

VOICE OF BUSINESS

2018 CHAMBER WEEK



January 16-19

The Chamber launches its 4th annual Chamber Week, January 16-19, in conjunction with the opening of the 2018 legislature, giving members and the business community an opportunity to meet legislators and share their thoughts and concerns about the business climate in Hawaii. “Chamber Week is part of our ongoing efforts to build business and a better business climate in Hawaii,” said Chamber of Commerce Hawaii President and CEO Sherry Menor-McNamara. “An integral part of this process is to have our members, and the business community at large, engaged in the legislative process

and with Hawaii’s policy makers. The Chamber, with support from the business community, stands ready to support job creation, invigorate our business climate and make Hawaii a more attractive place to conduct business and invest in our future.” Launched in 2014, Chamber Week serves to engage the business community in the legislative process and inform members of the Chamber’s advocacy work.

As it has for the past four sessions, the Chamber will be introducing its own business package for the 2018 session in support of lowering the cost of doing business, spurring economic development and investing in the future of Hawaii.



Sherry Menor-McNamara, President & CEO

Chamber Week is supported by members: 1132 Café, Central Pacific Bank, First Insurance Company of Hawaii Ltd., Hagadone Hawaii, Iolani Palace, Native Hawaiian Chamber of Commerce and the U.S. Chamber, and media partners Hawaii News Now and Pacific Business News.

To register for Chamber Week events and for more information, visit www.cochawaii.org.

Welcome New Members

- Airbnb
- Bikeshare Hawaii
- Graystone Consulting
- Happy Tax
- K1 Speed Hawaii
- Matheson Tri-Gas, Inc.
- The Image Group
- Whiting-Turner



Welcome New Young Professionals

- Henry Borges
Whiting-Turner
- Keenan Kurihara
Maryknoll School
- Elliott Lloyd
Whiting-Turner
- Kelsey Matsuda
EventAccents
- Damien Osaka
New York Life
- Christopher S. Syling
First Hawaiian Bank

BENEFITS OF MEMBERSHIP



“Joining the Chamber of Commerce has been one of my best decisions. The relationships I’ve built and the available resources are invaluable. Like with anything else, you get out what you put in’ and with plenty of opportunities provided by the CoC, the results are great.”

- DEAN ANTHONY RAMOS
Owner, Dean’s Solutions

CHAMBER WEEK SCHEDULE

Tuesday, January 16
8:30-10:00am – Leg 101 Class – 1132 Bishop Street, Suite 601
Learn about getting involved in the legislative process in support of local businesses.

Wednesday, January 17
10:00am – Opening of the Hawaii State Legislature – Hawaii State Capitol

Thursday, January 18
9:30-11:30 am – Walk Around at the Capitol – Hawaii State Capitol
Meet with legislators and staff to discuss concerns and positions on key issues.

5:30-7:30 pm – Legislative Meet and Greet – Iolani Palace Barracks

Network, meet legislators and share your thoughts with them about business in Hawaii. Learn about the Chamber’s 2018 legislative initiatives.

Friday, January 18
8:30-9:30am – Outlook at the Federal Level in 2018 – 1132 Bishop Street, Suite 611

Jennings Imel, Executive Director, Western Region, U.S. Chamber of Commerce, will provide federal policy update covering tax reform, trade/NAFTA, immigration/DACA, infrastructure and the looming election cycle.

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UPCOMING EVENTS

CHAMBER EVENTS

January 6 - Young Professionals Volunteer Program with Hawaii Foodbank

2018 Chamber Week

January 16 - Leg 101 Class

January 17 - Opening Day of the Legislature

January 18 - Walk Around

the Capitol/Legislative Meet and Greet

January 19 - 2018 Federal Outlook

For more information on all events, to register or to join the Chamber, visit cochawaii.org or call 808-545-4300.

Ask the Expert

Q & A

with **Wilbur Wong**
Director of Digital Communications, Becker Communications

WILBUR WONG
Director of Digital Communications, Becker Communications

Q What are the Latest Trends in Social Media?

A *The digital world is constantly evolving. It’s important to not only stay on top of but ahead of the trends, which include new channels. It used to be that Facebook, Twitter and LinkedIn were the big three in social media. Today, while these “legacy” channels remain vibrant with new services, abilities and functions, social media has also grown and diversified, with audiences migrating into new niche networks like Instagram, SnapChat and WhatsApp. As a result, it’s even more important to understand your target markets, the social channels on which they spend time, and the type of content to which they respond in each of the channels.*

Another growth area of social media is video. People want it, and that’s why you’re seeing more of it in your Facebook, Instagram and LinkedIn feeds. To remain relevant, businesses should incorporate more video into their campaigns.

Finally, all of the major social networks are monetizing their audiences, offering paid opportunities for businesses to amplify their messaging and generate leads. The good news is that social advertising is cost-effective and can easily be scaled up or down, creating a cost-efficient additional resource to distribute your messages to your target audiences. Sourcing the response to these ads will prove their efficacy as well as guide you in their creative content.

That’s it – for now. In a month or two, we’ll be talking about chatbots, AI, augmented reality and live streaming with interactive broadcasting. Stay tuned.

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