



For Immediate Release

Contact: Mike Ferguson *on behalf of SCAA*
Phone: (562) 624-4192
Email: SCAA@freshgroundconsulting.com

Linda Smithers Fills Vacancy on Board of Directors for the Specialty Coffee Association of America

Long Beach, CA. U.S.A. (October 14 2008) – The Specialty Coffee Association of America (SCAA), announces the appointment of Linda Smithers to its board of directors. Smithers, a past president of SCAA, is filling a vacancy created by the departure of immediate past president, Mary Petitt, who is moving overseas to pursue new interests.

SCAA board President, Mark Inman, noted that Petitt had been part of the leadership team that saw the association through some of its most challenging times. He added, “On behalf of the association’s board and membership, I’d like to thank Mary for her many years of service as a volunteer, and welcome Linda, who will serve the remainder of Mary’s term, which ends April 30th, 2009.”

Smithers served on the SCAA board throughout the 1990’s and as president in 1997/98. She is the founder of Susan’s Coffee & Tea, located in Akron, OH, and currently head of North American Marketing for Datterra Coffee, located in Petroccino, Brazil.

About the SCAA

Celebrating 26 years of success, SCAA is the world’s largest coffee trade association. SCAA members are located in more than 40 countries and represent every segment of the specialty coffee industry, from coffee growers to coffee roasters and retailers. The SCAA’s mission is to recognize, develop and promote specialty coffee. The SCAA’s dedication to excellence in coffee is realized through the setting of quality standards for the industry; conducting research on coffee, equipment and perfection of craft; and providing education, training, resources and business services for members. The SCAA’s annual Symposium and Exposition is held in a different U.S. city each year and is the coffee industry’s largest gathering.. For more information, visit www.scaa.org.