

Voice Of Business



THE CHAMBER OF COMMERCE OF HAWAII
www.cochawaii.org

02.2007

PUBLISHED MONTHLY BY
PACIFICBASIN COMMUNICATIONS

THE CHAMBER OF COMMERCE OF HAWAII | THE VOICE OF BUSINESS IN HAWAII

To better serve you, our members, communication is the key

The Chamber's new website www.cochawaii.org is our most powerful communication tool yet

Jim Tollefson, President & CEO, The Chamber of Commerce of Hawaii

With over 1,100 member companies, it is important for the Chamber to have effective communication tools. Disseminating information or asking for input from members is critical to the effectiveness of the Chamber and our role in supporting the growth of our membership and the business community.

This past year we decided to enhance our communication and find a mechanism that could help us reach out to all of our members and their employees, providing valuable information, business resources, promotional opportunities, and a voice.

At the same time, as the States Chamber, we also felt it was important to reach beyond our membership and the business community and provide resources and information that would help support the growth of our State and economy in other areas and through other markets. To accomplish this we focused on creating our most valuable communication tool to date, the Chamber's new website.

Our new website www.cochawaii.org is the most comprehensive

tool the Chamber has to communicate to its members, the business community and visitors who come to the Chamber for information. It is a one-stop-shop for all Chamber related activities and materials including news, events, programs and publications. We have placed numerous resources on the site to help make it easy for members to find contacts and information in business related areas. We have also added sections that provide information to others who approach the site for information. A major enhancement is the opportunity for members to increase their visibility and promote their companies beyond the Chamber membership. Most importantly, it allows the Chamber to convey up to the minute information to all Chamber members and their employees.

I want to encourage Chamber members to visit the website daily. It is our most valuable communication tool and a resource that will keep you informed of the opportunities and benefits available to you as a member of the Chamber.



The Chamber of Commerce of Hawaii new website
www.cochawaii.org



Looking for Conference Space OUTSIDE Waikiki?

DPRA CONFERENCE CENTER

+ Secure Environment + State of the Art A/V System + Small Meetings OR up to 90 Theatre Style

Ala Moana Building, 1441 Kapiolani Blvd., Suite 2020 CALL 946-2652

ADVERTISEMENT



What can members expect from the Chamber's new Website?

Bryna Stankiewicz, Vice President of Marketing & Communications, The Chamber of Commerce of Hawaii

As a member driven organization, supporting our membership is our priority. As we created the Chamber's new website, we focused on what information, resources and opportunities would provide our members the most value.

Along with offering business resources and keeping members fully informed on all Chamber matters, we felt it was important to create additional opportunities exclusive to members that enabled them to promote their companies to all visitors on the Chambers website. An important part of gaining clients, referrals, and growing any business, is visibility.

Through the membership section we have numerous opportunities for member companies to market their products or services, along with listing company announcements and events.

SECTIONS INCLUDE:

Membership Directory: An online directory of all members with company descriptions, information and links to their website.

Member to Member Benefits: A list of exclusive discounts for members and their employees.

Member Spotlights: Featured companies

Members On The Move: A listing of company announcements, awards, and special occasions.

Member Events: Member Activities and event listings.

Welcome New Members: A photo and company listing of new members who recently joined and attended a New Member Welcome event.

A VALUABLE ADDITION – ADVERTISING

Members can now place sponsor ads on the new website. There are three spots available on the site. A unique feature of these ads is that one spot appears on every page and the second spot appears on almost every page. Both offer maximum visibility. (For questions call 545-4300 ext 340)



ADDITIONAL ENHANCEMENTS ARE:

On-line Event Registration and Payment

Ordering Publications

Voice of Business – Monthly Issues

ADDITIONAL SECTIONS INCLUDE:

History Of The Chamber

Board Of Directors

Public Health Fund

Affiliated Chamber's

ADVERTISEMENT



"Profit from an **ONLINE STRATEGY**"

- Major Search Engine Advertising
- Site Upgrade and Enhancement
- Web Design & Management
- E-Learning System
- Webmercials
- Webconferencing

Contact our office today!

548-3249

• 265-1711

• wsihawaii.com



The website also connects members to local government and military

BUSINESS ADVOCACY

The Chamber's role at the legislature is one of its most important functions. Active involvement and input by members is critical.



Each year the Chamber's Business Advocacy Department and Chamber committees work hard to advance business legislation. Keeping members involved and up to date on the status of important business bills and day to day happenings at the Legislature is critical to gaining support, input and involvement. Through the Chamber's new website we can provide immediate updates during the session and call on members to actively participate.

SECTIONS INCLUDE:

Business Advocacy: Department information and listings of committee meetings.

Legislative Update: Immediate updates on

important business bills and their status. It also includes Chamber testimony and comments.

HawaiiVotesForBusiness: An action based site that enables members to contact their legislators directly.

Survey: A poll that gathers input from members on important issues.

MILITARY AFFAIRS

The Chamber's Military Affairs Department, through its Military Affairs Committee (MAC), serves as the State's liaison in matters relating to the military in Hawaii.

The Chamber's MAC strives to establish and maintain strong bonds between the military, government, business, and civilian communities and provides vital oversight for the multi-billion dollar defense industry that has grown to become the second major source of revenues to the state next to tourism.

The Chamber's new website keeps members and local businesses informed of the projects, activities and programs relating to the Military presence in Hawaii and the opportunities available to the business community. Additionally, the section promotes support for the military and their families.

SECTIONS INCLUDE:

Hawaii's Military: Links to all branches and ways to show support.

Military's Economic Impact: Statistical data on the economic benefits the military's presence provides to the State.

News: Updates from the Chamber's Military Affairs Department, including events and information pertinent to members.

Hawaii Military Appreciation Month: Chamber Activities and events held in the month May that support and honor our military and their families.

HAWAII'S MILITARY

Military Presence in Hawaii



"U.S. military presence in Hawaii contributes towards ensuring that peace and stability reign throughout the Asia Pacific, thus enabling Hawaii's economy to benefit from the growth of a thriving global economy. Moreover, with expenditures totaling \$1.4 billion in 2005 and increases projected in the years ahead, defense expenditures remain the second major source of revenues to Hawaii's economy (next to tourism) and accounts for creating excellent employment opportunities for more than 125,000 residents.

For these important reasons, the Chamber advocates the military's continued presence in Hawaii and the Asia Pacific, and continues to provide oversight for Hawaii's multi-billion dollar defense industry."

Charles H. Ota, Vice President for Military Affairs, The Chamber of Commerce of Hawaii

Military Links

- [U.S. Pacific Command](#)
- [Marines Forces Pacific](#)
- [U.S. Pacific Fleet](#)
- [U.S. Army Pacific](#)
- [Pacific Air Forces](#)
- [US Coast Guard District](#)



A Web of Support for Our Troops

Thousands of our Hawaii servicemen and women are serving in Iraq, Afghanistan and abroad. Show them your appreciation and let them know how important they are to our island state. Check out these webpages to see what you can do to support Hawaii's military.

"Gettin' From The Home Front"

ADVERTISEMENT



The Chamber of Commerce of Hawaii

The Voice of Business in Hawaii

Call 545-4300 ext 300



Who else is visiting the Chamber's website?

Although The Chamber of Commerce of Hawaii is a business organization, most people aren't aware that we are also approached for information in other areas dealing with the State. It is quite common for visitors to go to a chamber website to find information or activities dealing with the state or area they are researching. This is due to the fact that many chambers in smaller communities are the lead organization dealing with business, tourism and community activities. As an island State and a tourist location it is more difficult for one organization, such as the Chamber, to take care of all areas. In the early 1900's, the Chamber helped to establish other organizations to focus on these other areas. But we continue to find that many people searching for information other than business information start by contacting the Chamber.

Recognizing the importance of supporting these markets outside Chamber members and the business community, we felt it was important to add information and resources to support their needs or direct them to the organization that can help them. Additionally, by providing information and having visitors peruse the Chamber website, provides additional promotion for Chamber member companies. Our goal is to continue to expand and build on this outside market.

ADDITIONAL WEBSITE VISITORS INCLUDE

Businesses Relocating To Hawaii: The new website provides information, resources and links on how to relocate or start a new business. A guide on Moving Services provided by members is also listed.

Visitors and Businesses From All Over the World: Visitors and businesses from over 60 countries look for information on the Chambers website. Our future goal is to use the website to establish relationships between foreign businesses and Chamber members.

Vacationers: Many vacationers planning to visit Hawaii go to the Chamber website to find amenities, services or activities. We have now made it easy for visitors to reach our online Member Directory. We have also begun creating guides such as our Wedding Guide and Golf Guide of Chamber members, which provides additional exposure and promotion for their companies and makes it easy for a visitor to make plans. In the future we will be adding additional guides in other areas of interest.

Other visitors to the Chamber website include **military personnel, government agencies** and **schools**. The Chamber will continue to focus on expanding the website to accommodate these markets.

VISITOR INFORMATION

Are you planning a trip to Hawaii?
Celebrating your honeymoon?
Coming to the Islands for a meeting or convention?

Click on the [Chamber Member Directory](#) to locate accommodations, transportation, restaurants and activity related services.

Planning a wedding and looking for services?
[Chamber Wedding Guide](#)

[Chamber Golf Guide](#)

For additional visitor questions and information, click here for [visitor information](#)

Click for [travel guide for visitors with disabilities](#)

Make Your Trip Better Using 3-1-1 - (Transportation Security Administration)
3-1-1 for carry-ons = 3 ounce bottle or less; 1 quart-sized, clear,



Wincubic.com, Inc.

Hajime "Jim" Ueno, President,
Wincubic.com, Inc. (www.wincubic.com)



wincubic.com,inc

"Established in 1999, Wincubic.com, Inc., which issues Aloha Street quarterly, is spearheading Hawaii's most modern Japanese travel marketing tools with a Web site and a free Japanese language magazine. The company's innovative "media-mix" informs the Japanese visitor pre, during, and post visit to Hawaii and features creative editorial. The Web site provides a community forum where visitors can share their own Hawaii experience.

As a Chamber member, we find the networking opportunities, as well as the chance to learn how American businesses operate, essential. We are also interested in connecting with other industry businesses to share our insight on the perceptions of Japanese tourists."



Spectrum Home Services of Hawaii

Rolf Achauer, President, Spectrum Home Services of Hawaii

"Recently I acquired the Spectrum Home Services Territory of Honolulu and opened our first location. I am very excited to bring this unique concept to Hawaii. Spectrum Home Services represents a new approach



to traditional non-medical senior home care. We are the ONLY senior care company in the state that can provide all of the services that active and home-bound seniors need to continue to live comfortably in their homes for as long as possible. We also provide these same high quality services to busy homeowners to help alleviate the stresses of home ownership. Our services include homemaking, personal care, yard care, maintenance, and relocation services. Basically, anything the customer may need help with, we can do it! For information, visit our web site at www.spectrumhomeservices.com.

I joined The Chamber of Commerce of Hawaii because I believe networking is key to creating visibility for my company. The Chamber offers numerous opportunities to promote our services to hundreds of businesses. As a new company in Hawaii, I also feel it is important to be a part of an organization that is here to support the growth of new businesses such as mine and insure all

Hawaii's businesses are successful. I'm looking forward to the year ahead and plan on taking advantage of the benefits the Chamber has to offer. I recommend the Chamber to any new business looking for opportunities to grow."



ADVERTISEMENT



Torikildson Katz Fonseca Moore & Hetherington,
Business Attorneys serving Hawaii's business
community for over 50 years!



Welcome New Members



Back Row Left: Charlie Harris, Island Health Care LP; Marie Espiritu, Financial Freedom- Reverse Mortgage Specialist; Ray Prosek, Acceptance Capital Mortgage Corporation; Daniel Ontai, DB Ontai & Associates; Sean Cleveland, Alcatel North America;
Second Row From Left: Rafael Rodriguez, Coldwell Bank Pacific; Chakib Benachour, \$1,000,000aire Blueprints Hawaii; Iris Benachour, \$1,000,000aire Blueprints Hawaii; Luke Trefny, Acceptance Capital Mortgage Corporation; Mark Saruwatari, 15th Services, Marketing; Hector Guzman, Design a Sign, LLC **Third Row From Left:** Alan Aspera, The UPS Store- Waipio
Front Row Left: Leidy Deguzman, The UPS Store- Waipio; Patt Steiner, VentureSphere; Noemi Guzman, Design a Sign, LLC.

The UPS Store- Waipio

Mr. Alan Aspera, Co-Owner
 Ms. Leidy Deguzman, Co- Owner
 94-1221 Ka Uka Blvd Unit 107
 Wahiawa, HI 96786
 (808) 478-3792

\$1,000,000aire Blueprints Hawaii

Mrs Iris Benachour, Vice President
 Mr. Chakib Benachour, Advertising Director
 91-1033 Kaikohola St
 Ewa Beach, HI 96706
 (808) 381-4409
www.millionaireblueprintshawaii.com

Alcatel North America

Mr. Sean Cleveland, Account Director, Hawaii Region
 HCR 1 PO Box 5328
 Keaau, HI 96749
 (808) 557-4412 Cell

Financial Freedom- Reverse Mortgage Spec.

Ms. Marie Espiritu
 1431 Adomis Street
 Honolulu, HI 96813
 (808) 368-6747
www.financialfreedom.com

Design a Sign, LLC

Mr. Hector Guzman
 Ms Noemi Guzman
 99-082 Kauhale B11
 Aiea, HI 96701
 (808) 486-7446
designasign808.com

Island Health Care LP

Mr. Charlie Harris, Executive Director
 45-545 Kamehameha Highway
 Kaneohe, HI 96744
 (808) 441-9516
www.alohanursing.com

DB Ontai & Associates

Mr. Daniel Ontai, Owner
 P.O. Box 4093
 Honolulu, HI 96812
 (808) 375-1696

Acceptance Capital Mortgage Corporation

Mr. Luke Trefny, Branch Manager
 Mr. Ray Prosek, Business Development
 Topa Financial Center/P.O. Box 700644
 Kapolei, HI 96709
 (808) 356-4364
www.AcceptanceCapital.com

Rafael Rodriguez - Coldwell Bank Pacific

Mr. Rafael Rodriguez
 4211 Waiialae Ave., Suite UW1
 Honolulu, HI 96816
 (808) 277-6502
www.cbPacific.com/rafaelr

Mark Saruwatari, 15th Services, Marketing

Mr. Mark Saruwatari, 15th Services, Marketing
 900 Hangar Ave, Suite 215
 Hickam AFB, HI 96853
 (808) 448-2209 ext. 279

VentureSphere

Ms. Patt Steiner, Principal
 PO Box 25667
 Honolulu, HI 96825
 (808) 292-0655
www.vsadvisors.com

ADVERTISEMENT



- ✓ Secure
- ✓ Convenient
- ✓ Cost Effective

682-6400 • www.profile-hawaii.com • info@profile-hawaii.com