

FOR IMMEDIATE RELEASE

Specialty Coffee Association of America announces new board member

September 17, 2009-Long Beach, CA-The SCAA formally approved the appointment of Dr. Timothy Schilling to the Board of Directors this week. Dr. Schilling will be filling the seat left by R. Price Peterson of Hacienda La Esmeralda in Boquete, Panama who recently retired. Mr. Peterson served on the SCAA board from 2005 to 2009, and provided direction and leadership through some of the organization's most challenging years. He participated in the IRC, Membership Development Committee, and most recently the Professional Development Committee. His wisdom and experience will be sorely missed.

Dr. Timothy Schilling comes to the SCAA from the SPREAD (Sustaining Partnerships to Enhance Rural Enterprise and Agribusiness Development) Project, which has helped revitalize the Rwandan coffee industry, successfully assisted Rwanda in entering into the American and European specialty coffee markets, and doubled incomes for more than 100,000 small coffee producers. Funded by United States Agency for International Development (USAID), SPREAD is led by the prestigious Norman Borlaug Institute for International Agriculture at Texas A&M University, for which Schilling serves as the director for enterprise development. As a well respected agronomist, manager and researcher, he has been involved in every aspect of the production and marketing of specialty coffee and sustainable alternatives to create opportunities for producers in countries of origin.

"Dr. Schilling's impressive reputation and commitment to the specialty coffee industry makes him the ideal candidate for the seat" states Ric Rhinehart, Executive Director of the SCAA. "The Association is delighted to welcome him aboard and looks forward to the many ways in which his expertise will contribute to the future of our organization."

About the SCAA:

The SCAA was formed in 1982 by a small group of coffee professionals seeking a common forum to discuss issues and set quality standards for the specialty coffee trade. Today, we are the world's largest coffee trade association with nearly 3,000 company members. Although most of our members are located in the United States, they are involved in coffee production, roasting and brewing all over the world. Our international members include producers, retailers, roasters, importers and exporters from 40 countries. We are working to improve the quality of specialty coffee from "seed to cup" to ensure that it will be available well into the next century.

For more than a quarter of a century, the SCAA has inspired specialty coffee professionals in their quest to learn, grow and collaborate for the betterment of the specialty coffee industry. Together with our members, we will ensure coffee, and the people involved in coffee, may reach its fullest potential.

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