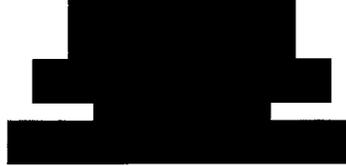


Curriculum Vitae

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Education:

1979 Bachelor of Science, Crop Science/Agronomy
California Polytechnic University, San Luis Obispo, CA

Career Experience:

1979 - 1982: Diversified Agriculture Supervisor, Lihue Plantation Company, Lihue, Kauai, HI

Hired by Amfac Sugar out of college, duties were centered on developing alternative crops on lands left fallow by Amfac's former Pineapple operations in East Kauai. This included designing field layouts and irrigation systems for approximately 800 acres. Research and development on potential crops on these lands included: Pineapple, papaya, mangsteen, jojoba, guava, avocado, various citrus and fuel crops like Eucalyptus and Acacia.

1983 - 1989: Crop Control Agriculturalist, Pioneer Mill Company Ltd. Lahaina, Maui, HI

Transferred to Lahaina after Hurricane Iwa to Assist in the Crop Control Department that oversaw all agricultural planning for each department such as fertilizer and weed control applications, Irrigation monitoring and Hydrology for all water sources, soil testing and crop logging, keeping all vital statistics of any part of the Agricultural operation including weather data-keeping and water source inputs and water quality. Managed the use of R-3 water for sugar cane irrigation. Any diversified Ag research was also conducted in this department. In 1987, The first Coffee trial was planted and research begun on potential coffee varieties.

1990 - 1997: Director of Ag research, Pioneer Mill Company Ltd. Lahaina, HI

Department Head of the Ag Research and Crop Control Department, Director of all sugar crop operations, reports only to the Company General Manager. Develops the annual crop business plan and is responsible for all regulatory and compliance reporting. Participates in Bargaining Unit negotiations and water use planning.

In 1992, the Diversified Coffee project from this department turned into a new limited company to be called Ka'anapali Estate Coffee, LLC which grew to 500 acres in Pu'ukolii by 1997.

1997 - 2002: Executive Vice President, Pioneer Mill Company and Kaanapali Estate Coffee

Oversight of two very opposite businesses, One the closing of Pioneer Mill in 1999 parallel to the business build up of Ka'anapali Estate Coffee. After 139 years, oversaw the closure of the sugar operation brought on by mostly lack of water leading to poor yields. Poor yields and the inability to cogenerate enough power to run the field irrigation pumps spelled the end. Ka'anapali Estate Coffee now the second largest coffee farm in the State, producing 500,000 lbs. of green coffee annually.

In 2001, Amfac's successor JMB Realty, closes all Ag operations including the coffee farm and is focused on land development. Falconer resigns to lease the abandoned Coffee farm and to create his brand, MauiGrown Coffee® .

2003 - Present: Owner/President, MauiGrown Coffee Inc.

Through grant writing and bank loans MauiGrown Coffee Inc. establishes itself on the former Ka'anapali Estate farm with several years before it returns to it's full former production. In 2008, JMB re-enters the business and forms a new partnership with MauiGrown Coffee Inc. as the Agronomic consultant at the farm and processing plant. MauiGrown Coffee Inc. is the brand entity selling green coffee to roasters world-wide.

MauiGrown Coffee has garnered coffee cupping awards in Hawaii and International competitions.

In 2009, MauiGrown Coffee Inc. won the Maui County Mayor's Small Business Award.

Qualifications and Skills:

Starting my career in plant sciences and production agriculture eventually took me down the path to business ownership and general leadership in the agriculture sector. The transition from direct supervision of agronomy on the farm to advising newer agronomists from a distance has qualified me to create business plans, negotiate financing, consult with lawmakers on legislation and engage in vital team playing roles in small (local) and large (national) business and non-profit communities.

Falconer as a consulting entity for MauiGrown Coffee Inc., assisted in the sale of the former HC&S sugar lands in the creation of Maui's newest farming company, Mahi Pono. He also consults in their coffee growing program. Falconer has also consulted at coffee farms and processing plants in 13 countries outside of the US.

This CV accompanies an application for membership on the Commission on Water Resource Management. While the experience and qualifications highlight the latter portion of this career, it is of utmost importance to note the fundamental knowledge received in the early years. Most notably the understanding of plantation and Hawaiian water systems. To be a successful agronomist, it was necessary to understand every section of the resource itself. That included learning the geology, the basics of aquifer health and recharge, watershed management and the importance of salinity infusion and knowing when not to over-pump in fragile aquifer areas. Water quality is equally vital as quantity. A slight change in water quality requires agronomic adjustments to get reasonable crop production.

Community Service and Other Professional Achievements

- Friends of Moku'ula, Past President. Focus on the data gathering and restoration of the former Royal Palace and residence of Kamehameha III and the adjacent Moku'hinia fish-pond. Researched and reported on the many water systems and cultural presence of pre-contact Lahaina.
- Maui County Cultural Resource Commission, Past president. Serves as cultural and historic advisory body throughout the County. Acts as the Planning Commission in all Historic Districts.
- Maui County Watershed Advisory Committee: Member. Served in this multi-vocational committee to determine and advise on Algae blooms in West Maui ocean waters. This was

the initial movement that ultimately became the Statewide Watershed Partnerships (HAWP). Today this is represented on West Maui by the Mauna Kahalawai Watershed Partnership.

- Awarded a RETA Grant (Rural Economic Transition Assistance) in 2005. This was the initial start-up funding for MauiGrown Coffee Inc. awarded through the DOD (Department of Defense) and managed by the USDA. One of six awardees in the State.
- In 2017, Initialized and passed HB-1230 into law as Act 116, which authorizes MauiGrown Coffee Inc. to seek funding for farm expansion through assistance from State Special Purpose Revenue Bonds.
- In 2020, Helped lawmakers draft and introduce HB-2518, a bill to Assist the County of Maui to upgrade the Lahaina Wastewater Treatment Plant to transport R-1 water mauka for irrigation use and fire control. Also this bill sought assistance for the DLNR to upgrade abandoned plantation reservoirs near forest areas to assist in fire control.
- In 2020, Helped draft HB-2646, a bill to resolve that fire safety is a beneficial use of water.

Current Professional Affiliations:

- West Maui Soil and Water Conservation District, Director
- West Maui Watershed Partnership, Charter member
- Hawaii Coffee Growers Association, State Board President
- National Genetic Resources Advisory Council, Board Member
- Hawaii Coffee Association, Government Affairs Chair
- Pacific Coast Coffee Association, Board Member
- Maui Country Farm Bureau, Board member, Government Affairs Chair
- Dean's Advisory Council, Cal Poly University College of Agriculture, Food and Environmental Sciences, Board

Personal:

