

Jericho more than good java

Couple puts faith into business

By: **Brad Alexander, The Press-Tribune**



After spending 25 years in the technology industry, Franc Woods and his wife Sheri decided it was time for a change. The happily married couple now has a new purpose in life brewing as their coffee shop marks its grand opening Friday.

A mix of religion, love for music, books and a dash of business sense built the foundation of Jericho Coffee. But if you ask Sheri she'll tell you it took a little providence too.

"I'm not sure when we decided it this was going to be a coffee shop," Sheri said. "Just all of a sudden, it was a coffee shop."

Sheri, a recent espresso aficionado, was a homemaker for more than 20 years before "jumping in with both feet" with her husband on their new business venture. Her husband kept hinting it was time for a change for the both of them.

"We came to the conclusion that neither of us we're getting any younger, and it was a good time to do it," Franc said.

The store is an upscale espresso bar and coffee house with an impression of Christianity. Sheri and Franc are both members of the Lutheran Church of the Resurrection in Granite Bay.

Franc said his love for music has also become a very important part of Jericho Coffee. On most Friday and Saturday nights the store will host local musicians and sponsor an open mic as well from 7 to 9 p.m. On Dec. 14, Sheri will host a coffee seminar on the basics of coffee and what it means to have a quality cup of java.

The journey to open a a coffee shop styled to look like a second home took them to, of all places, Las Vegas.

"We attended a trade show in Las Vegas called Coffee Fest," Sheri said. "It is amazing the things you can learn about coffee. How the different flavors mix with different kinds of food and so much more."

Coffee Fest Las Vegas is an annual three-day event held in Sin City in early June. The event offers hands-on barista training and certification programs, as well as latte art lessons.

Taking the coffee education one step further, the pair got jobs at Starbucks, the mother of the modern coffee shop. Franc worked there for five months, while Sheri earned the sacred black apron during her 14-month stint.

The charmingly decorated shop is looking to help more than just the caffeine addicts of the South Placer region. In an effort to give back to the local community, Jericho Coffee has partnered with the Child Abuse Prevention Council. Jericho is handing out free 12-ounce mochas with a donation toward the Child Abuse Prevention Council, now through Dec. 15. There is also a drawing of pre-paid gift cards valued between \$1 and \$50, with a \$10 donation.

"The goal is to raise \$1,000 for the organization," Franc said.

The store also offers free wireless Internet access with any purchase. An outdoor patio and contemporary-styled private conference room are available for couples and groups, while Sirius satellite radio gently sets a relaxing mood.

"The coffee here's really, really good," said longtime friend and frequent customer Suzie Marin. Marin said she's tried several items on the menu, even a few unusual choices like Mexican mocha, and said she hasn't been dissatisfied yet.

For the holiday season, Jericho Coffee just received three new flavored coffees: crème brûlée, vanilla nut and Vienna cinnamon.

The Woods have also made tentative plans to open two more stores within five years, but they said they would like to see how their first one develops. They are hoping to capture about 1 percent of the 40,000 people who travel on their stretch of Sierra College Boulevard every day.

For more information on Jericho Coffee, visit www.jerichocoffee.com or call the store at 771-5726.

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