Coffee Association	-	-	All
8:00am-10:00am	E141	*Cold Brew U	Gary Meyer & Malia Meyer Friedrichs	\$69.00	40	All
8:00am-10:30am	Off-Site	*Roasting Plant Tour	Portland Roasting	\$35.00	30	All
8:00am-11:00am	E147	*Advanced Espresso Machine Maintenance Workshop	Brian Conroy, Espresso Me Service	\$199.00	8	A
8:00am-12:00pm	E148	*Hands-On Barista Training	Linda Stockton, Dillanos Coffee Roasters &	\$259.00	16	B
<b>8:00am-5:00pm</b>	<b>Hall E</b>	<b>A Bid For Hope / Cafe Femenino Foundation Silent Auction</b>	<b>Café Femenino Foundation</b>			
8:30am-11:00am	E145	*Drink Innovations Lab	Torani, Maya Tea, Klatch Coffee & Pacific	\$45.00	30	All
8:45am-10:45am	E142	*Coffee Cupping Workshop: Inviting Your Customers to the Table	Café Imports	\$39.00	30	B
8:55am-10:00am	D136	Espresso or Coffee: More Different Than You Think	Melind John, Malabar Gold Espresso	-	-	I
8:55am-10:00am	D137	Matcha: Fact or Fiction?	Noli Ergas, Sugimoto America	-	-	All
8:55am-10:00am	D138	Are You Cut Out to Buy a Café?	Levi Andersen, Kerry Group	-	-	B
8:55am-10:00am	D139	Retaining Baristas & Cultivating Company Culture	Joshua Smith, Bellissimo Coffee Advisors	-	-	All
9:00am-10:30am	E143	*Hands-On Frappe & Smoothie Workshop	Cappuccine	\$29.00	24	B
<b>9:30am-11:00am</b>	<b>Hall E</b>	<b>Latte Art World Championship Open</b>	<b>Elimination Round: 32 Competitors</b>			
10:05am-10:55am	D136	Increase Retention through Ongoing Professional Development	Sam Brandvein, Dillanos Coffee Roasters	-	-	B
10:05am-10:55am	D137	Key Components of Direct Trading: Sourcing, Integrity & Sustainability	Joseph Stazzone, Café Kreyol	-	-	All
10:05am-10:55am	D138	Increase Your Sales & Boost Your Profits with POS	Mike Spence, SelbySoft, Inc	-	-	B
10:05am-10:55am	D139	Raise the Bar: How to Set Yourself Apart From the Competition	Dave Strathern, Monin	-	-	I
10:30am-12:00pm	Booth #116	*Roasting Seminar (Live Roaster)	Dan Jolliff, US Roaster Corp & Robert	\$79.00	20	All
11:00am-12:30pm	D136	Coffee Retailers Town Hall Interactive: Moderated by Fresh Cup Magazine	Ro Tam, Either/Or Coffee House; Robert	-	-	B
11:00am-12:15pm	D137	Opening a New Café?	Tom Palm, Design & Layout Services	-	-	B
11:00am-11:55am	D138	Tea 101	Manish Shah, Maya Tea	-	-	B
11:00am-11:55am	D139	Build Your Business with Signature Drinks	Anna Gutierrez, Barista 22 Syrups & Sauces	-	-	B
11:00am-1:00pm	E141	*Brewology with Chemex®	Adams Grassy, Chemex	\$39.00	30	All
12:00pm-3:00pm	E146	*Food Integration Lab	Erica Teodoro, Harbor Greens & Kate	\$69.00	25	All
<b>12:00pm-5:00pm</b>	<b>Hall D</b>	<b>Exhibition Open</b>				
12:15pm-1:45pm	E142	*Coffee Cupping Workshop: Introduction to Cupping	Bjorn Dhaese, Dillanos Coffee Roasters	\$39.00	30	B
<b>12:15pm-4:10pm</b>	<b>Aisle #800</b>	<b>America's Best Espresso Competition</b>	<b>Elimination Round: 24 Competitors</b>			
12:30pm-1:00pm	Aisle #100	Campfire Café: Expense Control	Chris Legler, Espresso Supply	-	-	All
12:30pm-2:30pm	E147	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan,	\$159.00	10	B
<b>12:30pm-4:00pm</b>	<b>Aisle #1000</b>	<b>America's Best Cold Brew Competition</b>	<b>Elimination Round: 16 Competitors</b>			
1:00pm-5:00pm	E148	*Hands-On Barista Training	Linda Stockton, Dillanos Coffee Roasters &	\$259.00	16	B
1:30pm-2:00pm	Aisle #100	Campfire Café: Social Media & Website	Ellie Bradley, Fresh Cup Magazine	-	-	All
2:00pm-2:15pm	D136	Coffee Film: Café Kreyol	Café Kreyol	-	-	All
2:30pm-3:00pm	Aisle #100	Campfire Café: Design & Ambiance	Matt Milletto, Bellissimo Coffee Advisors	-	-	All
3:00pm-5:00pm	E147	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan,	\$159.00	10	B
3:30pm-4:00pm	Aisle #100	Campfire Café: Conquering Cold Brew in Your Café	Gary & Sammy Meyer, Friedrichs Coffee	-	-	All

Portland 2017 Event Schedule

<b>Sunday, October 15, 2017</b>						
<b>Time:</b>	<b>Room #</b>	<b>Class Title</b>	<b>Presenter, Company</b>	<b>Fee</b>	<b>Seating</b>	<b>Level</b>
8:00am-8:50am	D138	Leasing Coffee Shop Space? Negotiate to Win!	Dale Willerton, The Lease Coach	-	-	B
8:00am-8:50am	D139	Obtaining Shop Consistency	Alan Dossey, Caffe D'Vita	-	-	B
8:00am-10:00am	E141	*Cold Brew U	Gary Meyer & Malia Meyer Friedrichs	\$69.00	40	All
8:00am-10:30am	Off-Site	*Roasting Plant Tour	Portland Roasting	\$35.00	30	All
8:00am-11:00am	E147	*Advanced Espresso Machine Maintenance Workshop	Brian Conroy, Espresso Me Service	\$199.00	8	A
<b>8:00am-12:00pm</b>	<b>Hall E</b>	<b>A Bid For Hope / Cafe Femenino Foundation Silent Auction</b>	<b>Café Femenino Foundation</b>			
8:00am-12:00pm	E148	*Hands-On Barista Training	Linda Stockton, Dillanos Coffee Roasters &	\$259.00	16	B
8:30am-11:00am	E145	*Drink Innovations Lab	Torani, Maya Tea, Klatch Coffee & Pacific	\$45.00	30	All
8:45am-10:45am	E142	*Coffee Cupping Workshop: Introduction to Cupping	Bjorn Dhaese, Dillanos Coffee Roasters	\$39.00	30	B
8:55am-10:00am	D136	Marketing: The Fun, The Awkward, & The "I Can't Believe I Just Did That!"	Jeremy Lyman, Birch Coffee	-	-	All
8:55am-10:00am	D137	Carving Out a Career	Michael Ryan, Dapper & Wise Roasters	-	-	All
8:55am-10:00am	D138	Increase Your Revenue with Gift & Loyalty	Mike Spence, SelbySoft, Inc.	-	-	All
8:55am-10:00am	D139	Purpose Driven Profile Roasting	Miles Small, Diedrich Roasters, LLC.	-	-	B/I
9:30am-11:00am	Booth #116	*Roasting Seminar (Live Roaster)	Dan Jolliff, US Roaster Corp & Robert	\$79.00	20	All
<b>9:30am-11:00am</b>	<b>Hall E</b>	<b>Latte Art World Championship Open</b>	<b>Championship Finals</b>			
9:30am-12:30pm	E146	*Food Integration Lab	Erica Teodoro, Harbor Greens & Kate	\$69.00	25	All
10:05am-11:30am	D136	Coffee Roasters Town Hall Interactive: Moderated by Roast Magazine	Drew Cattlin, Stumptown Coffee; Nathanael	-	-	B
10:05am-10:55am	D137	The Exceptional Barista: Technical Skills	Sam Brandvein, Dillanos Coffee Roasters	-	-	B
10:05am-10:55am	D138	Turning Leaf into Green: Enhancing Specialty Tea as a Profit Center	Manish Shah, Maya Tea	-	-	
10:05am-10:55am	D139	Using Social Media in a Professional Environment	Ellie Bradley, Fresh Cup Magazine	-	-	B
11:00am-1:00pm	E141	*Brewology with Chemex®	Adams Grassy, Chemex	\$39.00	30	All
<b>11:00am-3:00pm</b>	<b>Hall D</b>	<b>Exhibition Open</b>				
<b>11:15am-1:10pm</b>	<b>Aisle #800</b>	<b>America's Best Espresso Competition</b>	<b>Championship Finals</b>			
11:30am-12:00pm	Aisle #100	Campfire Café: Marketing	Bruce Milletto, Bellissimo Coffee Advisors	-	-	-
<b>11:30am-2:00pm</b>	<b>Aisle #1000</b>	<b>America's Best Cold Brew Competition</b>	<b>Championship Finals</b>			
12:15pm-2:15pm	E142	*Coffee Cupping Workshop: Investigating Micro-Lots	Café Imports	\$39.00	30	A
12:30pm-1:00pm	Aisle #100	Campfire Café: Consistency & Quality	Anna Gutierrez, Barista 22 Syrups & Sauces	-	-	All
12:30pm-2:30pm	E147	*Hands-On Free Pour Latte Art Training Workshop	Terika Raak, La Marzocco & Michael Ryan,	\$159.00	10	B
<b>*DENOTES ADDITIONAL FEE* PRE-REGISTRATION REQUIRED. SEATING IS LIMITED. IF THE CLASS IS TODAY, YOU MAY GO TO THE REGISTRATION COUNTER TO REGISTER</b>						