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Specialty Coffee Association of America Presents 2011 Recognition Awards to Industry Leaders

LONG BEACH, Calif. U.S.A. (May 9, 2011) --- Honoring those who contribute their expertise to the coffee industry, the Specialty Coffee Association of America (SCAA) announces the recipients of its 2011 Recognition Awards. Each year, the SCAA honors outstanding achievements in the specialty coffee industry and unique contributions to the association. The SCAA's Recognition Awards are selected by a panel from the SCAA Past President's Council. These leaders have made contributions to the industry, resulting in the development and promotion of coffee excellence and sustainability.

The 2011 Recognition Award Winners are:

Lifetime Achievement - William Hempstead

William's coffee heritage began four generations ago when his great-grandfather emigrated from Germany and established himself in Cobán, Alta Verapaz, Guatemala. The families first export of coffee was in 1867. From 1987 to 1993 William was a member of Anacafe's Board of Directors, serving as its President in 1993. In 2000, he was re-elected as Director, a position he held until 2010. He now serves as adviser to the Chairman of the Board. In October 2003, he was the recipient of Anacafe's highest recognition for meritorious service, the "Flor del Café". During his tenure at Anacafe, William inspired and developed several marketing projects such as Guatemala's eight coffee regions, Rainbow Mountain-Guatemalan Coffees RTD coffee product (developed for the Japanese market), he was instrumental in developing the Atlas of Guatemalan Coffees, (where coffee-producing units have been identified with GPS technology), and most recently, he has coordinated and edited Anacafe's publications, The Green Book and Portraits of Quality. He served as President of AGROSALUD – a preventive health services provider for coffee farms– from 1988 to 1990 and as Vice President of FUNCAFE – Anacafe's social and human development foundation– from 1998 to 2001. He also served as President of



the Asociación Experimental Cafetalera (AEC) —a coffee producer association—on three different occasions in 1989, 1998 and 2002. In 2007, William was elected to the Alliance for Coffee Excellence (ACE) Board of Directors and re-elected in 2010. Additionally, William has edited three books: "The History of Coffee in Guatemala" (2002), "Four Centuries of Cartographic Expressions of the Isthmus of Central America, 1500-1900" (2007), and "Inspired by Coffee" (2010). He is currently working on a book commemorating the Guatemalan National Coffee Association's 50th anniversary.

Distinguished Author – Thompson Owen

Thompson Owen has been in the coffee business for two decades. He started Sweet Maria's Coffee in 1997 and Coffee Shrub in 2009.

Service to the Association – Ildi Revi

Ildi Revi, M.S.Ad.Ed., roaster-wholesaler in South Carolina, has a master's degree in Organizational Learning. She is a Certified Performance Technologist and certification reviewer for the International Society for Performance Improvement. For 14 years she was a training, development and performance improvement professional for industry, academic and governmental organizations nationally and internationally. In Mozambique, Ildi helped train the first Peace Corps volunteer teachers, establish a certification for workplace learning English instructors, and create the business department at the inauguration of the Catholic University in Beira. She currently designs the agricultural extensionist and lead farmer curriculum for a UN-World Vision-USAID coffee project in Zimbabwe.

Special Recognition – Melissa Pugash

Melissa Pugash is a marketing communications, strategic planning and business development consultant with 23 years of experience in the global coffee sector. In addition to serving as SCAA's first communications/marketing director she traveled to Europe and Latin America as an international sales representative for Tea & Coffee Trade Journal and Tea & Coffee Asia. Ms Pugash was also instrumental in developing ANACAFE's pioneering Guatemalan coffee promotional program. She began her public relations career with MetroCom, a Los Angeles-based agency specializing in community and media relations. She is a member of the Public Relations Society of America, founder of the International Women's Coffee Alliance and serves



as a director of the Los Angeles Art Association. She earned a Bachelor of Arts degree from Tufts University.

Special Recognition – The Specialty Coffee Industry of the City of New Orleans

After a storm that devastated the city of New Orleans nearly six years ago, the rebuilding process has been long and arduous and the population remains lower than in previous years. Those who chose to stay and rebuild or return and reinvest have contributed to a tremendous recovery. Many who showed such incredible commitment were specialty coffee professionals and companies who helped create new business opportunities and reopen New Orleans as a place for progressively-minded people, with rich culture and history, and countless options for dining, live music, sporting events and family fun. We would like to recognize the specialty coffee industry of New Orleans for exemplifying the spirit of community.

About SCAA

The Specialty Coffee Association of America (SCAA) is the world's coffee authority and largest coffee trade association with nearly 3,000 member companies. SCAA members are located in more than 40 countries and represent every segment of the specialty coffee industry, including producers, roasters, importers/exporters, retailers, manufacturers, baristas and coffee enthusiasts. SCAA is dedicated to creating a vibrant specialty coffee community, recognizing, developing and promoting specialty coffee by setting and maintaining quality standards for the industry; conducting research on coffee, equipment and perfection of craft; and providing education, training, resources and business services for its members. Visit www.scaa.org.