



COFFEE CRAZY

140 "Aha!" Coffee Moments
from the Conference Room, to the Café, to the Kitchen

Written by Robert Galinsky

Foreword by Jamie McCormick

Includes Specially Curated "Aha!" Coffee Moments
from Rosie Perez, David Hasselhoff, Jonathan Ames,
World Barista Champion Pete Licata, Robert Evans & More

Coffee Crazy

140 “Aha!” Coffee Moments

from the Conference Room, to the Café, to the Kitchen

Book Excerpt

By Robert Galinsky

Foreword by Jamie McCormick



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Introduction

I've been an explorer, an entrepreneur, corporate facilitator, and a performing artist all of my adult life. I didn't always know what I wanted to do, but I was always out there doing something. In the '90s I was fortunate enough to be a part of the digital Renaissance and "birth of the Internet" during the raging Silicon Alley digital gold rush. Early mornings and late nights often found me standing in line waiting to purchase espresso, and this is where I noticed something unique about the people around me. I was standing in the midst of various New York personalities that included post-punkers, businessmen, students of all ages, global New Yorkers representing cultures from around the world... And they all had one thing in common—their devotion to their coffee.

I noticed how people were so detailed about how they ordered and what they ordered. Whether morning, noon, or night, there was a deep need to have it, and to have it just the way they liked it. The emotion that everyone had for their java struck me and I thought it would be great to bring this one-of-a-kind passion to the stage. Nothing better than absolutely diverse characters from all walks of life, interacting and speaking with intensity, about a subject they are passionate about. FYI, I was brought up working in my father's pharmacy as a kid (Saul's Prescription Centre) and had been well versed in the quirks and desires of "regular" customers, so my imagination was well stocked with possibilities.

The idea sat in my mind for over a decade and then I met Mark Schoenfeld, an extraordinary writer, king conspirer, and creator of *Brooklyn the Musical*. I told him the idea. He flipped. He railed on about how the subject matter—coffee—was something that could take flight and that would resonate worldwide. Mark pushed me to "tap into [my] down line of friends, business partners, and colleagues who have the money to support the idea and invest in it." He lit a fire in me and I went out to raise money, for the first time ever.

The third person I pitched to, the chairman of a global public relations firm, saw the potential, fell in love with the idea, and committed to an initial start-up investment on the spot. I had a backer. I gathered a great team of artists and began the work. It very quickly became evident that this play would be better served as a musical. What better way to celebrate coffee than with great songs of celebration over our communal elixir? Shortly thereafter, I turned to Kickstarter

and crowdsourced another round of capital. Over 250 people contributed, with over 150 of them complete strangers, and most accompanied their contributions with a brief note that basically said the same thing: “We love our coffee, that’s why we’re contributing.”

The funds were spent on developing the script, songs, lyrics, casting, and production of semi-staged readings at the New York Coffee & Tea Festival, at Coffee Fest, and in various corporate venues. Audience response was overwhelming. The crowds loved the songs, the characters, and the moments of drama and comedy. We’re still working on it and continue to forge ahead.

This brings us to right now. Because of the appeal the musical has created, I was approached by an incredible thought leader, Mitchell Levy of THiNKaha®, about capturing the fury that people have for coffee in another form, a “tweet” book. I had never written a book before but as part of my motif for living (“Say yes to everything” / “First thought, best thought” / “Try before I die” / “Let’s do this”), I decided to write the book.

For me, the concept for the book had to serve a few purposes: 1.) Get my thoughts about leadership and communication out, showing coffee as the common thread; 2.) Crowdsourcing the perspectives of everyday coffee drinkers and celebrities alike, and let them express their personal relationship with the drink; and 3.) Tap into the coffee industry and feature insider knowledge and experience about the beverage. What came of it are my musings, factual interpretations, a great group of quotes from coffee admirers, “Ground Rules of the Coffee Break” and “Coffee Moments for Confident Communication,” a bevy of complications that arise from coffee—all with a multitude of wisdom and wit.

Coffee Crazy holds 140 great “aha!” coffee moments, each written with the aim of inspiring, entertaining, and challenging you to do something new, share more about yourself, and create more conversations with friends, co-workers, and strangers alike. There are over forty industry and celeb “aha!” moments (“ahas”) that I’ve crowdsourced exclusively for your pleasure. I call them “coffee quotables from curious notables” and each person was chosen for their wisdom, humor, and insight—and you won’t find any of these quotes anywhere else except for in this book. My hope is that they’ll make you laugh, wonder, and think about life and coffee in a way you never have before.

I truly believe that coffee is currently one of many catalysts for all of us to make a positive impact on one another and I challenge you to step out of your familiar safe posture and take any kind of risk over coffee and elsewhere. These “aha!” coffee moments are also an invite to respond with your own ahas and share it with the world via your preferred social media platform and, better yet, live and in-person at a *Coffee Crazy* corporate event, book party, café reading, and/or with friends and strangers alike. So here are some action items for you!

- Read your favorite “aha!” coffee moment aloud as an affirmation that you can make work for you
- Come to a *Coffee Crazy* book party or corporate event and read aloud your favorite ahas, or your own original ahas inspired from the book
- Get the book on the THiNKaha iPhone app and share it on social media platforms of your choice
- Buy the book for a friend or yourself; give it as a gift

Finally, I’ve come to realize that many of us are told when we’re young to “decide what you want to do.” Find your passion and go for it, follow it, live it, build it. But that’s not the case for everyone; it certainly was not the case for me. Not all of us know “what we want to do” and sometimes, for a long time, we just don’t know. In many ways this makes us feel bad or lazy or unfit for being a “grown up” or being successful.

I’ve found that sometimes, “what you want to do” discovers you. And instead of deciding what you want to do, it decides for you! That’s the case here with *Coffee Crazy*. Coffee has discovered me and has decided to “do it” for me. The spirit it holds is helping me “to get it done” and is making me “do it.” I dig passion, intensity, and a burning desire to do something to change the world. So *Coffee Crazy* and *Coffee The Musical* are “the change I want to be” and will help me create the change I want to see. It truly represents “how I am getting it done” and “what I want to do”! So I hope to bond with you at a coffee corporate event, casual café reading, private *Coffee Crazy* book party, or on stage through *Coffee The Musical* very soon!

Section I: Coffee Kudos

A word cloud shaped like a coffee cup, containing various coffee-related terms and names. The words are arranged to form the outline of a cup, with the handle on the left and the rim on the right. The words are in various colors, including shades of brown, tan, and red. The words include:

- COFFEE
- THE
- MUSICAL
- zip
- Meup
- demitasse
- MUSTO
- ROSIEPEREZ
- FreshCup
- English
- SHABAKA
- Barrington
- CoffeeRoasters
- Calacanis
- StayAt
- JamalJoseph
- COFFEEFEST
- AngelInvestor
- RobertEvans
- Kaffeeklatsch
- SLURP
- leverage
- SEDUCTION
- AromaEspressoBar
- PureCoffeeBlog
- CoffeeCrazy
- coffee
- cherry
- TheGodfather
- BlackPanther
- kudos
- Croptocup
- DJsPooky
- BILLIONDOLLARIDEAS

Section I

Coffee Kudos

Praise be to our beloved drink,
its massive appeal, stature,
the powers it holds to move humanity,
and to inspire.

1

No matter where you are from,
what language you speak
or what you believe in,
coffee is one of those things
that brings us all together.

Lior Yanay, COO, Aroma Espresso Bar

2

400 million cups of coffee are downed
each day in the U.S. alone...
That's over 1,000 Olympic-sized coffee-filled
swimming pools every month.

3

Coffee = Leverage



Section IIA: The Seven Ground Rules of the Coffee Break



A word cloud featuring various terms related to the 'Seven Ground Rules of the Coffee Break'. The words are arranged in a circular pattern, with some words appearing multiple times. The words include: share, FAIRLY, risk, THiNKaha, BUY10GET1FREE, success, TRUST, remarkable, COFFEEBREAK, brutal, share, GroundRules, acknowledgement, coarse, fine, DON'TBLEND, coffee, CRAZY, value, regroup, and refuel.

Section IIA

The Seven Ground Rules of the Coffee Break

There is beauty & power to the coffee break,
a refueling & regrouping energy.
There is a brutal plot or plan that can be brewed as well.

Here are seven “ground” rules to get the most out of
your coffee break.



56

Ground Rule 3: Value Success

From two words, “thank you” to
“buy 10 & get 1 free,”
reward others with an acknowledgment
& give credit!

57

Ground Rule 4: Don’t Speak Ill of Others Over Your Brew

Gossip, coarse or fine,
ravages relationships, organizations,
and companies.

59

Ground Rule 6: Be Direct

Complaints? Problems? Frustration?

Get it straight, don't blend & calmly
bring the problem to the right person(s).

60

Ground Rule 7: Speak for Myself

“Espresso” your feelings & story more clearly
by speaking in the *I* not *you*.

It's your experience,
own it!

Section V: Coffee Complications



losingit
INCREDIBLE
WorldBaristaChampion
Sprudge
BraxtonPope
TheCanyons
connect
caffeine
Socialized
cigarettes
PeteLicata
TeaHouseTimes
JonathanAmes
DangerousMinds
BoredToDeath
tweaking
Metzger
BonzMalone
Fidelman
BottomlessCup
PerezHILTON
EllisHenican
DavidHasselhoff
rabbitHOLE
obscene
THEHOFF

Section V

Coffee Complications

It's not all *peaches and crema*
and I'd be remiss
not to point some of these things out...

110

Coffee can be as simple or as complicated as you want it to be. Either jump down the rabbit hole or just enjoy it.

Pete Licata, 2013 World Barista Champion

111

Mo' Money? Mo' Problems.
Mo' Coffee? No Problems.

116

Today's laptop crammed café-goer—
not so different than those past,
who sought solitude & transport
clutching coffee, newsprint & biblios.

Section VI: Final Sips



Section VI

Final Sips

Each coffee ground is interconnected with every particle in the universe and shares in the grand scheme of a kind and charitable world. Let's drink to that.

128

Coffee. Is there anything else?

Kathy Sledge, Voice of “We Are Family,” Sister Sledge

129

Buna dabo naw means
coffee is our bread in Ethiopia.
It's exalted with incense, roasting, breathing &
blessings. What's in your ceremony?

130

Coffee is the preferred beverage
of generations of happy, healthy, and
successful people throughout the ages.

David J. Morris, CEO, Dillanos Coffee Roasters



131

Many people liken their first sip of coffee
to their first kiss...
startling, shocking,
yet sweet.

132

Cheers for coffee as commerce!
Pay for yoga classes, music lessons,
physical training, photo sessions,
the salon & the spa—by the pound.



About the Author



Robert Galinsky is an inspirational speaker, social media connector, New York City performance personality, and creative coffee muse. Galinsky is much sought after for his unique and acclaimed work as a highly engaging and animated facilitator, with his trademark “out of chair” approach. He has created and delivered groundbreaking programs for thousands of clients in the corporate and academic worlds across the United States. Galinsky’s work has been featured on the *Today Show*, *The View*, ABC’s *Nightline*, BBC TV, CBS Digital Radio, *The Ricki Lake Show*, FOX Money Watch, in the *Wall Street Journal*, *Advertising Age*, American Express OPEN Forum, and many more media outlets.

Galinsky recently crowdsourced over fifty thousand dollars to create *Coffee The Musical*, a show he is developing at corporate functions and in coffee houses, and he plans to take it to Broadway and license the show internationally. He is the founder of the social media company Kuhoots, which was quickly acquired by C-Suite Holdings LLC; is co-founder of SCORE (working in prisons with incarcerated teens to develop literacy and confidence through poetry); and is an “entrepreneurial guru” and consultant with the Ledgemoor Group. He is also the founder of the world’s first and only school for reality TV, the New York Reality TV School, where he speaks about confidence and authenticity in the workplace and on reality TV. Some of Galinsky’s corporate reality TV clients include: Grey Advertising, Virgin Mobile, Thomson Reuters, Nielsen Company, Zyloware, and more.

Galinsky dedicates much of his time and effort as an executive facilitator at the We Are Family Foundation, where he is a founding member of the We Are Family initiative “Mattie’s Movie and Poetry Day”. He is also a founding member and facilitator of “Three Dot Dash” (3DD), a global initiative designed to support

the efforts of “Global Teen Leaders” who are actively working on projects that promote a more peaceful society by addressing issues related to basic human needs. Galinsky volunteers with the Lollipop Theater Network, bringing poetry to chronically and terminally ill children in hospitals.

He is the former director of media and technology at Arts International Inc., a non-profit arts re-granting organization dedicated to international culture and arts exchange. Galinsky was a co-founder and executive producer of Pseudo Programs Inc., the first-ever online TV network, where he managed a diverse staff of over one hundred independent producers and content creators. His work at Pseudo.com is featured in the Sundance Grand Jury Prize Winning documentary *We Live In Public*, which is now in the permanent collection of the Museum of Modern Art and is also chronicled in Andrew Smith’s new book, *Totally Wired*. Galinsky helmed the production, marketing, and sales divisions at Pseudo during its “start-up” phase and created key partnerships with clients such as IBM, Snapple, HBO Films, Fox Television, and The New York State Council on the Arts.

Galinsky’s work stems from the place of the heart, whether he is teaching, directing, performing, or producing—his vision extends from caring and trusting in people.



Getting Coffee Crazy

(<http://www.thinkaha.com/books/coffee-crazy/>)

Coffee Crazy can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at <http://www.thinkaha.com/books/coffee-crazy/> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000).

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from the Conference Room, to the Café, to the Kitchen

Written by Robert Galinsky, Creator of *Coffee The Musical*

Praise for Coffee Crazy

"Coffee Crazy and a good groove. Sometimes that's all you need...and Robert Galinsky has percolated a double-dosed funky brew." –Nile Rodgers, Musician, Composer, Guitarist (Daft Punk, Madonna, David Bowie, Diana Ross)

"As a Twitter junkie, I'm excited about Rob Galinsky's first 'tweet book' on coffee. Captured in 140 aha moments, it's written for anyone interested in how to work smarter and play more joyfully! A great gift and must-read!" –Monique Coleman, Actress, Disney's *High School Musical*, First Ever United Nations Youth Champion

"Robert Galinsky's *Coffee Crazy* is brimming with whimsy, sound advice, and curious quotes from pop culture personalities and coffee industry notables. It's a great purchase for everyone who loves coffee and coffee culture!" –Lynda Calimano, Producer, *Coffee & Tea Festival*

"The 'Seven Ground Rules of the Coffee Break' should be required reading for caffeine-cravers and decaf-devotees alike. I think I'll start drinking coffee just for the benefits of the break!" –Tania Luna, CEO, *Surprise Industries*

"Coffee Crazy is a compelling read with an important message: by better understanding the far-reaching influences of coffee on our culture, we can be more productive and happy together. Buy this book!" –Jess Teutonico, Curator, TEDxTeen

"The '10 "Aha!" Coffee Moments for Confident Communication' resets your emotional compass to 'true north' and clearly presents how the way we connect with people counts. They give us commonsense insight and there's no second-guessing the truth here. Every one of my employees gets a copy of this book!" –Leo Ferrelles, CEO, Sansacell Corporation

"If Robert Galinsky is doing it, it's never been done before." –Mark Schoenfeld, Creator & Writer, *Brooklyn The Musical* on Broadway



Robert Galinsky shows companies, organizations, and individuals how to use creativity and reality to gain insights and to grow. Galinsky is a New York City performance personality, head speaker's coach at TEDxTeen, an entrepreneurial guru with the Ledgemoor Group, founder of Kuhoots.net Social Media company, and creator of *Coffee The Musical*.

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