

MAUI LAND & PINEAPPLE CO INC  
Form 8-K  
February 11, 2010

## UNITED STATES

# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## FORM 8-K

### CURRENT REPORT

Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) **February 8, 2010**

## Maui Land & Pineapple Company, Inc.

(Exact name of Registrant as Specified in Its Charter)

**Hawaii**  
(State or other jurisdiction  
of incorporation)

**0-6510**  
(Commission  
File Number)

**99-0107542**  
(IRS Employer  
Identification No)

**161 South Wakea Avenue, P.O. Box 187, Kahului, Maui, Hawaii, 96733-6687**

(Address of principal executive offices)

**(808) 877-3351**

(Registrant's telephone number, including area code)

**Not Applicable**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 5.02 Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers; Compensatory Arrangements of Certain Officers.**

(c) On February 8, 2010, the Board of Directors of Maui Land & Pineapple Company, Inc. (the Company ) appointed Ryan L. Churchill (age 38) as President and Chief Operating Officer for the term of office that expires in May 2011. Mr. Churchill served as Senior Vice President/Corporate Development of the Company since March 2007, and as Vice President/Community Development from November 2005 to March 2007. He was Vice President/Planning of Kapalua Land Company, Ltd., the operating subsidiary responsible for the Company s Community Development and Resort segments, from June 2004 to November 2005 and Development Manager from October 2000 to June 2004.

**Item 9.01 Financial Statements and Exhibits**

(d) Exhibits

<b>Exhibit Number</b>	<b>Description</b>
99.1	Maui Land & Pineapple Company, Inc. Press Release dated February 11, 2010

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

MAUI LAND & PINEAPPLE COMPANY, INC.

Date: February 11, 2010

By: /s/ JOHN P. DURKIN  
John P. Durkin  
Chief Financial Officer

**EXHIBIT INDEX**

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