



- [Our Company](#)
- [Our Coffee and Farmers](#)
- [Giving Back](#)
- [Schedule a Presentation](#)
- [Order Here](#)
- [Contact Us](#)

[You are here: Home > Our Company > Meet Us](#)

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

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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...](#)

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...](#)

Staff and Support People

Jillian, Production and Office Manager



Jillian Lodewyk is Beneficio's Production and Office Manager. 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 earned his Ph.D in chemistry from UC Davis in 2010 and is currently a post-doctoral researcher there. He also teaches chemistry part time at Chico State University and Butte Community College.

[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.

[Home](#) | [Our Company](#) | [Our Coffee and Farmers](#) | [Giving Back Presentations](#) | [Order Here](#) | [Contact Us](#) | [Site Map](#)

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P.O. Box 2422 Rancho Cordova, CA 95670 USA
tel: 916-361-3719 fax: 916-361-3719