



See a Social Security Number? Say Something!  
Report Privacy Problems to <https://public.resource.org/privacy>  
Or call the IRS Identity Theft Hotline at 1-800-908-4490



Form **990-EZ**Department of the Treasury  
Internal Revenue Service**Short Form**  
**Return of Organization Exempt From Income Tax**

OMB No 1545-1150

**2013****Open to Public  
Inspection**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter Social Security numbers on this form as it may be made public.

Information about Form 990-EZ and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

**A** For the 2013 calendar year, or tax year beginning , and ending

**B** Check if applicable:  
☐ Address change  
☐ Name change  
☐ Initial return  
☐ Terminated  
☐ Amended return  
☐ Application pending

**C** Name of organization  
**HAWAII COFFEE ASSOCIATION**  
 Number and street (or P.O. box, if mail is not delivered to street address) Room/suite  
**PO BOX 168**  
 City or town State ZIP code  
**KEALAKEKUA HI 96750**  
 Foreign country name Foreign province/state/county Foreign postal code

**D** Employer identification number  
**99-0328478**

**E** Telephone number  
**(808) 323-2692**

**F** Group Exemption Number

**G** Accounting Method ☒ Cash ☐ Accrual Other (specify) \_\_\_\_\_

**I** Website: **WWW.HAWAII-COFFEE-ASSOCIATION.COM**

**J** Tax-exempt status (check only one) — ☐ 501(c)(3) ☒ 501(c)(6) (insert no.) ☐ 4947(a)(1) or ☐ 527

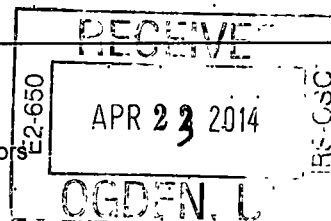
**K** Form of organization ☐ Corporation ☐ Trust ☒ Association ☐ Other \_\_\_\_\_

**H** Check ☐ if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF)

**L** Add lines 5b, 6c, and 7b, to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ. **\$ 142,477**

**Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances** (see the instructions for Part I)  
 Check if the organization used Schedule O to respond to any question in this Part I ☒

| Revenue   | Expenses   | Net Assets  |
|---|--|---|
| 1 Contributions, gifts, grants, and similar amounts received  | 10 Grants and similar amounts paid (list in Schedule O)            | 18 Excess or (deficit) for the year (Subtract line 17 from line 9)  |
| 2 Program service revenue including government fees and contracts   | 11 Benefits paid to or for members                                 | 19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return) |
| 3 Membership dues and assessments   | 12 Salaries, other compensation, and employee benefits             | 20 Other changes in net assets or fund balances (explain in Schedule O)   |
| 4 Investment income   | 13 Professional fees and other payments to independent contractors | 21 Net assets or fund balances at end of year. Combine lines 18 through 20  |
| 5a Gross amount from sale of assets other than inventory  | 14 Occupancy, rent, utilities, and maintenance                     |   |
| 5b Less cost or other basis and sales expenses  | 15 Printing, publications, postage, and shipping                   |   |
| 5c Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)  | 16 Other expenses (describe in Schedule O)                         |   |
| 6 Gaming and fundraising events   | 17 Total expenses. Add lines 10 through 16                         |   |
| 6a Gross income from gaming (attach Schedule G if greater than \$15,000)  |  |   |
| 6b Gross income from fundraising events (not including \$ of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000) |  |   |
| 6c Less direct expenses from gaming and fundraising events  |  |   |
| 6d Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)   |  |   |
| 7a Gross sales of inventory, less returns and allowances  |  |   |
| 7b Less cost of goods sold  |  |   |
| 7c Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)   |  |   |
| 8 Other revenue (describe in Schedule O)  |  |   |
| 9 Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8  |  |   |



For Paperwork Reduction Act Notice, see the separate instructions.

Form **990-EZ** (2013)

SCANNED MAY 15 2014

5  
10

**Part II Balance Sheets.** (see the instructions for Part II)Check if the organization used Schedule O to respond to any question in this Part II ☐

|   | (A) Beginning of year | (B) End of year  |
|---|-----------------------|------------------|
| <b>22</b> Cash, savings, and investments  | 23,957                | <b>22</b> 27,897 |
| <b>23</b> Land and buildings  |                       | <b>23</b>        |
| <b>24</b> Other assets (describe in Schedule O)                                       |                       | <b>24</b>        |
| <b>25</b> Total assets  | 23,957                | <b>25</b> 27,897 |
| <b>26</b> Total liabilities (describe in Schedule O)                                  |                       | <b>26</b>        |
| <b>27</b> Net assets or fund balances (line 27 of column (B) must agree with line 21) | 23,957                | <b>27</b> 27,897 |

**Part III Statement of Program Service Accomplishments** (see the instructions for Part III)Check if the organization used Schedule O to respond to any question in this Part III ☐What is the organization's primary exempt purpose? PROVIDE EDUCATION AND PROMOTE HAWAIIAN COFFEE

Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

**Expenses**

(Required for section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts, optional for others.)

|  |            |   |
|--|------------|---|
| <b>28</b> DOMESTIC COFFEE ROADSHOW   |            |   |
| (Grants \$ ) If this amount includes foreign grants, check here <input type="checkbox"/> | <b>28a</b> |   |
| <b>29</b> PRODUCTION OF THREE DAY CONFERENCE   |            |   |
| (Grants \$ ) If this amount includes foreign grants, check here <input type="checkbox"/> | <b>29a</b> |   |
| <b>30</b> STATEWIDE COMPETITION AND EDUCATION SEMINARS                                   |            |   |
| (Grants \$ ) If this amount includes foreign grants, check here <input type="checkbox"/> | <b>30a</b> |   |
| <b>31</b> Other program services (describe in Schedule O)                                |            |   |
| (Grants \$ ) If this amount includes foreign grants, check here <input type="checkbox"/> | <b>31a</b> |   |
| <b>32</b> Total program service expenses. (add lines 28a through 31a)                    | <b>32</b>  | 0 |

**Part IV List of Officers, Directors, Trustees, and Key Employees** (list each one even if not compensated – see the instructions for Part IV)Check if the organization used Schedule O to respond to any question in this Part IV ☐

| (a) Name and title               | (b) Average hours per week devoted to position | (c) Reportable compensation (Forms W-2/1099-MISC) (if not paid, enter -0-) | (d) Health benefits contributions to employee benefit plans, and deferred compensation | (e) Estimated amount of other compensation |
|----------------------------------|--|--|--|--|
| GREG STILLE<br>PRESIDENT         | Hr/WK  |  |  |  |
| CHRIS MANFREDI<br>VICE PRESIDENT | Hr/WK  |  |  |  |
| GLORIA BIVEN<br>SECRETARY        | Hr/WK  |  |  |  |
| JONATHAN SECHRIST<br>TREASURER   | Hr/WK  |  |  |  |
| STEVE COLLECTOR<br>DIRECTOR      | Hr/WK  |  |  |  |
| ROGER KAIWI<br>DIRECTOR          | Hr/WK  |  |  |  |
| DAVE BATEMAN<br>DIRECTOR         | Hr/WK  |  |  |  |
| JOHN CROSS<br>DIRECTOR           | Hr/WK  |  |  |  |
| KIMO FALCONER<br>DIRECTOR        | Hr/WK  |  |  |  |
| TOMMY GREENWELL<br>DIRECTOR      | Hr/WK  |  |  |  |
| TIM MARTIN<br>DIRECTOR           | Hr/WK  |  |  |  |
| MAKOTO IKEDA<br>DIRECTOR         | Hr/WK  |  |  |  |

**Part V Other Information** (Note the Schedule A and personal benefit contract statement requirements in the instructions for Part V) Check if the organization used Schedule O to respond to any question in this Part V ☐

|  | Yes | No |
|--|-----|----|
| <b>33</b> Did the organization engage in any significant activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O  |     | X  |
| <b>34</b> Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O (see instructions)   |     | X  |
| <b>35 a</b> Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)?   |     | X  |
| <b>b</b> If "Yes," to line 35a, has the organization filed a Form 990-T for the year? If "No," provide an explanation in Schedule O  |     |    |
| <b>c</b> Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If "Yes," complete Schedule C, Part III  |     | X  |
| <b>36</b> Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N  |     | X  |
| <b>37 a</b> Enter amount of political expenditures, direct or indirect, as described in the instructions <b>37a</b>  |     |    |
| <b>b</b> Did the organization file Form 1120-POL for this year?  |     | X  |
| <b>38 a</b> Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?   |     | X  |
| <b>b</b> If "Yes," complete Schedule L, Part II and enter the total amount involved <b>38b</b>   |     |    |
| <b>39</b> Section 501(c)(7) organizations Enter  |     |    |
| <b>a</b> Initiation fees and capital contributions included on line 9 <b>39a</b>   |     |    |
| <b>b</b> Gross receipts, included on line 9, for public use of club facilities <b>39b</b>  |     |    |
| <b>40 a</b> Section 501(c)(3) organizations Enter amount of tax imposed on the organization during the year under section 4911 <b>40a</b> , section 4912 <b>40b</b> ; section 4955 <b>40c</b>  |     |    |
| <b>b</b> Section 501(c)(3) and 501(c)(4) organizations Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I |     |    |
| <b>c</b> Section 501(c)(3) and 501(c)(4) organizations Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 <b>40c</b>   |     |    |
| <b>d</b> Section 501(c)(3) and 501(c)(4) organizations Enter amount of tax on line 40c reimbursed by the organization <b>40d</b>   |     |    |
| <b>e</b> All organizations At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T <b>40e</b>  |     | X  |
| <b>41</b> List the states with which a copy of this return is filed <b>41</b>  |     |    |
| <b>42 a</b> The organization's books are in care of <b>42a</b> JONATHAN SECHRIST Telephone no <b>42a</b> (808) 323-2692  |     |    |
| Located at <b>42a</b> PO BOX 540 City <b>42a</b> CAPTAIN COOK ST HI ZIP + 4 <b>42a</b> 96704   |     |    |
| <b>b</b> At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If "Yes," enter the name of the foreign country <b>42b</b>                   |     | X  |
| See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.  |     |    |
| <b>c</b> At any time during the calendar year, did the organization maintain an office outside the U S ? If "Yes," enter the name of the foreign country <b>42c</b>  |     | X  |
| <b>43</b> Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041—Check here <b>43</b>  |     |    |
| and enter the amount of tax-exempt interest received or accrued during the tax year <b>43</b>  |     |    |
| <b>44 a</b> Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ <b>44a</b>  |     | X  |
| <b>b</b> Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ <b>44b</b>  |     | X  |
| <b>c</b> Did the organization receive any payments for indoor tanning services during the year? <b>44c</b>   |     | X  |
| <b>d</b> If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O <b>44d</b>  |     |    |
| <b>45 a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)? <b>45a</b>   |     | X  |
| <b>b</b> Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R may need to be completed instead of Form 990-EZ (see instructions) <b>45b</b>   |     | X  |

- 46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I

|    | Yes | No |
|----|-----|----|
| 46 |     | X  |

**Part VI Section 501(c)(3) organizations only**

All section 501(c)(3) organizations must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI ☐

- 47 Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II
- 48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E
- 49 a Did the organization make any transfers to an exempt non-charitable related organization?
- b If "Yes," was the related organization a section 527 organization?
- 50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None"

|     | Yes | No |
|-----|-----|----|
| 47  |     |    |
| 48  |     |    |
| 49a |     |    |
| 49b |     |    |

| (a) Name and title of each employee | (b) Average hours per week devoted to position | (c) Reportable compensation (Forms W-2/1099-MISC) | (d) Health benefits, contributions to employee benefit plans, and deferred compensation | (e) Estimated amount of other compensation |
|-------------------------------------|--|---|---|--|
| Name None                           |  |   |   |  |
| Title                               | Hr/WK 00                                       |   |   |  |
| Name                                |  |   |   |  |
| Title                               | Hr/WK 00                                       |   |   |  |
| Name                                |  |   |   |  |
| Title                               | Hr/WK 00                                       |   |   |  |
| Name                                |  |   |   |  |
| Title                               | Hr/WK 00                                       |   |   |  |
| Name                                |  |   |   |  |
| Title                               | Hr/WK 00                                       |   |   |  |

f Total number of other employees paid over \$100,000

- 51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None"

| (a) Name and business address of each independent contractor | (b) Type of service | (c) Compensation |
|--|---------------------|------------------|
| Name None  |                     |                  |
| City ST ZIP  |                     |                  |
| Name   |                     |                  |
| City ST ZIP  |                     |                  |
| Name   |                     |                  |
| City ST ZIP  |                     |                  |
| Name   |                     |                  |
| City ST ZIP  |                     |                  |
| Name   |                     |                  |
| City ST ZIP  |                     |                  |

d Total number of other independent contractors each receiving over \$100,000

- 52 Did the organization complete Schedule A? **Note.** All section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A

☐ Yes ☒ No

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

|           |                             |         |
|-----------|-----------------------------|---------|
| Sign Here | Signature of officer        | Date    |
|           | Jonathan Sechrist Treasurer | 4/12/14 |

|                        |                       |                      |          |  |           |
|------------------------|-----------------------|----------------------|----------|--|-----------|
| Paid Preparer Use Only | Print/preparer's name | Preparer's signature | Date     | Check <input checked="" type="checkbox"/> if self-employed | PTIN      |
|                        | ERIC CURTIS           | ERIC CURTIS          | 4/9/2014 |  | P00226122 |
|                        | Firm's name           | Firm's EIN           |          |  |           |
|                        | Firm's address        | Phone no             |          |  |           |

May the IRS discuss this return with the preparer shown above? See instructions

☐ Yes ☐ No

**SCHEDULE O**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.

► Attach to Form 990 or 990-EZ.

► Information about Schedule O (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No 1545-0047

**2013**

Open to Public  
Inspection

Name of the organization

HAWAII COFFEE ASSOCIATION

Employer identification number

99-0328478

Form 990-EZ, Part I, Line 16, Other Expenses Travel 2,552

Form 990-EZ, Part I, Line 16, Other Expenses Meals and entertainment 4,974

Form 990-EZ, Part I, Line 16, Other Expenses Supplies 8,253

Form 990-EZ, Part I, Line 16, Other Expenses GRANT EXPENSES 54,200

Form 990-EZ, Part I, Line 16, Other Expenses INSURANCE 1,534

Form 990-EZ, Part I, Line 16, Other Expenses EVENT SPONSOR 2,360

Form 990-EZ, Part I, Line 16, Other Expenses POSTAGE 1,560

Form 990-EZ, Part I, Line 16, Other Expenses BOOTH RENTAL 4,071

Form 990-EZ, Part I, Line 16, Other Expenses ADVERTISING 4,952

Form 990-EZ, Part I, Line 16, Other Expenses BANK CHARGES 2,358

Form 990-EZ, Part I, Line 16, Other Expenses WEBSITE HOSTING 1,154

Form 990-EZ, Part I, Line 16, Other Expenses BUSINESS REGISTRATION 26

Form 990-EZ, Part I, Line 16, Other Expenses ASSOCIATION DUES 1,870

Form 990-EZ, Part I, Line 16, Other Expenses POST OFFICE BOX RENT 130

Name of the organization

Employer identification number

HAWAII COFFEE ASSOCIATION

99-0328478

## Page 1 of 1 of Part IV

Employer identification number

99-0328478

[illegible]