With the 2019 legislative session opening on January 16, the Chamber is gearing up for its 6th annual Chamber Week to activate and engage business leaders in its advocacy efforts to fight against bills that would hinder business in Hawaii and support those that would build a better business climate in Hawaii.

In anticipation of bills with mandates impacting business and addressing workforce issues, the Chamber has designed a week of activities to gear up for the session. Chamber Week activities include:

- **Tuesday, January 15**
  - Leg 101 Class – Informative session about how the legislative process works and the ways business owners can have an impact on bills that affect their businesses.
- **Wednesday, January 16**
  - Opioids, Medical Marijuana and Rx Drugs in the Workplace
    - A discussion led by HR law experts about the opioid epidemic, implications of the legality of medical marijuana in Hawaii, prescription drug abuse and the impact of these on health and safety issues in the workplace.
- **Thursday, January 17**
  - Walk Around at the Capitol – Join the business community in meeting with legislators and staff to discuss concerns and positions on key issues.
- **Friday, January 18**
  - Outlook at the Federal Level 2019 – A discussion by HR law experts about the opioid epidemic, implications of the legality of medical marijuana in Hawaii, prescription drug abuse and the impact of these on health and safety issues in the workplace.

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

**UPCOMING EVENTS**

**CHAMBER EVENTS**

- January 15 - 18 - Chamber Week
- January 15 - Leg 101 Class
- January 15 - Chamber Office Open House
- January 16 - Opioids, Medical Marijuana and Rx Drugs in the Workplace
- January 17 - Walk Around at the Capitol
- January 17 - Legislative Meet & Greet Reception
- January 18 - Federal Outlook
- January 22 - Young Professionals Field Trip – Kaiser Permanente
- January 30 - Business After Hours at K1 Speed
- February 13 - Health Summit

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

**MEMBER EVENTS**

- December 22 - Screening of a Lifetime: Pearl Harbor’s Unknown Hero
- December 28 - 19th Annual Holiday Technology & Manufacturing Job Fair
- January 14 - Free Microsoft Workshop for College Students & Young Professionals
- January 14 - Disaster Resilience for Small Business & Organizations

**BENEFITS OF MEMBERSHIP**

"I am thrilled to be a member of the Chamber. It is an amazing organization that offers valuable networking opportunities, useful resources and a powerful collective voice in government affairs that impact small businesses like Ziva Law LLC and the clients we serve. Ziva Law LLC’s mission is to empower commercial tenants to understand and negotiate commercial leases and effectively navigate and resolve commercial leasing issues by using systems, people and technology to deliver premium affordable legal services to small and mid-sized businesses in Hawaii. I am truly in alignment with the Chamber’s overarching goal of helping Hawaii businesses thrive."

- CHENISE K. IWAMASA
  Principal Attorney, Ziva Law LLC

**Welcome New Members**

- Cruise Properties, Inc.
- OnReliability Training & Consulting
- National Hemophilia Foundation, Hawaii Chapter
- Northwestern Mutual Hawaii
- Raising Cane’s
- Villa Business Consulting
- Worldmedia Interactive
- Ziva Law LLC

**Welcome New Young Professionals**

- Leanna Baring
  Intern, Alexander & Baldwin
- Kelsi Chin
  Intern, Ziva Law
- Paul “Cory” Duell
  Intern, Alexander & Baldwin
- Justin Francisco
  Intern, Ziva Law
- Stacy Kawanoto
  Intern, Worldmedia Interactive
- Tiffany Lee
  Intern, Worldmedia Interactive
- Andrea “Ani” Lunn
  Intern, Worldmedia Interactive

**Q & A**

**Q** Why should businesses employ social media?

**A** The quick and easy answer is because that’s where a lot of the eyeballs are; and most businesses want that kind of attention to show off how great their product and/or service is. But these days the value is deeper than that.

A recent Pew study determined that 73 percent of adults now use social media, and sites like Facebook, Instagram, Twitter, LinkedIn, YouTube and Pinterest are being used not just to share food shots, but also to research and shop for products and services. Digital communications revolutionized marketing, and social media is continuing the rebellion by transforming how businesses communicate and interact with consumers. And it’s doing that by enabling direct access to end-users.

While a company’s website will always serve as the main hub of a company’s digital presence, social media provides an important added component: an opportunity to listen, engage and converse directly with followers, customers and online communities associated with your business. And an active presence in social media contributes to new reach for Google search algorithms, which can help a company achieve better search results – a huge bonus.

In other words, capturing those eyeballs.