



March 17, 2008

As the Specialty Coffee Association of America begins the process of infusing our board of directors with new members and fresh ideas, we exhort you to participate in this very important election process by encouraging you to vote in electing new members to SCAA's 2008-2009 Board. Attached is the [candidate ballot](#) as well as a [candidate booklet](#) with statements, biographies and photos of 2008-2009 SCAA Board of Directors Candidates. This year you have the option to mail, fax or e-mail your ballot to our independent accountant. Please keep in mind that the deadline to submit your ballot is April 17.

This year's nominees were selected by SCAA's nominating committee as well as the many members who participated in the petition process in the selection of two additional candidates. The group represents a diverse selection of highly qualified and respected members representing a broad cross-section of our membership.

The nominating committee selection process is a symbiotic endeavor. During this vital process, committee members communicate closely with potential candidates to ensure they understand the level of commitment and resources needed to participate on the board. Moreover, the committee makes every effort to ensure the nominees have the requisite experience and skill set required to become effective leaders within the framework of the board. Nominating committee members also take great care to ensure the new board is representative of the specialty coffee segment in the United States.

Through SCAA's bylaws, our association provides members with the opportunity to nominate candidates who were not chosen by the nominating committee and this year we are pleased that this democratic process was exercised with the addition of two nominees to the ballot.

This year, SCAA will elect three new directors and a 2nd vice president to join the association's current board members. The nominees for the three director positions include incumbent Tim O'Connor, Pacific Espresso (allied member); Desiree Logsdon, Bunn-O-Matic-Corporation (allied member) and Al Liu, Atlas Coffee (importer member); Paul Thornton, Coffee Bean International (roaster member) and Marty Curtis, RoZark Hills Roasterie (roaster member.) Peter Giuliano, Counter Culture Coffee, Inc. (roaster member) is the lone 2nd vice president candidate listed on the ballot.

Whomever your preference to join the 2008-09 SCAA Board of Directors; we strongly encourage you to participate in this vital democratic process. Please complete the attached ballot and return to SCAA's independent accountant by April 17. We thank you in advance for participating in electing new members to SCAA's Board of Director.