

HAWAII COFFEE ASSOCIATION BOARD OF DIRECTORS ELECTION 2022

CANDIDATE BIOS

BIG ISLAND COFFEE ROASTERS – KELLEIGH STEWART

Big island Coffee Roasters is a mill and roaster on the east side of Hawaii Island. Our interests are in supporting all coffee producers and industry stakeholders, particularly the underrepresented agricultural communities in Hilo, Hamakua, Puna, and Ka'u, and to support the longevity and sustainability of Hawaii's coffee industry

GREENWELL FARMS – TOM GREENWELL

- 1985 1ST year in Kona Coffee business- established 25-acre coffee orchard in Kealahou
- 1992 – Promoted to GM of Greenwell farms
- Board member of Kona Coffee Council 1992-2018
- Founding member of HCA
- Past President for many years
- 1992 started custom processing other farmers coffee
- 1994 started the 1st coffee farm and processing tour in Kona
- 1996 started GFI's roasting operation
- 2009 became co/owner of Greenwell Farms
- Actively farming over 150 acres of coffee

HAWAII AGRICULTURAL RESEARCH CENTER- JULI BURDEN

As an under graduate student, Juli studied Tropical Agriculture and Environment with a concentration in Environmental Soil Science at the University of Hawaii. She has worked at the Hawaii Agricultural Research Center as a Research technician since 2013. During this time, she worked on the cultivation, propagation, and production of many different tropical crops that include Acacia Koa (Koa), Theobroma cacao (cocoa), and Coffea Arabica (coffee). She has also worked in the specialty coffee industry for over 15 years in nearly all aspects of the coffee value chain. She is currently pursuing a Research Masters at the University of Hawaii Manoa. She currently holds a Q-Grader certification, Q-Processor Professional Certification through the Coffee Quality Institute and has been through calibration training through the Alliance for Coffee Excellence for COE competitions. She hopes to continue to serve on the Board of Directors to further support the local coffee industry and community.

HAWAII COFFEE GROWERS ASSOCIATION – KIMO FALCONER

Kimo was hired by Amfac in 1979 as a diversified crops supervisor at Lihue Plantation on Kauai. He moved to Pioneer Mill Sugar Company in 1982 as an assistant Agronomist and became the head of Ag research in 1987. His team planted the first coffee test plots at Pioneer Mill which eventually grew to 550 acres of specialty coffee under the limited business name of Ka'anapali Estate Coffee, which was a subsidiary of Pioneer Mill. In 1999 Pioneer Mill Co. closed its sugar operations and likewise, its coffee operations in 2001. In 2003, Kimo launched Maui Grown Coffee Inc. (MGC) through a lease of the former abandoned Ka'anapali Estate Coffee Farm with his former employers and landowners, JMB

Realty, who had bought AMFAC in 1988. MGC was successful in saving 500 of the original 550 acres from the demise and continues to supply Maui origin coffee throughout Hawaii, mainland, and international destinations.

Other Hawaii Service Activities:

- Hawaii Coffee Growers Association (State Board President)
- West Maui Soil and Conservation District (1990 – present)
- West Maui Watershed Partnership (1997-present)
- Hawaii Coffee Association (State Board 2006-present)
- Maui County Farm Bureau Board (2019-present)
- Tri-Isle Resource and Conservation District (2016-present)

HEAVENLY HAWAIIAN FARMS – DAVE BATEMAN

As many of you know, Trudy and I own and operate Heavenly Hawaiian Farms. We purchased the farm in 2005, and have continuously farmed 32 acres of Kona Coffee on 38 acres of KSBE leased land. We started producing and selling green bean into the US mainland and foreign markets. In 2017 we shifted our business model to retail roasted. We now sell roasted coffee and other related products on the farm, to our monthly subscriber list on line. In 2016 we purchased another 7.6 acre KSBE farm off Makenawai Street and farm about 5 acres of Kona coffee there. I have been reelected and have served on the HCA Board continuously for the last 14 years. My back ground is 50 years as a lawyer. My primary responsibilities on the HCA BOD have been corporate bylaws, reviewing and drafting agreements and general legal advice. I would like to continue my service to the Hawaiian coffee industry through the HCA BOD in the 2022-2023 term.

HONOLULU COFFEE COMPANY – RYSON NAKAMASU

My name is Ryson Nakamasu. I represent Honolulu Coffee which had a seat on the board for several years. I have been with the company for 10 years, starting as a Barista, and then managing the Warehouse, and now the operations manager for their 231 acres of accumulated farmland, which has 60 acres of coffee. We have cafes on every major island in the state of Hawaii and coffee farms in Kona, not to mention, several café locations internationally. We would like to continue to serve on the Board of Directors for many more years to come. We strongly support the Hawaii coffee industry with specialty coffee standards. We will service the industry well through the HCA with numerous hours of volunteer work when needed. Honolulu Coffee consists of excellent coffee, knowledgeable enthusiasts, which would be beneficial for the HCA. We humbly ask for your vote in returning Honolulu Coffee to another year on the HCA Board of Directors.

ISLAND SUN COFFEE – DONNA WOOLLEY

In 1998 we purchased our coffee farm, at that time; maybe 1 acre was planted now we have 4 acres planted. Over the years, we expanded buying more coffee land and adding 10 more acres of coffee, constructing a wet mill building and completing a roasting room. We're hoping to start agricultural tours this year. I have held a seat on the HCA Board for many years and served as the HCA Treasurer for the last 5 years. I would like to continue to serve on the board of directors.

KAUAI COFFEE COMPANY – FRED COWELL

Aloha, I'm Fred Cowell, the General Manager of Kauai Coffee Company. I'd be honored to serve again as a board member of the Hawaii Coffee Association. I've been a board member since 2016, when I began my position with Kauai Coffee. I currently serve as the Vice President. I believe our coffee industry has been through incredible trials as we're now dealing with the effects of CBB and CLR. As tough as these pests have been, they have forced us to work collaboratively across all areas of our industry. I also currently represent the island of Kauai on the Board of Agriculture. I believe it's vital that we're heard at the state level on issues such as invasive pests, coffee grading standards, and labeling law enforcement.

KA'U FARM AND RANCH – CHRIS MANFREDI

- HCA Director since 2007
- Current HCA Executive Director
- HCA Past President (6 terms) Prior HCA VP
- Led Government Affairs Committee
- Led HCA rebranding effort
- Past President, VP and Government Affairs Committee Chair for Hawaii Farm Bureau
- National delegate to American Farm Bureau
- Ka'u Coffee Festival Organizer : 13 years
- Ka'u coffee wholesaler
- Numerous contributions to coffee industry legislative efforts
- Authored several grant applications and reports for HCA

KONA COFFEE FARMERS ASSOCIATION – SUZANNE SHRINER

Suzanne Shriner is the current president of the Kona Coffee Farmers Association and operates fifteen acres in South Kona under the Lions Gate Farms label. She is also the Administrator for the non-profit Synergistic Hawaii Agricultural Council. She has twenty years of experience in the coffee business, farmer-to-farmer education, and community organization and has previously served on the HCA board for three years.

KONA HILLS LLC – FERRELL DASTE

Ferrell is a founding member of Kona Hills LLC, an institutional wholesale coffee farm based in Kona. Ferrell spends most of his time working on Business Development and Strategic Initiatives. Ferrell has institutional finance and marketing experience who has worked with well-known global food and investment institutions. Ferrell possesses three decades international experience in corporate strategy and relationship building across government, pensions, consultants, and diversified businesses.

KONA MOUNTAIN COFFEE – BILL DWYER

Kona Mountain Coffee was established in 1998 to sell Kona grown green coffee to wholesalers. Bill Dwyer strategically repositioned the company in 2005 to expand its presence, brand and ensure viability in a competitive marketplace. Today, through streamlined manufacturing, product differentiation, and the creation of specialty retail outlets, the company is a leader in production and

sales of quality finished 100% ground and whole bean coffees. Following the 2008 success of the 3,000 sq. ft. store and visitor center, Dwyer opened two stores on Oahu in 2010, providing customers with information on the unique history and cultivation of coffee in Hawaii as well as high quality coffee and other local specialty food products. Seasoned by years of experience in retail and marketing Dwyer's entrepreneurial savvy resulted in increases in annual revenues, business assets and job creation.

MAUI COFFEE ASSOCIATION – DAVID GRIDLEY

I have worked in the Hawaii Coffee Community since 1988 and have been a member of the SCAA since that time. I worked as a Barista, coffee roaster, GM for a retail coffee business, and 20 years as founder and previous owner of Maui Oma Coffee Roasting Co.- a wholesale coffee roasting business. I was a founding member of the Hawaii Coffee Association and a founding member of the Maui Coffee Association and currently sit on both Board of Directors. I initiated and directed the 1st HCA sponsored Hawaii State Cupping Competition in 2009 and chaired the committee through 2017. I have been a longtime advocate for continuing education and the development of high quality standards for Hawaiian Coffee. My work this year will hopefully expand education and quality development of Hawaiian Coffee, for not only people within our industry, but for everyone throughout specialty coffee to understand that Hawaiian Coffees are among the world's premier coffees.

MONARCH COFFEE – ABBY MUNOZ

Monarch Coffee is a multigenerational family owned and operated farm that was started in Kona in 2013- owned by my parents, Greg and Susy Stille. Monarch Coffee Farm was the first farm in Kona to introduce the Geisha varietal commercially. With the help of the Department of Agriculture and industry mentors, we have been successful at producing this sought after variety. As a small family operation, we all have more than one role. My background is finance and community outreach, so naturally I handle tasks involved in those areas. However, my role on the farm has grown to include roasting, marketing, and sales. Additionally, I am a CQI Q Grader and oversee the QC for our farm. On behalf of MCF, I have served on the HCA BOD for 3 years. Currently, I serve on the Finance Committee. The purpose of the committee is to insure continued financial stability and resources that enables the association to continue providing industry education and support for our members. In the upcoming term I would like to see the finance committee continue its work at growing revenue to support its members and explore opportunities to reach smaller stakeholders in the industry to build a broader community. On behalf of Monarch Coffee Farm, I would like to continue to serve on the associations BOD for the upcoming term.

PACIFIC COFFEE RESEARCH – BRITTANY HORN

Brittany Horn is founder and co-owner of Pacific Coffee Research in Kona Hawaii. She has been active in the Hawaii coffee community since 2014. In 2017, she opened Hawaii's premier coffee education campus where she offers workshops and certificate courses as an Authorized Instructor with the Specialty Coffee Association. She has served on the executive committee of the Board as Secretary of the Hawaii Coffee Association since 2018 and has chaired the Cupping Competition for both the HCA and Kona Coffee Cultural Festival since