



# Member Guide



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# Welcome

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**Thank you for joining the thousands of other like-minded and dedicated individuals who believe in the same future for specialty coffee that you do.**

Together we will be an effective, dynamic, and authentic institution that gives voice and substance to the possibilities for specialty coffee worldwide. We will inspire, expand, and sustain the global specialty coffee community through shared beliefs and services.

In this guide, you will find essential information about the Specialty Coffee Association (SCA) and how it represents you in the coffee community. Being a part of our community means that you recognize the importance of collaboration, and that you are willing and excited to contribute. We are dedicated to building an industry that is fair, sustainable, and nurturing for all.

We are invested in our members and the communities we serve and believe that we are defined by our members. It is our commitment to provide you with the support, knowledge, and practical tools that enable you to fulfil your potential.

**Welcome to the Specialty Coffee Association.**

# Your Benefits

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**Whether you're a roaster looking to fine tune your skills through education or a machine manufacturer keen to exhibit to thousands, we have the right membership package for you.**

As a member of the Specialty Coffee Association, you can take advantage of numerous benefits tailored to suit your membership category. Your benefits package is built around your role within the industry. Company memberships are based on size to ensure your benefits offer genuine value to your business. From here you can choose to fine tune your membership offering by choosing a Guild that represents your industry sector.

Some examples of your membership benefits are listed below. We are continually adding to this list and improving your benefits; a full list of benefits is always available online at [www.sca.coffee](http://www.sca.coffee).

- **Education:** Discounted rates on SCA education program enabling your professional development and personal growth.
- **Research:** Unlimited access to cutting-edge research and other resources helping you stay one step ahead with the latest trends and scientific insights.
- **Events:** Free or discounted access to SCA events where you can network with other like-minded coffee professionals, discover new products and services from other SCA member companies, and gain knowledge relevant to your industry.
- **Exposure:** For company members, discounted rates on booth space at SCA trade shows - prime specialty coffee networking events that highlight the passion and innovations of our community.
- **SCA Magazine:** Complimentary subscription to our quarterly magazine content with the latest news and stories from around the world of coffee.



# Our Structure

**We are a member-centric organization. This means that you are at the very heart of everything we do, as we aim to deliver great benefits, insights and networking opportunities through five main centers: Events, Education, Research, Sustainability, and Advocacy.**

*"We must continue to be the innovators. We must continue to research, educate, network and share best-in-class standards. Most importantly, we must be the flag bearers for all those in the coffee supply chain, with emphasis on the coffee farmers and their workers at origin, as we depend on them and their voice can only be heard if we amplify it."*

**Paul Stack, 2017 SCA President**

The Specialty Coffee Association is made up of thousands of passionate coffee people from all over the world. Every member is represented through our network of guilds, national chapters, and voluntary boards, councils, and committees. As a member, we value your contribution toward the running of your association, and we encourage you to participate as much as you can in these volunteer opportunities.

The association relies on the enormous help of our volunteers each year, which enables us to organize events and competitions that support our members' success. The great thing about being part of the SCA community is that you can get involved too, offering your ideas and suggestions, as well as your experience and your knowledge so that we can do even more, for people in the specialty coffee industry.

You are supported by staff worldwide; the SCA maintains physical offices in Santa Ana, United States, and Chelmsford, United Kingdom, and numerous staff operate from several other locations across the United States, Europe, and Asia.

Visit [www.sca.coffee](http://www.sca.coffee) to find out more.

# Your Community

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**When you join the SCA, you're joining a global community of passionate coffee professionals! Engage with fellow SCA members at events throughout the year, through your national chapter or guild, or online through our community of social networking sites.**

We are about delivering great benefits, events, education and research on a global and local level. By engaging with fellow members and participating in these ongoing conversations, you can keep up with the latest industry trends, technical developments, and leading insights – making lifelong friends along the way. As part of SCA's membership around the world, you are always connected to the specialty coffee community.

**National Chapters:** As a member of the Specialty Coffee Association, you are automatically part of your national chapter. The national chapter is led by a committee elected by all of its members. The national chapters are actively shaping your local coffee community. By becoming an active part of your national chapter, you have the opportunity to have a direct say in what topics should be touched and how they are being tackled.

Find out more about your national chapter and national committee at [www.sca.coffee](http://www.sca.coffee)

**Guilds:** By joining a guild, you become part of a group of dedicated and passionate professionals who share their knowledge and help building the community. The guilds are on the forefront of specialty coffee and play an essential role in shaping their communities and advocating for the positive advancement of their professions.

Find out more about the guilds at [www.sca.coffee](http://www.sca.coffee)

**Online:** SCA's online communities welcome hundreds of thousands of members, coffee professionals, and coffee consumers from both consuming and producing countries around the world. Members can connect, meet, engage, and learn from each other through SCA's Facebook, Instagram, Twitter, Linked In, YouTube, and Snapchat channels. Follow us on your favorite platforms to stay informed and engaged.



**Whether you are a coffee enthusiast or an experienced professional, SCA's comprehensive training and education program has courses to further your expertise for the benefit of your business and your career.**

SCA courses focus on five core areas: Barista Skills; Brewing; Green Coffee; Roasting; and Sensory Skills.

SCA's network of qualified trainers spans the globe, ensuring our education program is accessible for all. We deliver education talks, seminars, and workshops across our extensive portfolio of events so you are never far away from more knowledge and development.

Courses are offered at different levels catered to your level of expertise and all courses completed earn you points towards full certification. You can read more about SCA's education program and find courses near you by visiting our website, [www.sca.coffee](http://www.sca.coffee).



# Events

**We have a broad portfolio of events, including seven World Coffee Championships, two annual trade shows and a growing number of local events, all offering something unique to its location and audience.**

Our annual trade shows are a premiere event for the specialty coffee community, serving all aspects of the coffee industry and benefiting all coffee professionals and markets. If coffee is your business, your career path, or your passion, SCA's trade shows are the only shows you need to attend to reach your goals in the industry.

SCA also organizes dozens of smaller events that cater to specific coffee industry segments around the world through SCA guilds and national chapters.

Members are encouraged to play an active role in our community as a volunteer, a judge, competitor, or get involved in the guilds and local national chapter. For more information and to view our full calendar of events, visit [www.sca.coffee](http://www.sca.coffee).



# Science & Research

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**The Specialty Coffee Association takes great pride in its history of investigating the scientific principles of coffee – from chemistry and physics to agronomy and sensory perception.**

It's impossible to make coffee better without an understanding of what makes it special in the first place, and with this in mind SCA's research is openly available to our members. This research helps to develop education, standards, and best practices which form the basis of the specialty coffee trade.

SCA also performs market research and analysis, giving our members valuable information that informs the economic strategies of the coffee industry, with the aim of helping our members be more successful and for the specialty coffee community to thrive. Finally, we work with our Sustainability Center to drive sustainability research, helping us build a durable, sustainable, and prosperous specialty coffee community for all.

All science and research is made available to our members through research reports, SCA conferences, and SCA educational programs. Visit [www.sca.coffee](http://www.sca.coffee) for more information and to download the most current research available.



# Sustainability

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**The future of the specialty coffee industry depends on our ability to evolve and build effective partnerships to address the complex challenges we face.**

We face a changing climate, shifting demographics, and economic inequality. We must act as individuals and as a community, to evolve our business practices and adapt to new realities. Our members call upon us to uphold their values for social and environmental responsibility, and specialty coffee continues to be a pioneer among global agricultural products in developing sustainability standards, measuring impact, and creating shared value. We have a long way to go to be sustainable, but innovation is accelerating and organizations of all sizes, including businesses and non-profit organizations, are working together to make coffee better. The SCA is actively involved with all of these efforts.

To nurture and further the work of our community to tackle these formidable obstacles, the SCA conducts and publishes original research on threats to coffee production through a variety of media. We share best practices for businesses – from producer to retailer and in between – and we recognize leadership in sustainability through awards. The SCA also directly supports non-profit organizations implementing projects in coffee communities worldwide. Through our white papers, videos, events, and educational opportunities, the SCA provides resources and support for applying global sustainability principles.

For more information on the SCA's sustainability efforts, as well as sustainability publications, please visit [www.sca.coffee](http://www.sca.coffee).



**Representing the views of our members and the challenges faced by specialty coffee on a global stage is paramount to the SCA.**

The SCA Advocacy Center works at a regional and international level. We reach out to local public representatives, councils, and governments to seek changes in policies relevant to specialty coffee and areas touched by the coffee community and especially our members.

SCA Advocacy creates strong ties with organizations and governments to benefit members, and encourage the growth and stabilization of specialty coffee worldwide.

To learn more, or if there is a topic you would encourage our advocacy team to start working on or a group to work with, please get in touch with us at [www.sca.coffee](http://www.sca.coffee).

# Useful Contacts

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## Address

**UK Office:** Oak Lodge Farm, Leighams Road, Chelmsford, Essex CM3 4HF, United Kingdom

**U.S. Office:** 117 West 4th Street, Santa Ana, California 92701, United States

## Phone

- +44 (0) 1245 42 60 60
- +1 562 624-4100

## Emails

- **Membership:** membership@sca.coffee
- **Education:** education@sca.coffee
- **Events:** events@sca.coffee
- **Research:** research@sca.coffee
- **Sustainability:** sustainability@sca.coffee
- **Advocacy:** advocacy@sca.coffee
- **Marketing:** marketing@sca.coffee
- **Communications:** communications@sca.coffee

## Website

- [www.sca.coffee](http://www.sca.coffee)



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