



FRESH PRESS

News from the coffee community

■ **Mont Blanc Brings Creativity Coach to SCAA Workshop—** Mont Blanc Gourmet hosted an acclaimed creativity workshop during the 2011 Specialty Coffee Association of America (SCAA) Event. Keynote speaker and international innovator Artie Isaac spoke to an invited audience about the importance of reactivating your “child-like creativity” to achieve greater success in innovation. For more than 30 years, Isaac has led brainstorming and idea-generation programs to teach companies and individuals how to unleash their creative potential.