

Essential business philosophy: **'Inspire employees to produce and sell quality products at a fair price.'**

Mark Stell
Portland Roasting Holdings LLC



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RESUME

Name: Mark Stell.
Title: Managing partner.
Organization: Portland Roasting Holdings LLC.
Background: Born in Wisconsin and moved to Portland in 1990. I started off in the coffee business as a roaster and managing production at a wholesale roasting operation. From there, I opened Abruzzi Coffee Roaster Retailer in 1993 and co-founded Portland Roasting in 1996.
Education: St. Lawrence Seminary, Mount Calvary, Wis.; University of Dayton, Ohio; Portland State University.
Residence: Portland's Ladd's Addition.

BUSINESS PHILOSOPHY

Essential business philosophy: Inspire employees to produce and sell quality products at a fair price.
Best way to keep competitive: Know your competition as well as your customers.
Guiding principle: Act responsibly, positively impact lives and have fun.
Yardstick of success: Growth of customer base and length of relationships with our customers and vendors.
Goal yet to be achieved: To be vertically integrated from crop to cup — to grow, roast and brew great coffee for Portland.

JUDGEMENT CALLS

Best business decision: Introduced Farm Friendly Direct Programs to coffee community. This has given our Portland Roasting a purpose bigger than coffee and has created passion and energy within our company.
Worst business decision: Supply a customer that represented more than 40 percent of total sales early on in a startup.
Toughest business decision: Cutting off the aforementioned customer of products that still owed us an amount more than our startup capital.
Biggest missed opportunity: Selling to a very large distributor in Korea.
Mentors: Brother Bob Smith (Capuchin monk) and Dr. Jane Goodall. Bob Smith was one of my high school teachers. He is one of the most selfless individuals on the planet and he taught me life without purpose is life without meaning. Although we have only met once, I admire Dr. Jane Goodall's ability to lead by example.
Word that best describes you: Confident.

TRUE CONFESSIONS

Like best about the job: Traveling to underdeveloped countries to find the best coffees and work on sustainable issues

such as building schools, planting trees and providing clean water.

Like least about the job: Balancing the checkbook.

Pet peeves: People who can't think for themselves.

Most important lesson learned: To be responsible for my actions and decisions. One of my mentors used to discuss at length that even the smallest decisions in life could have major long-term effects.

Person most interested in meeting: Nelson Mandela, because he is someone who changed the path of a country. His cause was never about him but rather about his people. Selfless acts of heroism on the world stage are rare and should be praised and never forgotten. Imagine if we had such leaders to vote for in our country.

Most respected competitor: Green Mountain Coffee because it is rare for a large company to lead or take the initiative to be a leader on sustainable issues.
Greatest passions: Sustainable development. As a delegate at the United Nations Earth Summit in Rio de Janeiro, Brazil in 1992, I began a lifelong commitment to work toward a sustainable future.

Wherever I travel, I think it is important to assist and develop coffee communities.
First choice for a new career: Director of a not-for-profit business dealing with United Nations Millennium Development Goals.

PREDILECTIONS

Favorite quote: "When the winds of change blow, the youth are the first to stir." — Thales.

Most influential book: "War and Peace," by Leo Tolstoy.

Favorite Web sites: Google.

Favorite cause: UN Millennium Development Goals, which seek to eradicate worldwide poverty; achieve universal primary education; promote gender equality; reduce child mortality; improve maternal health; combat AIDS, malaria and other disease; and ensure environmental sustainability. Today, I am beginning to organize 4,000 members of the Specialty Coffee Association of America to work toward the goals the United Nations set in the year 2000.

Favorite movie: "The Power of One." It's an intriguing story of a young English boy named Peekay and his passion for changing the world.

Favorite music/musician: Dave Matthews.

Most treasured possession: Cabin in the mountains.

Favorite restaurant: Pho Van.

Favorite vacation spot: Tanzania Ngorongoro Crater.

Favorite way to spend free time: Fly-fishing.