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Meet Us

Please take a moment to get to know our [CEO](#), our [Advisors](#), and our [Staff](#) working visibly and behind the scenes to support our mission and bring you great coffee.

CEO

Jinxi



Betty "Jinxi" Allen has 30 years career experience in Business Administration working for both private and government agencies. Additionally, she was an owner and operator of an environmentally focused Recycling Company.

Jinxi is experienced in strategic planning and [more...](#)

[E-mail Jinxi](#)

Jinxi lives the mission statement, "To believe is to care... to care is to do." She also, as part of her faith, believes in being a servant in the service of the whole human family. Beneficio Coffee™ is her faith statement in action.

Advisors

Michael R. Moore, Advisor



Mr. Moore is a founding Visan Partner. Providing Visan with visionary leadership, he has helped lead the creation of the RocketLife property and the successful business structure. Prior to Visan, Mr. Moore served as Play's CEO and co-founded the company. Mr. Moore also led a successful spin-off, PSMG from Play where he recruited the [more...](#)

David Bergman-Hill, Advisor



David is a commissioned minister of the United Church of Christ serving as Associate Conference Minister for Stewardship & Finance for the Northern California Nevada Conference. The Conference includes 130 churches stretching from Central California, north to the Oregon border and east to Reno. For the last nine years, David [more...](#)

Julie W. Anderson, Advisor



Julie W. Anderson is responsible for Hewlett-Packard's Total Customer Experience and Quality for the Americas Enterprise and Public Sector Customers. This role focuses on HP's relationship with customers and the health of the customer environment. Included in this role are Executive Engagements; Management of the Customer Voice, [more...](#)

Dr. Dean McKay, Advisor



Dean McKay has over 40 years experience in operations management, strategic planning, technology development, mergers and acquisitions, and business consulting: providing vision and leadership advice to CEOs, Presidents and key executives in a wide range of industries. He is an experienced strategic focus facilitator, having [more...](#)

Staff and Support People

Jillian, Administrative Assistant



Jillian Lodewyk is Beneficio's Administrative Assistant. She works in Beneficio's office, answering mail, telephones, and researching and coordinating presentations and meetings. She also processes orders for shipping and does basically anything else we ask of her. Jillian brews lots of coffee for our presentations and meetings, and she drinks a lot of coffee too!

[E-mail Jillian.](#)

Mike, Webmaster



Michael Lodewyk maintains Beneficio's web site and helps with other miscellaneous, computer-related tasks. He is currently a graduate student in the chemistry department at UC Davis. He lives in Davis and enjoys hiking, Geocaching, and working on his '66 Mustang.

[E-mail Mike L.](#)

Beneficio continues to seek out supporting individuals – the best in their respective fields who can assist Beneficio in continuing to be a faith-based, socially and economically just company which operates using high corporate ethics and continually lives out its mission in the world of giving back.

