



# PACIFIC COAST COFFEE ASSOCIATION

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Secretary/Treasurer  
LISA MULLER

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## Executive Vice President

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F.Gaviña & Sons, Inc.

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Dear Potential PCCA Member:

Thank you for your interest in The Pacific Coast Coffee Association. We would love to have you as our newest member in 2016!

The Pacific Coast Coffee Association is an 85-year-old non-profit group of professionals dedicated to the growth and prosperity of the coffee industry.

The PCCA is headquartered in the San Francisco Bay Area, but its membership reaches from New York to Los Angeles, from Vancouver, Canada to Santos, Brazil. Member companies include both large and small roasters, importers, and other allied industry professionals in warehousing, trucking, and packaging.

Our members are active in policy and decision-making in the coffee industry, and are informed and current on all aspects of the trade. Many of the members are also actively involved in other coffee associations such as the SCAA, the NCA, and the Coffee Quality Institute.

Known for its history, knowledge and experience, the PCCA provides an informal and relaxed forum for discussion of coffee issues, ideas, and business practices. In addition to a world-class annual convention, the PCCA hosts free or member discounted educational seminars and webinars, formal cupping competitions, PCCA gatherings, and an always fabulous holiday party.

Membership in the PCCA entitles you to all of the seminars, cupping events, gatherings, and convention. You will also enjoy promotion in the monthly newsletter, on the "New Member Biography" page.

I invite you to become a part of the Pacific Coast Coffee Association. If you have any questions regarding this application or are in need of membership sponsorship please contact me at the PCCA office. Call 925-858-2257 or send an email to [pcca@paccoffee.com](mailto:pcca@paccoffee.com)).

Sincerely,  
Lisa Muller  
PCCA Secretary