CHAMBER RECOGNIZED AS STATE CHAMBER OF THE YEAR

In July, the Chamber was recognized nationally by the Association of Chamber of Commerce Executives as 2018 state Chamber of the Year, a first for Hawaii! Receiving this award is a testament to the outstanding support of our membership, leadership of our board and the hard work and dedication of our team. We are proud to accept this award for Hawaii. We may be a small state in the middle of the Pacific Ocean, but our Voice of Business is as powerful as any other state.

On August 7, we hosted our largest event of the year – our Annual Membership Luncheon – with keynote John Jay, President of Global Creative for Fast Retailing, owner of UNIQLO. Mr. Jay made a fantastic presentation about UNIQLO’s entry into the Hawaii market, coming soon to Ala Moana Center, and Kanoa Leahe, our luncheon emcee for the third year in a row, also did an outstanding job.

Recognized at the luncheon was our Young Professional of the Year, Unyong Nakata. At last year’s membership luncheon, we outlined our goals for the year under the banner of Focused and Fearless for the Future. Under this banner, here were some of our accomplishments:

• Achieved our legislative objectives.
• Created a position focused on the Sector Partnership and Workforce Development initiative with the University of Hawaii.
• Connected schools with businesses to increase work-based learning opportunities for students and teachers through a Castle Foundation Grant.
• Placed Hawaii in front of leaders around the world, including Prime Minister Shinzo Abe.
• Pursued efforts to ensure the Voice of Hawaii is strong on the national and international front.

Our team couldn’t have achieved all of this without the steadfast support of our Board under the leadership of Chair Mark Polivka, members who serve on our policy committee and our membership.

While we were focused and fearless on our goals, we cannot stop there. This year, we are continuing to build on our efforts under the banner of RAISE THE BAR! Winning Chamber of the Year, does not mean we will rest on our laurels. In fact, we need to use this award as a motivator, an inspiration and a driver to Raise The Bar. I read a quote recently that fits this narrative well: “We are faced with a series of great opportunities brilliantly disguised as impossible situations.”

Let’s all work towards Raising the Bar to realize the great opportunities that our wonderful state and our people truly deserve.

UPCOMING EVENTS

CHAMBER EVENTS
August 22 - Young Professionals Afternoon Buzz
August 23 - Young Professionals Professional Development Class
September 12 - Young Professionals Progressive Dinner
September 17 - 7th Annual Business on the Green Golf Tournament
September 19 - Captive Insurance Opportunities for Hawaii Organizations
For more information on all events or to join the Chamber, visit cochariawi.org or call (808) 545-4300.

MEMBER EVENTS
August 21 - Hawaii Restaurant Association Labor Day Mixer
September 5 - Spreadsheets & Brews

MEMBER EVENTS

Welcome New Members
• Dr. S. Larry Schleisenger
• Honest Car Payment
• Lanikai Pacific
• Peakridge Center

Welcome New Young Professionals
• Sean Chung
• Theodore Davis
• Laura Trummond
• Joshua Fowler
• Jose Francisco
• Christina Grimmer
• Madison Devlin
• Jacqueline Lazarte
• Henry May
• Jaclyn Saito
• Courtney Wagner

Welcome New Members
• Pearlridge Center
• Kaiser Permanente
• Bowers and Kubota
• Outrigger Hotels & Resorts
• WealthFit
• The Street HNL
• A Michael Mina
• Social House
• Toridoll Dining

BENEFITS OF MEMBERSHIP

K1 Speed has found a way to connect with a multitude of businesses all thanks to the Chamber. Each event I have attended provided me the thrilling chance to meet a variety of individuals. With that our company has a better relationship with the community. I have had the chance to show what makes our company so desirable, gaining a larger customer base along the way. The opportunity has provided a great support system that is worth more than words can describe. We plan on staying a member for a long time.

- MELANIE BLANDINO
General Manager, K1 Speed

Q Why should a company invest in PR?
A Naturally, we think there are dozens of great reasons for a company to invest in public relations. But in these hyper-informational times, where so much is being written and read by so many people, the number one reason is that public relations allows a company to manage its own narrative. Companies that don’t employ PR areceding their story to others to tell. The best, most effective public relations is integrated, meaning it carefully links all forms of communications and messaging together, including traditional media, social media, digital newsletters, advertising and more. Great PR is also proactive. Crafting and developing your company’s story into compelling messages to be disseminated through various communications vehicles will at a minimum create, build and maintain authenticity and trust for your company, but also increase sales. Frequency and consistency of messaging is the key.

Finally, constant review and refinement of those messages will allow your company to always stay a step ahead in an ever-changing world, continuously build company morale and pad enough goodwill in the bank to withstand any sort of disastrous event that may befall your company. Enhancing your ability to recruit good stuff is a nice added bonus, too.

Ask the Expert with Caroline Witherspoon

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