

WAYNE K. KATAYAMA

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**Objective:** Manage Hawaii's water resources to balance the increasing consumptive and non-consumptive use demand for water while improving the environment and preserving Hawaii's cultural identity.

**Summary of Qualifications:**

- Forty years of leadership in agriculture – growing, processing and marketing
- Strong analytical and organizational skills
- Goal-oriented and the ability to balance diverse interests among private and public enterprises; community and cultural interests; and environmental concerns

**Professional Experience:**

**2007-2016 Kauai Coffee Company Inc. /LLC Eleele, Kauai  
President and General Manager**

- Managed diverse agribusiness company that encompassed farming, processing, and marketing coffee through various supply chains.
- Implemented dam inspection and emergency action plan for high risk reservoirs.
- Implemented pesticide management plan that reduced usage and drift.
- Converted coffee dryer from diesel to LPG to improve quality and reduce stack emissions.

**1993 – 2007 Kilauea Agronomics, LLC Kilauea, Kauai  
President**

- Managed conflicting interests among landowners, water owners and farming interest. Urban encroachment requires farming operations to deal with diverse interests and goals.
- Developed value added products that met federal procurement requirements allowing military and federal institutions to purchase the products. Increased sales to Japan by developing product specification to fit consumer taste.
- Installed Short Time High Temperature system that improved product quality, accountability and documentation. Implemented Hazard Analysis and Critical Control Point (HACCP) program to ensure highest standard for food safety and security.

- Negotiated labor contracts with the ILWU. Established attendance requirements for full time employees to maintain their benefits. Structured pay scales for two classes of employees covered under the contract and allowed for seasonal and contract employees outside of the agreement.
- Instituted cost reduction programs: Developed 430-pound bulk fiber drum to increase transportation and processing efficiency. Redesigned 5-gallon fiber container to increase container load capacity. Established relationship with the State of Pohnpei, FSM for source of seasonal workers.
- Expanded sales to Japanese market. Awarded Sales Person of the Year.

**1990 – 2001 Hawaiian Fruit Specialties, Ltd. Kalaheo, Kauai  
President**

- Designed and implemented process improvements that increased process capacity and reduced cost per unit.
- Implemented quality control standards and product quality procedures.
- Doubled sales through increased wholesale distribution network, private label customers and institutional sales.
- Led recovery effort from Hurricane Iniki by working with insurance agents, county, state and federal government.

**1986- 1990 Kilauea Agronomics, LLC Kilauea, Kauai  
Vice President**

- Received C. Brewer's Sales Person of the year for creating value added products and expanding the customer base from a single large customer to several large institutional customers including international sales.
- Led the development, construction and operation of the visitor center.
- Implemented hand harvest incentive that lowered overall cost per pound to harvest fruit.

**1980- 1986 C. Brewer & Company, Ltd. Honolulu, Hawaii  
Senior Financial Analyst**

- Responsible for the monthly financial review and analysis for the sugar group, macadamia and international operations.
- Prepared analysis and presented recommendation on merger, acquisition and new venture opportunities to senior management.
- Member of the corporate team that crafted the five financing instruments that purchased C. Brewer from IU International.

**1976- 1980 Olokele Sugar Company Kaumakani, Kauai  
Industrial Engineer**

- Modeled water flow levels for the Olokele Stream to increase hydroelectric production.
- Managed NPDES permit and monitored water quality for discharges.
- Established harvesting field model to match cane delivery capacity with processing rates. Result was to reduce mill stoppage for cane.

**1972- 1976 C. Brewer Properties, Inc. Honolulu, Hawaii  
Accountant**

- Project accountant for real estate development projects on the Big Island

**1968 - 1995 Hawaii Air National Guard  
Retired, Major**

**Education:** BBA and MBA University of Hawaii at Manoa

**Community Activities:**

- Commission on Water Resource Management, Member
- Hawaii Pacific Health Medical Group. Board Member
- McBryde FCU. Board Member
- Agribusiness Development Corporation, Board Member/Chair
- Hawaii Tourism Marketing Council Member
- Hawaii Employers Council, Board Member
- American Red Cross – Hawaii Chapter, Board Member
- University of Hawaii College of Tropical Agriculture & Human Resources Advisory Committee, Board Member
- Mayor of Kauai's Agriculture Advisory Committee, Member
- Wilcox Memorial Hospital Board, Vice Chair
- Kauai Economic Development Board Hawaii, Treasurer
- Hawaii Coffee Association, member
- Hawaii Coffee Growers Association – Coffee Berry Borer (CBB) Task Force, President
- Hawaii Farm Bureau, Member
- Kauai County - Planning Commission, Planning Chair

**References:** As stated on application