



GO WEST ... LIVE | WORK | PLAY | LEARN

Board Member SPOTLIGHT



Keith Yoshida

Keith Yoshida is Vice President of Business Development for Mid Pac Petroleum, a locally owned company that has the exclusive license for the 76 brand of gasoline for Hawaii. Even with seventy conveniently located 76 gas stations throughout the State, Yoshida is always on the lookout for the next new station. In addition to seeking new sites and developing more stations, Yoshida leads the company's marketing initiatives. Besides traditional advertising such as TV, radio and print, Mid Pac and its 76 branded stations have dived into social media with a presence on Facebook, Twitter, Yelp, YouTube, and Foursquare. For a glimpse of what 76 is doing with social media and a chance to win free gas, just scan this QR Code:



Mid Pac also launched an innovative loyalty program called Kama'aina Rewards, which "rewards" 76 customers for purchasing fuel at its stations. For more information on the Kama'aina Rewards program, visit www.KamaaiianaRewards.com and become a fan on Facebook and/or follow Kama'aina Rewards on Twitter. Yoshida has served on the WOEDA board for the past 6 years and chairs the annual golf tournament. He also serves on the board for Enterprise Honolulu. A graduate of Hawaii Pacific University, Keith, his wife Nalani and their children live in West Oahu.

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10th Annual WOEDA Golf Tournament Fundraiser

It was a beautiful West Oahu day at the Kapolei Golf Club on Friday, May 27, despite the wind that made it challenging for nearly 200 golfers at the 10th Annual West Oahu Economic Development Association (WOEDA) Golf Tournament Fundraiser. This year's tournament was a tremendous success because of our many generous sponsors, donors, golfers, and volunteers. We were able to raise more than \$25,000!

This year, WOEDA partnered with the Special Education Center of Hawaii (SECOH), which provides personalized services to people with disabilities in the spirit of enriching lives. SECOH raised \$4,200 at the WOEDA Golf Tournament.

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Golf Tournament, cont.

Partnering with others who share our mission, WOEDA will continue to be a voice for job creation in West Oahu and will engage in advocacy, education and promotion, ensuring that West Oahu is a great place to live, work and play. WOEDA is a growing organization, and we are certain that as more businesses and organizations join this dynamic group, we will be able to make a significant impact on the economic expansion and appeal of this fastest growing region of Oahu.



“LEADING THE WAY TO ECONOMIC RECOVERY” Annual WOEDA Meeting

On April 1st, WOEDA held its Annual Meeting at the JW Marriott Ihilani Resort & Spa. And what a great turnout it was! As WOEDA's reputation for organizing great speakers and covering interesting and informative topics spreads, we see the attendance increasing as this was the highest attendance for the organization's Annual meeting. That day we had the pleasure of hearing updates on the University of Hawaii West Oahu's new Kapolei campus slated to open in 2012; DeBartolo's Ka Makana Ali'i 1.5 million sq.ft. regional mixed use center; Salvation Army's \$110 million Kroc Center currently under construction; the construction status of the long awaited Rail Mass Transit project; and Ilima at Leihano's senior living development project. Be sure to watch for the next exciting WOEDA meeting coming soon.



WOEDA MEMBERS SPOTLIGHT



CAMERON NEKOTA

D.R. Horton - Schuler Division
Vice President, Ho'opili

Cameron Nekota is – literally – re-shaping the landscape of West Oahu for his own growing family and families in Hawaii for generations to come. The new and proud father of

twin girls and vice president for D.R. Horton – Schuler Division has been tasked with overseeing the land use entitlement process for Ho'opili, the master-planned community that will change the way Hawaii approaches smart development.

A local boy born and raised in the islands, Cameron

understands firsthand how improvements to housing, transportation and sustainability can greatly affect the quality of life for residents. With great enthusiasm, Cameron has taken this once-in-a –lifetime opportunity to design a truly sustainable community for local families.

Cameron has a personal commitment to making Hawaii a better place. He currently serves on the Board of Directors for several non-profit organizations, including PBS Hawaii, Nanakuli Boys & Girls Club, Kahi Mohala, Honolulu Chamber of Commerce and the Kapolei Chamber of Commerce.

LAURA KAY RAND

Development Director – The Salvation Army Ray and Joan Kroc Corps Community Center

Office: (808) 682-5505 Cell: (808) 551-6612 Email: LauraKay.Rand@usw.salvationarmy.org

Laura Kay Rand is the Ray and Joan Kroc Corps Community Center's Development Director for The Salvation Army, Hawaiian and Pacific Islands. She is responsible for Marketing, Graphics, Website, Social Media, Public Relations, Grants, Scholarship Fund, Donor Relations, Major Gifts, Foundation & Corporate Relations, Capital Fund Development, Resource Development, and Special Events.

When construction is completed in late 2011, the Ray and Joan Kroc Corps Community Center ("Kroc Center Hawaii") will be the largest community center of its kind in the state. Nestled on 15 acres of land in East Kapolei, just off the newly constructed Kualaka'i Parkway, this 200,000 square-foot multi-purpose gathering place will offer something for everyone.

Features of Kroc Center Hawaii include: competition lap pool, group fitness classes, health & wellness center, worship and performing arts center, multi-use gymnasium, birthday party cabanas, child watch center, family interactive play area pool with water slides, state-of-the-art fitness equipment, education center with preschool, banquet/conference center, game room, and art studio. Membership, day passes, or program fees will be required for certain activities and facilities usage. In keeping with the intention of Joan Kroc and the mission of The Salvation Army, partial scholarships will be offered to those who cannot afford the full membership fee.



NEWSLETTER ADVERTISING RATES

WOEDA is now accepting a very limited amount of advertisements in the newsletter. The newsletter is distributed electronically to its membership and published three times per year.

Camera ready ads for our December 2011 issue will be due on **November 15th**. Ads should be in color, created at 300 dpi or better and saved as a jpg, eps or pdf file. Please contact Kristi Hirota at Kristi@certifiedhawaii.com or 837.5289 to advertise.

The costs to advertise are below:

Full Page \$150.00

Half Page \$80.00

Quarter Page \$40.00

Business Card \$25.00

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OUR CONTRIBUTORS

KRISTI HIROTA-SCHMIDT

Vice President Business Development
Certified Management, Inc.

JON MCKENNA

Development Project Manager
Haseko ~ Hoakalei

KEITH YOSHIDA

Vice President Business Development
Mid Pac Petroleum, LLC.

E nanā i kā mua

Look to the future: APEC & the Economy

The recent huge losses and gains in the stock market proves our economy is in an extremely volatile state. Not since 2008 have we seen such turbulence in the national and global marketplace. All around the world there is great concern about another recession, countries on the verge of bankruptcy, and the U.S. government trying to find ways to keep America from defaulting on its loans. Hopefully, the potential negative impact of these events will be minimal to the people of Hawaii and our business community. With great anticipation we hope to get a boost from the Asia-Pacific Economic Cooperation (APEC). Gregg Yamanaka, CEO of APEC, will share with us the latest update on this important event. Paul Brewbaker, one Hawaii's leading economists, will offer his perspective on the current state of the economy and how APEC and other factors may help Hawaii from being like the rest of the nation and the world. Join WOEDA for this exciting presentation!

Thursday, September 22, 2011

J.W. Marriott Ihilani Resort & Spa at Ko Olina, Ocean Ballroom

10:30 a.m. Registration

11:00 a.m. Networking & Lunch

11:45 a.m. Paul Brewbaker, TZ Economics

12:20 p.m. Gregg Yamanaka, APEC

12:50 p.m. Closing Statements

For information or to make reservations, please contact Barbie Rosario at barbier@hawaiiintel.net or info@westoahu.org.

SAVE the DATE

8th Annual West Oahu Conference

Date:

Friday, November 4, 2011

Location:

Aulani, a Disney Resort and Spa

Time:

8:30 a.m. to 1:30 p.m.



Gregg Yamanaka



Paul Brewbaker