



## Tapping Into Good Advice

We could all use a little expert advice for our businesses. So, this fall, I invited industry experts and fellow readers to participate on Specialty Coffee Retailer's inaugural Editorial Advisory Board. The dream team is now in place and already helping to shape Specialty Coffee Retailer into an even more valuable magazine for you.



Throughout the year we'll be taking a look at the impact of industry consolidation, the editorial calendar/new stories, trends impacting retailers, beneficial ancillary products, design elements and more. In addition, the board will be critiquing three issues throughout the year to benchmark progress.

While inviting prospects to participate as board members, one "acceptee," Tom Macon, shared how he has actually created an advisory board for his own multi-shop operation, Cafe Renée. Tom's rationale for forming the board was to create accountability and a sense of urgency in his business. "Without a board, I was only reporting to myself. Now I have an eclectic mix of professionals that I must answer to a few times annually. We discuss my business challenges and brainstorm new ideas in terms of products, procedures, growth and solutions to specific road blocks. The feedback I get--based on their real-life experiences--is phenomenal."

To share more of the how-tos on forming and working with a board, I asked Tom to write about his own personal experience in this month's issue. Hopefully his account will inspire and help you avoid tunnel vision in your own business.

Wishing You a Happy and Healthy New Year,

*Sue Gillerlain* 

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<b>1999 Specialty Coffee Retailer Editorial Advisory Board</b>	
Mark Ballering, President	Tom Macon, Vice President/General

Steep & Brew Coffee Roasters	Manager
Madison, Wis.	Cafe Renée retail operation
Robert Dattala, Director of Coffee & Tea	McLean, Va.
Caribou Coffee	Don Reynolds, CEO
Minneapolis, Minn.	Port City Java retail chain/roasting operation
Terry Davis, President	Wilmington, N.C.
Ambex Coffee Roasters & Grinders	Carol Schroeder, Co-Owner and Author, Specialty Shop Retailing
Clearwater, Fla.	Orange Tree Imports
Kent Holloway, Co-founder	Madison, Wis.
Austin Chase Coffee	Catherine Trapasso, West Coast Regional Sales Manager
Fox Island, Wash.	Yoshida's Fine Foods, (formerly of the Stash Tea Company)
Don Holly, Administrative Director	Portland, Ore.
Specialty Coffee Association of America	George Vukasin, President
Long Beach, Calif.	Peerless Coffee Co.
Dave Ledgard, President	Oakland, Calif.
Dawson Taylor Coffee Roasters	
Boise, Idaho	

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**Please Note:** Some pictures or diagrams are only available through the printed media.

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