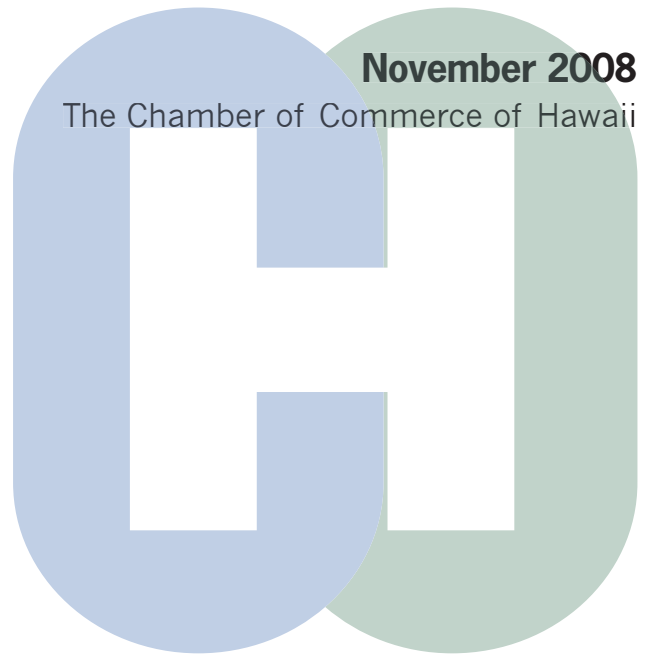


PROMOTION



November 2008

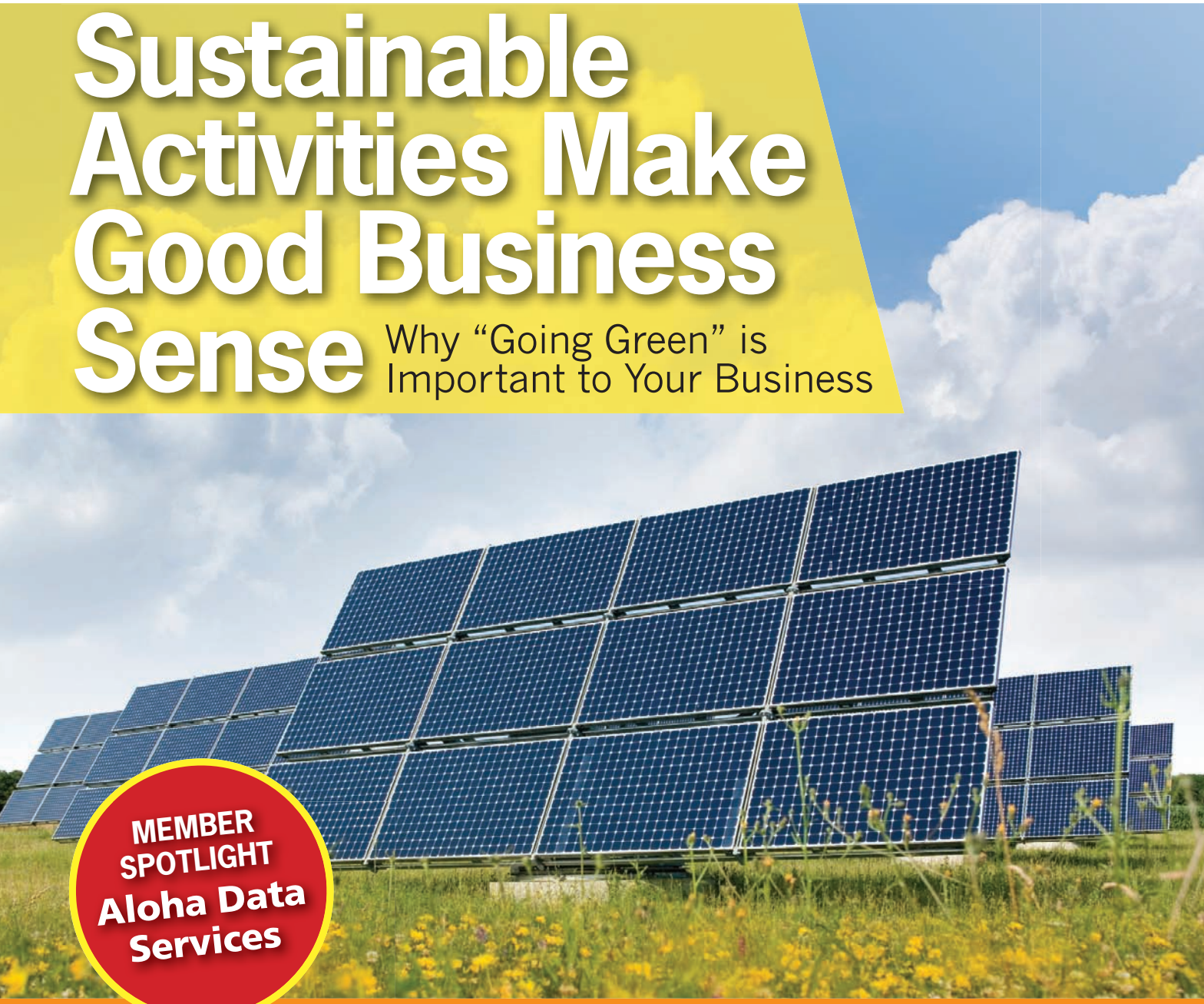
The Chamber of Commerce of Hawaii



Sustainable Activities Make Good Business Sense

Why "Going Green" is Important to Your Business

MEMBER
SPOTLIGHT
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Sustainable Activities Make Good Business Sense

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

The Chamber has been, and continues to be, forward-thinking, supporting sustainable activities as good business. Hawaii is an island community dependent on the outside world to provide many of the resources that support our businesses, families and community. Utilizing more of our own resources is important to Hawaii's continued economic vitality and growth.

Today, 77 percent of the state's electricity and more than 99 percent of its transportation fuel remain dependent on petroleum fuels. The residents of Hawaii pay among the highest energy costs in the country. With energy and fuel costs continuing to rise, focusing on renewable energy and working towards energy independence will help bring down costs for Hawaii's businesses and families, along with break our dependency on imports from overseas. Additionally, by incorporating new technologies and focusing on sustainable activities we can support economic growth in the State. It will enable us to establish new industries that provide jobs and income for our children, increase local development, and attract investment.

It's not difficult to recognize, especially in these challenging times, that the State must focus on sustainable activities and set goals towards energy independence if we are to continue to thrive in the future. It is also apparent there is a sense of urgency for Hawaii's businesses, government officials, and citizens to recognize that we cannot wait any longer and must support the projects and programs currently on the table. Additionally, once that project is started, we must do everything we can to help it move forward. Revamping Hawaii's convoluted regulation and permitting process, which today and historically causes delays in current projects focused on energy conservation, is critical. This continues to be a focus of the Chamber.

Steps must also be taken by the business community to support sustainable activities within their business if they are stay competitive and financially viable. A key role the Chamber plays in sustainable efforts is educating businesses on the new technologies and programs that are available and the benefits of "going green". We recognize that along with preserving the environment, business leaders need to keep up on current and future technology solutions to improve the efficiency of their businesses, conserve energy and save money.

Through the Chamber's "Sustainability for Business" forums held each year, business leaders have the opportunity to learn about new statewide programs and projects, along with the current technologies and resources available to help them focus on sustainable activities. Most important, they have the opportunity to hear from small, medium, and large local businesses who have incorporated sustainable activities and are experiencing the practical benefits of "going green": saving money.

To obtain information and resources from businesses that are benefiting from sustainable activities, along with the steps that can help your company "go green", visit the Chamber's *Sustainable Business in Hawaii* web link at www.cochawaii.org. The site identifies options for businesses on how to reduce energy and water consumption, promote recycling, prevent pollution, reduce emissions and work towards Hawaii's energy independence and a sustainable future. This link also provides resources and case studies of facilities, presents award winning buildings, energy events and local initiatives in sustainability.

I want to encourage every business to incorporate sustainable activities as a mainstay and recognize that if Hawaii is to grow economically and continue to thrive, our future lies in diversification and energy independence.

"Hawaii Green Business" Program Expands to Include Office and Retail Recognition

The Chamber of Commerce of Hawaii in partnership with the Department of Business Economic Development and Tourism (DBEDT) and the Department of Health established the *Hawaii Green Business* program in 2003. The program's objective is to have businesses focus on reducing energy and water consumption, promote recycling, prevent pollution, reduce emissions, and to educate employees and customers about environmental practices. The *Hawaii Green Business Awards* program then recognizes the businesses that go beyond environmental compliance, to reduce, reuse, and recycle as well as restore and conserve Hawaii's culture, natural resources and the environment. Since 2003, awards have been presented to businesses, such as the Hilton Hawaiian Village Beach Resort & Spa, Waikiki Beach Resort & Spa and the Hawaii Prince Hotel among others. The program has now expanded to include office and retail.

Visit the Chamber website at www.cochawaii.org for more information.

The Chamber Supports The Following Programs

The “Hawaii Clean Energy Initiative”

A Partnership between the U.S. Department of Energy and the Hawaii Department of Energy

The goal of the “Hawaii Clean Energy Initiative” is for Hawaii to obtain at least 70% of its energy from renewable energy by the year 2030. Hawaii will now become the nation’s model for energy self sufficiency.

For more information, visit <http://hawaii.gov/dbedt/info/energy/policy/>.

The “Hawaii 2050” Plan

Hawaii 2050 seeks to engage in a dynamic and inclusive process, reaching out to all communities in a variety of settings to ensure maximum participation and communication. The plan identifies goals for Hawaii’s sustainable long-term future, strategic actions to achieve the goals, indicators that measure sustainability, intermediate steps for the year 2020 and public accountability for our state’s progress.

For more information, visit www.hawaii2050.org.

Sustainability Partnership Hawaii – Student Internship Program

Hawaii Pacific University and its Masters in Global Leadership and Sustainable Development program invites your business or organization to join our Sustainable Hawaii Internship Program (SHIP). This partnership will link your interest in becoming a sustainable enterprise with a qualified student intern capable of adding value to your sustainability initiatives.

For more information, visit www.hpu.edu.

Join the Chamber’s Environmental Affairs Committee.

The committee identifies environmental issues that are of concern to Chamber members, promotes awareness of these issues among The Chamber, the community, and government, and articulates and advocates positions that represent the interests of members while serving to protect Hawaii’s environment.

For more information, contact Sherry Menor-McNamara at 808-545-4300 x 394

The 2008 “Sustainability for Business Forum”

was held on September 24th at the Ala Moana Hotel. Over 100 attendees came to hear from businesses that had incorporated sustainable activities in their business and had increased their efficiency along with saving money. Businesses were also able to promote their products and services at the exhibit portion.

Pictured from left:
 Senator Kalani English; Jim Maskrey, Chair of the Chamber’s Environmental Affairs Committee; Jim Tollefson, Chamber President & CEO; Christopher Benjamin, Senior VP, CFO & Treasurer of Alexander & Baldwin, Inc.





Aloha Data Services

www.alohadata.com

Ina Chang, Owner

Member Spotlight

The value of storage space cannot be over-estimated in Hawaii. With all the time spent and inefficiency of going through the old paper filing cabinets, businesses can't afford not to step into the modern age and digitize their filing system. Waste of space is just one problem pertaining to paper files. Transportation, theft, fire, vandalism and just plain misplacing of documents are all hazards to paper files and subsequently one's business. That's why Aloha Data Services is here to provide digitizing and other services to the businesses of Hawaii.

Imagine turning that file storage room into additional office space as all those paper files are backed up and stored on a hard drive or server in a database that is completely searchable and easy to use! A few taps of the keyboard can instantly retrieve any file, replacing the time-consuming method of constantly trotting back and forth to the filing cabinet and searching for the file you need and having to re-file it later!

Nothing can be more convenient than having your entire file system at the touch of your fingers, being able to search files by name, date, place, subject or any random information. Countless hours will be saved and your documents will be preserved and secured in a way never before made possible. They can even be encrypted so that only certain individuals have access.

In the age of going green, reducing one's paper consumption is just good business. Being paperless is something your company can take pride in. Whether your company is in the medical field, law or government, whether it is a large corporation or a small business, everyone can benefit from digital filing.

ADS can help companies transition from a paper-based operation to a paperless office smoothly. In addition, ADS offers other services including data entry, data recovery and printing. ADS will tailor their services to meet your company's specific needs with competitive and affordable pricing and strict confidentiality.

Contact ADS today at 808-348-4100 for a free, no hassle evaluation.

