



HAWAIIAN BUSINESS CONFERENCE  
—  
& ECONOMIC EXPO

2010 Hawaiian Business Conference & Economic Expo

# HO'OKAHUA WAIWAI

*From Advocacy to Action, Building a Sustainable Economy to Support Hawai'i's Future*



HAWAIIAN BUSINESS CONFERENCE  

---

 & ECONOMIC EXPO

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*Empowering Hawaiians, strengthening Hawai'i*

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HAWAIIAN BUSINESS CONFERENCE  
& ECONOMIC EXPO

## CHAIRPERSON'S MESSAGE

Aloha mai kākou:

On behalf of the Board of Trustees of the Office of Hawaiian Affairs, welcome to the 2010 Hawaiian Business Conference and Economic Expo: Ho'okahua Waiwai (Economic Self-sufficiency) – From Advocacy to Action: Building a Sustainable Economy to support Hawai'i's Future. A founding principle of OHA's first economic development conference in 2006 was to assist Native Hawaiians to gain access to affordable credit and the training and technical assistance that would advance economic well-being and improve family income.

This fourth annual business conference continues the tradition by reaching out to economic development and business professionals, financial executives, government contractors, and representatives from the Department of Defense Western Regional Council for Small Business, United States General Services Administration, and United States Small Business Administration.

Together we will look at economic development from the Hawaiian perspective, explore the abundance of contracting opportunities largely due to advocacy by our outstanding Hawai'i Congressional delegation, and examine the role that clean energy can play in revitalizing our economy and environment. We will continue to emphasize an economic development approach that places significant value on maintaining harmony and balance with the land and waters we love, even as we increase family income for Native Hawaiians.

For the first time, we have expanded the conference to three days of workshops and talk story sessions, which will ignite thinking and action towards achieving a bolder vision for Hawai'i that our ancestors would bless and one that will benefit our children.

We have organized the conference to help you find answers towards your new career opportunity or learn new ways to start, expand or revitalize a business. Our objective is to help you gain greater self-sufficiency and have better choices for you and your family.

As I did in 2006, I offer you a challenge and a pledge. I challenge you to absorb the knowledge and experience presented over the next three days and set specific objectives and targets for your future. The Office of Hawaiian Affairs will advocate for systems changes and improvements that will lend to achieving your goal.

No nā 'ōiwi 'ōlino,

Haunani Apoliona, MSW  
Chairperson  
Board of Trustees

# CHIEF EXECUTIVE OFFICER'S MESSAGE



HAWAIIAN BUSINESS CONFERENCE  
& ECONOMIC EXPO

Aloha kākou,

With the recent announcement of the new strategic plan and management structure to better serve Hawaiians, OHA is making the transition into a more streamlined, performance-based organization. Our fourth annual business conference reflects our shift in focus from serving individual needs to applying its resources to programs and activities that will lead to systemic change to improve the lives of all Hawaiians. As Haunani Apoliona, Chairperson for the Office of Hawaiian Affairs Board of Trustees has said, OHA must continue to grow and evolve to aid the Hawaiian people and to perpetuate our unique Hawaiian heritage and culture.

We kick off this year's conference by highlighting OHA's shift in focus to advocacy and promoting systemic change in six priority areas: economic self-sufficiency, health, education, culture, land & water ('āina) and governance. To truly have an impact on issues facing Hawaiians, OHA will base our advocacy on accurate data, sound research and performance-based criteria to achieve measurable results. The U.S. Census Bureau presentation and Native Hawaiian Chamber of Commerce analytical workshops are indicative of our commitment to research and collaborations.

OHA will continue to partner with business organizations and governmental agencies that work towards its goals. This year's conference will feature a community forum by the U.S. Department of Agriculture Rural Development on jobs and economic growth. We are also teaming with the Hawai'i Energy Policy Forum and the Hawai'i Procurement Technical Assistance Center to bring the best opportunities in the growing energy sector and government contracting, taking advantage of funding available to Hawai'i under the American Recovery and Reinvestment Act. (ARRA)

The conference will conclude with a roundtable discussion of Hawaiian leaders discussing the upcoming 2011 Asia-Pacific Economic Cooperation (APEC) Ministerial and Leaders Meeting—the first APEC summit in the United States since 1993. The roundtable will advise what role and participation OHA can advocate for on behalf of our Hawaiian community.

We look forward to a challenging and exciting conference. Thank you for joining us!

Me ka 'ōia'i'o

Clyde W. Nāmu'o  
Chief Executive Officer



Aloha kākou,

Welcome to the 2010 Hawaiian Business Conference & Economic Expo! For the past four years, this conference has effectively brought the Hawaiian and broader communities together to explore small business development, jobs creation and income generating opportunities.

Because of our remoteness as an island community, Hawaiians have historically created sustainable economic models with a deep understanding of our physical environment and human resource potential. This conference carries on that tradition by focusing on mutually beneficial community partnerships over three days of intensive workshops, keynote addresses and panel discussions.

The first day is called "Envisioning Economic Development Through a Hawaiian Lens" in partnership with the Native Hawaiian Chamber of Commerce. Planning and research play a key role in identifying emerging markets and industry segments. We will hear from Congresswoman Mazie Hirono and the U.S. Census Bureau. In a number of break-out sessions organized by the Native Hawaiian Chamber of Commerce, we will investigate and analyze the comparative advantage of the Hawaiian approach to tourism, health, government operations, information technology, the arts, finance, development and construction, and renewable energies.

At a time when economic stimulus is driving the resurgence of our economy, the second day of our conference will highlight government contracting. OHA's Hawai'i Procurement Technical Assistance Center and the Office of Small Business Utilization within the U.S. General Services Administration have jointly organized a number of exciting sessions that focus on the multi-billion dollar opportunities that are at Hawai'i's doorstep. Governor Linda Lingle will address the Undersea Cable and Big Wind projects that are intended to help transform Hawai'i's energy future. Vice Commander Paul Fuligni (U.S.N.) will offer an update to the Navy's Guam construction projects, which is part of an overall \$8 billion commitment to move much of the Department of Defense's presence in Okinawa to Guam over the next five years.

The third day of the conference is entitled "Hawai'i's Energy Initiatives Support Sustainable Economic Development." OHA is teaming with the Hawai'i Energy Policy Forum to explore the economic opportunities for Hawaiian small business on a day that is entirely dedicated to the rapidly changing energy sector, a sector for which expenditures approached \$6.2 billion in 2007. Experts will discuss the challenges and opportunities in the areas of energy efficiency, energy security, renewable energy, and emerging technologies.

The conference would not be possible without the support of sponsors and community organizations and we would like to express our gratitude to Bank of Hawai'i, Queen's Medical Center, Kyo-Ya Hotels and Resorts LP, the Hawai'i Energy Policy Forum, the U.S. GSA Small Business Utilization Office, the Hawai'i Procurement Technical Assistance Center, and the Native Hawaiian Chamber of Commerce.

We thank you for attending and look forward to working with you create a better life for the native Hawaiian community and for all the people of Hawai'i!

Sincerely,

Mark B. Glick  
Director of Economic Development

# AGENDA

JANUARY 11, 2009 • ENVISIONING ECONOMIC DEVELOPMENT THROUGH A HAWAIIAN LENS



HAWAIIAN BUSINESS CONFERENCE  
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- 6:30 am – 8:00 am **Registration & Continental Breakfast** (Pa Koloko Courtyard & 306 AB)
- 6:30 am – 9:00 am **Nā 'Ōiwi 'Ōlino Live Radio Broadcast** (Pa Koloko Courtyard & 306 AB)
- 8:00 am – 8:20 am **Welcome Oli & Hula** (O'ahu Room 313)  
Veto Baker
- 8:20 am – 8:35 am **Opening Remarks** (O'ahu Room 313)  
Haunani Apoliona, Chairperson, Office of Hawaiian Affairs
- 8:40 am – 9:05 am **Office of Hawaiian Affairs Strategic Plan Presentation** (O'ahu Room 313)  
Stanton Enomoto, COO, Office of Hawaiian Affairs
- 9:05 am – 9:25 am **Hawai'i Economic Development Entity Asset Map Project** (O'ahu Room 313)  
Dirk Soma, Native Hawaiian Chamber of Commerce
- 9:30 am – 9:55 am **2010 U.S. Census: How it Impacts Native Hawaiians** (O'ahu Room 313)  
James T. Christy, Regional Director U.S. Census Bureau
- 10:00 am – 12:00 N  
**Breakout 1: Comparative Advantage Analysis; Tourism** (Room: 301 B)  
**Breakout 2: Comparative Advantage Analysis; Health** (Room: 302 A)  
**Breakout 3: Comparative Advantage Analysis; Government** (Room: 302 B)  
**Breakout 4: Comparative Advantage Analysis; Information Technology** (Room: 305 A)  
**Breakout 5: Comparative Advantage Analysis; Agriculture & Aquaculture** (Room: 305 B)  
**Breakout 6: Comparative Advantage Analysis; The Arts** (Room: 307 A)  
**Breakout 7: Comparative Advantage Analysis; Finance** (Room: 307 B)  
**Breakout 8: Comparative Advantage Analysis; Development & Construction** (Room: 308 A)  
**Breakout 9: Comparative Advantage Analysis; Renewable Energies** (Room: 308 B)
- 12:15 pm – 1:15 pm **Lunch** (O'ahu Room 313)  
**Keynote Address: Honorable Mazie Hirono**  
**Congresswoman, U.S. House of Representatives**
- 1:25 pm – 1:55 pm **Economic Development Models Within Indigenous Communities** (Lili'u Theater 310)  
Ms. Manu Kaiama, Instructor Shidler College of Business & Hawai'inuiakea School of Hawaiian Knowledge
- 2:00 pm – 4:00 pm **Industry Comparative Advantage Analysis Presentations** (Lili'u Theater 310)
- 4:00 pm – 4:15 pm Break
- 4:15 pm – 5:15 pm **Native Hawaiian Legislative Efforts: Prioritizing Key Legislative Issues** (Lili'u Theater 310)  
Panel: Honorable Mele Carroll, Representative, State of Hawai'i, House of Representatives and Chairperson, Legislative Hawaiian Caucus; Honorable Brickwood Galuteria, Senator, State of Hawai'i Senate, Member of the Legislative Hawaiian Caucus
- 5:15 pm – 5:30 pm **Closing** (Lili'u Theater 310)  
Stephen Ka'a'a, Native Hawaiian Chamber of Commerce
- 5:30 pm – 7:30 pm **Reception & Exhibits** (Pa Koloko Courtyard & 306 AB)  
Hosted by the Native Hawaiian Chamber of Commerce



- 6:30 am – 8:00 am **Registration & Continental Breakfast** (Pa Koloko Courtyard & 306 AB)
- 6:30 am – 9:00 am **Nā 'Ōiwi 'Ōlino Live Radio Broadcast** (Pa Koloko Courtyard & 306 AB)
- 8:00 am – 8:20 am **OHA Economic Development Innovations Support Hawai'i's Businesses** (Lili'u Theater 310)  
Oswald Stender, Trustee, Office of Hawaiian Affairs
- 8:25 am – 8:55 am **SBA Certification Programs** (Lili'u Theater 310)  
Michael Youth, Business Development Specialist, 8(a), U.S. Small Business Administration
- 9:00 am – 9:30 am **GSA Mission and Contractor Solicitation** (Lili'u Theater 310)  
Pamela Smith-Cressel, Director of Small Business Utilization,  
U.S. General Services Administration
- 9:35 am – 10:05 am **Contracting with the Department of Defense** (Lili'u Theater 310)  
Janet Hand, Chairwoman, DoD Western Regional Council for Small Business
- 10:05 am – 10:35 am **Federal Contracting, Service Disabled Veteran-Owned  
Small Business Affair Presentation** (Lili'u Theater 310)  
Raymond Jardine, Jr., President and CEO, Native Hawaiian Veterans, LLC
- 10:35 am – 10:50 am Break
- 10:50 am – 11:20 am **Procurement and Technical Assistance Centers** (Lili'u Theater 310)  
Claus Prufer, Program Manager HI-PTAC, J. Rick Evans, Executive Director,  
Organization for Economic Initiatives, OGCAP
- 11:25 am – 11:55 am **NHO 8(a) and Super 8(a) Contracting:  
Improving and Preserving Through Advocacy** (Lili'u Theater 310)  
Patricia Zell, Attorney, Zell & Cox Law, P.C.
- 12:05 pm – 1:05 pm **Lunch** (O'ahu Room 313)  
**Keynote Address: Honorable Linda Lingle, Governor, State of Hawai'i**  
Contracting Opportunities: Undersea Cable / Big Wind Initiative
- 1:10 pm – 1:40 pm **Creating a Business Plan and Preventing Business Fraud**  
Bank of Hawai'i (Lili'u Theater 310)
- 1:45 pm – 2:15 pm **Prime Contracting Opportunities: Honolulu Rail Project** (Lili'u Theater 310)  
Honorable Mufi Hannemann, Mayor, City & County of Honolulu
- 2:15 pm – 2:45 pm **Guam Military Construction Program Update** (Lili'u Theater 310)  
Paul T. Fuligni, Captain, CEC, USN; Vice Commander,  
Naval Facilities Engineering Command Pacific
- 2:45 pm – 3:00 pm Break (Pa Koloko Courtyard)
- 3:00 pm – 4:00 pm **Breakout 1: Small Business Innovation Research** (Room: 301 B)  
Panel Discussion: Gloria Pualani, Corporate Director, SEBP Government Relations,  
Northrup Grumman; Tizoc Lozoc, Corporate Program Manager, Mentor Protégé,  
SBIR & HBCU/Ms Programs

# AGENDA

JANUARY 12, 2009 • CREATING ECONOMIC DEVELOPMENT THROUGH GOVERNMENT CONTRACTING



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- 3:00 pm – 4:00 pm **Breakout 2: Score Hawai'i, Business to Government Opportunities** (Room: 305 AB)  
Panel Discussion: Dennis Bunda, Hawai'i State Chapter Chairman, SCORE; Alan Yukitomo, SCORE; Randy Driver, SCORE
- 3:00 pm – 4:00 pm **Breakout 3: Access to Capital** (Room: 307 AB)  
Panel Discussion: Kimberly A. Hite, Business Development Specialist; SBA Bank Representatives
- 3:00 pm – 4:00 pm **Breakout 4: Maximizing Government Contracting Opportunities** (Room: 308 AB)  
J. Rick Evans, Executive Director, Organization for Economic Initiatives, OGCAP
- 4:05 pm – 5:05 pm **Teaming Arrangements – Prime and Subcontracting: Mentor Protégé Program** (Lili'u Theater 310)  
Panel Discussion: Philip Kahue, President, Akimeka; Bruss Keppeler, Vice President and General Counsel, JTSI; Raymond Jardine, President & CEO, Native Hawaiian Veterans, LLC; Diane G. Dempsey, Director of Socio Economic Programs, BAE Systems
- 4:45 pm – 5:00 pm **Closing Remarks** (Lili'u Theater 310)  
Mona Bernardino, COO, Hi'ilei Aloha, LLC, former Deputy Administrator of OHA

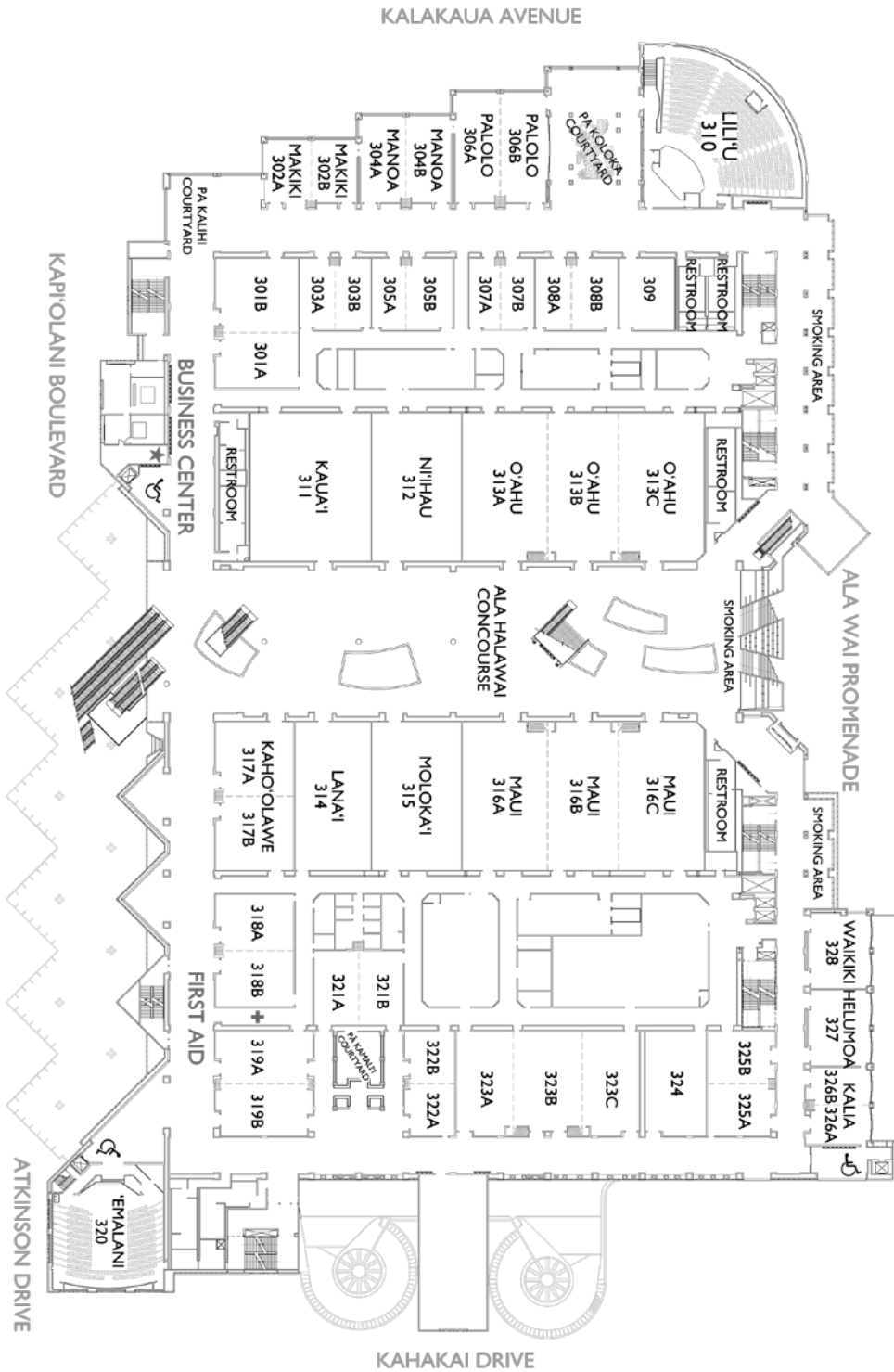


- 6:30 am – 8:00 am **Registration & Continental Breakfast** (Pa Koloko Courtyard & 306 AB)
- 6:30 am – 9:00 am **Nā 'Ōiwi 'Ōlino Live Radio Broadcast** (Pa Koloko Courtyard & 306 AB)
- 8:00 am – 8:20 am **OHA Energy Investment Benefits Hawaiians & All of Hawai'i** (Lili'u Theater 310)  
Judge Boyd Mossman, Trustee, Office of Hawaiian Affairs
- 8:25 am – 10:30 am **Community Discussion on the President's Forum on Jobs:  
Discussion to Explore Ideas and Identify Opportunities and Obstacles Regarding  
Jobs, Including Energy Project Funding in Rural Hawai'i.** (Lili'u Theater 310)  
Tim O'Connell, Assistant to the State Director, USDA/Rural Development
- 10:30 am – 10:40 am Break
- 10:40 am – 11:55 am **Energy Security & Cost in Hawai'i** (Lili'u Theater 310)  
Panel Discussion: Moderator; Mike Hamnett, Executive Director, RCUH; Sasha Fesharaki,  
Vice Chairman, FACTS, Inc.; Mark Duda, President, Hawai'i Solar Energy Association;  
Mark Glick, Director of Economic Development, Office of Hawaiian Affairs
- 12:05 pm – 1:05 pm **Lunch** (O'ahu Room 313)  
**Keynote Address: Honorable Neil Abercrombie,  
Congressman, U.S. House of Representatives**  
Introduction by Judge Walter Heen, Trustee, Office of Hawaiian Affairs
- 1:10 pm – 1:45 pm **Ho'omaulo, Department of Hawaiian Home Lands  
Energy Policies and Initiatives** (Lili'u Theater 310)  
Kaulana Park, Chairman, Hawaiian Homes Commission,  
Department of Hawaiian Home Lands
- 1:45 pm – 2:15 pm **More Power To You! Hawai'i's Clean Energy Transformation** (Lili'u Theater 310)  
Henk Rogers, Chairman, Blue Planet Foundation
- 2:15 pm – 2:30 pm Break
- 2:30 pm – 4:00 pm **Breakout 1: Hawai'i Energy Policy Forum** (Room: 301 B)  
**Energy Efficiency Measures: Building Codes and Standards**  
Panel Discussion: Howard Wiig, Energy Analyst, DBEDT; Darren Kimura, President &  
CEO Sopogy; Jeff Mikulina, Executive Director, Blue Planet Foundation
- 2:30 pm – 4:00 pm **Breakout 2: Hawaii Energy Policy Forum** (Room: 308 AB)  
**Renewable Energy Agenda – Bio Fuels Master Plan, Wind Projects, and Solar / PV**  
Panel Discussion: Warren Bollmeier, President, Hawai'i Renewable Energy Alliance;  
Mark Duda, President, Hawai'i Solar Energy Association; Maria Tome, Alternative  
Energy Engineer, DBEDT; Mr. Robert Iopa, President, WCIT Architecture
- 4:00 pm – 5:00 pm **2011 Asia-Pacific Economic Cooperation (APEC) Ministerial & Leaders Meeting:  
An Unprecedented Opportunity for Hawai'i and Native Hawaiians to Enlighten the  
Global Community** (Lili'u Theater 310)  
Panel Discussion
- 5:00 pm – 5:15 pm **Closing Remarks** (Lili'u Theater 310)  
Office of Hawaiian Affairs

# CONVENTION CENTER DIAGRAM



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# SPONSORS

OHA extends a warm mahalo to all of our conference sponsors.

*Maihe* \_\_\_\_\_



*Pihake* \_\_\_\_\_



*Conference Supporter* \_\_\_\_\_



Native Hawaiian Chamber of Commerce



Office of Small Business Utilization for the U.S. General Services Administration (GSA)  
Department of Defense Western Regional Council for Small Business Education and Advocacy  
USDA Rural Development  
Hawai'i Convention Center 'Ohana



## TRUSTEES



**Haunani Apoliona**  
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## CHIEF EXECUTIVE OFFICER



**Clyde W. Nāmu'o**  
Chief Executive Officer



# HO'OKAHUA WAIWAI PRESENTERS

*Advocacy to Action, Building a Sustainable Economy to Support Hawai'i's Future*

## OPENING REMARKS



### **Haunani Apoliona**

Haunani Apoliona is Chairperson of the Office of Hawaiian Affairs Board of Trustees. For more than 30 years, Apoliona has dedicated her life to working with and on behalf of the Native Hawaiian community. In 1996, she was elected an at-large trustee of the Office of Hawaiian Affairs, and has been serving in leadership positions on the board since 1997. Prior to OHA, Apoliona served the community at Alu Like, Inc. for 19 years, including six years as president and CEO. She is also a master slack-key guitarist who has won several Nā Hōkū Hanohano awards and composed many songs. She has been a professional entertainer since 1977 and since May 1982 performs as a member of Olomana. Apoliona holds a Master's Degree in Social Work from the University of Hawai'i at Mānoa.

## OFFICE OF HAWAIIAN AFFAIRS STRATEGIC PLAN PRESENTATION



### **Stanton Enomoto**

Stanton Enomoto is the Chief Operating Officer of the Office of Hawaiian Affairs. Previously he was Special Assistant to the OHA Administrator, serving as an advisor to OHA's senior management, special projects manager, and a technical and administrative resource person for OHA division managers. Prior to OHA, Enomoto served as Director of Planning and Development for the Hawai'i Community Development Authority and spent nine years with the Kaho'olawe Island Reserve Commission. Born on Maui, he attended the Kamehameha Schools and received his Bachelor's Degree in Geology and Environmental Studies from Macalester College in St. Paul, Minnesota.

## HAWAI'I ECONOMIC DEVELOPMENT ENTITY ASSET MAP PROJECT



### **Dirk Soma**

Dirk Soma is the owner of DNS Consultants, a firm specializing in economic development, and Kulia Career Development Services, which provides education- and career-planning services to indigenous communities. As First Vice-President of the Native Hawaiian Chamber of Commerce, Soma spearheaded the Hawaiian Economic Development Entity Asset Map Project. Soma currently serves as the President of the Hawai'i Association for Career and Technical Education and has served as chair of the Education Committee for the Association of Hawaiian Civic Clubs. Soma was born in Waimea, Kaua'i, raised in Āliamanu, O'ahu, and currently resides in the Kalāwahine homestead.

# HO'OKAHUA WAIWAI PRESENTERS

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## 2010 U.S. CENSUS: HOW IT IMPACTS NATIVE HAWAIIANS



### **James T. Christy**

James T. Christy is Regional Director of the U.S. Census Bureau's Los Angeles region. Christy manages a staff of 500 permanent employees and is responsible for all Census Bureau activities in Southern California and Hawai'i. In addition to counting the population every ten years, the permanent presence of the Census Bureau in Los Angeles measures the economy through indicators like the Consumer Price Index, the monthly Unemployment Rate and Housing Starts data. It's also involved in producing key social measures for poverty, health and well being, crime and education.

## KEYNOTE ADDRESS: HONORABLE MAZIE HIRONO, CONGRESSWOMAN, U.S. HOUSE OF REPRESENTATIVES



### **Congresswoman Mazie Hirono**

Congresswoman Mazie Hirono has represented Hawai'i's 2nd Congressional district since 2007. Hirono's district includes rural O'ahu and the Neighbor Islands. She has earned positions on key U.S. House Committees including the Committee on Education and Labor, and the Committee on Transportation and Infrastructure. Congresswoman Hirono graduated with honors from Kaimuki High School and graduated Phi Beta Kappa from the University of Hawai'i at Mānoa. She earned her law degree from Georgetown University Law Center in Washington, D.C., where she focused on public interest law. She served as a Deputy Attorney General before entering private practice. In 1980, she was elected to the Hawai'i State House of Representatives and in 1994, she was elected the state's Lieutenant Governor, a position she held for two terms.

## ECONOMIC DEVELOPMENT MODELS WITHIN INDIGENOUS COMMUNITIES



### **Manu Kaiama**

Manu Kaiama is a full-time instructor at the Shidler College of Business and Hawai'i inuiākea School of Hawaiian Knowledge at the University of Hawai'i at Mānoa, and teaches in the undergraduate and executive master's program there. Kaiama is currently the Director and Principal Investigator of Kaulele, a scholarship partnership between Hawai'i inuiākea, the Institute for Native Pacific Education and the Kamehameha Schools. Kaulele is an extension of the Native Hawaiian Leadership Project that she developed and has directed since 1998. Kaiama has an undergraduate degree in Business Administration and a Master's Degree in Accounting from UH Mānoa. She later worked at Arthur Young and later Ernst & Young, and became a CPA in 1993.



# HO'OKAHUA WAIWAI PRESENTERS

*Advocacy to Action, Building a Sustainable Economy to Support Hawai'i's Future*

## NATIVE HAWAIIAN LEGISLATIVE EFFORTS: PRIORITIZING KEY LEGISLATIVE ISSUES



### **Representative Mele Carroll**

Representative Mele Carroll currently serves the 13th Representative District, which includes East Maui, the islands of Lāna'i, Moloka'i including Kalaupapa, Kaho'olawe and Molokini. She currently serves as the Chair of the Hawaiian Affairs Committee, Chair of the Legislative Hawaiian Caucus, and as a member of the Health, Human Services, Judiciary, and Consumer Protection & Commerce committees. Prior to her appointment in 2005 by Governor Lingle, Carroll served as the Executive Assistant and the Chief Legislative Liaison to County of Maui Mayor Alan Arakawa. Previously, Mele Carroll served as Chief of Staff to State Senator J. Kalani English at the Hawai'i State Senate for two years in addition to serving four years as his Chief of Staff with the Maui County Council.



### **Senator Brickwood Galuteria**

Senator Brickwood Galuteria represents Hawai'i's 12th Senate District, encompassing Downtown Honolulu, Chinatown, Kalihi-Pālama, Kaka'ako, Ala Moana and Waikiki. Galuteria's business ventures have included his position as Principal of No'eau Consulting LLC, located in Honolulu. A Native Hawaiian, Senator Galuteria has been involved in programs and issues of cultural significance including being a crew member and media coordinator for the 1992 voyage of Hōkūle'a, themed "Nō Nā Mamo, For The Generations," which focused on education. Senator Galuteria is also a well-known Hawai'i media personality and has spent the majority of his career in the entertainment and broadcasting industry.

## OHA ECONOMIC DEVELOPMENT INNOVATIONS SUPPORT HAWAII'S BUSINESSES



### **Oswald Stender**

Oswald Stender is an At-Large Trustee of the Office of Hawaiian Affairs, currently serving as Chair of the Committee on Asset and Resource Management. Prior to his service at OHA, Stender served as a Trustee of the Bernice Pauahi Bishop Estate, and in professional capacities at the Estate of James Campbell, Grosvenor International, and American Land Co. He also serves on numerous corporate and community boards. Stender graduated from the Kamehameha School for Boys and earned his B.A. in Business from the University of Hawai'i at Mānoa.

# HO'OKAHUA WAIWAI PRESENTERS

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## SBA CERTIFICATION PROGRAMS



### Michael Youth

Michael Youth is the Lead Business Development Specialist with the U.S. Small Business Administration's Hawai'i District Office, joining the office in June 1998. He is responsible for the delivery of the SBA's 8(a) Business Development program. The 8(a) BD program assists eligible small disadvantaged business concerns compete in the American economy through business development. The program provides management and technical assistance to program participants in support of their business plan. Prior to being assigned to the 8(a) BD program, Youth was a Loan Specialist in the Hawai'i District Office. Youth's responsibilities then included underwriting loans through the SBA guaranty loan program.

## GSA MISSION AND CONTRACTOR SOLICITATION



### Pamela Smith-Cressel

Pamela Smith-Cressel is the Director of the Office of Small Business Utilization for the U.S. General Services Administration. She has been employed with the federal government for 20 years, with the Internal Revenue Service, Air Force, Department of Defense and the Naval Weapons Station. She is currently located in Los Angeles, California. Smith-Cressel hosts a monthly Business Networking Breakfast, which allows the exchange of pertinent information to assist small, minority- and women-owned businesses. For the past five years, she has been teaching entrepreneurs how to become successful government

contractors.

## CONTRACTING WITH THE DEPARTMENT OF DEFENSE



### Janet Hand

Janet Hand is a Small Business Specialist with the U.S. Department of Defense. A native of Tennessee, Hand has worked in the Department of Defense for more than 27 years. She has held various positions in human resources management, contract management and financial management. She is currently a small business specialist for NAVAIR Weapons Division, in China Lake and Point Mugu, California. She also served as the Chair for the Department of Defense Western Regional Council for Small Business Education and

Advocacy.



# HO'OKAHUA WAIWAI PRESENTERS

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## FEDERAL CONTRACTING, SERVICE DISABLED VETERAN-OWNED SMALL BUSINESS AFFAIR PRESENTATION



### **Raymond Jardine, Jr.**

Raymond Jardine, Jr. is President and CEO of Native Hawaiian Veterans, LLC, a Native Hawaiian-owned, HUBZone, Service Disabled Veteran-Owned Small Business (SDVOSB), SBA 8(a), and Small Disadvantaged Business (SDB) Company with core competencies of Homeland Security, Emergency Management, Information Technology, Installation Operations, Unexploded Ordnance (UXO) and Logistic Management. He received a Doctor of Business Administration in Organizational Leadership from Rockville University, a Master's in Strategic Studies from the Army War College, a Master's in Organizational Management from the University of Phoenix and a Bachelor's of General Studies (Business Management) from Chaminade University in Honolulu.

## PROCUREMENT AND TECHNICAL ASSISTANCE CENTERS



### **Claus Prufer**

Claus Prufer is the Director of the Hawai'i Procurement Technical Assistance Center, operated by the Office of Hawaiian Affairs. Previously, Prufer had over 40 years of management experience in the Middle East, Africa, Southeast Asia, Europe and the Americas for GTE. Following his retirement, Prufer was Chairman of the Board of Island Mortgage Company. He also founded a small consulting company to assist small businesses with formation and contracts. Prufer completed coursework in international economics at Frankfurt's Johan Wolfgang von Goethe University and graduated from Hamburg University's law school.

## NHO 8(A) AND SUPER 8(A) CONTRACTING: IMPROVING AND PRESERVING THROUGH ADVOCACY



### **Patricia Zell**

Patricia Zell is a partner in Zell & Cox Law, P.C., specializing in the laws affecting American Indians, Alaska Natives and Native Hawaiians, and Native American business opportunities. Zell retired from public service in March of 2005, following 25 years of service on the U.S. Senate Committee on Indian Affairs, where she served as Democratic Staff Director and Chief Counsel for the last 19 years of her service, working with the Chairman and Vice Chairman of the Committee, Senator Daniel K. Inouye. A graduate of Georgetown Law School, Zell is admitted to practice in the District of Columbia Court of Appeals and the U.S. Supreme Court. She served on the faculty of the University of Hawai'i School of Law for the 2006 January term.

# HO'OKAHUA WAIWAI PRESENTERS

Advocacy to Action, Building a Sustainable Economy to Support Hawai'i's Future



HAWAIIAN BUSINESS CONFERENCE  
& ECONOMIC EXPO

## PRIME CONTRACTING OPPORTUNITIES: HAWAI'I STATE UNDERSEA CABLE PROJECT



### **Governor Linda Lingle**

Governor Linda Lingle took office on December 2, 2002, as the sixth elected Governor of Hawai'i. She first served the people of Hawai'i in 1980 as a member of the Maui County Council, and went on to complete five two-year terms, three representing the island of Moloka'i. In 1990, she was elected Mayor of Maui County and served two four-year terms. A native of St. Louis, Missouri, at the age of 12, her family moved to Southern California, where she attended public schools and graduated from Birmingham High School. She relocated to Hawai'i in 1975 after graduating cum laude with a Journalism Degree from California State University, Northridge. In 1976, she founded and began serving as publisher of the *Moloka'i Free Press*.

## PRIME CONTRACTING OPPORTUNITIES: HONOLULU RAIL PROJECT



### **Mayor Mufi Hannemann**

Mufi Hannemann is the 12th mayor of the City and County of Honolulu. As an advocate of economic development, Hannemann played a role in averting the closure of the Pearl Harbor Naval Shipyard and worked on the revitalization of Chinatown as an arts and culture district. Hannemann served on the Honolulu City Council beginning in 1995, including a time as its Chairman. At the state level, he was a special assistant to Governor George Ariyoshi and later served as Director of the Department of Business, Economic Development & Tourism and Office of International Relations under Governor John Waihe'e. He was an executive with agribusiness C. Brewer and Company and also created and operated his own consulting firm and non-profit organization. Hannemann is the founder of the Pacific Century Fellows, modeled after the White House Fellows.

## BREAKOUT SESSION 4: MAXIMIZING GOVERNMENT CONTRACTING OPPORTUNITIES

### **J. Rick Evans**

J. Rick Evans is Executive Director of The Organization for Economic Initiatives (OEI). Evans has been associated with OEI since 1993 and with Oregon's Procurement Technical Assistance Center (PTAC) since 1986. He is a Certified Contracting Assistance Specialist, a Fellow of the Association of Procurement Technical Assistance Centers, and the recipient of the national member of the year award. Prior to his Oregon experience, Evans worked as a proposal development specialist for a major defense and aerospace firm and holds B.A. and M.A. degrees. Evans also teaches part-time at a local college, including The History of the Middle East, U.S. History, and the History of World War II.

## GUAM MILITARY CONSTRUCTION PROGRAM UPDATE

### **Paul T. Fuligni**

Captain, CEC, USN; Vice Commander, Naval Facilities Engineering Command Pacific



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## BREAKOUT 1: SMALL BUSINESS INNOVATION RESEARCH



### **Gloria D. Pualani**

Gloria D. Pualani is the Corporate Director, Socio-Economic Business Programs for Northrop Grumman Corporation. She has been employed by Northrop Grumman in various assignments for 28 years. She has used her expertise to advance the course of small, women- and minority-owned businesses in the aerospace industry. Pualani holds a B.A. degree from California State University and an M.B.A. from National University.



### **Tizoc S. Loza**

Tizoc S. Loza is the Corporate Program Manager for the Mentor-Protégé, Small Business Innovation Research (SBIR), and Historically Black Colleges and Universities/Minority Institutions (HBCU/MIs) Programs. Loza's corporate oversight includes the review and approval of new Mentor-Protégé agreements, corporate strategy development, and training. Loza earned his Bachelor's Degree in Financial Management and International Business from California State University at Long Beach and received a Government Contract Management Certification from University of California at Los Angeles.

## BREAKOUT 2: SCORE HAWAI'I, BUSINESS TO GOVERNMENT OPPORTUNITIES

### **Dennis Bunda**

Hawai'i State Chapter Chairman, SCORE

## BREAKOUT 3: ACCESS TO CAPITAL

### **Kimberly A. Hite**

Kimberly A. Hite serves as a Business Development Specialist for the U.S. Small Business Administration (SBA) in the Hawai'i District Office. A former Honolulu small business owner, she originally joined the agency in 1989 in the South Carolina District Office. In her current position, Hite is responsible for marketing the full range of SBA's loan and technical assistance programs. She also serves as SBA liaison to SCORE of Hawai'i. A native of Huntington, West Virginia, Hite attended Marshall University and the University of South Carolina.

## TEAMING ARRANGEMENTS – PRIME AND SUBCONTRACTING: MENTOR PROTÉGÉ PROGRAM



### **Philip Kahue**

Philip Kahue is President of Akimeka Technologies, LLC, in Honolulu. Akimeka Technologies is an SBA, NH-owned 8(a) Small Disadvantaged Business that provides a variety of services including range and base operations support services and general consulting to a myriad of government clients. Kahue entered the U.S. Army in 1984 as a Distinguished Military Graduate from the University of Hawai'i. He received his Master's Degree in Healthcare Administration from Baylor University in 1995 and is also a graduate of the U.S. Army's Combined Arms Services Staff School and the Command and General Staff College.

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## **Diane G. Dempsey**

Diane G. Dempsey is currently Director of the Socio Economic Business Programs, Customer Solutions, BAE Systems. Her career spans over 25 years in the field of procurement, subcontracts and supplier diversity. Dempsey has been a small business advocate for the Hughes Corporation, Northrop Grumman, DynCorp and CSC. Dempsey was an adjunct professor teaching a variety of business and acquisition classes at Northern VA Community College and Stratford University. She received her B.S. from Mary Washington College, a Certificate in Contracts & Procurement from UVA and an M.S. and M.B.A. from the University of Maryland.

## **Bruss Keppeler**

Vice President and General Counsel, Joint Tech Services, Inc. (JTSI)

## **CLOSING REMARKS**



## **Mona Bernardino**

Mona Bernardino is Executive Director of Hi'ilei Aloha, an entity launched by the Office of Hawaiian Affairs to incubate start-up ventures and to oversee the protection and preservation of Waimea Valley and Makaweli Poi. Bernardino joined OHA in 2003, and has served a variety of roles, most recently as Deputy Administrator. Bernardino was previously an attorney with Legal Services for Children, and a civil litigator specializing in Native Hawaiian issues. Bernardino attended Kamehameha Schools and received her B.A. in Religion from the University of Hawai'i at Mānoa and her J.D. from the William S. Richardson School of Law.

## **OHA ENERGY INVESTMENT BENEFITS HAWAIIANS & ALL OF HAWAI'I**



## **Boyd Mossman**

Boyd Mossman has represented Maui on the Office of Hawaiian Affairs board since 2002, and is Vice Chair of the Beneficiary Advocacy and Empowerment Committee. A retired state judge in the Second Circuit, Mossman's law career also includes terms as Maui County Prosecuting Attorney, Assistant County Attorney and Deputy Attorney General. Mossman attended The Kamehameha Schools and received his B.S. from the U.S. Air Force Academy. He attended the George Washington University School of Law and the National Judicial College.



# HO'OKAHUA WAIWAI PRESENTERS

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## COMMUNITY DISCUSSION ON THE PRESIDENT'S FORUM ON JOBS: DISCUSSION TO EXPLORE IDEAS AND IDENTIFY OPPORTUNITIES AND OBSTACLES REGARDING JOBS, INCLUDING ENERGY PROJECT FUNDING IN RURAL HAWAI'I

### Tim O'Connell

Tim O'Connell became Assistant to the State Director in April of 2004 upon the re-organization of USDA Rural Development. O'Connell manages the Rural Energy for America Program by providing outreach, guidance and project oversight to successful applicants. In addition, he is the Cooperative Development Specialist and provides technical assistance to existing cooperatives and to groups wanting to form cooperatives in the State of Hawai'i and the Western Pacific. Technical assistance includes financial analysis of existing cooperatives, director and member training, strategic, business, and marketing plan(s) development and implementation, and organizational development.

## ENERGY SECURITY & COST IN HAWAI'I



### Mark Glick

Mark Glick is Director of Economic Development at the Office of Hawaiian Affairs, where he has managed the Native Hawaiian Revolving Loan Fund, Consumer Micro Loan Program, Community Based Economic Development grant program, and training and technical services for job seekers and entrepreneurs. Prior to OHA, Glick served in executive level positions in both the private and public sector. Glick has an M.S. in Public Management and Policy from Carnegie-Mellon University and a B.A. in Mathematics from Lamar University. He also serves as a Senior Research Associate of the Urban Harbors

Institute, University of Massachusetts-Boston and is Chairman of the Executive Committee of the Sierra Club, Hawai'i Chapter.



### Shahriar Fesharaki

Shahriar Fesharaki is Senior Consultant and Member of the Executive Committee for Fesharaki Associates Consulting and Technical Services, Inc. He holds an M.B.A. with an emphasis on International Business and was previously with the Bank of Hawai'i. He specializes in LNG marketing and is responsible for providing buyers and sellers with sourcing and placement strategies for LNG. His other areas of focus involve LNG pricing trends and marketing for GTL.



### Mark Duda

Mark Duda is a founding member of Distributed Energy Partners, a Hawai'i-based, -owned, and -operated renewable energy firm focused on the commercial, non-profit and government markets; and of RevoluSun, a Hawai'i-based residential solar company. Duda is also President of the Hawai'i Solar Energy Association, where he leads the organization's legislative agenda and regulatory activities and works to expand the supply of renewable energy in Hawai'i. In 2009, Duda was named Hawai'i Venture

Capital Association's Cleantech Entrepreneur of the Year and one of *Pacific Business News's* 40 under 40 young business leaders.

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## KEYNOTE ADDRESS: HONORABLE NEIL ABERCROMBIE, CONGRESSMAN, U.S. HOUSE OF REPRESENTATIVES

Introduction by Judge Walter Heen, Trustee, Office of Hawaiian Affairs



### Walter Heen

Walter Heen represents O'ahu on the Office of Hawaiian Affairs Board of Trustees and is currently board Vice Chairperson. Heen, who has been a practicing attorney for over 50 years, has had a long career as a Judge in State District Court, Circuit Court, U.S. District Court, and finally in the State Intermediate Court of Appeals. Heen's political career began in 1958, first as Territorial and then State Representative. He also served two years in the State Senate and three years on the Honolulu City Council, serving as Council Chair from 1969-1970. Heen graduated from Roosevelt High School, received his B.A. in Economics from the University of Hawai'i at Mānoa, and his law degree from Georgetown University.



### Congressman Neil Abercrombie

Congressman Neil Abercrombie, representative of Hawai'i's 1st Congressional district, is a senior Member of the U.S. House of Representatives. He is Chairman of the House Armed Services Subcommittee on Air and Land Forces, with oversight for U.S. Army and Air Force operations, budget, and equipment and weapons systems procurement. He is also a member of the Readiness Subcommittee, the Armed Services Committee and the House Committee on Natural Resources. He began his political career in the Hawai'i State Legislature in 1974. After two terms in the State House, he served in the State Senate for eight years. Congressman Abercrombie represented Hawai'i's 1st Congressional District (Honolulu and Leeward O'ahu suburbs) for three months in 1986, returned to Congress in 1991 and has continuously represented the District since then. He earned a B.A. degree in Sociology from Union College in Schenectady, New York, a Master's Degree in Sociology and a PhD in American Studies from the University of Hawai'i.

## HO'OMAULO, DEPARTMENT OF HAWAIIAN HOME LANDS ENERGY POLICIES AND INITIATIVES



### Kaulana H.R. Park

Kaulana H.R. Park is Chairman of the Hawaiian Homes Commission. Formerly the Deputy Director of the State Department of Hawaiian Home Lands, Park started with the department in 2003 as Executive Assistant to the Chairman, providing direct oversight on special projects ranging from program development to critical projects and issues relating to fulfilling the department's mission to put Native Hawaiians on the land and into homes. In 2006, Governor Lingle appointed Park to lead the Administration's efforts to coordinate solutions to homelessness in the state. Park previously worked in banking and as Native Hawaiian Revolving Loan Fund Manager with the Office of Hawaiian Affairs. A participant in the Pacific Century Fellows program, he is a graduate of Kamehameha Schools and Stanford University.



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## MORE POWER TO YOU! HAWAI'I'S CLEAN ENERGY TRANSFORMATION



### Henk Rogers

Henk Rogers is one of the original visionaries of computer games, the entrepreneur responsible for bringing the game Tetris to the world. A native of Holland, Rogers attended UH Mānoa where he majored in Computer Science. He later moved to Japan and became a major publisher in the game industry. In 2005 Rogers founded the Blue Planet Foundation, determined to end the use of carbon-based fuels in Hawai'i and the world. The foundation has become the frontline organization in the fight for indigenous renewable energy in Hawai'i.

## BREAKOUT 1: HAWAI'I ENERGY POLICY FORUM



### Howard C. Wiig

Howard C. Wiig is the Energy Analyst with the State of Hawai'i Strategic Industries Division. His professional areas of focus include Marine Debris Cleanup, Daylighting, Dark Skies, Lighting and Human Performance, Cool Roofs/Cool Attics, Commercial Energy Codes, Residential Energy Codes, Incentives for Efficiency Measures in Buildings, Reflective-roof and -wall-coatings. His education background includes a B.A. in Humanities from the University of California-Berkeley, and an M.A. in English Literature from the University of Hawai'i. He also completed numerous certifications in Building Efficiencies and Lighting Efficiencies.



### Darren Kimura

Darren Kimura began his energy career in 1994 founding several companies including Energy Industries, a large energy services company where he led a 150-person international team, and Energy Laboratories, a clean technology incubator. He is experienced in acquisitions, having led the purchase of the Quantum Energy companies, and private placements, having sold Energy Smart News, Pacific Energy Services, and eControls. Kimura is a Certified Energy Manager, Certified Demand Side Manager, Certified Distributed Energy Professional and Certified Sustainable Development Professional. He holds a B.A. from the University of Hawai'i.

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## Jeff Mikulina

Jeff Mikulina is the Executive Director of the Blue Planet Foundation, a non-profit organization whose mission is to end the use of carbon-based fuels on Earth starting in Hawai'i. Mikulina has worked as an environmental advocate for over a decade in the islands and has helped pass legislation that sets a binding cap on Hawai'i's greenhouse gas emissions, requires that all new homes use solar water heaters, requires returnable deposits on all beverage containers, and increases the funding of natural resources through tourism taxes. Mikulina earned an M.S. Degree in Engineering from the University of Illinois at Urbana-Champaign.

## BREAKOUT 2: HAWAI'I ENERGY POLICY FORUM



## Maria Tome

Maria Tome is the renewable and transportation energy program manager of the Hawai'i State Energy Office. She is also a registered Professional Engineer who has been with the Hawai'i State Energy Office for 19 years. She currently serves as the Hawai'i Clean Energy Initiative (HCEI) Fuels Working Group Co-Chair and is a member of the HCEI Integration Committee. Tome has been involved with numerous projects in the renewable and transportation energy areas, including solar, wind, biomass, methane, hydropower, geothermal, ocean energy, fuel cells, and renewable portfolio standards as well as the recently completed Biofuels Assessment and Bioenergy Master Plan projects.



## Michael P. Hamnett

Michael P. Hamnett, Ph.D., is Executive Director of the Research Corporation of the University of Hawai'i and a Researcher in the College of Social Science at the University of Hawai'i. He has organized and managed 40 major projects for Pacific Island governments, the State of Hawai'i, and U.S. government agencies focusing on energy, climate variability and change, application of climate information to decision-making, coastal resource and environmental management, and disaster preparedness and mitigation. He has served as Principal Investigator on projects to assess the impact of climate variability on water resource management, health, fisheries, and disaster management.

## Robert Iopa

President, WCIT Architecture



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# MAHALO NUI LOA

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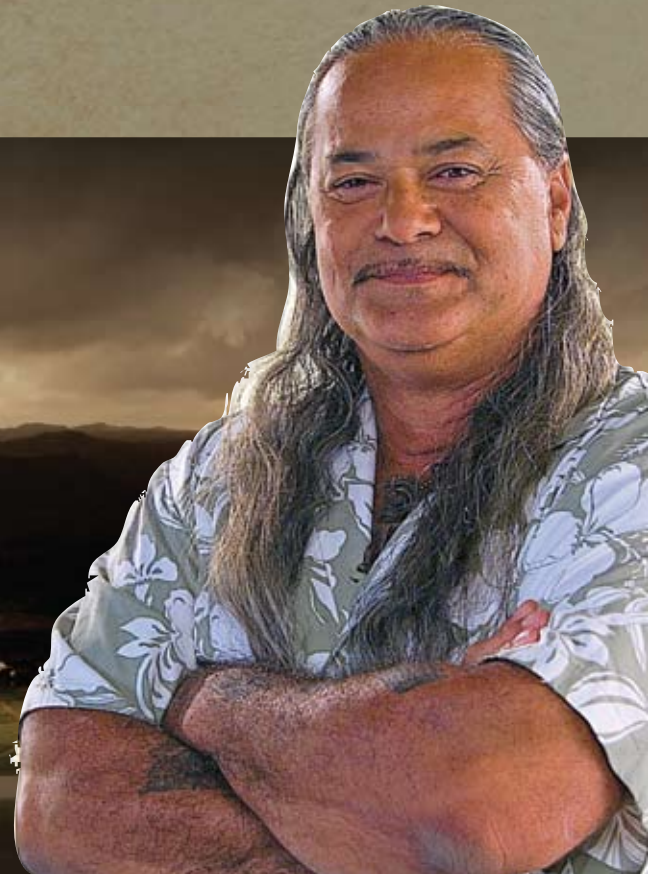
WHAT IF YOUR  
dreams took flight?

KAHUA WAIWAI (FOUNDATION OF WEALTH)

IN ORDER TO HAVE CHOICES AND A SUSTAINABLE FUTURE,  
NATIVE HAWAIIANS MUST PROGRESS TOWARD  
GREATER ECONOMIC SELF-SUFFICIENCY.

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— Butch Helemano,  
Kumu, Musician, Author & Illustrator



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