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FOR THESE
ALUMNI,
food
is
LOVE

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AS ELIZABETHTOWN COLLEGE STUDENTS BECOME ALUMNI AND MOVE BEYOND THE COMFORTABLE CONFINES OF CAMPUS, MANY HAVE PURSUED NOT ONLY THEIR AREAS OF STUDY BUT ALSO THEIR LIFE'S PASSIONS. THEY'VE TURNED HOBBIES INTO A WAY OF MAKING A LIVING BY **DOING SOMETHING THEY LOVE.** AND, EVER TRUE TO THEIR ALMA MATER'S CREDO "EDUCATE FOR SERVICE," THEY OFTEN GIVE BACK TO THE COMMUNITY BY VOLUNTEERING AND SHARING THEIR EXPERTISE. THE FIVE ALUMNI FEATURED, HERE, ARE ENTREPRENEURS IN THE FOOD INDUSTRY AND ALL COULD BE DESCRIBED AS: PASSIONATE, HARDWORKING, ENERGETIC, CREATIVE, DREAMERS, COMPASSIONATE, CONSCIENTIOUS AND SUCCESSFUL.

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BY NANCY J. MCCANN

"Wine brings people together and, for us, it's been a family affair. There is no greater joy than working with your family to create something of quality that will last through future generations."

Amy Thorn '84

varietal. According to Thorn, that's quite a challenge for a winemaker but one she takes on with enthusiasm and pride. Recently, the winery's pinot noir was named "Top Ten in the World" at a competition held during the annual World of Pinot Noir event.

"I'm a purist in my winemaking techniques," said Thorn. "Winemaking is so creative. It brings you in touch with nature. My job as a winemaker is to bring forth the very best of each grape varietal and craft a wine that is the fullest expression of what nature can produce."

The Thorns have since acquired additional *terroir* acreage in Sonoma and Lake counties, which has expanded their wine selections to include white varietals such as chardonnay, pinot grigio and sauvignon blanc. They have three tasting stores—two in California and one in Lancaster County, Pa., which is the first privately-owned wine store in Pennsylvania to feature California wines. Details about the vineyard and tasting room, as well as more information about where Thorn's wine is available in local establishments are online at www.thornhillvineyards.com.

The chemistry of coffee

Scott Conary '89 is president of Carrboro (N.C.) Coffee Roasters, located near Research Triangle Park (RTP). With a degree in biology and a minor in chemistry, Conary followed the thriving biotechnology industry to the RTP area in 1995. However, it was his passion for outstanding coffee and his inability to find it there, that drove him to open his wholesale roastery and first shop in 1995—Caffè Driade in Chapel Hill, N.C. He's been roasting and serving award-winning coffee ever since.

The idea behind the coffee shop—Open Eye Café in Carrboro opened in 1998—was to be exemplary. "I wanted to show what quality really is in coffee," explained Conary. "At the cutting edge



Scott Conary '89 continues to give back by sharing his coffee expertise and volunteering within his industry—most notably as a head judge for the World Barista Championship, this year held in Vienna, Austria, birthplace of the coffeehouse. Head judge is quite a distinction, as there are only four in the world; Conary is the only one from the United States.



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of the coffee industry, it has to be about ‘What is the quality of what I’m drinking?’ and that’s the first and most important thing. Whenever we have a decision to make, we ask ourselves ‘how will this affect the quality?’ And that guides you in what you do.”

According to Conary, the finest specialty coffee in the world is grown in the region on either side of the equator, known as the equatorial belt. Great coffee has the potential to be grown there due to the micro climates, elevation and other environmental factors. In his unrelenting drive to serve only the best coffee to his customers, Conary visits these countries and builds long-standing relationships with the farmers of small farms and estates who, he says “are the people most concerned with and motivated by quality.” He runs the company on this not-so-common direct relationship method and passionately spoke about the impact of this business model. “One of the things I always do when I go back to coffee growing countries is work on the education component, whether it’s teaching classes or helping them with agricultural issues. The idea is that you’re helping someone else get better and, then, you both win. They get better with what they do, more consistent and sustainable. They’re able to keep growing great coffee, and you’re able to drink great coffee year after year. It’s simple, mutual sustainability.”

Conary emphasized his role as much more than a consumer of a product. “When I go there,

I’m not just there as a buyer; I want to be their partner. I want to be forming a relationship,” he said. “It’s all about building trust and bridges for coffee drinkers to meet the people [who] grow that coffee. This model is not the norm, and it’s not common. But, for me, it’s the only way to do it.”

Conary’s hard work, focus on sustainability, conscientiousness and good taste are paying off with notable recognition. Food and Wine magazine and BBC Travel recently rated Caffè Driade one of “America’s Best Coffee bars.” Food Network’s Rachael Ray even came by for visit.

Carrboro Coffee Roasters (www.carrborocoffee.com) also consults as a wholesale roastery by providing employee training, offering layout and design advice and selling and repairing equipment.

Made with love

Erin Harker '05 claims to “make whoopie” every day. Whoopie pies, that is. As the owner/baker of Makin’ Whoopie Kitchen, Harker makes the pies in her suburban Philadelphia, Pa., kitchen but, if her “Lovin’ from the oven” continues to tantalize the taste buds of her loyal customers, she’ll soon be expanding.

Now, we’re not just talking about the traditional, chocolate-cake-and-white-icing whoopie pies (although Harker offers these, too). Close your eyes and imagine the taste—red velvet cake with cream cheese filling or pumpkin cake filled with maple cinnamon cream or strawberry short cake