



*Pacific Coast Coffee Association's
92nd Annual Convention*



*The Meritage Resort and Spa
Napa, CA
September 14 - September 16, 2023*



Pacific Coast Coffee Association 92nd Annual Convention September 14 - 16, 2023

Greetings PCCA Members, Family, and Friends!

Your Board of Directors and amazing President Andrew Vournas welcome you to the 92nd PCCA Annual Convention at The Meritage Resort & Spa in Napa Valley. September is the perfect time to be here. From the picturesque countryside and Tuscan architecture to championship golf and luxury spa, each event venue offers a unique experience. Your Board has planned a convention worthy of this magnificent setting, that we will still be talking about years from now!

Our first evening begins with our Welcome Reception on the open-air Vineyard Deck with panoramic views of the lush vineyard. It's always exciting to see each other and greet new members! Next, we will venture into the unparalleled experience of the Estate Wine Cave, the only venue of its kind in wine country. We'll enjoy an elegant dinner of lobster and filet (or plant-based option) accompanied by sumptuous wines from this legendary region.

Bright and early Friday morning, we will meet at the Oakville Terrace for a breakfast buffet and (of course!) coffee, followed by our General Meeting & Speakers. Your Board has arranged fantastic speakers who will focus on important coffee industry topics, and you'll take home some key updates and information to help navigate the year ahead.

What would a PCCA convention be without croquet? You're not going to find out because we have a fantastic green on Village South Lawn. Lisa Muller has lovingly cared for the croquet sets so they will again be in top form like our players. Whether you are an experienced striker coveting a rematch with your nemesis or this is your first time wielding a mallet, we urge you to sign up. If you're not playing, you still have a vital role to cheer on the players! A great lunch spread, soft drinks, wine and beer will be on hand, and it's a great time to catch up with your PCCA family.

Saturday means golf and the PCCA Golf Tournament. Set among golden, rolling hills and row upon row of grape vines, the Eagle Vines Golf Club is considered one of the most stunning courses in Napa Valley. Johnny Miller, who participated in the design, called it "... a beautiful blend of nature and championship golf" and it offers a challenge to all levels of player. Don't miss the PCCA 19th Hole Green Gallery Party at the Fountain Courtyard at the Meritage, where we will welcome back the golfers and Dave will award the winning golfers. A delicious buffet lunch will be served alongside the return of Cornhole!

Later that evening, we'll gather for our Final Night Reception & Dinner on the Vineyard Terrace colonnade, which is like a bit of Italy. As always, there will be awesome prizes to raffle (please donate!). After a fabulous dinner and many toasts, we'll continue the party—stay tuned for location.

Sponsorships! What a wonderful way to support PCAA and have your business logo/name promoted on printed materials and on our website—and don't forget the placards and grateful shout outs at events. Please check the brochure and online to learn more about the different levels. Huge thanks to Lisa Muller for everything it takes to make this convention happen. She is truly remarkable. Your President and Board of Directors have been very busy, and we have a lot to share. We appreciate your continued membership and look forward to spending time with you, our PCCA family, in September!

Sharon Dolezal Wood, PhD
PCCA Executive Vice President

Pacific Coast Coffee Association
 92nd Annual Convention
 September 14 - 16, 2023

Thursday, September 14th

1:00 pm to 2:00 pm	PCCA Board Meeting	Trinitas Boardroom
6:00 pm to 7:00 pm	Welcome Reception	Vineyard Deck
7:00 pm	Welcome Dinner	Estate Wine Cave

Friday, September 15th

7:30 am to 8:00 am	Breakfast	Oakville Terrace
8:00 am to 8:45 am	Annual Business Meeting	Carneros Ballroom
8:45 am to 9:00 am	Coffee Break	Oakville Terrace
9:00 am to 11:00 am	General Meeting & Speakers	Carneros Ballroom
11:30 am to 1:00 pm	New Board Of Directors Meeting	Trinitas Boardroom
2:00 pm to 6:00 pm	PCCA Croquet Tournament	Village South Lawn
Open Night!	Open Night!	

Saturday, September 16th

9:00 am	PCCA Golf Tournament	Eagle Vines Golf
2:00 pm	PCCA 19 th Hole Green Gallery Party	Fountain Courtyard
7:00 pm to 8:00 pm	Cocktails	Vineyard Terrace
8:00 pm	Final Night Dinner/Door Prizes/Raffle	Vineyard Terrace
9:30 pm	After Party/dessert	To Be Announced

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

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

*Pacific Coast Coffee Association 92nd Convention Corporate Sponsors & Door Prize Sponsors
Events of this nature don't just happen without the involvement and cooperation of the
membership. We will extend both written and verbal recognition to sponsors of this our
92nd Convention*

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!**

PCCA 92nd Annual Convention General Meeting Speaker Agenda Friday, September 15, 2023



Join us on Friday, beginning at 9:00 am, to hear our noteworthy speakers highlight our 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 are putting together an impressive line up of speakers and presentations for our members and friends for our General meeting.

Our confirmed speakers will be announced very soon. We will be sending out updates as we get confirmation on topics and speakers. Our speakers will be coffee community members well versed in their area of expertise, with timely and relevant information for our valued members.

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

THE Meritage RESORT AND SPA.

[PCCA Room Reservation Booking Link below:](#)

[Pacific Coast Coffee Association 2023](#)

Any questions please call the resort reservations department
@ T-707-251-3050

[Deadline for Room Reservations is August 23, 2023](#)

The Meritage Resort & Spa



Evening at the Estate Wine Cave
Welcome to The Meritage Resort & Spa
Thursday, September 14, 2023 · 6:00pm



Located under the resort's nine-acre vineyard, the Estate Cave offers a truly a unique and inspiring wine country experience with its ornate chandeliers and lush Florentine accessories. Built into the hillside, it is the only facility of its kind in the Wine Country – featuring a unique barrel shaped ceiling and plenty of luxurious amenities

**Join us for the opening reception & dinner!
A perfect beginning to our 92nd convention!**

PCCA Final Night Reception & Dinner
Meritage Resort Vineyard Terrace
Saturday, September 16, 2023 · 7:00pm



Our final night event is at yet another fantastic venue at Meritage

Join us for cocktails on the stunning Vineyard Terrace. The terrace is set against the backdrop of Meritage's nine-acre vineyard. This gorgeous covered terrace, is the scene for our closing event. Catch up with your favorite colleagues & friends and enjoy a fabulous dinner at this elegant yet rustic venue.

After party details to follow!

A delightful finish to our 92nd convention!

The PCCA Croquet Tournament
The Meritage Resort · Village South Lawn
Friday, September 15, 2023 · 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 is the place to be! The triumphant winners 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!

Doug Welsh, Croquet Tournament Chairperson (510) 594-2100



The PCCA Annual Golf Tournament at Eagle Vines Golf Course
Saturday, September 16, 2023 · 8:00 am
The PCCA Golf Party at Meritage Resort Fountain Courtyard 2:00 pm



Annual Golf Tournament, Saturday, September 16th at the picturesque Eagle Vines golf course! Eagle Vines Vineyards and Golf Club is the premiere Napa Valley golf course situated in the foothills with vineyard views in every direction. Shamble Format-Super Fun!-Good For All Players, the more the merrier!! Exciting new twists!

The players will be back to join us at The Meritage following the tournament!
Join us for drinks and chow at 2:00pm at Fountain Courtyard!
Dave will give out the golf awards at this time!

In a "Shamble," each golfer tees off and the best shot is selected, but from that point, each golfer plays his or her own ball until it is holed out. What's fun about a Shamble format is that each person gets the benefit of the best drive, so they typically start out with a nice advantage (assuming there's a big hitter in the group)!

In either case, the format is intended to be fun and relaxing for all golfers, whether high or low handicappers. Call Dave to secure your winning foursome!

Golf tournament Chairperson: Dave Weber @ 510-746-1100 Email: dave@annextryco.net





Open Night!

Friday, September 16, 2023

You are free on Friday night to experience one of the many fabulous local restaurants with friends/colleagues! Enjoy your evening!

Scala Osteria: Southern Italian California Fare
1141 First Street, Napa, California
T (707) 637-4380
www.scalaosteria.com

Morimoto Napa: high-end Japanese fare
610 Main Street Napa, California
T (707) 252-1600
www.morimotonapa.com

Tarla Mediterranean Bar + Grill
1480 1st St, Napa, California
T (707) 255-5599
www.tarlagrill.com

The Charter Oak Restaurant: Californian restaurant
1050 Charter Oak Ave, St Helena, California
T-(707) 302-6996
www.thecharteroak.com

Cole's Chop House: Steakhouse
1122 Main St, Napa, CA
T (707) 224-6328
www.coleschophouse.com

Brix Napa Valley: Farm-to-table Californian fare
7377 St Helena Hwy, Napa, CA
T (707) 944-2749
www.brix.com

Angéle Restaurant & Bar: French restaurant
540 Main St, Napa, CA
T (707) 252-8115
www.angelrestaurant.com

Bistro Don Giovanni: Italian restaurant
4110 Howard Ln
T (707) 224-3300
www.bistrodongiovanni.com

Follow us on **Instagram**



<https://Instagram.com/pacificcoastcoffeeassn>

#pccanapa2023

Don't forget to share your convention pictures with the above hashtag on Instagram!

Please be sure you have updated our address!!
PACIFIC COAST COFFEE ASSOCIATION
1155-C Arnold Drive • #308 • Martinez • CA • 94553
T-925-335-2428 email: pcca@paccoffee.com
Web: www.paccoffee.com

Convention Information, registration & updates:
<https://www.paccoffee.com/events>

Memories from Squaw Creek 2022 Come join us in Napa to make new memories!



Ready for @stagsleapwinery talk and wine tasting!
Ryan Chernick

Memories from Squaw Creek 2022

Come join us in Napa to make new memories!

