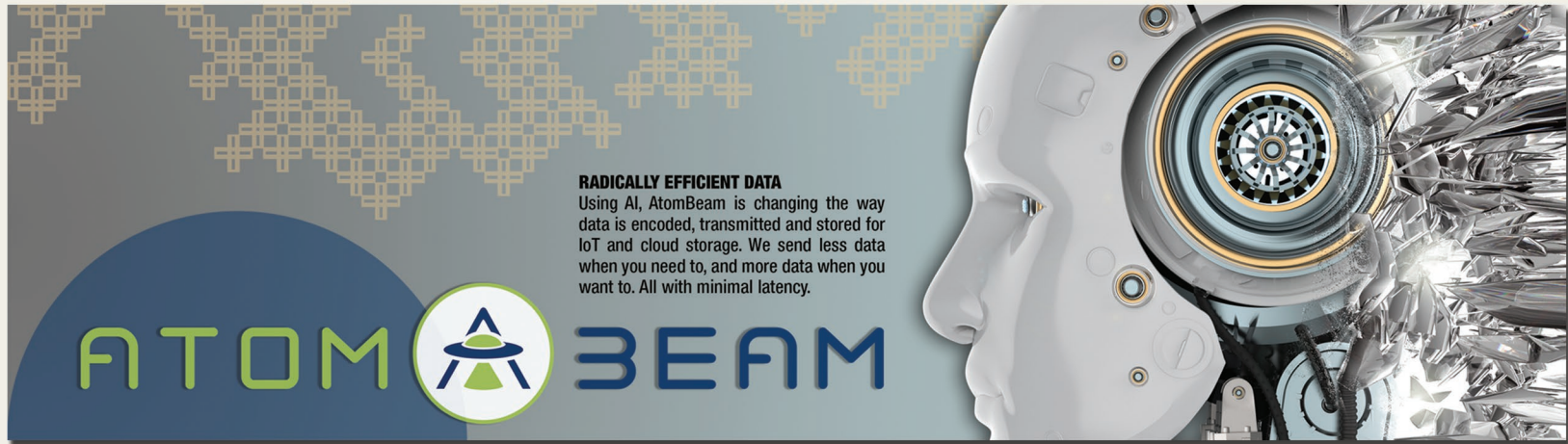
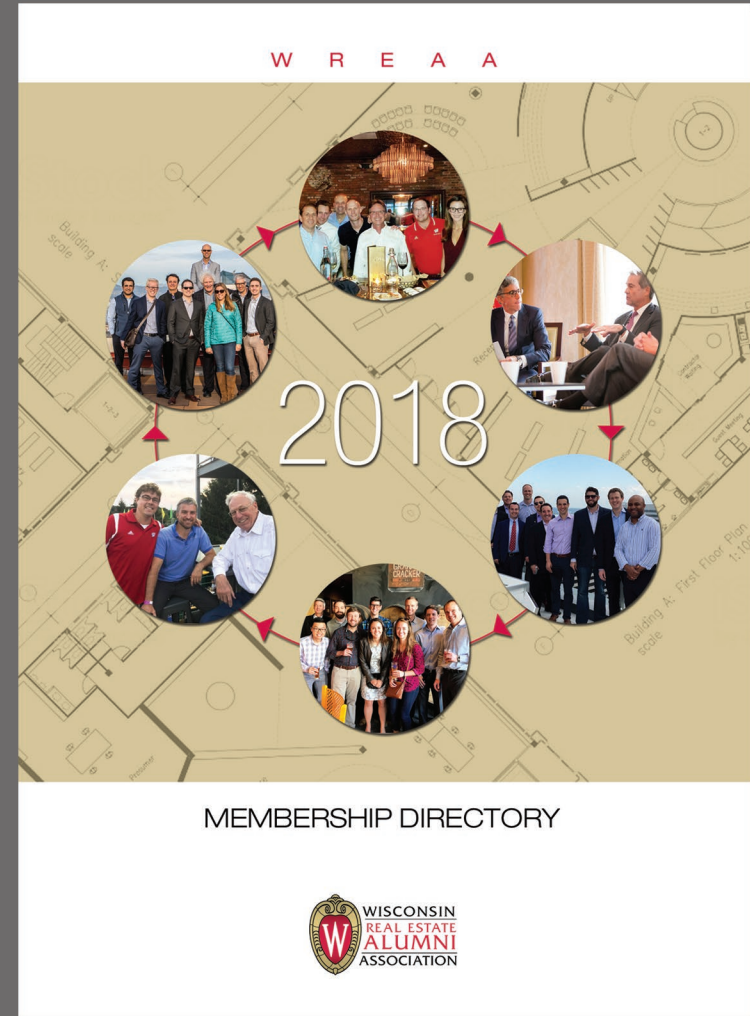
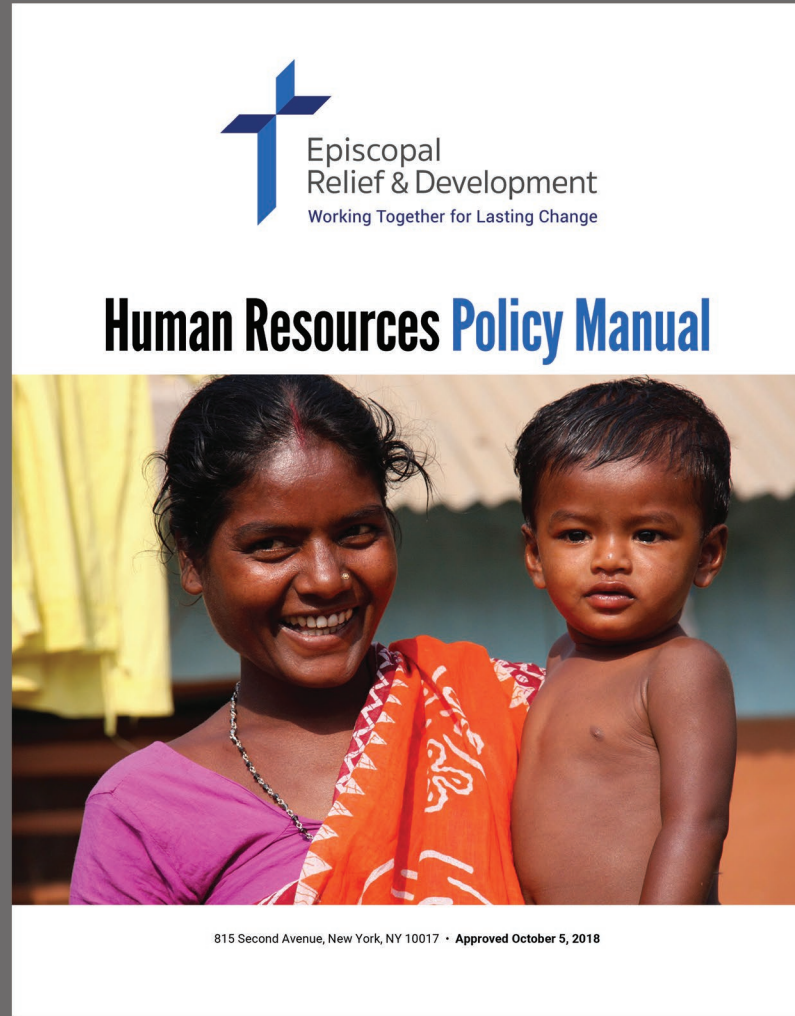


# ATOM BEAM











**nca** **NCA 2020: The Challenge of Change**  
The National Coffee Association USA Annual Convention

National Coffee Association  
45 Broadway, Suite 1140  
New York, NY 10006




we serve coffee

Once a year, key leaders and decision makers from across the sector come together to look ahead, learn about new ideas, and connect with the coffee community.

**Speakers**  
(additional speakers to be announced)

**Simon T. Bailey**  
Breakthrough strategist, motivational change agent, author, and

Learn about topics currently affecting the industry such as Single-Serve, Ready to Drink, Roaster Emissions, New Trends in Packaging and much more.

**REGISTER TODAY**

**THE CHALLENGE OF CHANGE**  
March 5-7, 2020 • Austin, Texas

**March 5-7 | Austin, TX**  
**JW Marriot Austin**

Literally from crop to cup, coffee is facing an era of unprecedented change — and unlimited opportunity (if you pay attention).

**At the NCA, we believe that collaboration, conversation, and education matter now more than ever.**

**nca**  
we serve coffee

The National Coffee Association (NCA) is the leading trade association for the U.S. coffee industry. We provide cost-effective benefits that can help you tackle day-to-day business challenges and deliver a unique coffee experience!



**nca**  
National Coffee Association  
45 Broadway, Suite 1140  
New York, NY 10006

**SPECIAL OFFER!**

**IT'S THE PERFECT TIME TO JOIN THE NCA**

Join the NCA now and receive **member benefits immediately and through 2018!**

- **REDUCE OPERATIONAL COSTS**  
Save money: The NCA's Discount Program provides substantial savings on services from payroll processing to shipping to office supplies. Save hundreds (even thousands) on these and other routine expenses.
- **STAY AHEAD OF THE COMPETITION**  
Get information and insights, directly to your inbox: *The Coffee Reporter Weekly*, free





## Scientific Affairs

### UPDATES

Navigating food safety, environmental and nutritional legislation and regulation is an important corollary of NCA's Scientific Affairs program. Committee members apply their scientific expertise to understanding regulations from governments and organizations around the world.

NCA invites and funds worthy proposals for original research related to coffee. Accepted studies generally address important avenues of research and are later published in prestigious scientific journals. Over the years, NCA has invested over \$6 million in support of nearly 80 original investigations or scientific reviews on coffee and health issues.

#### The Program

Scientific Affairs at NCA is a comprehensive program that bridges the elite world of scientific research with the practical needs of coffee professionals to understand the work being done and its impact on business. Functions include:

- Tracking and analysis of all research on coffee, caffeine and health worldwide
- Delivery of expertise in food chemistry, toxicology and epidemiology, along with implications for physiological and environmental exposure
- Science-based perspective on food safety legislation and regulation
- Acknowledged influence in worldwide scientific circles
- Active collaboration with leading food and environmental safety organizations



Fundamental to the effort is NCA's dedicated Science Committee. The group is comprised of leading industry scientists with decades of expertise in epidemiology, toxicology, biochemistry, medicine, food safety and quality assurances. It is one of just a few, highly respected organizations devoted to the study of coffee science around the world.

#### What is the Scientific Advisory Group?



As an active participant among a select network of international scientific organizations, SAG interfaces regularly with ISIC, as well as the International Food Information Council (IFIC), the International Life Science Institute (ILSI), and the Joint Committee on Food Additives (JECFA) of the Food and Agriculture Organization of the United Nations (FAO) and the World Health Organization (WHO). SAG members also participate widely in international scientific meetings and symposia held by these and other organizations.



NATIONAL COFFEE ASSOCIATION USA EST. 1911



## Government Affairs

### BULLETIN

The path of coffee from tree to cup brings it into contact with government in many areas ranging from international commerce to food safety to homeland security. To advocate for the industry, NCA interacts regularly with all facets of government on a day-to-day basis.

#### NCA Spearheads Joint Defense Group for Roasters Being Drawn into California Proposition 65 Lawsuit By Retailers Demanding Indemnity

##### The Situation

As you may know, the U.S. coffee industry faces a serious challenge to business as usual in California. Roasters and retailers have been sued under the state's Proposition 65 for alleged failure to warn of a naturally occurring substance in roasted coffee known as acrylamide. The consequences could be staggering - required consumer warnings about coffee and cancer and daily fines of up to \$2,500 per violation.

And, the suit's impact doesn't stop at the state line or with the defendants themselves. If you roast coffee for sale in California, sold under any label, you are likely to be drawn in by your retailers. Many of you are already receiving "indemnity tender" letters, in which retailers demand confirmation of supplier agreement clauses that make you liable for any damages and legal fees they incur in fighting the case. In some cases, they also ask for test results and other quality assurance measures that, if not handled properly, could unnecessarily put the entire industry's defense in jeopardy. Generally, the involved companies range from mom-and-pop operations to small and medium-sized roasters. Some have limited presence in California, while others are unaware that their distributors are putting coffee onto state store shelves. Most cannot imagine absorbing big box retailers' attorney's fees without putting their businesses at risk.

##### NCA Solution

NCA has devised a solution for the growing number of industry members in this difficult position. As the leading voice of the industry in government and legal affairs, NCA addresses these situations by enabling affected parties to come together to defend themselves and the industry's well-being.

Drawn together by NCA, the parties elect to form a Joint Defense Group, which allows them to share defense strategies and costs. (See below for more details.) NCA has facilitated Joint Defense Groups for defendants in the two current cases brought by the same plaintiff against different segments of the industry.

For non-defendants drawn into the California lawsuit by retailer indemnity demands, NCA has spearheaded a special Joint Defense Group dedicated exclusively to their unique needs. This targeted Joint Defense Group also recognizes the narrower scope of legal counsel required and the heightened sensitivity of participants to legal costs. These considerations drove NCA's innovative approach.



NATIONAL COFFEE ASSOCIATION USA EST. 1911

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**“Get Inspired”**

Mid-Atlantic VO Conference  
November 9, 10 & 11, 2018  
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Keynote speaker  
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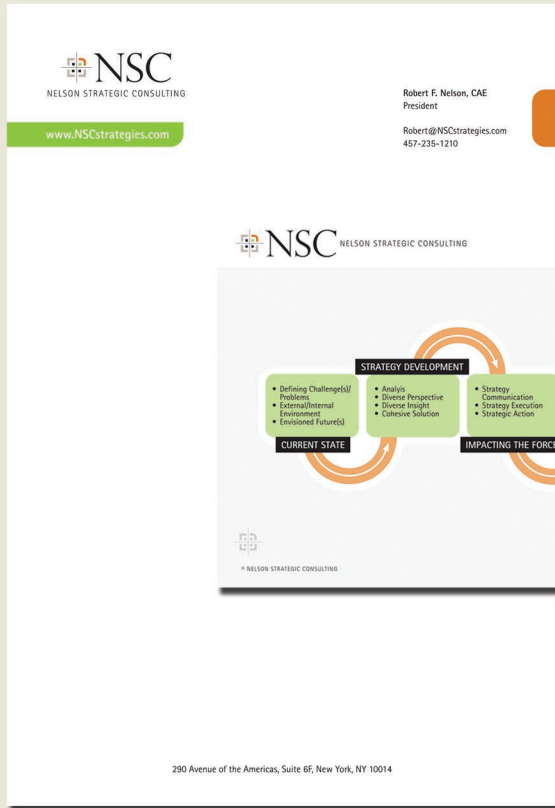
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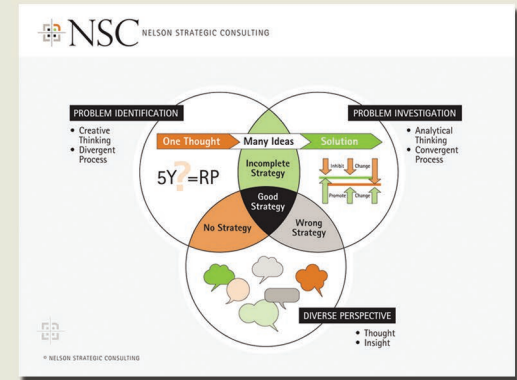
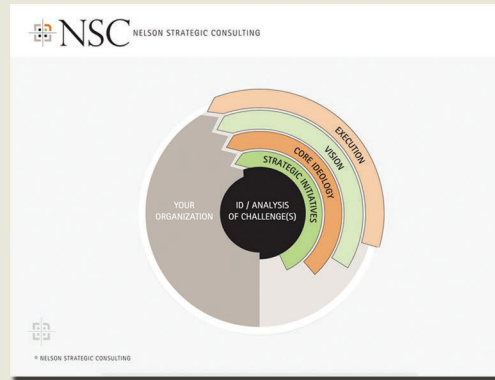
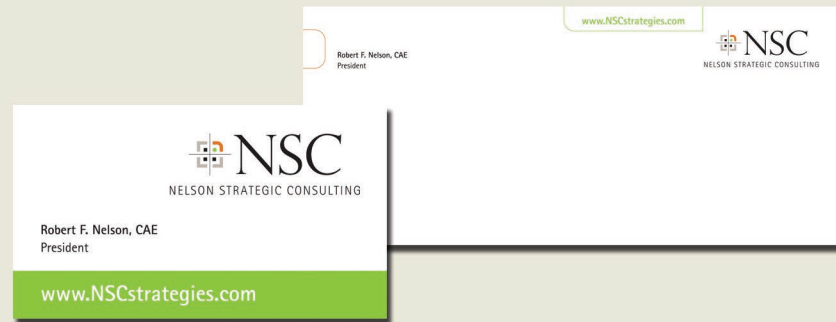


NSC  
NELSON STRATEGIC CONSULTING

www.NSCstrategies.com

Robert F. Nelson, CAE  
President  
Robert@NSCstrategies.com  
457-235-1210

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President

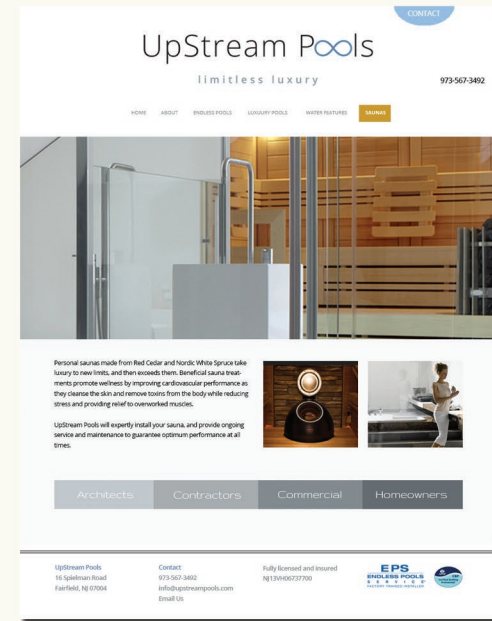
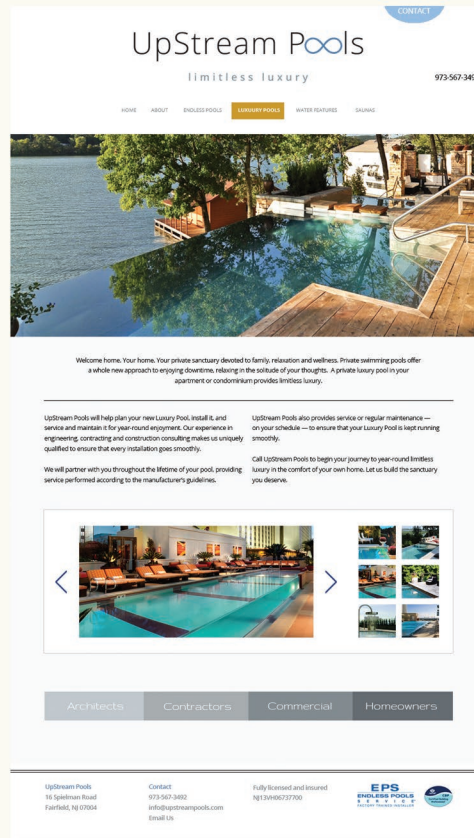
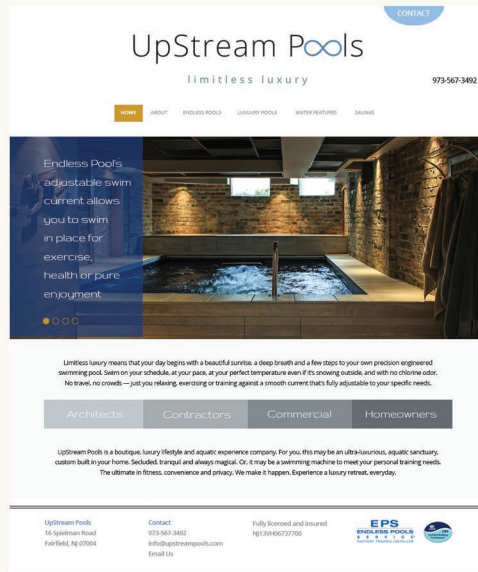
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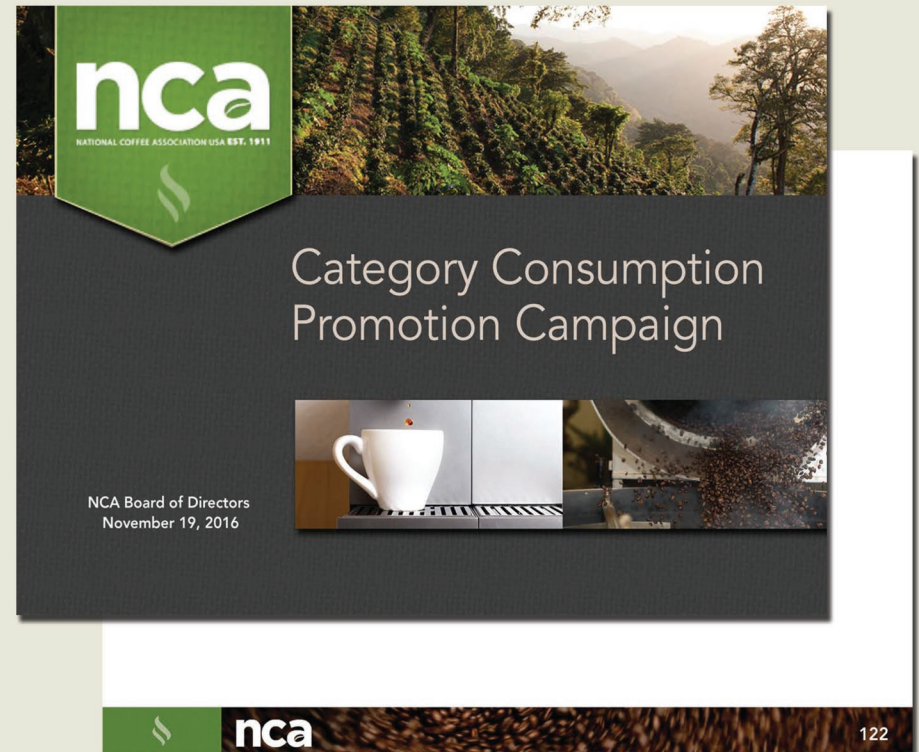




# UpStream Pools

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Riverdale Riverdale Country School  
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Bronx, NY 10471

Mind • Character • Community

October 14th **REUNION**  
**REUNITE**  
REDISCOVER  
**RECONNECT '17**

# Riverdale **'17** REUNION

**Saturday Events**

<b>10:00 AM</b> • Check in opens (Breakfast available)	<b>11:45 AM</b> • Boys Soccer vs. Fieldston	<b>2:00 PM – 3:15 PM</b> • <b>Equity and Inclusion at Riverdale</b> — A conversation with the Community Engagement Team	<b>1947</b>
<b>10:30 AM – 11:15 AM</b> • <b>Discussion on Climate Change</b> — Moderated by Upper and Middle School Head of Science Kelly Tracy	<b>12:00 PM</b> • Class Photos • Field Hockey vs. Fieldston	<b>2:15 PM</b> • Campus Tours	<b>1952</b>
	<b>12:30 PM</b> • BBQ lunch opens for all Reunion classes	<b>2:45 PM</b> • Football vs. Fieldston	<b>1957</b>
		<b>3:30 PM</b> • <b>Riverdale Women in Book Publishing</b> — Panel Discussion	<b>1962</b>
		<b>5:30 PM</b> • Reunion cocktail reception and dinner for participating classes	<b>1967</b>
			<b>1972</b>
			<b>1977</b>
			<b>1982</b>
			<b>1987</b>
			<b>1992</b>
			<b>1997</b>
			<b>2002</b>
			<b>2007</b>
			<b>2012</b>

[www.riverdale.edu/reunion](http://www.riverdale.edu/reunion)  
and may change slightly by event date.

Riverdale **REUNION '17**  
REUNITE • RECONNECT

Saturday October 14th

**FOOTBALL** Lecture Volleyball **REDISCOVER**  
Field Hockey Friends  
music  
TENNIS **BBQ** GAMES Faculty & Families  
Parade **FUN!** Soccer Class Photos **AWARDS**  
COCKTAIL reception **Campus Tours**  
Children's activities





**NCA Coffee Summit**  
OCTOBER 26 - 28, 2016

**Get Answers to Your Toughest Questions:**

- Is my organization at risk of being fined for not complying with new FDA regulations?
- Will my next shipment be confiscated because of the new Trade Facilitation and Trade Enforcement Act?
- How can I grow my business by finding (and keeping) talented employees?
- What does leadership look like today?
- Is there a better way to promote my brand in a changing marketplace?

**COFFEE SUMMIT FACILITATOR AND LEADERSHIP SPEAKER**  
Laura Freebairn-Smith  
Organizational Performance Group Inc.

**TOPICS INCLUDE:**

- Leadership - Actions Speak Louder Than Titles
- FSMA 101
- SEO and Digital Marketing to Increase Visibility
- "Jukebox" The growing U.S. Latino coffee market
- Trade Facilitation and Trade Enforcement Act: Protecting your company from forced labor import bans
- Strategies to Attract and Retain Top Talent in your Organization

**EARLY BIRD PRICES END SEPTEMBER 8TH:**  
NCA Members - \$450 Non-Members \$575

**REGULAR PRICES: NCA Members - \$525 Non-Members - \$750**

**SPEAKERS** (additional speakers to be announced)

**Candace Doepker, Ph.D.**  
TaxStrategies, Inc.

**Christina Lusk**  
CEO and Talent Recruiter

**David Verjans**  
Founder, Verjans Communications

**National Coffee Association**  
45 Broadway, Suite 1140  
New York, NY 10006

**Host: INTL FCStone CoffeeNetwork**

**Additional Sponsors:**

- Francisco Systems USA, Inc.
- Transcontinental Ultra-Flex Inc.
- Marston Family Beverage Group
- F. Galletti & Sons
- Transcontinental Ultra-Flex Inc.
- Marston Family Beverage Group
- G&S Coffee & Tea
- Global Storage and Forwarding
- Pitek, LLC
- Dinkel Inc. Social Engineering S.P.A.

**nca The Coffee Summit**  
October 26-28, 2016 / Intercontinental Miami / Miami, Florida

**The Business of Coffee**  
Network with Peers, Learn from Topic Experts, and Exchange Ideas with other Industry Leaders in an open space environment

**Industry Knowledge and Expertise**

"NCA educational conferences like the Coffee Summit are always great networking and learning opportunities."  
- Ken Brock, CEO, Verjans Communications USA

**The Coffee Summit**  
October 26-28, 2016  
Intercontinental Miami  
Miami, Florida

**The Business of Coffee**  
Network with Peers, Learn from Topic Experts, and Exchange Ideas with other Industry Leaders in an open space environment

[www.ncausa.org/coffee-summit-2016](http://www.ncausa.org/coffee-summit-2016)

**Coffee Summit Facilitator and Leadership Speaker**  
Laura Freebairn-Smith  
Organizational Performance Group Inc.

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**Christina Lusk**  
CEO and Talent Recruiter

**Chief Herman**  
Chief Marketing Officer, Calkin Colinet

**David Verjans**  
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**REGULAR PRICES:**  
NCA Members - \$525 Non-Members - \$750

**nca**

\*Prices are subject to change

**nca The Coffee Summit**

**Exhibitors**

**coffee BLENDERS**

**Eastsign**

**coffeenetwork**  
**INTL FCStone®**

**SIXT® PACKAGING**

**A FLEX AGING**

**Knowledge and Expertise**

**nca The Coffee Summit**  
**WELCOME**  
Coffee Summit Host

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**INTL FCStone®**

## Riverdale ANNUAL FUND

2010-2011  
Riverdale Country School Annual Fund

**The Annual Fund supports innovative curriculum development:**

- Research and development initiatives.
- Workshops like the one with IDEO.
- Learning Research Centers on both campuses, and
- Strategic partnerships with other schools and organizations.

**The Annual Fund supports our teachers:**

- Professional development opportunities.
- Cutting-edge classroom resources, and
- Higher Continuing education assistance.

**The Annual Fund supports our community:**

- Financial aid funding for approximately 20% of our student body.
- Global travel opportunities, and
- NYC community outreach initiatives.

**Our Goal: 100% PARTICIPATION FROM THE PARENT BODY**

**Give to the Annual Fund now!**  
Use the enclosed envelope or donate online

[www.Riverdale.edu/donate](http://www.Riverdale.edu/donate)

### YOUR DOCTORS

**Dr. John P. Leonard**  
212-746-2932  
(fax) 212-746-3844

At the New York - Cornell Center for Lymphoma and Myeloma, Dr. Leonard is Clinical Director of an outstanding team of physicians (including medical oncologists, radiation

**Dr. Jia Ruan**  
212-746-2932  
(fax) 212-746-3844

Dr. Ruan graduated summa cum laude from Washington University in St. Louis. She received comprehensive training in medicine and immunology leading to combined MD-PhD degrees in Medical Scientist Training University, the Rockwell Kettering Cancer Institute and the American Society of



Safe, Sustainable, Secure



### Health & Beauty Product Recycling and Destruction

Healthy product disposal... Beautiful benefits

MXI Environmental Services, LLC is a leading national supplier of ethanol recycling and immediate product destruction for the Health and Beauty Industry. We help companies manage recycling of their manufacturing waste streams and unsalvageable packaged goods in ways that are highly cost effective for them and beneficial to the environment. MXI's innovative procedures are specially designed to recover and recycle all materials. We reclaim and recycle packaging items such as cardboard, aluminum, metal and glass. We recycle energy-containing products into renewable fuels. We even recover the waste water. MXI has the deepest process in the industry.

To provide the highest level of service, MXI maintains its own transportation fleet which guarantees safe, secure delivery from your plant to our state-of-the-art Materials Recovery Facility and TTB certified Distilled Spirits Plant. We take complete control of your products from start to finish for total brand protection and confidentiality.

Over 50 Years of Experience  
Safe, Secure Transport  
Complete Product Destruction  
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Certificates of Destruction  
Fully Licensed, Compliant with all Federal, State and Local Regulations  
40 CFR Parts 79 and 80 Compliant

Here's an Example of How MXI Recycling Can Save You Money

Cost Item	Average Cost/55 Gallon Drum	MXI Recycling
Customer Disposal	\$100.00	\$42.50
Transport	40.00	20.00
Permits	0.00	0.00
Facility Fees & Surcharges	1.43	—
Annual Waste Fees	1.50	—
Regulatory Reporting	6.00	—
	<b>\$149.93</b>	<b>\$72.50</b>

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Soft, lightweight slip on sandal with adjustable Velcro strap. A must have for on-deck comfort at home and at competitions

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From THE PANDORAN AGE CHRONICLES: "THE MAGNIFICENT RAIDERS OF DIMENSION WAR 1"

**CHRONOS PRODUCTIONS**

**SYNOPSIS**

**Act Two**  
Maximus Mercator faces head over the loss of his crew by a planet infested at the Prime base of **Chryseis** base in the Paradise star cluster. The black box recorder shows that Max led the crew heretically and he is absolved of dereliction. He is provided a new crew of clones and sets off to the galactic core again to determine what happened that disastrous day to then average his beliefs.

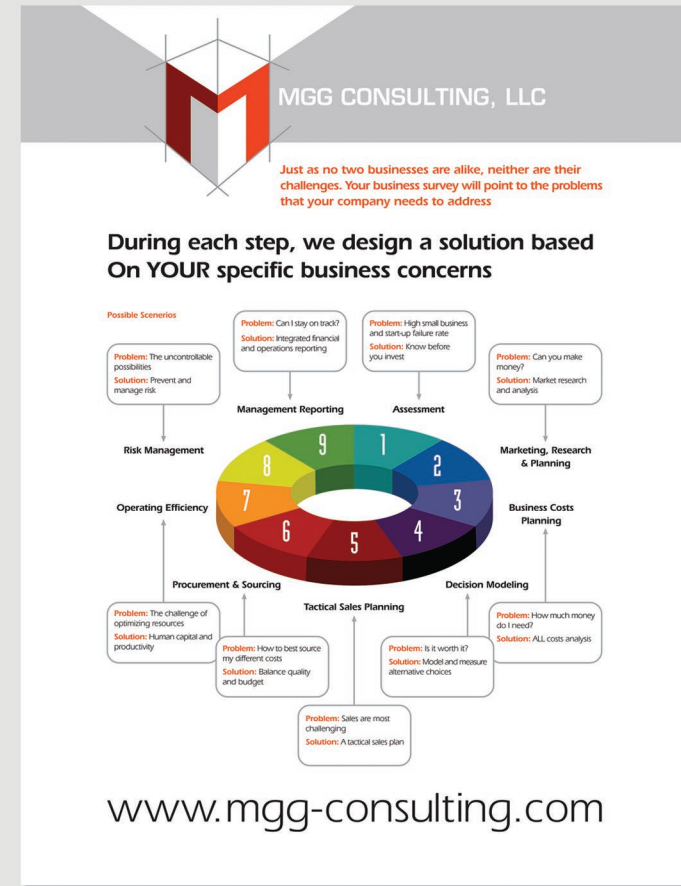
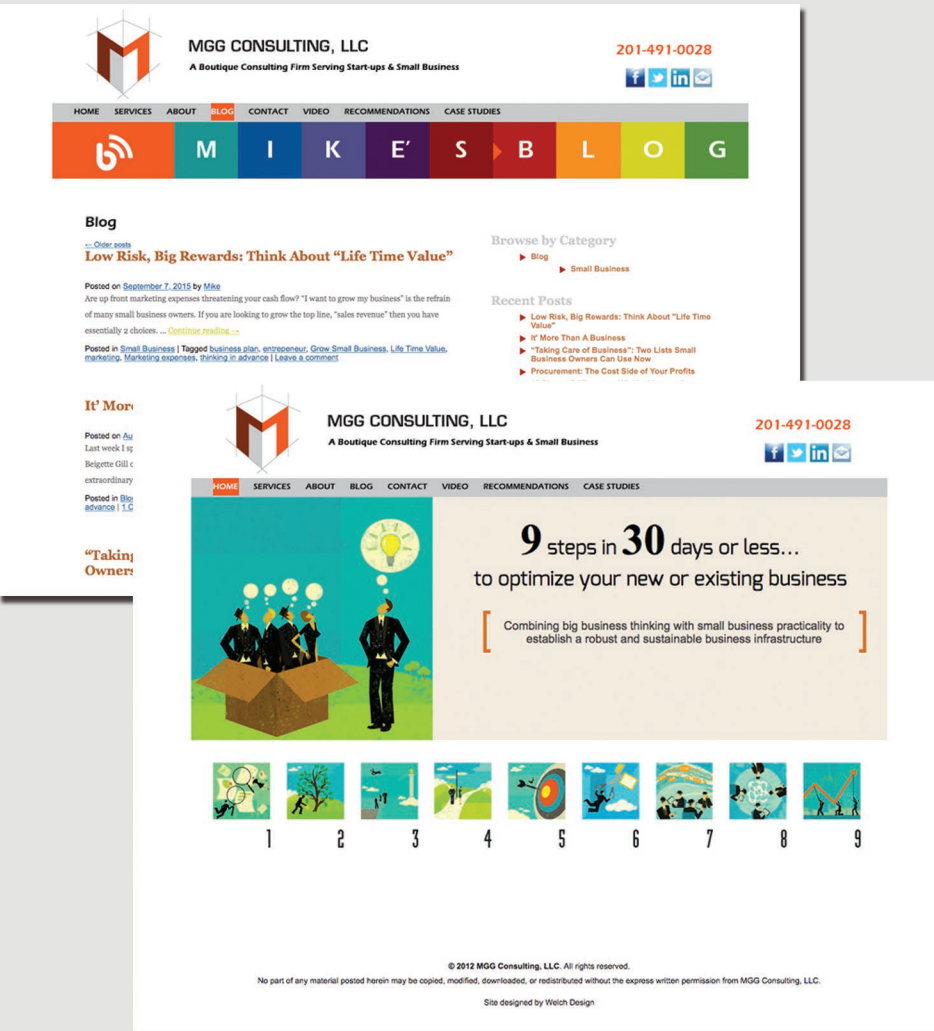
**Act Three**  
Hoshan is convinced that Wintered, Lisa, and the crew of the one are on to something when Lisa and Veronica begin creating combat and destroying mining camps. Roderic's security forces help Lisa Sulla, Wintered Solo, and the crew of the Tamed One battle the now swarming zone and strange biog-created horrific phenomena.

**Act Four**  
Maximus Mercator and the crew of clones find "space riggle" in the area where the Bogie had previously massed. Much crew. The biog-creating Max. Here is better, moving through a series of wormholes in a wild ride to the Hercules cluster where the other bogie are awaiting. Max with Henry Stark battles Maximus, and captures one in an attempt to form an alliance.

**Act Five**  
Over 6X Hypercol General Vega Ossa is leave the stratospheric and assist in the Hercules cluster. The Golden and the Paradise arrive to help the Strugglers battle the Bogie swarming onto the cities of the Hercules Cluster at Echo. A massive climatic battle takes place and the bogie retreat from our dimension.

"General Vega Ossa has taken his fleet to the mysterious Dinosaur planet Siluria in search of ancient aliens to help him fight ..."

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November 2007

## New Physicians in the department of Dermatology



**HENRY J. LEE**  
Dr. Henry Lee received his Bachelor of Science in Biology with a concentration in Anthropology from the Massachusetts Institute of Technology. He pursued his medical studies at Tufts University School of Medicine, where he received an MD/PhD degree. Dr. Lee's PhD research concentrated on cell cycle programming and survival pathways of tumor lymphocytes. In his postgraduate fellowship in Internal Medicine at the UCLA, he completed the residency in Dermatology at New York Presbyterian Hospital.



**NICOLE A. NEUSCHLER**  
Dr. Nicole Neuschler has been appointed Assistant Professor of Dermatology and Assistant Attending Physician at New York Presbyterian Hospital. Dr. Neuschler holds an M.D. from Northwestern University's honors Program in Medical Education where she graduated Magna Cum Laude with a degree in Environmental Science and went on to receive her medical degree from Northwestern's Pritzker School of Medicine. In addition, during medical school, Dr. Neuschler was elected to the prestigious Alpha Omega Alpha society. Dr. Neuschler completed both her residency

Corneal Medical Center, where he was awarded the distinguished House Staff Award. During his residency he published papers and a book chapter on autoimmune ocular disease. Dr. Lee's practice focuses on medical, surgical, and cosmetic dermatology. He has a broad interest in medical dermatology but focuses a particular interest on autoimmune ocular disease. He also maintains an active interest in aesthetic dermatology including, but not limited to, peels, Botox and Restylane. Dr. Lee provides laser therapy for the treatment of broken blood vessels, telangiectasias, spider veins and hair removal. He also provides chemotherapy for the treatment of skin cancers.

**CONTACT**  
**Todd S. Greenberg**  
Dermatology Administrator  
525 East 68th Street, Room 7342  
New York, NY 10021  
212-746-8970

**GENERAL DERMATOLOGY**  
Caruso, John ..... 212-000-0000  
Darby, April ..... 212-000-0000  
Gao, Jinyang ..... 212-000-0000  
Greenstein, Richard ..... 212-000-0000  
Luo, Henry ..... 212-000-0000  
Nauhauser, Nicole ..... 212-000-0000  
Baskin, Lisa ..... 212-000-0000  
Scott, Rachelle ..... 212-000-0000  
Sinha, Arneesh ..... 212-000-0000  
Virgatas, Matthew ..... 212-000-0000

**CONTACT**  
**Well Cornell Medical College Physician Organization**

November 2013

## nca THE COFFEE REPORTER

A Publication of the National Coffee Association of U.S.A., Inc. Volume 18, Issue 9

### PRESIDENT'S MESSAGE

Moving into the fourth year, NCA continues to push the envelope of member value and industry service. NCA's Coffee Summit again broke through with record attendance, 47% over last year and more than twice the number at 2011's inaugural event. Market research jumped forward with a new look at consumption by generation, while NCA focused strategically on optimizing value and service for younger professionals. Coffee future news: NCA took an early stand against GMO labeling and continued backing legislative and regulatory burdens on the state and federal levels. The enthusiasm was evident at this year's Coffee Summit in Philadelphia. Building on successes of two prior years, the meeting's innovative format appears to be attracting wide attention. Engaging open-space and other collaborative learning techniques, the Coffee Summit goes beyond pure information, extending practical business solutions and knowledge from the applied expertise and experience of colleagues under the seasoned eye of a professional facilitator.

Reflecting a new strategic thrust, NCA is making dedicated efforts to engage younger coffee professionals. Identifying their unique professional needs and expectations, a new NCA Young Generation Task Force is engaging future leaders in a comprehensive effort to deliver customized value. The first dedicated event for younger professionals was held at the NCA Coffee Summit.

In market research, NCA is also exploring age-related tastes and behaviors. NCA's Coffee Summit Generation Task Force is engaging future leaders in a comprehensive effort to deliver customized value. The first dedicated event for younger professionals was held at the NCA Coffee Summit.

Also that younger drinkers more strongly prefer easier beverage and brewing options, such as gourmet coffee and single-cup brewing, another new NCA Market Research study is underway.

The single-cup segment, which is rapidly gaining traction, is also a key area of focus for NCA. In market research, NCA is also exploring age-related tastes and behaviors. NCA's Coffee Summit Generation Task Force is engaging future leaders in a comprehensive effort to deliver customized value. The first dedicated event for younger professionals was held at the NCA Coffee Summit.

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Issue Number 1

## Practice Success

News and Information for Weill Cornell Physicians

### INTERVIEW WITH DR. MICHAEL WOLK

Practice Success (PS) recently interviewed Dr. Michael Wolk (MD), Chief Contracting Officer of Managed Care Contracting and leader of the team that negotiated a new contract for Weill Cornell Physicians. A practicing cardiologist, Dr. Wolk completed his term as President of the American College of Cardiology in 2005.

**PS:** What is the revenue of the new contract?

**Dr. Wolk:** The new contract is a 22-month contract. It is 20% more than the previous contract. It is a 22-month contract. It is 20% more than the previous contract. It is a 22-month contract. It is 20% more than the previous contract.

**PS:** How do you see the future of the industry?

**Dr. Wolk:** The future of the industry is very bright. There are many opportunities for growth. There are many opportunities for growth. There are many opportunities for growth.

## check up

News & Information from the Department of Cardiothoracic Surgery

### A Pilot's Unique Perspective

It's a little-known fact that long before he got his license to practice medicine, Dr. Wayne Iann, chief of the Department of Cardiothoracic Surgery at Weill Cornell Medical Center, earned his private pilot's license at the tender age of 17. In his youth, he flew small planes in his hometown of Lakeland, a small town in Lubbock, Texas. He abandoned his childhood dream of becoming a fighter pilot or a crop duster in the cotton fields of west Texas due to some pretty disagreeable working conditions—looked around and noticed there were very few old crop dusters. Nevertheless, his love of flying stayed with him through his medical studies and surgical training in Texas and New York. In recent years he has returned to flying, buying a single-engine Cessna aircraft and taking regular excursions on the East Coast.

"The reason I wanted back flying," explained Dr. Iann, "was because I was able to take a break from the stress of the hospital and enjoy the freedom of the sky. It's a great feeling. It's a great feeling. It's a great feeling."

Dr. Iann's passion for flying is not just a hobby; it's a way of life. He has flown over 10,000 hours and has logged over 10,000 hours. He has flown over 10,000 hours and has logged over 10,000 hours. He has flown over 10,000 hours and has logged over 10,000 hours.

## indigo VIEWS

empowering lives creating healthy futures

Winter 2013

### Out of the Past

Many clinicians use hypnosis for a number of different purposes and applications new to the fields of medicine and psychology. We most recently see it used to stop smoking and stop overeating. It has also been used to reduce the perception of pain and to replace aesthetic for surgeries and delivery of babies. The potential uses of hypnosis are vast but presently we use this tool in a reasonably narrow range of applications.

I have recently been reviewing an early book on the subject of hypnosis by Professor L.A. Harnden written in 1900, now well over 100 years old. The book, *Hypnotism Made Easy: History Course in Modern Hypnotism*, includes an application to become a hypnotist after having studied Professor Harnden's Course of Lessons. Of course, as Professor Harnden points out, hypnosis is a much older technique than his book.

"There is nothing new under the sun," was the divinely inspired conclusion of a philosopher who walked the earth 2,000 years before Christ, and who, being miraculously endowed with wisdom, probably understood a great deal more about human psychology. We are all so responsible for learning from the past, as we grow, and realizing that each generation of children into this mortal life has to begin afresh and learn everything over again."

Harnden states that prophets, priests, and even Christ used the power of hypnosis. Hypnosis was used mostly to heal and to divine information. Professor Harnden quotes a passage from the works of Colubus, the Roman physician, who said Adephodes practiced "light friction" as a means of inducing sleep in "phrenetic" and finally, and also discovered that too much

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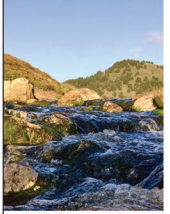
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