

WHAT'S BREWING

A BOYD COFFEE COMPANY PUBLICATION

VOLUME 8

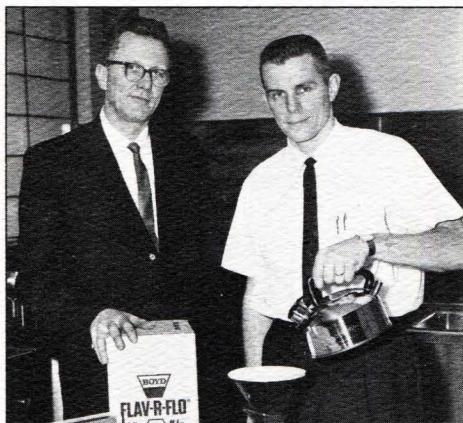
ISSUE 47

NOVEMBER 20, 1992

RON RETIRES

After 35 1/2 years with Boyd Coffee Company, Ron Roecker is retiring December 1. All employees are invited to a celebration in the lunch room Monday, November 30 at 10:00 AM.

Ron has played a major role in buying, blending, grinding, and roasting coffee. As Director of Manufacturing, Ron has managed a work force of about 150 employees engaged in processing and packaging coffee and food products, repairing equipment, maintaining vehicles, and distributing products and equipment to Sales. Those have been his official responsibilities, but Bill DeWitt describes the leader we know personally, "This man has more charisma than anyone that I have known. He has the ability to pick you up even on your very worst day. I think that he is one of very few people that you will never hear anything bad about."



RON'S BACKGROUND

Ron was not born with a cupping spoon in his mouth. He grew up in the Portland area, and graduated from Parkrose High School. After high school, Ron took business college classes, attended Multnomah School of the Bible, and had



Much of BOYDS successful tradition can be attributed to the coffee expertise of Ron, Veda Younger (our chief green coffee buyer at the time), and Mr. Boyd.

the types of jobs most of us do at the beginning of our careers. He worked for Sears, and gained some experience in sales, interior decorating, and graphic arts.

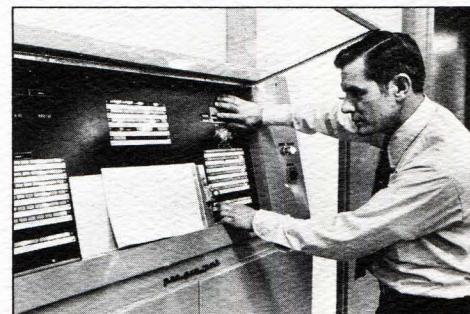
Ron was 25 years-old when he came to work for BOYDS. He started as a coffee technician, learning blending, grinding, and roasting from BOYDS experienced professionals. Ron's job encompassed much of what Troy Johnson and Kristin Martin do now. Ed Perry was the coffee buyer then. Ron learned from blind tasting (to identify coffees), working closely with other coffee companies, and experimenting. He's always been excited about new technology, and has

This picture of Ron appeared in an early Red Wagon Store ad. The ad didn't identify the gentleman with the beans, but it described quality coffees and advertised five blends: Red Wagon, Piquant, Smoky, Mocha-Java, and Gourmet. Prices ranged from \$2.85 to \$3.85 for two pounds postpaid.

played a major role in upgrades of all our manufacturing systems.

Coffee

Over the years, Ron developed the cupping expertise he uses to evaluate coffee samples and develop new blends. He says it's a constant learning process. Susan Hobart wrote of Ron in the June 25, 1982, *Oregonian*, "Here's a man who clearly loves his job." Ron and Randy Layton were pictured in the pa-



per, and Ron was quoted as saying, "Tasting is my heartbeat." David Boyd says that Ron has "total understanding of how to buy and blend coffee."

Dick Boyd notes that Ron has received national recognition for his green coffee buying skills, and is highly respected for

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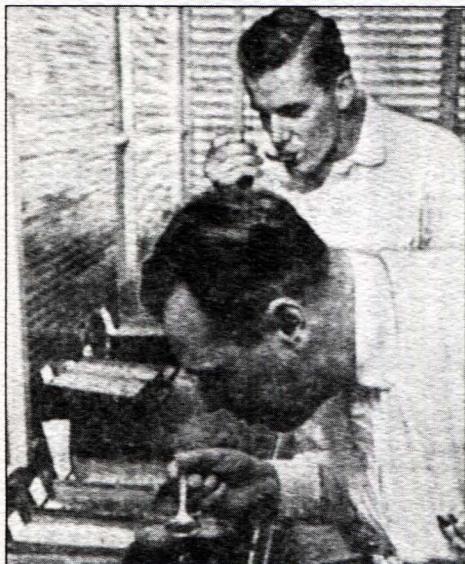
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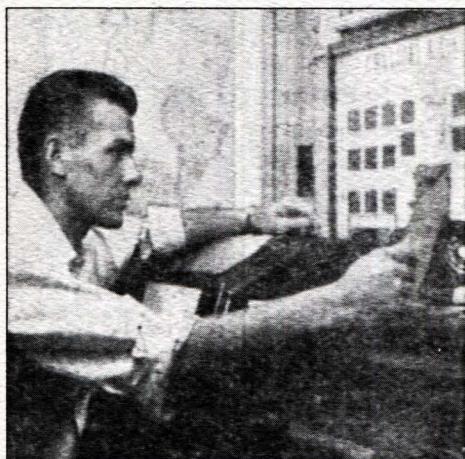
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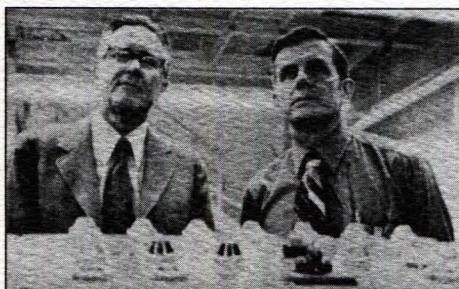
his sense of quality and integrity. As Ron has taught us, there's an optimum development for every coffee, and David adds that Ron has earned industry-wide respect and confidence that **BOYDS** manufactures the best coffee.



Ron was only here a few months when he first became a media celebrity. These pictures are from the June 9, 1957 Oregon Journal. The cupping caption says, "HEART OF A COFFEE roasting company is its laboratory where precise quality control of its blend is maintained. R.W. 'Bill' Johnson, plant superintendent (foreground) and Roecker, check aroma of various types of coffee in order to blend them. This is a very crucial job." Under the picture of the young man in the laboratory, the Journal wrote, "RON ROECKER, testing laboratory worker reads coffee market report direct from teletype with map of Latin America coffee countries at side of him. Coffee classification chart showing various varieties of coffee beans and bean defects is in front of him. His job is important."



The Boyds say that Ron has contributed to their knowledge and understanding of the coffee market. Dick cites coffee-buying as a key constituent of Ron's many-faceted contribution to Boyd Coffee Company. Dick has always been impressed with Ron's "feel for the green coffee market," explaining that his timing of purchases has been uncanny, and prudent for the company. Dick says Ron has done an outstanding job of keeping on top of market factors.



Mr. Boyd and Ron were pictured in the July 28, 1972 Daily Journal of Commerce in a large spread on our new plant.

Career Highlight

While managing coffee production, Ron was assigned to research and plan for a new plant with all new coffee processing equipment. Ron and Dave Muck researched, selected and purchased our first automated coffee line (for one-pound coffee). The triangle packaging machine enabled us to switch from pre-made bags to roll stock.

Ron selected the Probat roasting system. Dave says that it was a very difficult decision, but proved to be the right one as the equipment has lasted through our current upgrade. After two years of preparation, **BOYDS** current corporate headquarters opened in 1972 with new grinders, roasters, and silos. Ron explained to the *Oregonian* that it was a "change in the method of production from hand-mixed batching and roasting to a computer-directed operation." David says that the equipment Ron purchased kept us at the state-of-the-art level for many years. Ron believes the new equipment and facility brought **BOYDS** an added dimension in leadership in the coffee industry.

In spite of the high quality, there was some risk in buying European equipment. Dave recalls that Ron bought a

tremendous amount of spare parts to be prepared for quick and easy access in case of a problem. As it happened, when we installed the new system, we had to dismantle and rewire components because the European components weren't UL approved.

An Expanded Role

While Ron's focus was on coffee during the first half of his career at **BOYDS**, his responsibilities gradually and continually expanded as his varied skills were recognized and the company grew and diversified. As he puts it, opportunities kept knocking on his door. David's confidence in Ron allowed him to absorb more and greater challenges. Ron became Director of Manufacturing in 1977. Ron credits his loyalty to the trust and respect he's received from the Boyd family, and appreciates the autonomy the Boyds allowed him for his major responsibilities.

The Media Star

Ron's knowledge, sensitivity, and charismatic charm have enabled him to serve as a corporate spokesman for **BOYDS**. He thoroughly enjoys demonstrating cupping, and teaching student groups, customers, sales trainees, and the media about coffee. Ron and **BOYDS** cupping room have been featured in many newspaper articles, national and international trade journals, radio interviews, television news segments and special features, and the Coffee Development Group's documentary on coffee processing. Ron loves to joke to visitors about wearing his brown tie on cupping days.

THE COFFEE SALESMAN

Dick says Ron's "sales support has been extremely valuable to the company." When sales people have brought customers in to tour the facility, the cupping room has often been the highlight of the visit. According to Dick, Ron has done an excellent job of "delivering the **BOYDS** message to the customer," and providing training for the sales people in the process. He says that Ron's sincerity and the enjoyment he displays working with people have enhanced his ability to assist in closing the sale. David notes that Ron's presentation and commun-
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MARKETING CALENDAR • December - January - February

<u>PRINT ADVERTISEMENTS</u>		<u>RADIO</u>
Food Service Director December 15	espresso cart	KEX, Portland continues through June
Hoop (the Portland Trail Blazer program) 1991-1992 NBA season	Boyd's Coffee Stores	KUPL, Portland November-December
Idaho Business Review weekly issues	Serving Boise since 1947	
Le Bouquet Garni December	positioning ad	Around Town , KOIN, Portland, and all Portland cable channels November 11-March 13
Portland and the Pacific Northwest 1992/1993 edition	Boyd's Coffee Stores	"What Are Ya Usin?"* "Boyd's, Oh Boyd's"‡
		*The tag line promotes BOYDS coffee for restaurants and offices ‡The tag line is, "BOYDS, you can tell the difference."

TRADE SHOWS

DECEMBER

Orlando, FL	Chevron Dealer Convention & Trade Fair	3-7
Daytona Beach, FL	CP Foodservice Holiday Extravaganza	5-6
Portland	Business After Hours	8
Palm Springs, CA	Desert Foodservice Expo	9

JANUARY

Boise, ID	Idaho Office Products & Business Systems Expo	26-28
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FEBRUARY

Las Vegas, NV	Western Petroleum Marketers Association	16-18
Orlando, FL	NATSO	16-22
Nashville, TN	Club Managers Association of America	21-22
San Francisco, CA	International Fancy Food and Confection Show	28



ON-HOLD TELEPHONE MESSAGE

- holiday thanks and wishes
- airports
- hot beverages
- cross-section of espresso customers
- Today's Choice Soups
- BOYDS Spiced Cider mix ham or poultry glaze recipe

STATEMENT STUFFERS

December	Holiday recipes for Spiced Cider
January	Chicken and beef soups
February	Fancy Foods & Gifts for Valentine's Day

PRODUCT PROMOTIONS

Hot Beverages
continues through December 18

Airpots (see "In the Office" at right)
continues through December 11

Spices
January 11-February 12

NOTE: Items listed in the Marketing Calendar are scheduled as of publication. Any item is subject to change, as our marketing strategies may be altered to keep up with changing needs.

DIRECT DEPOSIT CLARIFICATION

Some employees were misled by the U.S. Bank direct deposit forms. It may have appeared that a U.S. Bank account is required to use the direct deposit program, but U.S. Bank (BOYDS bank) will electronically deposit your paycheck into any bank. If this clarification has changed your mind about direct deposit, contact Kathy Tanaka (ext. 414). She still has forms available. ■



IN THE OFFICE

by Dennis Ott

Series Number: 18

The airport sale is on! Who can be a prime target for airports? The office.

Not only may your current office accounts need extra airports for meetings, but they make great holiday gifts as well. Check with your buyers and other contacts in your office accounts for holiday airport orders!

Always carry extra airports in your BOYDS vehicle for those on-the-spot and last minute sales. ■



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cation have demonstrated **BOYDS** expertise to customers.

Troy Johnson describes his reaction to Ron's cupping demos, "As far as Ron's ability to cup coffee and impress onlookers, there is no one better. It was always a joy for me to watch people's eyes light up as they learned something about coffee. You could see each of these individuals open up. No matter how cold they tried to be...they always got excited. You could see they were going to [leave], and tell someone else [what] they learned from Ron Roecker on coffee."

Imagine if you had first met Ron when you were eight or nine years-old. Jerry Ritsema recalls that his third or fourth grade class visited the plant for a tour. His impression, especially of the cupping room, always stuck with him, and when he graduated from college, that impression was one of the reasons he applied to work for **BOYDS**.



Ron and Laura Buck (Red Wagon Store Manager) in October, 1967.

THE CONSUMMATE PROFESSIONAL

Joe Penn describes Ron as "the consummate professional," and it is a tribute to his interpersonal skills that that is how most people in the company, the industry, and the community see Ron. Bill DeWitt says, "I do not know of anyone that does not have total respect for him. Ron has always been the link between all the different sectors of Boyd Coffee Company. He was the person that always tried to keep good will throughout the company."

Ron sees himself as a facilitator. He loves "building" people, and says, "One of my greatest joys is to see the development and cooperation of those people we work with."

RON RETIRES



Ron with his life and work partners at the opening of our 15th and Taylor store in October, 1986.



Dick describes Ron's team building within manufacturing and production as outstanding leadership, "Bringing together department managers in a collaborative effort to develop and grow the company." Ron demonstrates patience, fairness, a desire to educate, and strength. His greatest professional satisfaction comes from the development and cooperation of his staff and company. David says Ron's motivational skill, his ability to communicate trust and concern for others, is "tops." Sincerity, integrity, and unity are the core elements of his approach to life as well as business. Randy credits Ron's accomplishments to his positive attitude toward problem solving.

Earlier this year, Ron commented that **BOYDS** has the best and most loyal manufacturing team in the United States. Our loyalty allows us to face monumental tasks, and conquer challenges. The WMS installation proved Ron's belief to be correct.

As Ron retires, he leaves the company with the message that the unity and cooperation demonstrated by **BOYDS** employees has been our strength, and will be a key to our continued success. He credits his success to **BOYDS** commitment to quality and integrity; he be-

lieves strongly in our corporate creed, and exemplifies it as well.

Community Outreach

David says that Ron has made a "tireless effort to see the company succeed," whether through any of his internal responsibilities or by "giving a speech to the Gresham Geriatric Society."

Dick has tremendous respect for Ron's selfless contribution to other organizations. Dick says Ron has enhanced the image of Boyd Coffee Company through his church and community activities and public speaking appearances.

An article on Ron's retirement, titled "He's Gone Fishin,'" appeared in the November issue of *Fresh Cup*. When publisher Ward Barbee told Ron he was going to use that title, Ron said, "Oh no, please don't do that. I love my company." Ron did not want anyone to get the false impression that he would walk away and instantly let go.



January 27, 1968

REFLECTIONS ON RON

Working with Ron

Members of the Management Team identify Ron's contribution in a concise way. Dick says, "Ron has always been a positive, constructive person to be with." David adds "He accentuates the positive." When Dick and Ron have discussed issues, Ron has been candid and honest. Ron has the exceptional ability to deliver a difficult message in a way that is palatable to the listener.

Randy says that during the dozen years he's worked closely with Ron, "He has been involved in many difficult decisions about company structure, personnel, op-

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RON RETIRES

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portunities, and improvements. In those tough times with short deadlines and noticeable pressure, I have never seen Ron lose his temper or cool demeanor." He adds that because of the respect Ron has for others, they always walk away feeling good after talking to him.

Both Dick and David have learned from Ron's sharing, caring style, and are pleased with the influence he has had on their management styles.

Working for Ron

The people who have been directly supervised by Ron have the greatest admiration for him. Dave Muck has worked with Ron for 26 years, and Ron was his immediate supervisor most of that time. To Dave, Ron is more than just a boss, and more than just a friend. Dave and the other plant managers express that one of Ron's great skills was breaking down the barrier that usually exists between bosses and employees.

Wade Nehler says, "Ron has been a great leader. He gives great input and support." To Bill, "He has been the best boss that I have ever had, and I along with everyone will miss him greatly."

Professional and Personal Support

Ron's accessibility has been one of his great strengths. He has served as a counselor to many employees who have chosen to confide in him, which Dick says has been extremely helpful to certain individuals. Now, Ron will be free to do more counseling away from BOYDS, yet he will remain available to BOYDS employees. Wade says that people could talk to Ron about anything, professional or personal, and get non-judgmental help. Dick adds that Ron is skilled at improving people's self-images, and Dave contributes, "He keeps the keel even on the ship all the time."

To the plant managers, Ron has been there when needed. Wade says, "He spends whatever time is necessary to listen to you and is very open, easy to talk to. He has always tried to make me feel relaxed and calm at times of heavy schedules and pressure." Dave adds that he's always available to listen to

problems, and never in a bad mood. Joe reflects on Ron's listening skills and patience, "No rebuke, no impatience, no superiority, just sincere resolve that I leave the room satisfied and better able to deal with my 'dilemma of the moment.'" He adds, "Pick a dilemma."

Joe refers to Ron's support as "the buy-in," which he describes as "feeling the complete, guiding support he so often provided...sometimes for ideas and positions that were untested."

Dave attributes much of his professional development to Ron, "If it hadn't been for him, I wouldn't be anywhere near where I am now. He brought me along from a pup. He guided and developed me." Bill says, "When he retires he should be given about six hats, because over the years he has helped people in every division of this company."

Wade notes, "He takes time to talk to people in the plant and have as much contact as he can with all employees." Although Troy has worked closely with Ron the past few years, he recalls, "When I worked here one summer in the shop, every time Ron would talk to me, whether to say 'Hi' in the break room, or ask how things are going, this always made my day. I would go home and tell someone that was always the highlight of my day, and quite often my week. Ron always made you feel special, no matter what your title, job, or status. He treated everyone with respect and admiration. The love he shares with all, goes right to the soul; and this is something that is very rare and unique about Ron. I will always cherish my memories of Ron." Troy says the best advice he's gotten from Ron is "Be patient!"

THE LAST ROAST

Ron has kept the workplace from becoming too stressful with friendliness, jokes, and outrageous lies or bragging performed with classic charm and an easily understood wink. An ongoing gag, witnessed by many sales trainees, is firing Troy like Mr. Dithers fires Dagwood Bumstead. After an interdepartmental softball game that Ron's team lost (in spite of his supreme motivational effort and a performance that would typify a



We surprised Ron with a 60th birthday celebration last year.

man half his age), Ron said, "There's only about three guys here that still have jobs."

David recalls that we put in the Japanese style windows we have in the cupping room to keep Ron's attention from wandering out the window. Our downtown Portland location offered many interesting and unusual distractions for someone observing from the plant.

When they worked downtown, David and Ron once had a spontaneous foot race. The two men took off in dress clothes for 25 cents and their honor. The fierce competitors had to battle uphill and downhill grades, and drunks on the sidewalks. Ron and Randy still bet quarters on their predictions of what will happen with the coffee market.

AWAY FROM BOYDS

Ron and Eilene were married shortly after he began working for BOYDS. Now they have three grown children and five grandchildren. Their youngest son, Jeff, now 24, works in Component Assembly. Eilene is a travel agent. The Roeckers live in Boring.

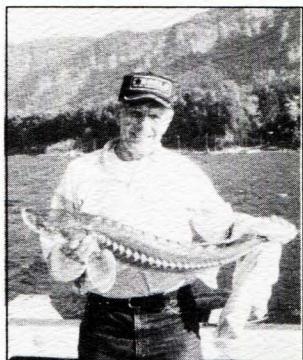
Fishing is Ron's leisure passion. There is nothing he enjoys more than taking someone salmon, walleye, or steelhead fishing for the first time, and watching that person catching his first fish. Dave Muck is one of many BOYDS employees who learned steelhead fishing from Ron.

Ron and his wife provide counseling through their church; he loves working with both youth and adults. He has been active in teaching, coaching softball and basketball teams, and public speaking, *continued on page 8*

RON RETIRES

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This picture of Ron, taken by his son, Jeff, appeared in full color on half a page in the November issue of Fresh Cup.



and teaches family living classes to adults. His other religious activities have included work for Campus Crusade and overseas mission programs. He has chaired several boards and currently serves as the Chairman of the Board of Multnomah School of the Bible. Ron admits that he can't say no to an opportunity to do something that might help to improve someone's life.

RETIREMENT?

The pull of his outside activities caused Ron to decide to retire at a relatively young age. He says it's the hardest decision he's had to make in his career. In the *Fresh Cup* article, he was quoted as saying, "My memories of my life at BOYDS and the valuable and memorable experiences have had a significant contribution toward my future life. I love all the people here at BOYDS who have made what I have done possible."

He told Mr. Barbee about his short-term plans, "My wife and I plan to take a train trip around the west, then go down to Cabo San Lucas on the Baja for one of my favorite things, marlin fishing. Next year I plan to spend a month on the Kenai Peninsula in Alaska, fishing with a friend, then settle down and learn to be

a gourmet cook. I feel my expertise in coffee would lend itself well to the art of cooking. I plan to guide sturgeon and salmon trips as a service to folks."

IN THE FUTURE: ANOTHER CUP

Dick's wish for Ron is that he will keep doing the things he's always done. Joe Penntells Ron, "It is now time for us in the organization to let go; for most of us a profound adjustment. You gave so much to us, but we can give to you the knowledge that you leave us each better than you found us. The teams you leave are strong, well led, and capable of any challenge that may appear thanks to your great insights, leadership and example."

David leaves Ron with the message, "It won't be the same 'old grind' without you." Dick expresses the thoughts of many of us when he says that his relationship with Ron will not cease with Ron's retirement. Joe eloquently and movingly sums up the way he and many of us feel about Ron, "Simply and plainly said, Ron, I am honored to have known, know and will hopefully continue to enjoy your always welcome presence and cherished friendship." ■

HOT BEVERAGE SALES LEADERS

The following Reps are the top vote-getters in their region after the first two weeks of the Fall Hot Beverage campaign:

Region	Rep	SA	Votes*
I	John Steele	129	89‡
I	Jim Davis	75	89‡
II	Bill Melius	47	89
III	Stew Blumenthal	1	137
IV	Kevin O'Lafferty	64	71
V	Matt Stemme	35	53
VI	Richard Hagedorn	145	69
VII	Brian Rendon	88	143
VIII	Hal Barker	50	150
IX	Mack Lente	22	131
X	Dave Bolin	142	12

*Cases of hot beverages ‡tie

Five Reps in Region VII have already topped the 100-case mark. It's going to be a good race. ■



THE SEARCH IS ON

Contact Dianne Burt-Green if you are interested in one of these positions:

PORTLAND PLANT

Accountant
Coffee Production
Customer Service Rep
Order Entry Manager*

REGIONAL MANAGER

Region XI (Minnesota)

DISTRICT MANAGERS

Minnesota area
San Francisco Bay area, CA

SALES AREA REPS*

Minnesota area
Tucson, AZ

SALES REPS

Denver, CO
Phoenix, AZ
Sacramento, CA
Tacoma, WA

SERVICE TECHNICIAN

Minnesota area

BOYDS COFFEE STORES

Manager, Portland
FT & PT Sales Associates

*Job opening announcements for these positions are posted in the lunch room.

ANNIVERSARIES

NAME	POSITION	DATE	YEARS
Brian Granley	SA 34, Seattle, WA	11/25	1
Larry Downs	Regional Manager, Region II	11/26	13
Ralph Tracy	District Manager, Omaha, NE	11/26	2
Jim Van Wormer	Service Technician, Denver, CO	11/27	3
Neva Brekke	Executive Secretary	11/28	4
Doug Schneider	District Manager, Portland	11/29	10
Jeff Henry	Shipping & Receiving	12/1	9
Jim Mosteller	Lead, Equipment Department	12/1	6