



**AMERICAN BARISTA & COFFEE SCHOOL**  
 1028 SE Water Avenue | Portland, OR 97214  
 P 800.655.3955 | 503.232.2222  
 F 503.232.5733 | info@coffeeschool.org

**6-Day Business + Barista Training**  
 Deposit: \$500 per student  
 Full Cost: \$2,995 one student  
 \$2,495 each additional student

**5-Day Management + Barista Training**  
 Deposit: \$500 per student  
 Full Cost: \$2,625 one student  
 \$2,125 each additional student

**4-Day Barista Training**  
 Deposit: \$500 per student  
 Full Cost: \$2,225 one student  
 \$1,925 each additional student

**2-Day Coffee Cupping, Evaluation and Sensory Description**  
 Deposit: \$500 per student  
 Full Cost: \$975 per student

**5-Day Comprehensive Roasting, Blending, Sourcing + Cupping**  
 Deposit: \$500 per student  
 Full Cost: \$2,375 per student

**2-Day Financial Management: Coffee CEO**  
 Deposit: \$500 per student  
 Full Cost: \$1,595 per student  
 \$1,395 each additional student

## CLASS REGISTRATION FORM

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

Class \_\_\_\_\_

Class Date \_\_\_\_\_

### Student #1:

Name \_\_\_\_\_

Address \_\_\_\_\_

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

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

### Student #2:

Name \_\_\_\_\_

Address \_\_\_\_\_

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

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

### Student #3:

Name \_\_\_\_\_

Address \_\_\_\_\_

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

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

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

Address \_\_\_\_\_

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

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

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

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

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

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

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

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

**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 class*

The following Agreement define the relationship between the American Barista & Coffee School, LLC, an Oregon limited liability company, 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 classes, so please review carefully.

**EFFECTIVE DATE:** November 2007

**AGREEMENT:**

**SECTION 1. CLASS SCHEDULE**

**Six-Day Business and Barista Training Class at The American Barista and Coffee School:**

This six-day intensive seminar will include two days of classroom business training and four days practicum in the espresso lab.

Classroom subjects will include, but are not limited to: A Brief History of the Specialty Coffee Industry, Concept Development, Business Planning, Acquiring Financing, Finding a Location, Negotiating a Lease, Coffee Bar Design, Selecting Equipment, Dealing with Bureaucracies, Construction/ Selecting Subcontractors, Menu/Products/Recipes/Prices, Interviewing and Hiring Employees, Employee Training, Operational Systems and Controls, Financial Projections and Budgets, Risk Management, Your Opening Day/Week/Month, 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.

**Five-Day Management and Barista Training Class at The American Barista and Coffee School:**

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

Classroom subjects will include, but are not limited to: Interviewing and Hiring Employees, Employee Training, Operational Systems and Controls, Financial Projections and Budgets, Risk Management, Your Opening Day/Week/Month, 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.

**Four-Day Barista Training Class at The American Barista and Coffee School:**

This four-day intensive seminar will include four days practicum in the espresso lab.

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.

**Five-Day Comprehensive Roasting, Blending, Sourcing + Cupping:**

A five-day comprehensive coffee roasting, blending, sourcing and cupping course. Includes a three-day hands-on, in-depth introduction to green coffee selection and buying through blending and roasting. This portion of the class is slanted toward the needs of coffee retailers who want to know more about the coffee they buy and brew, and/or those retailers who may be considering taking the first steps in setting up their own roasting operations. The second part of the course is a two-day intermediate-level, hands-on, in-depth workshop on sourcing, roasting and evaluating coffees for espresso applications. Topics include, but are not limited to: Overview of coffee production, Hands-on training in sample roasting, Intensive practice in cupping and tasting for both brewed and espresso applications, Overview of the world's green coffee types and their uses, Descriptive overview of roasting technologies and profiling, Application to practical issues of coffee marketing and retailing, including managing relationships with roaster suppliers, Review of coffee types from an espresso perspective, Review of sensory categories and cupping/tasting relevant to espresso, Practice describing and evaluating finished espresso coffees, Practice evaluating green coffees for use in espresso, Overview of roasting technologies and roast profiling for espresso, Demonstration of strategies for managing green coffee character for espresso through roast profiling, Overview of blending and blend maintenance for espresso.

**Two-Day Coffee Cupping, Evaluation and Sensory Description:**

A beginning through advanced level, hands-on, in-depth workshop on coffee cupping, evaluation and sensory description. Topics include, but are not limited to: Conceptual and Perceptual Tools for Coffee Description and Evaluation; Green Coffee Origins, Types and Categories; Faults, Defects, Characteristics; and Reading Quality by Coffee Type and Purpose. Course includes lecture and hands-on practice.

**Two-Day Financial Management: Coffee CEO**

This two-day course 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**

### **Six-Day Business and Barista Training Class**

Client will pay \$2,995 to ABC's for one student and \$2,495 for two-three students. At the time of registration, Client will pay to ABC's a deposit of \$500 per student. The \$500 deposit will be non-refundable. Balance is due 12 days prior to the start of the class. If Client cancels 14 days or less prior to the beginning of the class, 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 class is filled, Client can transfer deposit to another session or obtain a refund. If Client has paid in full and class is cancelled, Client can transfer payment to another session or obtain a refund.

### **Five-Day Management and Barista Training Class**

Client will pay \$2,625 to ABC's for one student and \$2,125 for two-three students. At the time of registration, Client will pay to ABC's a deposit of \$500 per student. The \$500 deposit will be non-refundable. Balance is due 12 days prior to the start of the class. If Client cancels 14 days or less prior to the beginning of the class, 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 class is filled, Client can transfer deposit to another session or obtain a refund. If Client has paid in full and class is cancelled, Client can transfer payment to another session or obtain a refund.

### **Four-Day Barista Training Class**

Client will pay \$2,225 to ABC's for one student and \$1,925 for two-three students. At the time of registration, Client will pay to ABC's a deposit of \$500 per student. The \$500 deposit will be non-refundable. Balance is due 12 days prior to the start of the class. If Client cancels 14 days or less prior to the beginning of the class, 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 class is filled, Client can transfer deposit to another session or obtain a refund. If Client has paid in full and class is cancelled, Client can transfer payment to another session or obtain a refund.

### **Five-Day Comprehensive Roasting, Blending, Sourcing + Cupping**

Client will pay \$2,375 to ABC's for one student. At the time of registration, Client will pay to ABC's a deposit of \$500 per student. The \$500 deposit will be non-refundable. Balance is due 12 days prior to the start of the class. If Client cancels 14 days or less prior to the beginning of the class, 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 class is filled, Client can transfer deposit to another session or obtain a refund. If Client has paid in full and class is cancelled, Client can transfer payment to another session or obtain a refund.

### **Two-Day Coffee Cupping, Evaluation and Sensory Description**

Client will pay \$975 to ABC's for one student. At the time of registration, Client will pay to ABC's a deposit of \$500 per student. The \$500 deposit will be non-refundable. Balance is due 12 days prior to the start of the class. If Client cancels 14 days or less prior to the beginning of the class, 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 class is filled, Client can transfer deposit to another session or obtain a refund. If Client has paid in full and class is cancelled, Client can transfer payment to another session or obtain a refund.

### **Two-Day Financial Management: Coffee CEO**

Client will pay \$1,595 to ABC's for one student and \$1,395 for two-three students. At the time of registration, Client will pay to ABC's a deposit of \$500 per student. The \$500 deposit will be non-refundable. Balance is due 12 days prior to the start of the class. If Client cancels 14 days or less prior to the beginning of the class, 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 class is filled, Client can transfer deposit to another session or obtain a refund. If Client has paid in full and class 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.