2008 - 2010
What is "DevRel"?
February 3, 2000

Developer + Relations
Relations(hips) with Developer(s)
build relationships with the developer community

- Mary Thengvall
SHAME ON YOU
Ruthlessly eliminate any barrier that keeps you from building a relationship with your target audience, and them with you

- me
What does this have to do with DevRel?
Coffee
House Coffee 1.50 1.75
Coffee Au Lait 1.75 2.00
Espresso 1.75 2.00
Caramel 2.75 3.25
Macchiato 2.50 3.00
Cappuccino 2.50 3.00
Latte 2.75 3.25
Vanilla Latte 2.75 3.25
Mocha Latte 2.00 2.50
Americano 1.75 2.00

Iced Drinks
Coffee 1.75 3.00
Cappuccino 3.00 3.25
Latte 1.75 3.00
Vanilla Latte 3.00 3.25
Mocha Latte 1.75 3.00
Tea 1.75 3.00
Chai Latte 1.75 3.00

Frappes
Mocha 1.75 3.00
Caramel 4.00 4.00
Vanilla 4.00 4.00

Smoothies
16oz
Mango Banana 4.00
Strawberry 4.00
Mixed Berry 4.00
Protein Shot 16oz 4.50
*Soy milk upon request

Teas
Loose Leaf Tea 1.50 1.75
Tea Latte 2.00 2.50

Alternatives
Hot Chocolate 1.50 1.75
Mex Hot Choc. 2.25 2.75
Chai Latte 2.50 3.00

Extras
Steamer Milk 0.50
Espresso Shot 0.75
Extra Chocolate 0.75
Extra Syrup 0.50
Soy Milk 0.75

Sodas/Water
Assorted Sodas 1.00
Assorted Salads 6.50
Small Salads 3.00
Bottle Water 1.50
Bowl of Soup 3.50

Breakfast
Croissant Scramble 4.00
Breakfast Burrito 4.00
Bagels 1.00
W/ butter 1.25
W/ cream cheese 2.00
Assorted Pastries 2.00
Hot Oatmeal + Granola 2.50
Yogurt (various flavors) 1.00

Lunch
Grilled Paninis 6.50
-Turkey Provolone
-Frank, tomatoes, provolone cheese, spicy red pepper spread on focaccia
-Chicken Pesto
-Chicken breast, pepper jack cheese, basil pesto mayonnaise, on sourdough
-Italian
-Italian ham, Salami, provolone cheese, marinara, sauce on Italian bread

Juices
OJ (fresh squeezed) 1.50
Apple 2.50

16oz
“Um, I'll just have a cup of coffee...”

- Befuddled coffee shop patron
“Coffee snob? Who, me?”
So what does this have to do with DevRel?
To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity.

- Douglas Adams
So about this coffee/devrel metaphor?
Equipment
“the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner

- Merriam-Webster
Empathy, aka Advocacy
“Developers don't care what you know, until they know that you care.”

- Me
Barista
The Team
Beans
Fresh Product