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MAUI LAND & PINEAPPLE CO INC  
Form 8-K  
November 14, 2005

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): November 7, 2005

MAUI LAND & PINEAPPLE COMPANY, INC.  
(Exact name of registrant as specified in its charter)

HAWAII	1-6510	99-0107542
(State or other jurisdiction of incorporation or organization)	(Commission File Number)	(I.R.S. Employer Identification No.)

120 Kane Street, P. O. Box 187, Kahului, Maui, Hawaii	96733-6687
(Address of Principal Executive Offices)	(Zip Code)

Registrant's telephone number, including area code: (808) 877-3351

NONE  
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))

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[ ] Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 5.05. AMENDMENTS TO THE REGISTRANTS CODE OF ETHICS, OR WAIVER OF A PROVISION OF THE CODE OF ETHICS

On November 7, 2005, the Company's Board of Directors approved the Amended Code of Ethics that covers the principal executive officer, principal financial officer, and principal accounting officer, as well as all other employees of the Company. The primary nature of the amendments were to:

- Incorporate recent revisions to the Company's Whistle Blower Policy;
- Incorporate the Company's new Insider Trading Policy;
- Incorporate the Company's new Political Contributions Policy;
- Add clarification and specificity to certain sections; and
- Add a provision to deal with possible waivers of the Code of Ethics.

SIGNATURE

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 thereunto duly authorized.

MAUI LAND & PINEAPPLE COMPANY, INC.

November 9, 2005  
Date

/S/ FRED W. RICKERT  
Fred W. Rickert  
Vice President/Chief Financial Officer  
(Principal Financial Officer)