



# WORKSHOP REGISTRATION FORM

**PLEASE NOTE: YOUR REGISTRATION IS NOT CONFIRMED UNTIL YOU HEAR FROM ABC'S**

Workshop \_\_\_\_\_

Workshop Date \_\_\_\_\_

**AMERICAN BARISTA &  
COFFEE SCHOOL**

1028 SE Water Avenue, Suite 275  
Portland, OR 97214  
P 800.655.3955 | 503.232.2222  
F 503.232.5733  
info@coffeeschool.org

**Attendee #1:**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Attendee #2:**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Attendee #3:**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Party responsible for payment: \_\_\_\_\_

**5-Day Business + Barista Workshop**  
Deposit: \$500 per attendee  
Full Cost: \$2,695  
\$2,395 each additional attendee

**2-Day Advanced Barista  
Training, Workshop**  
Full Cost: \$895

**1-Day Coffee Education  
+ Home Barista**  
Full Cost: \$295

**Ultimate Coffee Profitability  
Workshop**  
Full Cost: \$345

**Amount:** *The deposit is required to register. You have the option to pay in full at this time.*

Attendee #1  Deposit:\* \$ \_\_\_\_\_  Payment in full: \$ \_\_\_\_\_

Attendee #2  Deposit:\* \$ \_\_\_\_\_  Payment in full: \$ \_\_\_\_\_

Attendee # 3  Deposit:\* \$ \_\_\_\_\_  Payment in full: \$ \_\_\_\_\_

*\* Balance is due 12 days prior to the start of the workshop.*

**TOTAL AMOUNT:** \_\_\_\_\_

**Payment Type:**

**Credit Card:** please complete following and fax registration form to: 503.232.5733

Visa  Master Card  Discover  American Express

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

**Check:** please make check payable to American Barista & Coffee School and mail registration form and check to:

American Barista & Coffee School  
1028 SE Water Avenue, Suite 275  
Portland, OR 97214

**I have read the attached Agreement and accept the terms:**

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Signature of party responsible for payment is required to register for workshop*

The following Agreement define the relationship between the American Barista & Coffee School, herein referred to as "ABC's" and the registrant, herein referred to as "Client."

If you do not accept the terms of the Agreement, you will not be able to register for workshops, so please review carefully.

**EFFECTIVE DATE:** November 2007

**AGREEMENT:**

**SECTION 1. WORKSHOP SCHEDULE**

**Five-Day Business and Barista Training Workshop at The American Barista and Coffee School:**

This five-day intensive workshop will include one day of business training and four days practicum in the espresso lab.

Business subjects will include, but are not limited to: A Brief History of the Specialty Coffee Industry, Concept Development, Business Planning, Business Plans, Acquiring Financing, Finding a Location, Negotiating a Lease, Coffee Bar Design, Cafe Ambiance, Selecting Equipment, Menu/Products/Recipes/Prices, Interviewing and Hiring Employees, Employee Training, Operational Systems and Controls, Financial Projections, Marketing Your Business, and Dealing with Employees.

Espresso Lab practicum subjects will include, but are not limited to: Grinding, Tamping and Extracting Espresso, Pulling the Perfect Shot of Espresso, Grinder and Machine Basics, Steaming and Foaming Milk for Lattes and Cappuccinos, Hot and Cold Drink Recipe Basics, Smoothie and Granita Overview, Panini Preparation, Machine Maintenance, Coffee History, Customer Service, Principles of Latte Art, The Latte Art pours, The Simple Heart, The Rosetta, The Apple, The Autumn Leaf and The Little Flower, Grinding, Tamping and Extracting Espresso and Milk Texturing.

**Two-Day Advanced Barista Training Workshop:**

The two-day advanced barista training workshop includes, but is not limited to, Espresso Equipment (Machine and Grinder), Understanding Your Coffee (Freshness, etc), Shot Extraction (Dose and Grind Adjustment), Milk Steaming and Texturing, Drink Building, Latte Art, Advanced Shot Extraction (all variables Dose, Pressure, Temp, Tamp, Grind), Advanced Latte Art, Principles of Managing Your Team, Training Your Baristas, Training Timeline, Multiple Barista Calibration, Controlling Costs.

**One-Day Coffee Education + Home Barista Workshop**

This full day workshop will give you a broad understanding of specialty coffee, including its history, how it is harvested and processed, where it is grown and its similarity to fine wine in tasting notes, aromas, body, acidity, etc. We will also educate you on how to brew the best coffee at home, how to best purchase and store your coffees and how your coffee buying practices can make an impact on a global scale. Attendees will walk away from this workshop with a comprehensive knowledge of the passion, labor and processes it takes to grow and prepare outstanding coffee. The workshop is dedicated to training the home barista and espresso enthusiast how to make a great espresso-based beverage. Attendees will learn about the history of espresso, espresso extraction, steaming and texturing milk for lattes and cappuccinos, adding flavors and chocolate to lattes and mochas, cleaning and maintenance and how to appreciate great espresso at home and at the local coffee shop. We will also discuss the importance of water quality and selecting the right espresso blend, as well as how milk impacts that perfect cappuccino. Attendees will learn how to set up a home espresso machine and other equipment. Workshop includes, but is not limited to: Espresso 101: An Overview of Espresso History, Extraction, Milk Steaming and texturing, Understanding your Espresso Machine, Grinder and Accessories, Tasting Espresso and Pulling the Perfect Shot, Steaming and Texturing Perfect Milk, Hands-on Latte and Cappuccino Preparation and Purchasing Espresso: Freshness, Storage, Viewing of the Passionate Harvest, Coffee Cupping: Tasting Coffees from Different Countries of Origin, Coffee Brewing 101: Discovering Multiple Home Brewing Methods, Buying Coffee: Freshness and Storage and Environmental and Social Issues.

**One-Day Ultimate Coffee Profitability Seminar:**

This one-day workshop will take a comprehensive look at how to optimize the overall profitability of your coffee business. Creating a successful business involves understanding how to increase long-term profitability through sales growth while managing your costs at an optimal level. Also knowing how to manage your available cash is crucial to managing the growth of your business.

Topics Include, but are not limited to: Revenue Management: How to use sales analysis to grow your business; Beverage costing: How to measure beverage costs and how to use the information; Loss Prevention through cash and inventory control; Labor Management: Understand how many hours are needed, how to pay for and account for managers and how to develop incentive plans for growth; Marketing Analysis, including understanding promotions as well as brand development; Expense Management; Inventory Management: How to optimize inventory, true costs of inventory and managing payment terms; Large investments, including how to evaluate equipment purchases and understanding when it is time to grow; Proforma Development: How to evaluate a new site financially through sales development, cost management and an understanding of occupancy costs; Understanding financing options and needs; and Development of a budget and prioritization of Financial needs.

**SECTION 2. PAYMENT**

**Five-Day Business and Barista Training Workshop**

Client will pay \$2695 to ABC's for one attendee and \$2,395 for two-three attendees. At the time of registration, Client will pay to ABC's a deposit of \$500 per attendee. The \$500 deposit will be non-refundable. Balance is due 12 days prior to the start of the workshop. If Client cancels 14 days or less prior to the beginning of the workshop, Client will not receive a refund of the balance if already paid and will be required to pay the balance if not already paid. If an emergency should arise and Client is unable to attend, Client may transfer his or her reservation to another person. If Client pays the deposit and workshop is filled, Client can transfer deposit to another session or obtain a refund. If Client has paid in full and workshop is cancelled, Client can transfer payment to another session or obtain a refund.

**Two-Day Advanced Barista Training Workshop**

Client will pay \$895 per attendee. If Client cancels 14 days or less prior to the beginning of the workshop, Client will not receive a refund. If Client cancels prior to 14 days before the beginning of the workshop, a \$150 cancellation fee will be deducted from cost of workshop. If an emergency should arise and Client is unable to attend, Client may transfer his or her reservation to another person. If Client pays the tuition and workshop is filled, Client can transfer to another session or obtain a refund. If Client has paid in full and workshop is cancelled, Client can transfer payment to another session or obtain a refund.

### **One-Day Coffee Education Workshop + Home Barista + Espresso Preparation Workshop**

Client will pay \$295 to ABC's for one attendee. At the time of registration, Client will pay tuition in full. The tuition will be non-refundable. If an emergency should arise and Client is unable to attend, Client may transfer his or her reservation to another person. If Client has paid in full and workshop is filled, Client can transfer tuition to another session or obtain a refund. If Client has paid in full and workshop is cancelled, Client can transfer payment to another session or obtain a refund.

### **One-Day Coffee Profitability Seminar**

Client will pay \$345 per attendee. If Client cancels 14 days or less prior to the beginning of the workshop, Client will not receive a refund. If Client cancels prior to 14 days before the beginning of the workshop, a \$150 cancellation fee will be deducted from cost of workshop. If an emergency should arise and Client is unable to attend, Client may transfer his or her reservation to another person. If Client pays the tuition and workshop is filled, Client can transfer to another session or obtain a refund. If Client has paid in full and workshop is cancelled, Client can transfer payment to another session or obtain a refund.

### **SECTION 3. TRAVEL EXPENSES**

Client is responsible for the arrangement and payment of all travel-related expenses such as airfare, hotel, car rental, meals, etc.

### **SECTION 4. LIMITS OF ABC's LIABILITY**

Based upon its expertise and prior experience ABC's will provide general instruction to Client, but Client acknowledges and understands that Client makes all decisions regarding Client's operations and future.

ABC's does not represent or warrant that Client will be profitable or that attendance at The American Barista and Coffee School will be the difference between success and failure of the business. Client recognizes that the success of the business is the product of many variables including, but not limited to: location, promotion, marketing, staffing, training, customer service, product quality, menu, demographics, business volume, cost control and business image. Client hereby waives any claim and releases ABC's from any and all claims, costs, damage or expense in any manner arising out of ABC's performance under this Agreement, whether the same is known or unknown, suspected or unsuspected. Client waives any claim for incidental or consequential damages.

### **SECTION 5. PROFESSIONAL ADVICE**

ABC's recommends, and Client understands that Client should seek the advice and counseling of other professionals including, but not limited to, attorneys, bankers, accountants, real estate brokers, and other consultants before making financial or significant legally binding decisions, including without limitations signing leases, contracts, loan documents, equipment purchases, and material and supply purchases.

### **SECTION 6. BINDING EFFECT**

This Agreement will be binding on the parties and their respective heirs, personal representatives, successors, and permitted assigns, and will inure to their benefit.

### **SECTION 7. AMENDMENT**

This Agreement may be amended only by a written document signed by the party against whom enforcement is sought.

### **SECTION 8. NOTICES**

All notices or other communications required or permitted by this Agreement must be in writing and delivered to the parties' last known address, fax number, or e-mail address.

### **SECTION 9. SEVERABILITY**

If a provision of this Agreement is determined to be unenforceable in any respect, the enforceability of the provision in any other respect and of the remaining provisions of this Agreement will not be impaired.

### **SECTION 10. FURTHER ASSURANCES**

The parties will sign other documents and take other actions reasonably necessary to further effect and evidence this Agreement.

### **SECTION 11. ATTACHMENTS**

Any exhibits, schedules, and other attachments referenced in this Agreement are part of this Agreement.

### **SECTION 12. GOVERNING LAW**

Any action shall be brought in either the federal or state court in Multnomah County, Oregon and no other place.

### **SECTION 13. ATTORNEY FEES**

If any arbitration or litigation is instituted to interpret, enforce, or rescind this Agreement, including but not limited to any proceeding brought under the United States Bankruptcy Code, the prevailing party on a claim will be entitled to recover with respect to the claim, in addition to any other relief awarded, the prevailing party's reasonable attorney's fees and other fees, costs, and expenses of every kind, including but not limited to the costs and disbursements specified in ORCP 68 A(2), incurred in connection with the arbitration, the litigation, any appeal or petition for review, the collection of any award, or the enforcement of any order, as determined by the arbitrator or court.

### **SECTION 14. ENTIRE AGREEMENT**

This Agreement contains the entire understanding of the parties regarding the subject matter of this Agreement and supersedes all prior and contemporaneous negotiations and agreements, whether written or oral, between the parties with respect to the subject matter of this Agreement.

**SECTION 15. FILM AND PHOTO RELEASE**

For due consideration hereby acknowledge, I grant Bellissimo, Inc. and the American Barista & Coffee School the right to broadcast, duplicate, distribute and/or televise my image, and all material herein agreed to, for advertising, promotion, educational or public service purposes. I hereby waive any claim to royalties or other payments in connection with the broadcast or other use of such material. I hereby release and discharge Bellissimo, Inc. and the American Barista & Coffee School, the advertiser or their agents, and all those acting under their authority, from any liability by virtue of any violation of any personal or property rights which I may have in connection with the broadcast or other use of such materials. I hereby grant permission to the American Barista & Coffee School and Bellissimo, Inc. to use my photograph and/or testimonial on its World Wide Web site or in other official printed publications without further consideration, and I acknowledge the right of The American Barista & Coffee School and Bellissimo, Inc. to crop or treat the photograph at its discretion. I also acknowledge that the American Barista & Coffee School and Bellissimo, Inc. may choose not to use my photo at this time, but may do so at its own discretion at a later date.

**SECTION 16. SHARING YOUR CONTACT INFORMATION**

ABC's reserves the right to supply each of its sponsors with your email address.

**SECTION 17. COPYRIGHT**

All materials presented are owned by Bellissimo Coffee InfoGroup and The American Barista & Coffee School. Unauthorized duplication and use will be prosecuted to the fullest extent of the law.