

## RESUME FOR FRED L. COWELL

General Manager, Kauai Coffee Company, LLC

**OVERVIEW:**

Proven leader, project manager, and innovator. Since retiring from a successful Air Force career, applied leadership skills to engineering project management, coffee farm development and management, real estate sales, archaeological park development, community involvement, and construction planning. Also experienced in teaching and public speaking. Currently lead Kauai Coffee with 135 full-time employees at the largest coffee estate in the United States with \$20m per year in gross revenue.

**MAJOR ACCOMPLISHMENTS:**

**Leads** all facets of a vertically integrated coffee company including farming, processing, roasting, packaging, marketing, and retail sales operations. Total output represents 35% of all US coffee production.  
**Led** a multi-disciplined team of engineers that developed, tested, marketed, and fielded novel infra-red sensors  
**Coordinated** all functions of key Kona Coffee businesses  
**Prepared** a 140-acre private parcel for a public access, archaeological shoreline park  
**Commanded** a 700 student per year student training squadron  
**Directed** operations for a multifaceted Operational Support Squadron  
**Managed** assignments and career development for 650 Air Force Special Operations aviation personnel  
**Planned** and defended \$6.5 Billion in Air Force Special Operations budget programs

**WORK HISTORY:**

**General Manager**, Kauai Coffee Company, LLC, Kalaheo, HI (2016-present). Began moving toward more sustainable farming techniques. Received sustainability certifications for Fair Trade USA and Rainforest Alliance, the first US and Hawaiian coffee to be certified. Kauai Coffee brand has grown dramatically especially in eCommerce and in the visitor sector. New agrotourism tours have expanded our on-farm offerings. Special emphasis has been placed on maintaining and modernizing our aging water infrastructure and upgrading farm technology to lower production costs while simultaneously increasing product quality.

**Program and Site Manager**, Oceanit Laboratories, Lihue, HI: (2011). Led the design, development, and fielding of the upgraded Hostile Fire Detection System, as well as other research and development projects on Kauai. Provided leadership and program management of multiple sensor prototypes for US Navy, Army, and Missile Defense Agency. Submitted research grants to USDA, EPA, and the Department of Energy proposing technical innovations for coffee farm improvement; one is still pending. Oversaw a team as large as 15, made up of engineers and support staff. The Kauai office and combined programs have spanned four years with budgets over \$1M annually. Responsible for business unit budget forecasting, strategic planning, controlling costs, staff hiring and reductions, and close coordination with corporate headquarters on Oahu.

**Assistant Program Manager**, Oceanit Laboratories, Lihue, HI: (2009). Projects included telescope based three Missile Defense Agency range tests, project initiation, execution, and field testing the Hostile Fire Detection System. Responsible for writing project status reports, project cost management, and project close out.

**Agribusiness Director**, Kona Coffee and Tea Company, Kailua-Kona HI: (2004) and Kealakekua Coffee Company (2006). Integrated numerous functions for these two vertically integrated coffee companies. Authored farm management plans, helped bring a wet mill online, researched/implemented a farm labor program, created business plans and revisions, and developed detailed spreadsheet cost analysis tools. Implemented Natural Resource Conservation Service (NRCS) best management practices and cost sharing programs. Represented these businesses at the Kona Coffee Council, Hawaii Coffee Association, and the Specialty Coffee Association of America.

**REALTOR (Salesperson)**, Licensed REALTOR with Clark Realty Corporation, Keauhou: (2004) and Kona Home & Land Realty: (2005). Specialized in agricultural and ranch land, with specific coffee expertise. Helped plan, permit, grade, and plant a 75-acre cooperative agriculture subdivision (14 five-acre parcels with 50 acres of cooperative coffee orchard)

**Project Manager**, Hokuli'a, Oceanside 1250 Partners, Kailua-Kona HI: (2003). Managed the installation of the Hokuli'a Shoreline Park. Led consultants and personnel involved in monitoring, clearing, archaeology inventory and preservation, and park concept development. Coordinated with State and County agencies, as well as with local community groups.

**Business Manager**, West Hawaii Excavating, Inc., Kealahou HI: (2002). Responsible for project management, cost analysis, bid preparation, strategic and business planning functions, and workforce management for a \$3 Million per year excavating corporation.

**United States Air Force**, Worldwide locations, (1982 - 2002): Proudly served for 20 years in the United States Air Force, retiring as a Lieutenant Colonel. Operational and combat experience in Special Operations aircraft (MC-130P/N, MC-130E and MC-130H). Completed two staff tours at Air Force Special Operations Command Headquarters. As Chief Budget Program Management, responsible for budget program management totaling more than \$6.5 Billion over 5 years. Defended critical programs at USSOCOM Headquarters, the Pentagon, and Congressional staffs. Also the Chief of Rated Assignments, to ensure optimum manning and experience levels in 25 combat ready flying squadrons and numerous staff positions. Completed USAF career as a Squadron Commander.

## **EDUCATION**

**Project Management Professional Training**, Kauai Community College:

**Agricultural Export Training**, Western United States Agricultural Trade Association: (2007). Program designed specifically to help agribusinesses based in the Western US to explore, enter and expand into the global marketplace.

**Real Estate Licensing Course**, Rick Seiler licensing training: (2004). License inactive.

**M.A. International Relations**, Troy State University, European Region, GPA: 3.75, My particular area of study was on Asian/US business relationships.

**B.S. Business Administration**, Central Washington University, Ellensburg WA,

**Military Studies**: Graduated from all three levels of officer professional military education: Air War College (2001), Air Command and Staff College (1997), and Squadron Officer School (1989).

**Computer Skills**: Well versed in all Microsoft Office programs, specifically Excel, PowerPoint, Access, Project, and Word. I also have experience in database and inventory management.

## **Boards and Community Involvement:**

**State Board of Agriculture**: (2018 - present) Kauai island representative on 10-member board assisting the Chairperson of the Department of Agriculture with policy direction.

**Kauai Chamber of Commerce**: (2015 – present) Executive committee member, Co-founder and co-chair for the Kauai Military Affairs Council connecting the Kauai Business community to military needs on Kauai

**Hawaii Coffee Association**: (2015 – present) Government Affairs Committee. Have represented coffee issues at state and national levels dealing with coffee industry issues.

**Kauai Economic Development Board**: (2010- present) Kauai Coffee Company representative to general membership and committee member for Food and Agriculture Committee and Renewable Energy Committee.

**Cooke Foundation**: (2008 – present) Alternate trustee. Participates in statewide philanthropic programs granting funds to worthy causes in education, arts, environment, and community development.

**Kona Soil and Water Conservation District (KSWCD)**: (2008) Board member and Treasurer.

**Kona Coffee Council (KCC)**: (2007) Member and later an elected board member.

## **PERSONAL INFORMATION**

My wife and I have been married for years. We are a kama'aina family of eight. Our six children range in age from 35 to 21. Our leisure time centers on family fun in the outdoors. We believe in community involvement, responsible citizenship, and serving others. Coffee and agriculture are in our blood. We're home to stay in Hawaii and look forward to a long career in the agriculture industry and improving our Kauai community resilience.