

# Canadian CNBC & Regional Barista Judges Training Toronto, Canada Instructor & Event Coordinator CV



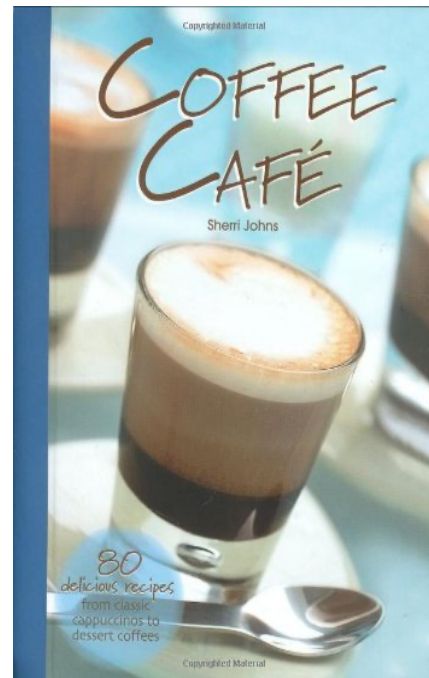
**Sherri Johns**, has 30 years in the specialty coffee industry and began her career as a barista in San Francisco in 1976. She was recognized as Champion Barista in SF 1982, 1983 and 1985. Sherri has lived and worked abroad primarily in Southeast Asia and South and Central America opening cafes and providing barista and coffee education for the private and public sector.

Sherri was instrumental in introducing and developing the current Barista Championship format and co-authored judging criteria and rules and regulations for both in the US and for the World Barista Championships. In 2004/5, she was one of three Judges Certification Committee members to write, define and facilitate the WBC Judges training and certifications for the World Barista Championship. She coordinated the 2002 NABC in California USA & 2003 USBC, WBC in Boston, Miami at the SCAA Conference, provided judges

training in Trieste, Boston and Seattle. Mrs. Johns is both USBC and WBC certified judge. Co-founder of the USBC Committee within the SCAA in 2004.

As an author and photographer, Sherri is a regular columnist and featured writer for Fresh Cup Magazine, Hospitality News, Tea & Coffee Trade Journal Journal & Asia and a contributing writer to trade journals and international magazines. She is published in book, *How to Achieve Success in Specialty Coffee* and photographer in *The Great Coffee Book* by Tim Castle. Sherri's includes educational brochures, marketing and training materials, technical standards, company newsletters and travel accounts of coffee producing and consuming nations. ***Sherri's first solo book, Coffee Cafe, published by New Holland, has just been released in the UK, October 2005 and will be released in the US by Barnes and Noble, 2006 and featured on the CBS Food Network "What's Hot & What's Cool" in June 2004 and again in December 2004.***

Sherri is an astute coffee cupper as noted by her placement as Head Judge for the esteemed *Cup of Excellence* program. As assistant to George Howell in Brazil 2003, then Head Judge for 2005 - 2006 Cup of Excellence programs in Honduras, Colombia and El Salvador.



**Danny Johns** brings his professional teaching background to coffee education. His ability to communicate to all levels of espresso enthusiasts, beginning barista to the advanced professional is evident in his sharing passion.



Danny is a former professional barista where he was the in-house coffee specialist at the retail location. He has written training materials and published many press releases related to coffee and barista excellence. His ability to speak to the public and entertain while delivering coffee knowledge is well known as he was the invited Master of Ceremonies (MC) at several World Barista Championships. He has been instrumental in the implementation of barista championships internationally as well as in the US producing the first ever regional and national competitions. Mr. Johns is a WBC and USBC certified judge.

Both Danny and Sherri Johns volunteer with Coffee Corps, US Aid and Specialty Coffee Association of America. Sherri as a member of the Training Committee, formally US Barista Championship Committee, 1999 / 2000 SCAA Board Member Former WBC Judges Coordinator for the Americas and Danny as Espresso Training Lab Instructor, Cupping Lab assistant, Barista Training Workshop Instructor and various barista event coordination support positions.

Sherri and Danny are partners in WholeCup Coffee Consulting, LLC located in Portland, Oregon, USA. They specialize in international barista training, specialty retail concept development and producing coffee special events including competitions and barista jams for professionals in the industry, other trades and consumers. WholeCup facilitates Baristas Without Borders, an international barista exchange program designed for baristi to share espresso expertise globally. Thus far, they have been to more than 20 countries to provide specialty coffee services.

Coordinated the Barista Championships, Competitions and Jams (2001 – 2006) in Malaysia, Singapore, Thailand, Brazil, Costa Rica, S. Korea, Germany and Canada. Invited judges, Emcee and coordinator assistance in Mexico, Beirut, Lebanon, Oslo, Norway and Trieste, Italy, Moscow, Russian Federation and the USA.

Coordination of the 1<sup>st</sup> ever NABC / USBC Barista Regional Competitions / Championships / Jams (2002 – 2004) within the United States in Anaheim, CA, Boston, MA, Seattle, WA, Kansas City, MO, Long Beach, CA and Portland, OR USA.



***\*See the June 2004 CBS Food Channel's "What's Hot & What's Cool" airing about our Feburary 2004 Northwest Barista Jam in Seattle, Washington.***