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**SOFTBALL PLAYER PROFILE: TIM LOEFFLER**  
**By Larry Wolfe**

**In 1973, former baseball icon Joltin’ Joe DiMaggio was hired as the advertising spokesman for a coffee-making machine and became known to the then younger generation as “Mr. Coffee.” Well, the Sun Lakes Softball League has its own version of “Mr. Coffee” in the person of Tim Loeffler. In addition to a career in the coffee business, Tim is also a power-hitting outfielder who hits for a high average, just like Joltin’ Joe did in his hey day with the Yankees. But we’re getting ahead of the story...**

**A native of Phoenix, Tim graduated from Camelback High School where he excelled in baseball and was on the Spartan’s football and wrestling teams. His prowess in baseball earned him a scholarship to UCLA where he played for the Bruins before pursuing a professional baseball career. He played in the developmental leagues in the LA area for awhile before deciding it was time to “get a real job.”**

**He soon started his own company, Interstate Coffee and Vending, and grew that business to be the largest coffee business in the southwest with over 2000 customers. His customer base included office complexes, law firms, small casinos and many small and large businesses requiring coffee services. As a complement to the coffee business, Tim also had a**

**Pepsi Cola distributorship and provided Pepsi products to many of those same customers.**

**In the late '90s the industry changed with the introduction of the Keurig Company's single cup brewing system. No more drinking that last cup that's been roasting in the coffee pot for hours and tastes like mud! Tim transitioned his business and formed Perfect Cup Coffee Company and became a Keurig distributor. Today his company provides single cup machines, coffee and accessories to multiple small and large businesses in the Phoenix area.**

**His business responsibilities don't allow for a lot of outside activities, but Tim has been an avid softball player for over forty years. He says he started playing in his 20s and has never stopped. He's been a member of numerous World Championship teams over the years and remains one of our top league and tournament players. Tim says, "Over the years, I've played ball all over the Valley but I just love the Sun Lakes softball program. The Field of Dreams is great. The guys are great and the camaraderie is unsurpassed."**

**Tim does have other interests, among them his relationship with long time soul mate, Cathy Clausen. And as if the coffee business doesn't keep him busy enough, he's become involved in the ownership and property development of the 32-lot Val Vista Estates in Casa Grande. He's an avid ping pong player as well and considers that his second favorite sport.**

**But when we think of Tim Loeffler, we think long home runs, the high batting average and his coffee background, just like the original "Mr. Coffee."**