

2010

NATIONAL SMALL BUSINESS WEEK



Small Businesses: Driving America's Economy

Presenting

Hawaii's 2010

Small Business Award Winners!



**Small Business Person
of the Year**
State of Hawaii

Stephen M. Baldrige
Baldrige & Associates
Structural Engineering, Inc.

Entrepreneurial Success

State of Hawaii
In Chul Kang
HJ Inc. dba Sunset Chevron

Small Business Exporter

State of Hawaii
Dave Erdman
PRTech, LLC

SBA Family-Owned Business

State of Hawaii
Kerry Honda
Pine Isle Market, Ltd.

Financial Services Champion

State of Hawaii
Leslie Mullens
The Playbook Consulting Group

Home-Based Business Champion

State of Hawaii
Brent Norris
Green Collar Technologies

Minority Small Business Champion

State of Hawaii
Derek Kurisu
KTA Superstore
Mountain Apple Brand

Women in Business Champion

State of Hawaii
Cherylle Morrow
Hawaii Women's Business Center

Veteran Small Business Champion

State of Hawaii
**Rojelio Herrera, Jr. and
James Lewis**
ComCon Technologies, Inc.

Small Business Person

City & County of Honolulu
Garrett Sullivan
Kaikor Construction Company, Inc.

Small Business Person

County of Maui
Brad Albert and Matias Besasso
Rising Sun, LLC

Small Business Person

County of Kauai
Henry Lewis and Terence Mann
Lewis & Mann Plastering and
Drywall, Inc.

Small Business Person

County of Hawaii
**Dr. Alfred Mina and
Richard & Vicki Boening**
East Hawaii Veterinary Center, LLC

SBA Young Entrepreneur

County of Kauai
Edgar Justus IV
Talk Story Bookstore

SBA Family-Owned Business

City & County of Honolulu
Dale Nishikawa
Marcus & Associates, Inc.

SBA Family-Owned Business

County of Maui
William and Maureen Marrs
Marmac, Inc.

SBA Family-Owned Business

County of Hawaii
Mitchell Dodo
Dodo Mortuary, Inc. & Crematory

Small Business Exporter

City & County of Honolulu
Kevin Kraft
Tradewinds Global

Financial Services Champion

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Home-Based Business Champion

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Louis Darnell
ComTel

Home-Based Business Champion

County of Kauai
**Bob, Louisa, Troy, Ryan and Sarah
Wooton**
Kauai Kunana Dairy & Family Farm

Minority Small Business Champion

City & County of Honolulu
Joy Barua
Honolulu Community Action
Program, Inc.

Minority Small Business Champion

County of Kauai
Beth Tokioka
County of Kauai
Office of the Mayor

Women in Business Champion

City & County of Honolulu
Chenoa Farnsworth
Farnsworth Consulting

Women in Business Champion

County of Hawaii
Kawehi Inaba
Kupa'a Business Planners, Inc.

Veteran Small Business Champion

City & County of Honolulu
Caroline Kim
Hawaii Small Business
Development Center

Prime Contractor of the Year

Hawaii, Region IX
Makai Ocean Engineering, Inc.

Administrator's Award for Excellence

for Subcontracting
Referentia Systems



2010 SBA Small Business Award Winners

Small Business Person of the Year

Honors small business owners and entrepreneurs who demonstrate outstanding skills, savvy and ability to create success in the small business community; who have created jobs, have staying power, innovation in products or services, and increase revenues annually.

2010 Small Business Person of the Year (State of Hawaii)



Steven Baldrige

Baldrige & Associates Structural Engineering, Inc.
Honolulu, HI

Established in 1995 by President and founder Steve Baldrige, Baldrige and Associates Structural Engineering (BASE) is a Hawaii-based firm that focuses on collaboration and innovation to create cost-effective structural solutions that meet client's needs in extraordinary ways. BASE strategically seeks projects in a mix government, commercial and residential work in geographically diverse markets to manage business and changing economic cycles. By exporting their services, the firm was able to increase billings 25%, open new offices and create high quality job opportunities. The employee roster grew to 12 in 2003, but jumped to 23 in 2008. With vision and determination, Baldrige now leads a firm that attracts and mentors young engineers, develops new opportunities for growth globally and makes unique contributions in education, disaster readiness and at-risk youth. An expert in progressive collapse prevention and disaster response, Baldrige has donated his time and resources to assist communities in times of need and to prepare to mitigate the impact of future disasters including Hawaii, American Samoa and most recently Haiti.

Nominated by Lori Honda, Kevin Sakamoto & Kevin Kaji, Bank of Hawaii

2010 Small Business Person of the Year (City & County of Honolulu)



Garrett Sullivan

Kaikor Construction Company, Inc.
Honolulu, HI

Kaikor Construction Company, a Honolulu based general contractor specializing in concrete structures like bridge construction and repair, precast installations, foundations, marine superstructure and pervious concrete work, has a 25 year history of successfully navigating Hawaii's changing business environment. Garrett Sullivan, CEO, has been at the helm, shifting business' position and engaging employees in proactive problem solving. With his leadership and innovative approach, the company competes with the larger contractors by focusing on core competency and being a leader in a specialized field. He invests in his employees by providing training and tools to build and maintain skills. With 36 employees currently on the payroll, Kaikor is consistently recognized as one of the "best places to work" in Hawaii. Employees also enjoy 401K and health plans and other wellness benefits. This savvy CEO is also a resource to his industry, balancing the competitive edge as a provider of niche products with the attitude that helping others in the industry raises the standards overall. Sullivan is on top of best practices for his industry and is an active leader in

GCA and the Construction Financial Management Association. Since inception, Kaikor Construction has completed more than 407 projects valued at more than \$147,000,000, with on time delivery every time.

Nominated by Anna Oshiro, Damon Key Leong Kupchak Hastert

2010 Small Business Person of the Year (County of Maui)



Brad Albert and Matias Besasso

Rising Sun, LLC
Haiku, HI

Rising Sun, specializing in the design, sale, financing and installation of solar electric systems, has made a meaningful impact on the island of Maui. The small business was founded by Brad Albert and Matias Besasso in 2003 based on their fundamental beliefs that their products and services would have far reaching and positive environmental and economic impacts on the state. The partners worked to increase awareness of clean energy technology, formed the Hawaii PV coalition, and worked with architects, contractors, associations, developers and local schools and workforce development to promote energy efficiency and create demand. Rising Sun developed strong supplier relationships, and acquired SBA financing to grow and diversify their product offerings, which allowed them to expand outside Maui's residential market. From a home based start up to the industry leader they are today, Albert and Besasso have created 19 full time employees, are recognized as one of the State's fastest growing companies, have generated millions in annual revenues, and contributed to a cleaner, eco-friendly Hawaii at the same time.

Nominated by Wayne Maeda, First Hawaiian Bank

2010 Small Business Person of the Year (County of Kauai)



Henry Lewis and Terence Mann

Lewis & Mann Plastering and Drywall, Inc.
Lihue, HI

In business for six years, Henry Lewis and Terence Mann share over 25 years of hands-on experience in the walls and ceiling industry. Initially, the small business focused on jobs in the residential drywall and plastering market, but as their reputation for reliability and quality grew, they were able to expand to commercial work. By developing the capacity to construct Structural Metal Framing for walls and trusses, the young company increased the range of work even further, an important step for volatile economic times. Lewis and Mann are also moving towards projects with the Leadership in Energy and Environmental Design System or "LEEDS" to support sustainable green building practices. The business has displayed strong growth, increasing revenues year over year, and has provided up to 30 jobs with larger projects such as the Kukuila Village Shopping Center. The partners have paired strong business and financial management skills with their craftsmanship and hard work to create success in a challenging industry at a challenging time.

Nominated by Connie Clausen, American Savings Bank

2010 Small Business Person of the Year (County of Hawaii)



Dr. Alfred Mina and Richard and Vicki Boening

East Hawaii Veterinary Center, LLC

Hilo, HI

Dr. Alfred Mina and Richard and Vicki Boening truly emulate the beliefs of care and compassion for animals and the art of veterinary medicine. At the East Hawaii Veterinary Center, they believe the best care of the health and wellness of the animal is from a lifetime approach with customized services developed to meet the individual pet's needs. Their reputation for superior veterinary health care comes with the confidence of owners and pets alike, from all over the Big Island. In order to support pet owners affected by the challenging economic times, EHVC has provided discounts for pet care as well as educating pet owners of the importance of preventative care. In 2006 the center staffed three employees and currently has three additional doctors and a team of fifteen staff members. The teams' dedication and expertise have added to the steady revenue growth of the clinic.

Nominated by Cheryl Octavio, Bank of Hawaii

Entrepreneurial Success Award

Honors an entrepreneur who owns and operates a business that started as a small business and, with SBA assistance, grew to exceed small business size standards and is now a large business.

2010 Entrepreneurial Success Award (State of Hawaii)



In Chul Kang

HJ Inc., dba Sunset Chevron
Haleiwa, HI

Since opening his first gas station in 1995 in Laie, In Chul Kang has demonstrated high quality management and organizational skills that have allowed him to expand his holdings from one marginal gas station operation to three successful locations. After strengthening business at the first location, Kang opened Sunset Chevron in Haleiwa in 2001 using his personal savings and later purchased the land and buildings in 2005 with an SBA 504 loan. With a diligent focus on the bottom line, attention to the details of customer service and employee development, Kang's gas stations became profitable entities that provided good steady jobs with desirable benefits for medical, retirement and education in the North Shore area. In 2007, he started another new venture, Kapalama Chevron in Kalihi and ratcheted his employee ranks to 23. Each successive year, this Korean immigrant mastered new skills to improve his business management and ultimately generating millions in revenues.

Nominated by Jay Jean, Bank of Hawaii

Small Business Exporter of the Year

Honors an individual who owns and operates a small business engaged in exporting products or services outside the United States.

2010 Small Business Exporter of the Year (State of Hawaii)



Dave Erdman
PRTech, LLC
Honolulu, HI

Established in 2004, PRTech is one of Hawaii's fast growing technology firms and an award winning Asian language website and software developer. The company, led by President and CEO David Erdman, exports online products such as communications platforms and distribution channels that link Hawaii's businesses with consumers throughout Asia and the Pacific. Their products include My Rez, a multilingual online booking system that provides a cost effective way for hospitality companies to increase revenues and enhance customer satisfaction from Asia based clients. Other products include podcasts, interactive web portals, mobile marketing and websites in Japanese, Chinese and Korean. Erdman works closely with small businesses to position them for their initial presence in Asia. Being first in the market with innovative tools to expand exporting has allowed PRTech to create skilled jobs for 17 employees and push gross revenues over \$1 million.

Nominated by Galileo Tan, Central Pacific Bank

2010 Small Business Exporter of the Year (City & County of Honolulu)



Kevin Kraft
Tradewinds Global
Honolulu, HI

Tradewinds Global is an export management company working with small businesses to help them access export markets in the Pacific Rim. As a member of the Hawaii Pacific Export Council, President and owner Kevin Kraft consults with companies looking to expand their export opportunities. He provides valuable advice and assistance to companies to gauge whether they have export capacity, their potential for success, and maps out expectations along the pathway to the international trade arena. The consultations and services are free with Kraft sharing the experience he has gained by selling specialty products in Asia. He frequently offers support to local university students looking to begin their own export or international business. Tradewinds Global strongly believes that helping the Hawaiian community grow with exporting will benefit the entire state of Hawaii.

Nominated by John Holman, US Export Assistance Center, Commercial Services, Hawaii

SBA Young Entrepreneur of the Year

Honors individuals who have demonstrated strong entrepreneurial and business skills by the successful operation and ownership of a small business for at least three years before reaching the age of 30.

2010 SBA Young Entrepreneur of the Year (County of Kauai)



Edgar and Cynthia Justus

Talk Story Bookstore
Hanapepe, HI

Talk Story Bookstore is a retail secondhand bookstore which houses a diverse selection of over 20,000 titles, as well as gifts, music, art, and other locally-made items. The bookstore has become a gathering place for local residents, especially on Fridays when Hanapepe town opens its galleries and restaurants for "Friday Art Night." Ed has demonstrated a winning attitude and an eagerness to be part of the community which has led Talk Story Bookstore to being voted "Best Secondhand Bookstore" by Kauai Island News readers in 2006. Although Talk Story Bookstore has no official employees, it has created and supplied a multitude of employment and economic opportunity for not only its business operations but local and visiting artists and authors by introducing and selling their wares on consignment.

Nominated by Connie Clausen, American Savings Bank

SBA Family-Owned Business of the Year

Honors family owned small businesses with more than 15 year history that have passed ownership and operations from one generation to another.

2010 SBA Family-Owned Business of the Year (State of Hawaii)



Kerry Honda

Pine Isle Market, Ltd.
Lanai City, HI

For over 58 years, Pine Isle Market, a general merchandise and retail store, has served the island of Lanai as the one stop shop for everything from fruits and vegetables, to clothing and sporting goods, and electronics to fresh fish. This family owned business has been passed on from the late Isamu Honda to son Kerry Honda, who now heads this small business that is an integral part of the community. With 7 full time and 10 part time workers, Pine Isle Market provides jobs for the small isolated community as well as other family members. As the economy changed from pineapple operations to resort destination, the market adjusted accordingly: new hours of operation and different product lines. Honda also supports small local farmers and fisherman by stocking their produce and fresh fish. Honda carries on the tradition of his father in giving back to the community. He remains highly involved in the Lanai Community Association and the Lanai Hongwanji Mission, and has served on the Advisory Board of the Lanai Planning Commission, Cost of Government Commission, and CEDS Strategy Committee for Maui Economic Development Board.

Nominated by Ernest Magaoay, First Hawaiian Bank

2010 SBA Family-Owned Business of the Year (City & County of Honolulu)



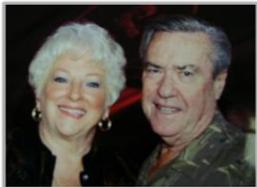
Dale Nishikawa

Marcus & Associates, Inc. (MAI)
Honolulu, HI

Marcus & Associates is a real estate management/ brokerage company founded by the late Marcus Nishikawa in 1971. Focusing on property management for commercial and residential properties and real estate sales for individuals, developers, and financial firms, the company has maintained a very strong reputation for a high quality of service. Dale joined his brother Marcus in 1980. After Marcus's untimely death in 1997, Dale and his business partner Norman Noguchi continued to run the MAI the "Marcus way." Focusing on client relationship has helped MAI to not only weather the current real estate downturn, but post even better results than the same time last year. Dale is also very active with local and national charities such as the *American Cancer Society*.

Nominated by Jon Murakami, Malcolm Lau and Kelton Kato, Bank of Hawaii

2010 SBA Family-Owned Business of the Year (County of Maui)



William and Maureen Marris

Marmac, Inc.
Kahului, HI

Nearing retirement, Joe McCurdy passed his Kahului supply store to his daughter Maureen and son-in-law Bill. Started in the early 1960s, when Maui's population was only about 30,000, Bill and Maureen merged the company with their own interior design business and continued a family tradition of giving the highest level of service throughout the county. Facing competition from larger big box stores and weathering tough economic times, the Marris family has relied on their innovation and resiliency to become a mainstay in the Maui community. Joining the Ace Hardware cooperative was one measure taken to increase inventory, manage costs and boost marketing. Bill Marris, along with a few local small business owners, formed the Ohana Savers Club to advance and promote locally owned member businesses. This kind of community involvement is one of the reasons Marmac will be celebrating its 45th anniversary in 2010.

Nominated by Lolita Feliciano and Bryce Thayer, Bank of Hawaii

2010 SBA Family-Owned Business of the Year (County of Hawaii)



Mitchell Dodo

Dodo Mortuary, Inc. and Crematory
Hilo, HI

Dodo Mortuary, Inc. and Crematory's roots in Hilo originated in 1898 when Mitsugoro Dodo, an immigrant from Hiroshima, Japan, started building caskets after his three-year contract with the plantation ended. Since those humble beginnings, four generations of the Dodo family have tirelessly and compassionately catered to the burial needs of the Big Island community. Mitchell Dodo is that fourth generation. Employed since 1989, Mitchell has learned the trade from the ground up, always adhering to the virtues passed on from prior generations. His dedication to the community is buried in his involvement with a multitude of service organizations and he is also an advocate of issues that relate to the industry on a statewide and national level.

Nominated by Gregory Ayau and Arthur Taniguchi, Bank of Hawaii

Financial Services Champion of the Year

Honors an individual who assist small businesses through advocacy efforts to increase the usefulness and availability of account or financial services to small businesses.

2010 Financial Services Champion of the Year (State of Hawaii)



Leslie Mullens

Leslie Mullens, dba The Playbook Consulting Group
Kihei, HI

The Playbook Consulting Group is an independent management consulting firm that focuses on the issues and needs affecting the productivity of small- and medium-sized businesses. Established by Leslie Mullens in 2006, the company specializes in strategic planning, tactical implementation and team development required to create high-yield efficiencies and profitability in business. Mullens finds creative ways to help small businesses do better and volunteered to help hundreds of entrepreneurs build their businesses. She is very active in counseling and training at the Maui County Business Resource Center, covering an array of business topics, including market analysis, financial planning, and cash flow. As vocational service chair for the Rotary Club of Kahului, she developed many opportunities for business education. Mullens creates the environment for the exchange of ideas with local business banking managers, Maui Economic Opportunity Business Development Corporation, OHA's Malama Loan officers and others to help small businesses in a down economy.

Nominated by Paul Felix, American Savings Bank

2010 Financial Services Champion of the Year (City & County of Honolulu)



Bernice Parsons

Montgomery Pacific Outsourcing, LLC
Honolulu, HI

Montgomery Pacific Outsourcing was founded in 2006 to offer a level of accounting that most small businesses cannot afford. Bernice and her team work hand in hand with small business owners to ensure that they receive the proper financial consulting in the areas of banking, lending and financial reporting. Aside from their normal duties, Bernice and her team have generously given their time to provide advice on banking, bank loans and helping clients to bring their financial reports to levels required for bank financing.

Nominated by Ashumi Lee, Central Pacific Bank

2010 Financial Services Champion of the Year (County of Kauai)



Gwynne Duarte

Duarte Data Systems, Inc.
Anahola, HI

Gwynne Duarte has been championing small businesses for the last 35 years by helping numerous start-up clients with their planning and financial reporting. Duarte Data systems is a Kapaa, Kauai based bookkeeping firm providing a wide variety of accounting, tax and financial management services tailored to meet the needs of their business clients. As a financial service provider, her client base runs the gamut from contractors, retailers, restaurants, and more. The fact that most of her original clients are still with her to this day, is testimony to her abilities and professionalism. Gwynne has also served as a supervisory member of the Kauai Community Federal Credit Union for the past 25 years.

Nominated by Sonia Topenio, Bank of Hawaii

2010 Financial Services Champion of the Year (County of Hawaii)



Nina Hasler

Fiscal Fitness, LLC
Kailua Kona, HI

In the 3 years Nina has lived in Hawaii, her dedication to her clients has helped her build a thriving business as a tax professional. Nina's goal is to help small businesses become stronger and more efficient financially and stresses the benefits of working together and learning from each other's knowledge and input. Nina has developed strong ties with various professionals within the local finance industry and through these relationships, she helps clients find the best-suited solutions to grow their business. As a volunteer, she provides workshops and teaches classes presenting new and potential clients with the tools they need to find success.

Nominated by Amy Bircher, American Savings Bank

Women in Business Champion of the Year

Honors an individual who has, as an advocate for women Entrepreneurs, fulfilled a commitment to the advancement of women's' Business ownership.

2010 Women in Business Champion of the Year (State of Hawaii)



Cherylle Morrow

Hawaii Women's Business Center
Honolulu, HI

Advocacy for Women Business ownership is far more than simply a job for the State of Hawaii's 2010 Women in Business Champion, Cherylle Morrow: It's firmly held commitment that reaches into all parts of her life. Involved in supporting small businesses in Hawaii for more than 25 years, Morrow been active in various volunteer organizations including the Governor's Blue Ribbon Task Force for Small Business, Small Business Hawaii, SCORE, and the Economic Revitalization Task Force. She was one of the founders of the Hawaii Women's Business Center in 1997, acting as the treasurer during the start up phase. She eventually joined the center staff, taking on the role of business specialist and program director to provide 1-on-1 counseling, develop workshop curriculum and provide counseling and training. A technical assistance provider for SBA's Community Express Loans, Morrow helps women overcome one of the major obstacles in running a business. In an environment where demand often exceeds resources, Morrow has offered valuable guidance, education and empowerment to hundreds of women to realize their dreams of business success.

Nominated by Taylor Kirihara, American Savings Bank

2010 Women in Business Champion of the Year (City & County of Honolulu)



Chenoa Farnsworth

Farnsworth Consulting
Honolulu, HI

Farnsworth Consulting is a Hawaii based firm providing business plan development, strategy and organizational management. As the owner, Chenoa Farnsworth in the unique position as a woman in a male dominated field and has used her role in the business community to build the capacity of women to understand business finance, and provide opportunities for them to succeed. While the world of venture capital can be demanding and challenging, Chenoa has pioneered in this community, bringing along a number of women entrepreneurs and investors along the way. While her professional work on the behalf of small business and women in business is generous, she has also committed a great deal of time and energy with community service as well.

Nominated by Susan Utsugi, Central Pacific Bank

2010 Women in Business Champion of the Year (County of Hawaii)



Kawehi Inaba

Kūpa'a Business Planners, Inc.
Holualoa, HI

Kupa'a Business planners focuses on business planning, promotions and marketing, with a goal of helping business owners develop plans and strategies that include clear direction and objectives. Kawehi has been a professional woman and business owner for 20 years and has increased opportunities for women by hiring a "woman only" team for Kupa'a Business planners. This decision created a sisterhood of professionals who depend on one another not only for their professional acumen, but also for the female support necessary to carry out their daily duties. Many of the women Kawehi mentored have gone on to found and lead enterprises of their own. Kawehi not only invests her time with companies that operate for profit, but also provides support to numerous philanthropic efforts.

Nominated by Nick Sutton, American Savings Bank

Veteran Small Business Champion of the Year

Honors individuals who have fulfilled a commitment to advancing small business opportunities for Veterans of the U.S. Armed Forces.

2010 Veteran Small Business Champion of the Year (State of Hawaii)



Rojelio Herrera Jr. and James Lewis

ComCon Technologies, Inc.
Honolulu, HI

Rojo Herrera Jr. and Jim Lewis, the founders and Co-owners of Com Con Technologies, are U.S. Air Force veterans with over 50 years of combined service in active duty and reserves. Both Service Disabled Veterans, they formed their company a decade ago with the expressed goal of providing good jobs to veterans and promoting veteran owned small businesses. An 8(a) Certified firm, their Oahu based company provides professional services to a variety of DOD requirements and have placed hundreds of uniquely skilled officers and enlisted personnel from all branches into logistical and operational management jobs. With a strong reputation in the complex area of Command and Control (C2), this Veteran owned business has picked up contracts in Kentucky, Texas, North Carolina that place skilled vets into key positions. The ComCon owners are advocates for the establishment of the Veteran's Business Center program to expand entrepreneurial assistance to vets, on rule changes for the 8(a) program, the veterans and service disabled veterans contracting goals. With their leadership and business experience, Herrera and King are often sought by other veterans for their expert advice and best practices, which they share freely.

Nominated by Davin Nakasato, Bank of Hawaii

2010 Veteran Small Business Champion of the Year (City & County of Honolulu)



Caroline Kim

Hawaii Small Business Development Center
Honolulu, HI

Caroline Kim is the center director of the Honolulu office of the Hawaii Small Business Development Center Network (SBDC), which provides professional business consulting, training, and research in all areas of business management and finance. The SBDC focuses on creating new jobs by providing professional assistance primarily to business start-ups and expansions. Caroline has a soft spot in her heart for veterans and has spent numerous hours and resources to insure that veterans and their associations receive the maximum benefits gained from engaging her as a partner in their self-employment ventures. Caroline has taught classes, coordinated conferences and has personally counseled "veterepreneurs" to guide them in their business ventures.

Nominated by Naomi Masuno, First Hawaiian Bank

Minority Small Business Champion of the Year

Honors individuals who have fulfilled a commitment to support and assist minority entrepreneurs and small business owners.

2010 Minority Small Business Champion of the Year (State of Hawaii)



Derek Kurisu
KTA Superstores
Hilo, HI

As Executive Vice President of KTA Superstores on the island of Hawaii, Derek Kurisu created the Mountain Apple Brand for locally produced goods to help displaced sugar workers who were transferring skills from plantation experience to small agricultural businesses. By using his marketing knowledge, business contacts and established distribution chain, he enabled 70 to 80 vendors to get more than 260 products to buyers in the local market. Kurisu provides guidance for business planning, packaging, labeling, pricing and other marketing information and ideas. With support from the UH College of Tropical Agriculture, he brings creative innovations to solve problems for individuals and industries including the local papaya farmers, cattle ranchers and dairy farmers. He is a key player in the “Buy Local” program with the Hawaii Department of Agriculture and the “Made in Hawaii Festival” and is a sought-after speaker for students, trades and business across the state.

Nominated by Arthur Taniguchi, Bank of Hawaii

2010 Minority Small Business Champion of the Year (City & County of Honolulu)



Joy Barua
Honolulu Community Action Program, Inc.
Honolulu, HI

Committed to helping minority individuals achieve self reliance, Joy Barua is a multi-career professional with a successful track record of accomplishing that goal. Currently the Director of Finance for the Honolulu Community Action Program, Barua has designed innovative, nationally recognized projects geared toward assisting minority and low-income businesses. He has provided individualized counseling to businesses statewide. Along with his efforts to increase access to credit for minority businesses through microloans and SBA’s Community Express program, Barua developed a Microenterprise Individual Development Account partnership to help start new microbusinesses. Working with HCAP, Empower Oahu, Hawaii Pacific University and many other community implementing groups, Barua continues to support sustained business development services targeted to benefit minority businesses.

Nominated by Lori Honda and Warren Altona, Bank of Hawaii

2010 Minority Small Business Champion of the Year (County of Kauai)



Beth Tokioka
Office of the Mayor
County of Kauai
Lihue, HI

As the former Director of the Office of Economic Development for Kauai, Beth Tokioka had a “big picture” view for Hawaii’s small business community. One of several programs to champion, Tokioka planned and launched the “Kauai Made” program that gives many unique products on the Garden Island more visibility and more sales. Tokioka researched and developed the program to expand the market for locally-made goods, enhance opportunities for creative micro-entrepreneurs, and set a standard of quality and credibility for Kauai products. Since its inception in 2006, the program has been thriving with 114 participating small businesses, an increase of 59%. The website attracts customers from more than 102 countries or territories, including the U.S., Australia, Asia and Europe. By providing a central marketing vehicle to promote “Kauai Made” products, Tokioka has cultivated and supported many women, young entrepreneurs and ethnic minorities and has demonstrated to a generation of small business entrepreneurs that they can do business in Kauai, and succeed.

Nominated by Sonia Topenio, Bank of Hawaii and Randall Francisco, Kauai Chamber of Commerce

Home-Based Small Business Champion of the Year

Honors individuals who have experienced the rewards and difficulties of owning a home-based business and have worked voluntarily to improve the climate for other home based businesses.

2010 Home-Based Business Champion of the Year (State of Hawaii)



Brent Norris
Green Collar Technologies
Mountain View, HI

Operating Green Collar Technologies from his tree house home in Mountain View, Brent Norris is a committee advocate to home-based business and a sustainable lifestyle. This award-winning web professional works “off the grid” using cell towers and satellite for his communication needs and dedicates time to share his practices in going green as well as using the internet to start and grow a business. Relationships and partnerships with organizations like the local government, schools, trade organizations and non profits allow Norris to advocate a stronger digital economy. He has partnered with HTDC to deliver e-commerce training, with Hawaii County Research and Development on green job statistics, and Workforce Development to conduct “Green Jobs Day.” In 2008, he brought together small home-based businesses, government officials and the public for the first “Hawaii Island Sustainability Forum” which is now an annual event. Through Green Collar Technologies, Norris hopes to help others find financial security and go green to create a better life, a better community and a better world.

Nominated by Stacey Chun Fat, Bank of Hawaii

2010 Home-Based Business Champion of the Year (City & County of Honolulu)



Louis Darnell
ComTel
Kaneohe, HI

As president of ComTel, a telecommunications solutions company, Lou Darnell has a keen grasp on how technology has enabled new business models such as virtual and home based businesses. With his special interest in supporting small businesses with the application of communications and collaboration technologies, he has devoted hours doing research on the benefits, challenges and improvements provided by the home office. Darnell put his ideas into action: Comtel employees, including the president, now work from home offices or any location with web access, reducing employee commuting expenses up to \$8,000 annually and increasing productivity. Considered an expert on the benefits of home based operations, he continues to work with leaders and officials in the community to advocate that home based workers reduce costs, increase productivity, reduce stress on the environment and infrastructure, create employment opportunities for the challenged segment of the population, and enhance quality of life.

Nominated by Kevin Sakamoto and Warren Altona, Bank of Hawaii

2010 Home-Based Business Champion of the Year (County of Kauai)



Bob, Louisa, Troy, Ryan and Sarah Wooton

Kauai Kunana Dairy & Family Farm
Kilauea, HI

Though the Wooton family began farming on Kauai in 1979, the Kauai Kunana Dairy & Family Farm was established in 1999, producing a diverse array of certified organic fruits and vegetables in addition to their gourmet goat cheese. The family farm focuses on servicing the Kauai community through direct business with restaurants and retailers as well as their advocacy for diversified small agriculture and organic farming. It's a 24/7/365 day per year commitment at this entrepreneurial family-owned agricultural venture. To respond to the market demand, the Wootons – Bob, Louisa, Troy, Ryan and Sarah – produce other value-added products including pesto, salsas, herb salad dressings, honey and beeswax products, and goat milk soaps and lotions. Louisa worked to establish outdoor markets, continuing as volunteer director for many years. The Kunana Dairy remains a cornerstone for the farmer's market. The family participates in a number of Kauai County Farm Bureau volunteer activities and in many other community sponsored events. They have also been involved in the improvement of ag tourism through the Kauai Ag Initiative.

Nominated by Larry Dressler, Bank of Hawaii