



DevRel 

# 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?**





@IAmJerdog





















## Coffee

|                | 12oz | 16oz |
|----------------|------|------|
| HOUSE COFFEE   | 1.50 | 1.75 |
| COFFEE AU LAIT | 1.75 | 2.00 |

## Espresso

|               | Sgl. | Dbl. |
|---------------|------|------|
| ESPRESSO      | 1.75 | 2.00 |
| caramel       | 12oz | 16oz |
| MACCHIATO     | 2.75 | 3.25 |
| CAPPUCCINO    | 2.50 | 3.00 |
| LATTE         | 2.50 | 3.00 |
| VANILLA LATTE | 2.75 | 3.25 |
| MOCHA LATTE   | 2.75 | 3.25 |
| AMERICANO     | 2.00 | 2.50 |

## Teas

|                | 12oz | 16oz |
|----------------|------|------|
| LOOSE LEAF TEA | 1.50 | 1.75 |
| TEA LATTE      | 2.00 | 2.50 |

## Alternatives

|               | 12oz | 16oz |
|---------------|------|------|
| HOT CHOCOLATE | 2.00 | 2.50 |
| MEX HOT CHOC. | 2.25 | 2.75 |
| CHAI LATTE    | 2.50 | 3.00 |

## Extras

|                 |     |
|-----------------|-----|
| STEAMED MILK    | .50 |
| ESPRESSO SHOT   | .75 |
| EXTRA CHOCOLATE | .75 |
| EXTRA SYRUP     | .50 |
| SOY MILK        | .75 |

## Iced Drinks

|               | 16oz |
|---------------|------|
| COFFEE        | 1.75 |
| CAPPUCCINO    | 3.00 |
| LATTE         | 3.00 |
| VANILLA LATTE | 3.25 |
| MOCHA LATTE   | 3.25 |
| TEA           | 1.75 |
| CHAI LATTE    | 3.00 |

## Frappes

|         | 16oz |
|---------|------|
| MOCHA   | 4.00 |
| CARAMEL | 4.00 |
| VANILLA | 4.00 |

## Smoothies

|              | 16oz |
|--------------|------|
| MANGO BANANA | 3.50 |
| STRAWBERRY   | 3.50 |
| MIXED BERRY  | 3.50 |
| PROTEIN SHOT | .50  |

\*Soy milk upon request

## Juices

|                     | 16oz |
|---------------------|------|
| OJ (fresh squeezed) | 2.50 |
| APPLE               | 1.50 |

## Sodas/Water

|                |      |
|----------------|------|
| ASSORTED SODAS | 1.00 |
| ITALIAN SODA   | 1.50 |
| BOTTLED WATER  | 1.00 |

## 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  |      |
| turkey, tomatoes, provolone cheese, spicy red pepper spread on foccacia  |      |
| -CHICKEN PESTO   |      |
| chicken breast, pepper jack cheese, basil pesto mayonnaise, on sourdough |      |
| -ITALIAN   |      |
| ham, Salami, provolone cheese, marinara sauce on Italian bread           |      |

|                 |      |
|-----------------|------|
| ASSORTED SALADS | 6.50 |
| SMALL SALADS    | 3.00 |
| BOWL OF SOUP    | 3.50 |

“ *Um, I'll just have a cup of coffee...*

*- Befuddled coffee shop patron*









**“Coffee snob? Who,  
me?”**











# COUNTER CULTURE COFFEE TASTER'S FLAVOR WHEEL

| BODY   |          |
|--------|----------|
| LIGHT  | WATERY   |
|        | TEA-LIKE |
|        | SILKY    |
|        | SLICK    |
|        | JUICY    |
| MEDIUM | SMOOTH   |
|        | 2% MILK  |
|        | SYRUPY   |
|        | ROUND    |
|        | CREAMY   |
| HEAVY  | FULL     |
|        | VELVETY  |
|        | BIG      |
|        | CHEWY    |
|        | COATING  |



## ADJECTIVES & INTENSIFIERS FOR COFFEE

|                                    |  |                           |                   |                    |
|------------------------------------|--|---------------------------|-------------------|--------------------|
| MUTED<br>DULL<br>MILD              | STRUCTURED<br>BALANCED<br>ROUNDED      | SOFT<br>FAINT<br>DELICATE | DRY<br>ASTRINGENT | QUICK<br>CLEAN     |
| CRISP<br>BRIGHT<br>VIBRANT<br>TART | WILD<br>UNBALANCED<br>SHARP<br>POINTED | DENSE<br>DEEP<br>COMPLEX  | JUICY             | LINGERING<br>DIRTY |

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





# Proper Tools





Water





communication

empathy

connect

compassionate

heart

needs

listening

giving

being

self

safety

understanding

humanity

request

mutual

present

compassion

insight

soul

hear

presence

emotional

emotion

awareness

responsive

relationship

warmth

consciousness

meeting

dialogue

moment

hearing

feelings

authenticity

empathic

alive

understand

communion

intentional

depositphotos

“ 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*





Community



Barista







# The Team



CONNECT

*Image credit: Anil Dash, Glitch*





# DEVRELCON



# Beans





# Fresh Product







































# Q&A