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THE LEGACY OF BILL FISHBEIN

In 1988, the world hadn't known a single George Bush presidency. Today, we're coming to the end of our third. In 1988, the third *Indiana Jones* movie was still a year away from release, and here 20 years later, the fourth has just been rolled out. And also spanning those two decades, a small organization, called Coffee Kids, based on a simple idea of helping struggling coffee-growing families improve their lives, germinated, sprouted and grew strong.

This May, at the Specialty Coffee Association of America's (SCAA) Conference and Exhibition in Minneapolis, Minn., more than 240 people attended Coffee Kids' 20th Anniversary Celebration Dinner, which raised almost \$100,000 to help coffee-farming families. The event included a special tribute to retiring Coffee Kids Founder Bill Fishbein. Representatives from Coffee Kids' partner organization, CECOCAFEN, made a special presentation to Fishbein. In a fitting and heartfelt tribute they established the Bill Fishbein Medal of Academic Excellence. The medal will be given to one outstanding student each year from the scholarship recipients at CECOCAFEN and will cover the costs of the student's continuing education.



Bill Fishbein's life's work with Coffee Kids was cause for celebration.

Also at the event, many other partner organizations presented letters and banners thanking Fishbein and Coffee Kids, and representatives from Longbottom Coffee and Tea, Green Mountain Coffee Roasters Foundation, DaVinci Gourmet and Putumayo World Music made presentations on the importance of helping ensure an improved quality of life for coffee-farming families.

"It was moving to have such an outpouring of support at our 20th anniversary dinner," said Carolyn Fairman, Coffee Kids Executive Director. "I can't thank those friends enough who show up year after year to help Coffee Kids. And this year we had an extraordinary number of new supporters. It was an honor to host an event that not only demonstrated the tenacity and dedication of this organization over the past 20 years, but also to recognize the dedication, commitment and inspiration of Bill Fishbein as he retires and moves into unknown and exciting territories."

The specialty coffee world has gone through tremendous change in the last two decades, with a greater emphasis on sustainability, economic justice and fairer trade policies. And all the while, organizations like Coffee Kids have played an important role in pushing for better lives for the people at the start of the seed-to-cup chain.



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