

Creating a Unified, Global Specialty Coffee Association: *Together Inspiring New Possibilities for Specialty Coffee*

The SCAE and SCAA Board of Directors each unanimously voted in favor of creating a unified, global specialty coffee association. Before this can occur, forums will be held to discuss the subject and members will be asked to vote. This document presents the vision of the new association, how the new organization will operate, member benefits, and reasons to vote for the unification.

A New Vision & Mission

Vision: Together to be an effective, dynamic, and authentic organization that gives voice and substance to the possibilities for specialty coffee worldwide.

Mission: We empower specialty coffee professionals to maximize their potential locally and globally through resources, advocacy, and opportunities to connect and engage with the broader specialty coffee community. We will provide our members with a powerful, unified voice to positively impact and propel the specialty coffee industry from origin to consumption.

A Financially Strong, Unified Business Plan Delivers Member Value

Combined Revenues: \$15 million USD
501(c)(6) Tax Exempt Status
Year over Year Positive Growth
Profitable Every Year of Forecast
No Debt, Limited Liabilities
Financial Metrics and Ratios Reflect Best Practices to Deliver Member Value

The Proposed Structure

- Decentralized, member centric to *foster representation, inclusivity, collaboration, and communications.*
- *Strengthens the guilds, enables a virtual global network, and creates strategic centers for member value.*
- *One member, one vote.* Dues will not change in year one for existing members.
- Board functions as oversight with final authority on matters of *governance and strategic direction.*
- Proposed structure of the Board and Executive Team provides areas of strength, particularly for continuity, expanding Board representation among nonvoting members with the guilds, and achieving balance between the Board and the Executive Team.
- Nominating Committee has mandate to ensure *Board, officers and committee balance.*
- First Board formed of 18 Directors: 6 nominated by SCAE, 6 nominated by SCAA, remainder equally SCAA/SCAE-balanced list of officers and guild representatives.
- Executive Team and Member Value Centers: Executive Director, Deputy Executive Director, and Global Directors of *Education, Events, Sustainability, Research, Membership and Communications, Leadership Development and Advocacy*, Chief Financial Officer, and Human Resources. All of these positions will have *balance by geography and functional expertise.*
- Global *Operations Center in Europe* with multiple strategic centers to achieve geographic balance.

- This structure is *guaranteed for the initial period of 5 years.*

What's In It For Me?

Unification will enable us to combine financial and intellectual resources to invest more heavily in research, education, and sustainability, which will in turn translate to more programs, events, and services for our members.

- ✓ Shared resources that provide much greater ability to build a specialty coffee community.
- ✓ Greater access to *education, training, and competitions for member advancement and recognition.*
- ✓ Services platforms that deliver member value at the local level from a global perspective, along with an *enhanced delivery of events globally and locally.*
- ✓ Further development of the guild network along with in person and virtual locations for *members to connect, network and knowledge share beyond local communities.*
- ✓ Maximizing *research so each member can improve and innovate.*
- ✓ Codifying *global standards and certification* to deliver *a superior experience that exceeds expectations.*
- ✓ Fostering *connections and belonging* across the value chain from farmer to consumer.
- ✓ Promoting the urgency to *solve sustainability issues* for future generations.
- ✓ Educating consumers that the *benefits of specialty coffee deliver greater value* for them and us.
- ✓ Nurturing and developing *new leaders in specialty coffee worldwide, in the guilds, and in chapters.*

A Vote For – How You Will Make It Happen

On 16 March 2016, SCAE and SCAA entered a Preliminary Agreement in order to facilitate the unification. Subject to satisfactory due diligence, members' approval and entering formal implementation documentation, the unification will take place by 31 December 2016.

As such, SCAE & SCAA members will vote in favor of transferring their membership to the unified, global specialty coffee association. Upon votes in favor from SCAA and SCAE members, a newly formed entity will immediately emerge with a new name and structure that reflects the vision for SCAA and SCAE members.

It is important to remember that *specialty coffee is not a product or a commodity, but an experience rooted in an emotional connection between ourselves and consumers.* We deliver that connection in each interaction, and with it the reward of sharing in the common cause of specialty coffee and creating memorable experiences. We want everyone to make choices not based on what is just important to them, but by selecting specialty coffee so that *others across the value chain benefit – in communities, farms, offices, homes, and societies throughout the world. All of this for a better you. All of this for a better we. Together Inspiring New Possibilities for Specialty Coffee.*

Based on the reasons outlined in this document, and based on the unanimous recommendation from both the SCAE and SCAA Board of Directors, it is recommended that you vote FOR creating a unified, global specialty coffee association.