



Emma McDougall is the Communications and Administration Co-ordinator of the NZSCA.

There's a lot in that cup

NZSCA's Emma McDougall discusses this year's Recognition Awards and the importance of acknowledging New Zealanders that give back to the industry.

We know schedules are jam-packed, natural disasters tragically disrupt lives, and last-minute bookings are expensive, so we cordially invite all NZSCA members to book your seats at the annual Recognition Awards and join the only specialised coffee conference held in New Zealand.

The Recognition Awards will be held on the evening prior the Annual General Meeting (AGM), on Thursday 18 May at Sherwood, Queenstown.

This year, we're proud to have partnered with Sucafina Asia Pacific as our main sponsor over the two-day event. The Recognition Awards is a chance to catch up and acknowledge the individuals within New Zealand that give back to the industry. Without these individuals we would not be where we are today.

The event will feature the four usual specialised awards for recipients, including Lifetime Achievement, On-Going Contribution, Development Award, and Friend of NZSCA, as well as a new Historical Award.

The Lifetime Achievement Award is a category for individuals who have made a significant contribution to the New Zealand coffee industry. The On-Going Contribution Award is in recognition of an individuals' outstanding ongoing contribution to the NZSCA and the New Zealand coffee industry. It recognises those who have consistently dedicated time and knowledge to make a lasting impact on the industry and association. The Development Award is for an individual in recognition of their contribution to developing a NZSCA project and the New Zealand coffee industry as a whole.

These awards amplify the incredible work that people are currently doing to improve our community. We also look



NZSCA Vice President Megan Wyper and Immediate Past President David Burton present Craig Miller with his Recognition Award in 2021.

forward to presenting the new Historical Award, which honours an individual that was active prior to the formation of the association in 2005. They may or may not be active now, but we wish to acknowledge their valuable contributions to our industry.

The next day, the NZSCA AGM will gather our members together in a warm tipi to network and reflect on the previous year. It is also an opportunity for members to have their say in the direction the association is taking. This year's theme will concentrate on "there's a lot in that cup", with the sustainability of our industry underpinning discussions.

While the hero aspect of the AGM is the off-the-record conversations and networking of like-minded coffee industry legends, a highlight will be the update from the Energy Efficiency and Conservation Authority, which has been working closely with us and a select volunteer working group to decarbonise the coffee industry. This is a multi-step process which is progressing positively with a coffee specific calculator, check sheet and research into our changing future.

The AGM will comprise of cohesive

reports from the President, Roz Cattell, Treasurer's report from Nic McClean, and presentations from the committee Chairs – Events, Professional Development, and Membership. The exciting yearly elections for the NZSCA Board will also be held. It's an amazing opportunity to give back and we are so thankful for everyone who contributes.

Last year, we moved to an online forum and had epic goodie bags and a guest speaker who directed our attention to filling our own cups before pouring into others. The environment of Sherwood encourages this self care and connection in a meaningful way. There's something about meeting in person, so if you're employed by an NZSCA member company, book now via Humanitix.

We can't wait to see you. Come along and be inspired. Deals will be brokered, friendships forged, and great coffee ideas will be shared, and drunk, of course. **☑**



For more information on the New Zealand Specialty Coffee Association, or to join, visit www.nzscA.org