



Pacific Coast Coffee Association's 94th Annual Convention

red rock
CASINO • RESORT • SPA
Las Vegas

Red Rock Casino Resort & Spa
Las Vegas, NV
September 18 - September 20, 2025



Pacific Coast Coffee Association 94th Annual Convention September 18 - 20, 2025

Greetings PCCA Members, Family and Friends,

Your PCCA Board of Directors invites you to the 94th Annual PCCA Convention at the Red Rock Resort, Spa & Casino in Las Vegas. Just minutes from the Red Rock Canyon National Conservation Area's 13-mile Scenic Drive, walking trails, and Native American petroglyphs, the luxurious resort boasts views of towering red sandstone peaks in one direction and the nearby Las Vegas Strip in the other. It's also about 20 minutes from the Las Vegas Airport!

The resort has its own casino, kid-friendly arcades and areas, glamorous swimming pools and spa, so bring family and enjoy! We look forward to seeing you in September! For details about amazing speakers and networking events, please see the itinerary below.

Aloha,
Sharon Dolezal Wood, PhD
PCCA President

Janet Colley Morse
PCCA Vice President

Thursday evening, we begin with our Welcome Reception on the Veranda Terrace, followed by a delicious 'sit down' dinner. Our opening evening is always a special event, meeting new colleagues and seeing those you may not have seen since the last convention. Zoom is great, but there is nothing like being together in person!

Friday morning, following breakfast at the Veranda AB Foyer, we will head inside for our Annual Business meeting, General Meeting & Speakers. Our Board Committees will provide updates about their work, and we have two incredible keynote speakers! Peter Giuliano, Executive Director at Coffee Science Foundation, will talk about Coffee Value Assessment (CVA) and its impact on the industry's approach to quality assessment, as well as its implications for businesses and their customers. Albert Scalla, Senior Vice President of Trading at StoneX Financial Inc., will examine the current coffee market turmoil, its ties to broader global commodity disruptions, and key factors shaping the road ahead in his presentation, *"The Great Breakaway in Coffee Prices."*

Friday afternoon will be your time to try for the Golden Mallet at the Croquet Tournament! Sign up as partners, or Lisa will gladly pair you up with someone who is undoubtedly a croquet expert. If you're not playing, come to cheer on the teams, enjoy the usual wonderful outdoor lunch, and keep building PCCA relationships.

Friday evening, we'll meet at The Lobby Bar, located just off the hotel reception, for a casual get together. Just look for the towering modern glass chandeliers and sweeping staircases!

Saturday morning is time to get together for breakfast and our Second Annual PCCA Panel. This year's focus includes banking, production and the C-Market, as well as issues related to transportation, customs, importing and storage -- and being successful in your field throughout calm and rocky times. Our expert panel crosses numerous fields—bring your questions for a lively conversation!

Saturday afternoon, you are in for a surprise—instead of golf this year, PCCA has reserved onsite luxury bowling suites. No bowling experience necessary! Lights, music, food and fun... and no doubt a bit of a bowling battle will ensue, PCCA style! **Saturday evening**, we gather for our Final Night Reception & Dinner Buffet at the lovely poolside South Beach 1.

Sunday morning, join your PCCA family for a walk through the nearby Red Rock area! Stay tuned for details!

Pacific Coast Coffee Association

94th Annual Convention

September 18 - 20, 2025

Convention attendees, please wear your name badges at all PCCA events. We appreciate your cooperation

Times and venues can change please refer to the updated itinerary that will be available at the convention

Thursday, September 18th

1:00 pm to 2:00 pm	PCCA Board Meeting	Vistas
6:00 pm to 7:00 pm	Welcome Reception	Veranda Terrace
7:00 pm	Welcome Dinner	Veranda Terrace

Friday, September 19th

7:30 am to 8:00 am	Breakfast Buffet	Veranda AB Foyer
8:00 am to 8:45 am	Annual Business Meeting	Veranda AB
8:45 am to 9:00 am	Coffee Break	Veranda AB Foyer
9:00 am to 11:00 am	General Meeting & Speakers	Veranda AB
11:30 am to 1:00 pm	New Board Of Directors Meeting	Vistas
2:00 pm to 6:00 pm	PCCA Croquet Tournament	Siena Golf Club
7:00 pm	Casual meet up	The Lobby Bar

Saturday, September 20th

9:30 am to 12:00 pm	Speaker Panel	Veranda AB
2:00 pm to 5:00 pm	PCCA Bowling Tournament	Red Rock Bowling
7:00 pm to 8:00 pm	Cocktails	South Beach 1
8:00 pm	Final Night Dinner/Door Prizes	South Beach 1

PCCA Board of Directors

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PACIFIC COAST COFFEE ASSOCIATION

1155-C ARNOLD DRIVE #308, MARTINEZ, CA 94553

Tel 925-335-2428 Check our Website for Convention updates: www.paccoffee.com

Instagram: @pacificcoastcoffeeassn

PCCA 94th Annual Convention General Meeting Speaker Agenda Friday, September 19, 2025



Join us on Friday, beginning at 8:00 am, to hear our noteworthy speakers highlight coffee industry topics. Come early for the buffet breakfast!

This general meeting follows the PCCA Members Annual Business Meeting which starts with a buffet breakfast at 7:30 am. Business Meeting begins promptly at 8:00.

We have put together an impressive line up of speakers and presentations.

Albert Scalla

Senior Vice President of Trading at StoneX Group Inc.

Topic: Examining the current coffee market turmoil, its ties to broader global commodity disruptions, and key factors shaping the road ahead in his presentation, *"The Great Breakaway in Coffee Prices."*

Peter Giuliano

Executive Director at Coffee Science Foundation

Topic: Coffee Value Assessment (CVA) and its impact on the industry's approach to quality assessment, as well as its implications for businesses and their customers.

7:30 am Breakfast | 8:00 am PCCA Annual Business Meeting | 9:00 am General Meeting

PCCA 94th Annual Convention Speaker Panel Line up Saturday, September 20, 2025



Join us on Saturday morning!

We have assembled an outstanding speaker panel for our attendees.

Topics will include Financing, Managing liquidity, Banking, Production, C-Market, Interest rates, Lender sentiment, Importing, Transportation, Storage.

Moderator: **Andrew Vournas**, Vournas Coffee Trading

Patrick Scott

CFA | Vice President | Commodities & Logistics, Brown Brothers Harriman & Co.

Ryan Delany

Founder and Chief Analyst, at Coffee Trading Academy

Janet Colley Morse

Director, Customer Relations, The Dupuy Group

Thomas Hartley

President, Hartley Transportation, LLC / Landstar CNH Terminal

9:30 am coffee & pastries | 10:00 am PCCA Speaker Panel

Evening on the Veranda & Terrace
Welcome to Red Rock Resort & Spa
Thursday, September 18, 2025 • 6:00pm



Join us for cocktails on the lovely Veranda Terrace.



Catch up with your favorite colleagues & friends and enjoy a fabulous dinner at this picturesque venue.

Join us for the opening reception & dinner! *A perfect beginning to our 94th convention!*

PCCA Final Night Reception & Dinner
South Beach
Saturday, September 20, 2025 • 7:00pm



Sunset Serenity: Dinner Poolside!

Join us for a delightful dinner by the pool, where the shimmering water & serene atmosphere create the perfect backdrop for a memorable experience.

Relax, unwind, and savor this night under the stars.

Our final evening of good food, great company, and celebration as we wrap up our 94th convention!

Looking forward to seeing everyone!

The PCCA Croquet Tournament Siena Golf Club

Friday, September 19, 2025 • 2:00 pm

The ever-popular
PCCA Croquet Tournament
is ready for you!

Join your fellow PCCA members for an afternoon of fun and competition!

The croquet tournament at Siena Golf Club is the place to be! The 1st place team champions will each be awarded a coveted engraved PCCA Championship Mallet!

Spectators (the noisier the better!) are welcome!

Beer, wine and light bites will be served.

See you there!



John DiRuocco, Kayd Whalen, Doug Holmes, Janet Colley Morse

The First PCCA Annual Bowling Tournament Red Rock Resort VIP Bowling Suites Saturday, September 20, 2025 • 2:00 pm



PCCA 2025 just got even better!

Bowling!

Snacks, Drinks & Friendly competition

At Red Rocks VIP Bowling Suites!

Come to play or watch the action!

Let's Rollllllll!



Sign up on your registration form!



Meet up on Open Night!
Friday, September 19, 2025
7PM Lobby Bar!

Experience one of the many fabulous Red Rock restaurants with your friends & colleagues!
 Or hit the strip for some shows and fun! But first meet up at Lobby Bar!

Join us at Lobby Bar to kick things off with a casual pre-dinner mingle! See you all there!

Blue Ribbon Sushi Bar & Grill

An acclaimed Las Vegas sushi restaurant.

Osteria Fiorella

Italian heritage. Philly tradition. Vegas flavor.

T-Bones Chophouse

Incredible cuts & unparalleled service.

Lotus of Siam

Discover authentic Thai cuisine.

Oyster Bar

Locals voted Oyster Bar the Best of Las Vegas.

Call the Red Rock Concierge to assist you with your plans.

Concierge Phone Number: You can contact the Red Rock Resort Concierge by calling **702.797.7877**.

The Downtown Summerlin link is the official website for Downtown Summerlin. This website provides information about the area's shops, restaurants, entertainment venues, and events.

<https://summerlin.com/downtown-summerlin/>

<https://neonmuseum.org/>

Iconic Attractions:

Bellagio Fountains: Witness the mesmerizing water, light, and music show

Fremont Street Experience: Enjoy the light and sound show, street performers, and more.

High Roller Observation Wheel: Take a ride on the world's second-tallest observation wheel for stunning city views.

Eiffel Tower Viewing Deck: Enjoy panoramic views of the Las Vegas Strip and the Bellagio Fountains.

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Pacific Coast Coffee Association 2025

Sep 18, 2025 to Sep 20, 2025

There are two ways to book your room.

By Phone: Local: 702.797.7777

Toll Free: 866-767-7773

Use Code: RCIPCC

***Online:**

A dedicated website is now available to book your hotel room online

Booking Website: <https://book.passkey.com/e/50943190>

Deadline for Room Reservations is August 27, 2025



Memories from La Costa 2024
Come join us in Vegas to make new memories!



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The Pacific Coast Coffee Association appreciates the contributions of corporate and door prize sponsors, whose support is vital to the success of our upcoming 94th Convention. These events are successful through the involvement and partnership of the membership. Written and verbal recognition will honor the support of all sponsors, reflecting their contributions.

PLATINUM SPONSORSHIP \$5000

Signage at all functions
Priority Sponsorship mention from PCCA President at all functions
Priority listing and full-page ad on Convention Listing
Thank-you plaque presented at Business Meeting
Company logo/link on all PCCA NewFlashes /Social Media for one year
Priority mention in PCCA /Website/Social Media

GOLD SPONSORSHIP \$2500

Signage at two functions
Sponsorship mention from PCCA President at same two functions
Name/level listed on Convention Listing page
Full page ad on Convention listing page
Mention on PCCA social media
Mention at Final Dinner
Company logo/link on website following convention

SILVER SPONSORSHIP \$1000

Signage at one function
Sponsorship mention at same function
Name/level listed on Convention Listing page
Partial page ad on Convention Listing page
Mention on PCCA social media
Mention at Final Dinner

BRONZE SPONSORSHIP \$500

Signage at one function
Name/level listed on Convention Listing page
Mention on PCCA social media
Mention at Final Dinner

Door Prizes \$100/Sponsor Supplied

PCCA supplied – cost \$100, prize can be: PCCA Logo Apparel/ Gift Certificate
Name listed on Convention Listing page
Mention at final dinner during door prize giveaway

****Sponsor supplied**** please bring easily transported gifts.

Please Contact :Sponsorship Chairmen: WARREN MULLER (925) 231-0177 or Lisa @ (925) 335-2428 or (925) 858-2257
email: pcca@paccoffee.com The PCCA thanks you for your support!