FOCUSED AND FEARLESS FOR THE FUTURE

A big mahalo to our outstanding sponsors, 800 attendees and special guest speaker, Kristi Yamaguchi, Olympic Gold Medal figure skater, for the success of the Chamber’s 167th Annual Membership Luncheon on August 1. Attendees enjoyed hearing from Kristi about her Olympic experience and how she used that experience to start a small business and Always Dream Foundation, beneficiary of Kristi’s Golden Moment shows at the Neal Blaisdell Center September 9 & 10.

We also welcomed new board members: Scott Higashi (Locations), Jeff Swartz (The Islander Group) and Tim Mobley (Connect Global Solutions), who received unanimous consent. Outgoing board members recognized for their outstanding service, commitment and dedication to the Chamber included Dennis Francis (The Honolulu Star-Advertiser and former chair of the board), Bryan Andaya (L&L Drive-In) and Neal Yokota (Stryker Weiner & Yokota). A video highlighting the 4th Annual Hawaii on the Hill (available at cochawaii.org) shared the excitement and aloha spirit that flowed through our nation’s capital as part of this Chamber initiative in partnership with Senator Mazie Hirono. Next year is our 5th Annual. Will you join us?

At last year’s luncheon, GRIT, GROWTH and GREATER GOOD was outlined as our mantra for the year, focused on strengthening our initiatives, which included:

- Reaching our goal of doubling our membership over the last two years to 2,017 members by 2017, including a 45 percent increase in our Young Professionals membership.
- Forming the Laulima Partnership with Hawaii Island, Kauai, Kona-Kohala, and Molokai Chambers to strengthen our advocacy efforts.
- Strengthening our partnership with the Hawaii Food Manufacturing Association.
- Securing $3+ million in manufacturing grants.
- Partnering with UH to develop a sector partnerships program, which is changing the way business and education are interacting to establish the talent pipeline for our future workforce.
- Working with Kapiolani Community College to launch a soft skills training program.
- Increased membership engagement — the Chamber of Commerce Hawaii was recently recognized as having the second highest social media engagement of all chambers, nationally.
- Secured a commitment from the national Council of State Chambers to hold its annual conference in Honolulu for the first time.

While we will continue to work with GRIT, our mantra this year is FOCUSED and FEARLESS for the FUTURE. We need to charge into the challenges facing our state with a focused and fearless attitude.

Legendary Dodger Coach Tommy Lasorda said, “In baseball and in business, there are three types of people. Those who make it happen, those who watch it happen and those who wonder, what happened.”

Let’s be the ones to make it happen.

Welcome New Members
- Agor John Architects
- Bartercard Hawaii
- Connect Global Solutions
- Contango Cultural Development, LTD.
- Dean’s Solutions
- Elemental Excelerator
- Hale Hawaiian Hawaii’s
- Hula Pua’a Preservation
- Island Olive Of Company
- Law Offices of James J. Stone
- Lucky Strike and
- FTW Honolulu
- Reg Jackson & Associates
- SHC Holdings LLC
- USA Realty Construction Group Inc.

Welcome New Young Professionals
- Jasmine B. Cunanan
  Oahu Spine and Rehab
- Janel Denny, Junior
  Achievement of Hawaii
- Marc Gallow
  Business Consulting Resources (BCR)
- Julia Montenegro
  Hilton Grand Vacations
- Robert Olson
  Resolve Performance Consulting
- Jordon M. Ortolo
  Morton’s The Steakhouse, Honolulu
- Christina White
  Bayadali Home Care

On life: Sports commentator Kaula Leahy facilitates the Chamber’s Annual Membership Luncheon presentation featuring Kristi Yamaguchi.

UPCOMING EVENTS

CHAMBER EVENTS
August 25 - Annual Employment Law Seminar
August 25 - Young Professionals Financial Literacy
August 26 - Young Professionals Golf Clinic
August 30 - Computer Security Training for Business
September 6 - Cybersecurity: A National Threat to Businesses Big and Small
October 2 - Business on the Green Golf Tournament
For more information on all events, to register or to join the Chamber, visit cochawaii.org or call 808-545-4300.

MEMBER EVENTS
August 24 - Hawaii Business: SmallBiz Academy: West Oahu
August 31 - Dale Carnegie: How to Handle Customer Complaints
September 6 & 10 - Kristi Yamaguchi’s Golden Moment
September 19 & 21 - Global Tourism Summit
Presented by HTA

As the needs and desires of consumers change and evolve along with the rapid progression of new — and traditional — communication channels, you must ensure that your brand and message are at the forefront in the ever-evolving marketplace. That means keeping your messaging as dynamic as your audience, with regular reviews of your public relations strategy.

These days, consumers have a lot of choices as to how, when and where they get their information, with 24-hour news cycles, the web and social media. As the way people communicate continues to change, the best strategy is one that draws on the right communications mix to deliver on your business goals.

Employing all of these communications vehicles in a coordinated effort is more crucial in making sure messages get delivered to their target audiences. That’s one of the reasons why we launched our digital communications division in 2007 and expanded our advertising and marketing capabilities in 2012. It allows us to skillfully integrate traditional public relations, digital communications, and marketing to support our clients’ business goals while ensuring consistency of messaging.

CAROLINE WITHERSPOON President, Becker Communications, Inc.

How do you keep up with rapid changes in communications channels?

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More than a thousand years ago a philosopher said, “Change is the only constant in life.” Yet despite the changing media landscape, the care of strategic communications remains the same: anticipation, agility and accuracy. With these time-tested foundations built into your communications, your messages stay vibrant and on course no matter the changing tides.

Ask the Expert

Q How do you keep up with rapid changes in communications channels?

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