

From the CoBE Dean's desk  
By Marcia Sakai

In many ways the ending of the school year is like skateboarding down a hill. Planned activities for the year pick up momentum , there are some spills , but some really great moves!

The CoBE Awards ceremony again demonstrated the business community's solid support for our high performing CoBE scholars. The Hawaii Island Chamber of Commerce awarded scholarships to **Tracey Niimi** (\$2000), a Waiakea HS grad who transferred to UHH from Manoa, **Lauren Tonokawa** of Kailua, Oahu (\$2000), **Laurent Colombo** (\$1000), UHH men's tennis team member and completing his senior year in the Fall, and **Arlyne Chugen** (\$1000) from the island state of Yap. The HICC scholarships were presented by **Barbara Hastings** and **Chuck Erskine**. **Rick Newkold** of the Rotary Club of Hilo presented a \$1500 scholarship to **Tracey Niimi**, who wrote at length on his Key Club experience in high school and his current service as Key Club advisor. **Barry Taniguchi** represented the Hawaii Society of Certified Public Accountants in awarding \$750 to Chancellor's Scholar **Kelli Makino**. New this year is the establishment of a \$1000 accounting scholarship by Taketa, Iwata, Hara CPAs. **Brian Iwata** announced the award to accounting major, **Zack Diaz**.

CoBE Tuition Scholarships were awarded to **Laurent Colombo, Tracey Niimi, Lauren Tonokawa, Vanessa Houle** and **Shirley Dellinger**. The Asia Pacific Tuition Scholarship was awarded to **Hyo Jin An** and **Arlyne Chugen**. The Delta Sigma Pi Gold Key Award (high GPA for graduating senior) went to **Kari Rolon** and **Alexander Kay**; and the Wall Street Journal Award for one year's subscription to the Journal went to **John Rolf Roth**.

**Tom DeWitt's** marketing principles class worked in teams on the development of integrated marketing communication plans for two proposals , one to market CoBE to prospective students and their parents, and the other to market sustainability to the campus community. DeWitt organized a judging panel, composed of business community folk and faculty members. Teams of judges interviewed student teams and judged their work for breadth of research and effectiveness of communication medium. The teams did an outstanding job and say they had a great learning experience with the competition!

Similarly, **Tom DeWitt** and I were part of a panel of community judges for **Sheri Kojima's** Business Academy seniors who elected the Senior Project as part of their Board of Education high school degree. This event gave us the opportunity to get out and meet the Waiakea High School students, suggest ways in which the students might develop their career paths, and share news about CoBE.

I did a decent stand-in job for economist **Paul Brewbaker**, who had to cancel his engagement to present an economic update to the Leeward Coast Planning Council at the newly re-opened Mauna Kea Beach Hotel in April. As it turned out, Paul shared his slides with me illustrating his analysis of capital markets and the Fed and Treasury responses, resulting consumer behavior and the Hawaii housing market. By late March/early April, it appeared that the economic free-fall had abated and that we would be in for a slow recovery, lasting through some, if not all, of 2010. But, you know forecasting is as much an art, as it is a science, and we'll have to see how events unfold.

To follow up on a new direction in sustainability for CoBE, a group of faculty and I traveled to the Hawaii Island Summit, sponsored by the Hawaii County Research and Development and the Kohala Center, for a day of presentations and workshop idea generation. **Jerry Calton, Emmeline dePillis, Tom DeWitt, Bill Sakai**, and others in the audience heard about the launch of a research project, carried out by the Yale

University School of Forestry and Environmental Studies, that will collect data on the impacts, measured by certain indicators, of planning decisions made on Hawaii Island. **Gregory Chun**, Bishop Holdings Corporation, gave an excellent opening presentation by creating focus on Hawaii Island as a sacred place, where any science becomes sacred science and any business becomes sacred business. Professor **Helmut Haberl**, University of Klagenfurt, Vienna, created some excitement in the crowd with a 'dashboard' model he and his colleagues have created. The 'dashboard' would allow community groups and planners to run 'what if' scenarios, changing the values of certain variables and seeing the 'dashboard' impact on sustainability indicators. CoBE plans to develop closer relationships with the Kohala Center on projects like this. Thanks to **Matt Hamabata** for inviting us.

CoBE's revised Strategic Plan 2009-2014 was endorsed by the faculty in early May. This plan will guide the College development and growth over the next five years. Look for more to come.