

Friday, November 27, 2009

People who make Hawaii work: Michael Webb

Pacific Business News (Honolulu)

[Print](#) [Email](#) [Reprints](#) [RSS Feeds](#) [LinkedIn](#) [Share](#) [Comments](#)

*Michael Webb was recently hired at **Roselani Ice Cream** in Kahului as manufacturing/project engineer.*

Webb previously worked as plant engineer at Roselani and returned to the company after two-and-a-half years at Ben & Jerry's Homemade Ice Cream Co. headquarters in Vermont and a year-and-a-half at General Electric Aviation.

Webb, 54, was born in Burlington, Vt. He has a high school degree and previously was a member of the U.S. Air Force.

What brought me here: In Vermont, we have a saying about the weather, "We have nine months of winter and three months of poor sledding."

Why I took this job: I like the challenge and the ability to make a difference.

Like most about the job: It's a family-owned business — not corporate.

Like least about the job: I'm like Tigger, "I'm the only one."

Immediate priority: Energy management, working greener, lowering carbon footprint.

Long-term challenge: Develop a single-serve product for the tourist, airline, etc., business.

Strategy to overcome the challenge: Accomplish the goals in small steps, but always move forward.

Best way to keep a competitive edge: Use the "home field advantage." We are from Hawaii, Ben & Jerry are not!

Best business decision: Coming to Maui.

Worst business decision: Leaving Maui.

Biggest risk taken in my career: I try to do things that I have never seen done before on a regular basis.

One rule I live by: "The more fitting you put in the plumbing, the easier it is to stop up the drain!" Scotty on "Star Trek." Also known as the KISS rule — Keep It Simple, Stupid.

Issue that keeps me up at night: That changes almost daily.

Favorite stress reducer: Fishing.

Favorite way to spend free time: Fishing.

Best place I've traveled to: Maui.

Favorite island: Kauai. But I haven't been to Molokai yet.

When I was little I wanted to be: Center fielder for the New York Yankees.



Courtesy: Roselani Ice Cream

[View Larger](#)