



THE SPOKES SPEAK - GEARED TO SERVICE

Rotary Club of the North Fork Valley

POB 1543, Paonia, CO 81428

WEB SITES: www.rotary.org www.rotary5470.org www.paoniarotary.org

Meeting Thursdays at Noon in the Paonia Town Hall

District 5470

Club 1180 - Chartered 12/20/22

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This issue guest-edited by Bain Weinberger

LAST MEETING: December 7, 2017

Club President James Schott presided over the meeting.

Thanks to Felix Belmont, Mike Heck and Randy Campbell for setting up.

ANNOUNCEMENTS:

- Barb Heck reported that member Felix Belmont will be on NBC on New Years Eve.
- Ulli Lange reported that Salvation Army bell ringing was again successful this year.
- Peggy Szvetcz won the football pool with 12 of 16 correct. There were only 5 participants this week.
- Tammy Meck reported that Delta Rotary is doing a drawing for a vacation package. Tickets are \$20, or 3 for \$50. She also reported that Rotary is considered to be very supportive of the community.
- Sam Kevan (Assistant Governor and guest Rotarian from Delta) also commented on the drawing, which is in support of their scholarship fund. First prize is a vacation package worth \$4K. There are second and third prizes as well.
- Pam Bliss reported that the dictionaries had been delivered to the 3rd graders. The kids wrote letters of thanks, which were passed around for the members to read. Pam read a few of the choice examples.
- Pam Bliss also reported that, on their latest trip to Jamaica, she had seen a sign way out in the boonies that said: Goodbye polio. Thank you Rotary.
- James Schott had the plaque for Inge Lange's commemoration on the library gazebo. He passed it around for the membership to see.

Assistant Governor Sam Kevan from Delta was a Visiting Rotarian.

Francois Pretorius played piano for America the Beautiful. There was no other singing today, and no one complained.

ELECTION OF OFFICERS:

President Schott had sent a ballot to the membership with the slate of officers and board members for the coming year. Randy Campbell made a motion, seconded by Kate Zachman, to accept the entire slate of officers. It passed unanimously by voice vote of the members.

CHANGE TO DUES PAYMENTS:

President Schott had suggested changing the frequency of dues payments from monthly to quarterly, but decided to table the idea until the new treasurer Sarah Bishop returns from vacation and can be part of the discussion. Current treasurer Kate Zachman pointed out that, unless members who are behind in their dues pay up, there will not be sufficient money to cover the bills during the transition to quarterly dues. The club has been overdrawn at the bank for two months running.

PROGRAM:

Member Jeff Skeels introduced Jay Bagley and Julie Bennett of Rubicon Roasting and Root and Vine Market respectively. These two enterprises share a space on Colorado Hwy 133 just east of Grand Ave., the former location of On the Rocks liquor store.

Jay Bagley of Rubicon Roasting spoke first. He said world-wide consumption of coffee totals over 20 billion pounds of coffee beans per year. The United States is 10th worldwide in coffee consumption.

Jay has been drinking coffee since he was 18 or 19 years old. He developed a taste for good coffee, and throughout his travels (including the military), he hunted down places to drink good coffee. He found it in many places, but not everywhere.

When he moved to the North Fork Valley about 7 years ago there were no coffee roasters in the area, so he began doing his own roasting at home. Word got around, and friends began asking for coffee he had roasted. He then spent a couple of years learning the suppliers and local market, and putting together a business plan. He began looking for a space and eventually teamed up with Julie in a joint business.

Coffee is grown primarily between the tropics of Cancer and Capricorn, although Climate Change is causing the growing region to move north, with some coffee being grown as far north as Los Angeles. There are two main varieties, Robusta and Arabica. Robusta is less expensive to produce and is used in most mass-produced coffees, such as Folgers. Arabica, which originated in Ethiopia, is lower in acidity and is more difficult to grow. It can be grown in the sun or in the shade (as is done in Sumatra).

Next Jay outlined the 10 step journey coffee takes from seed to cup:

- 1. Planting:** It takes about 3 years for a plant to start producing.
- 2. Harvesting:** It can take up to 3 cycles to harvest a crop, as the beans mature at different times. Machine harvesting is possible, but cannot distinguish between ripe and immature cherries, so it is wasteful.
- 3. Processing:** The beans need to be removed from inside the fruit. There are various techniques for this.
- 4. Drying the Beans:** This often consists of laying the beans out in the sun to dry.
- 5. Milling the Beans:** To remove the thin skin from around the bean. Some beans are also polished at this step.
- 6. Exporting the Beans:** Different countries use different sized bags.
- 7. Tasting the Beans:** Every crop of beans is sampled, roasted and tasted prior to distribution and then several times along the way to characterize the flavor and to ensure quality.
- 8. Roasting the Beans:** This can be done in numerous ways, from light to dark. Jay determines the best "roasting profile" for each bean, based on several criteria. How the bean is roasted has a major effect on the flavor.
- 9. Grinding the Beans:** Many variations are available here as well. A professional burr grinder allows more control over the grind and results in even pieces. The common home blade grinder does not grind uniformly or allow much control. This can make a major difference in flavor.

10. Brewing the Beans: Jay prefers to concentrate on the selection and roasting of the beans, leaving the brewing up to Julie and her crew. There are many methods of brewing coffee, and each has an effect on the final taste.

The name Rubicon Coffee comes from the story of Julius Caesar crossing the Rubicon to enlarge the Roman Empire. Once past the point of no return, there is no turning back. Jay said that there is a Rubicon when roasting coffee. Once roasted a particular way, you can't go back. He also says that, after tasting his coffee, customers can't go back to whatever they were drinking before.

Jay gave each member present a coupon good for a free cup of coffee, and two members won bags of roasted beans.

Next up, Julie Bennett spoke a bit about Root and Vine Market. She said that they originally purchased the land across Hwy 133 from the market. The land contained a vineyard as well as a cherry orchard. They were living in two "tiny houses" on the property. From their property, they looked across the road at the former liquor store and decided it "needed some love".

Their winery is called Skyhawk Winery, and they have now made 50 cases of Tiny House Pinot Noir, which they expect to have available for sale next year.

The motto of the Root and Vine Market is that "Life Happens Between Coffee and Wine".

During the Q&A session, Felix Belmont underlined the importance of coffee to the troops during World War II. Despite incredible logistic challenges, someone came around with fresh coffee three times a day. This was even at times when other necessities didn't show up.

Then Ulli Lange, who was growing up in Germany during WWII, said they had no coffee. His mother would make "coffee" from roasted potato peels.

Remember to feed the polio jar. Also, pay your dues.

UPCOMING MEETINGS:

Dec. 28 - TBD

Jan. 4 - Business Meeting

Jan. 11 - TBD

Jan. 18 - Annette Pertorius, Happy Data Management

