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**Helping coffee-farming  
families improve the  
quality of their lives.**

**FOR IMMEDIATE RELEASE**

June 10, 2008

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**COFFEE KIDS GETS MAJOR MEDIA PUSH FROM MACHINE HERO  
AT 2008 SPECIALTY COFFEE CONFERENCE**

(Minneapolis, Minn.) - Over 7,300 people from 72 countries flocked to Minneapolis, Minn. for the 20th Annual Specialty Coffee Association of America (SCAA) Convention and Exhibition May 3-6. The opening address included a short film honoring the 20th anniversary of Coffee Kids, a non-profit dedicated to helping coffee-farming families improve the quality of their lives.

"The film is a great success for Coffee Kids. It not only tells our story and history, but looks ahead to the next twenty years," said Bill Fishbein, founder of the Santa Fe, N.M.-based non-profit.

The ten-minute film was produced by Providence, Rhode Island-based, Machine Hero, LLC – a communication arts company that uses film and other tools to help clients explore, design and express unique, powerful, innovative messages. Machine Hero donated half of the project budget in goods and services for the film.

"Machine Hero did an excellent job of capturing the nuances of our mission and communicating what makes us unique," said Carolyn Fairman, executive director of Coffee Kids. "We're extremely grateful for their support."

The film was photographed and co-directed by Joshua Backer, creative director and co-founder of Machine Hero. Backer is known for his documentary style and unique approach to on-camera interviews.

"The individuals we interviewed for this film are outstanding advocates for coffee-farming families," said Joshua Backer. "But more importantly, they speak to the need for fair treatment of human beings around the world and how support for organizations like Coffee Kids makes a concrete difference."

Backer and his co-workers at Machine Hero spoke to a number of industry notables in coffee, including:

- Rob Stephen, Owner of Coffee Solutions and President of Coffee Kids Board of Directors
- Donald Schoenholt, Owner of Gillies Coffee Roasters
- Dan Cox, Owner of Coffee Enterprises
- Carlos Murrillo, Owner of Expocert
- Lois Maffeo, Communications Manager at Batdorf and Bronson Coffee Roasters
- Rick Peyser, Director of Social Advocacy and Coffee Community Outreach at Green Mountain Coffee Roasters

- David Abedon, Professor at the University of Rhode Island and Coffee Kids Co-Founder and Board Member
- Susan Wood, CEO of The Coffee Exchange and Coffee Kids Board Member
- Carolyn Fairman, Executive Director of Coffee Kids
- Bill Fishbein, Founder of Coffee Kids

Coffee Kids approached Machine Hero in the fall of 2007 to discuss the production of a short film for the SCAA conference. At the time, Machine Hero was looking for an opportunity to help an organization create a film from the very beginning of the creative process.

“Coffee Kids is a unique and powerful example of how one good idea can blossom to become an agent of transformation for thousands around the world,” said Barnaby Jackson, president and co-founder of Machine Hero. “Our filmmaking process is a collaboration where clients become deeply involved in the project, and where all the participants come together to create the best and most powerful media product.”

Coffee Kids began with a visit to Guatemala by Bill Fishbein. He was so moved by the plight of coffee-farming families that he created Coffee Kids to give back to the families at the base of the industry. Over the past 20 years, Coffee Kids has struck a chord with the industry attracting thousands of donors and benefiting thousands of coffee-farming families.

“We hope our commitment and donation helps to inspire others to express their support and increase their support for Coffee Kids,” Jackson said. “We help make films that tell brand stories and Coffee Kids is a brand with a subtle, but clear mission. Helping them communicate that mission was a pleasure for us.”

The video can be seen at <http://www.coffeekids.org/blog/comments/coffee-kids-20th-anniversary-video/>.

#### **About Coffee Kids:**

Coffee Kids, Inc. is a non-profit organization dedicated to helping coffee-farming families improve the quality of their lives. Founded in 1988, the organization works closely with partners in coffee-growing communities to create community-based programs that respect the values, cultural integrity and ingenuity of the communities.

Coffee Kids currently supports economic diversification, education, and health care and community-based programs in Mexico, Guatemala, Nicaragua, Costa Rica and Peru. To learn more about Coffee Kids or to make a donation, please visit [www.coffeekids.org](http://www.coffeekids.org) or call 505-820-1443.

#### **About Machine Hero:**

Machine Hero is a communication arts company that uses film and other tools to help our clients explore, design and express unique, powerful, innovative messages.

We are filmmakers. We are innovators. We are catalysts for change. Clients typically come to Machine Hero looking for creative solutions to a variety of communication problems: A manufacturer needs a targeted message to expand into the global market. A university wants to document a novel research project. A corporation needs well-crafted video presentations to interest potential investors.

Our first step begins with Vision, where we identify opportunities for innovation and change. Next, deep, critical Research leads to clearly-focused Design. Finally, in the Execution phase, we use the best of media technology to produce transformational, visionary messages

At the very heart of Machine Hero's philosophy is collaboration. By working with our clients and partners in a creative and open collaborative environment, we nurture both discovery and innovation. The results of this process -- from films to media programs to brand stories -- help clients express their vision inside an organization, to a specific audience or to the world at large.

Everyone, every company, has a story or a message they need to tell. No one can craft those messages as creatively as Machine Hero.

Machine Hero is unique in that it emphasizes the experience and process of creating media and telling stories. Machine Hero brings together two forms of powerful communication technology: Media Arts and Strategy and Management consulting. A Machine Hero project results in the creation of a powerful film or media product, and a new understanding of the purpose, mission and voice of the organization or company that participates in this creative collaboration process.