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STATE PROCUREMENT OFFICE  
STATE OF HAWAII  
**NOTICE OF AND REQUEST FOR EXEMPTION  
FROM CHAPTER 103D, HRS**

- 1. TO: Chief Procurement Officer
- 2. FROM: DOH/CHD/CDMCB/Tobacco Prevention & Education Program

Department/Division/Agency

Pursuant to §103D-102(b)(4), HRS, and Chapter 3-120, HAR, the Department requests a procurement exemption to purchase the following:

3. Description of goods, services or construction:  
On-screen advertisement for tobacco and teens/youth smoking messages in theaters.

4. Name of Vendor: National Cinemedia, LLC  
Address: P.O. Box 17491  
Denver, CO 80217

5. Price:  
\$45,321.00

6. Term of Contract: From: 8/14/10 To: 8/14/11

7. Prior Exemption Ref. No.  
10-001-C

8. Explanation describing how procurement by competitive means is either not practicable or not advantageous to the State:  
Vendor is the sole representative for Signature & Hollywood Theatres in Hawaii. The vendor was not selected by the requester, but is contracted by the theatre to manage on-screen advertisement.

9. Details of the process or procedures to be followed in selecting the vendor to ensure maximum fair and open competition as practicable:  
There are no other vendors for this service.

10. A description of the agency's internal controls and approval requirements for the exempted procurement:  
see attachment

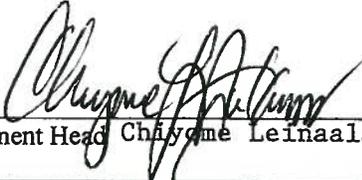
**REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS (Cont.)**

12. A list of agency personnel, by position, who will be involved in the approval process and administration of the contract:		
Name	Position	Involvement in Process
Chiyoume Leinaala Fukino	Director of Health	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Sharon Abe	Chief, ASO	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
James Cullen	PHAO, CDM CB	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Danette Wong Tomiyasu	Chief, CDMCB	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Julian Lipsher	Program Manager, TPEP	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Lola Irvin	Project Officer, TSP	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration

13. Direct inquiries to:	Department: TPEP Contact Name: Julian Lipsher Phone Number: 586-4662 Fax Number: 586-8252
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Agency shall ensure adherence to applicable administrative and statutory requirements

14. *I certify that the information provided above is, to the best of my knowledge, true and correct.*



**JUN - 8 2010**

Department Head Chiyoume Leinaala Fukino, Director of Health Date \_\_\_\_\_

**Reserved for SPO Use Only**

15. Date Notice Posted 6/10/2010

The Chief Procurement Officer is in the process of reviewing this request for exemption from Chapter 103D, HRS. Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven calendar days or as otherwise allowed from the above posted date to:

Chief Procurement Officer  
 State Procurement Office  
 P.O. Box 119  
 Honolulu, Hawaii 96810-0119

Chief Procurement Officer's comments:

This approval is for the solicitation process only, HRS section 103D-310(c) and HAR section 3-122-112, shall apply. Department is reminded that this award is required to be posted on the Procurement Reporting System.

16.  APPROVED  DISAPPROVED  NO ACTION REQUIRED


 \_\_\_\_\_ 7/17/2010  
 Chief Procurement Officer Date

STATE PROCUREMENT OFFICE  
REQUEST FOR AN EXEMPTION FROM CHAPTER 103D, HRS

#9. Detail of the process to be followed in selecting the vendor to ensure maximum, fair, and open competition as practicable:

There are no other vendors for this service at Signature and Hollywood Theatres.

Program Manager identifies the target consumer and marketing modality (theatre on-screen advertisement).

Program Manager investigates the various sites' effectiveness in reaching the largest numbers of the target consumer.

Program Manager selects sites(s) and works with the vendor (sole representative for a site) who contracts for on-screen advertisements.

Contract is negotiated with vendor.

# 10. Description of the agency's internal controls and approval requirements for the exempted procurement:

Julian Lipsher Program Manager	Selects sites and negotiates fees
James Cullen Public Health Administrative Officer	Monitors billings for proper expenditures
Danette Wong Tomiyasu, Chief Chronic Disease Management & Control Branch Chief	Approval of purchase order
Janice Okubo Communications Office	Approval of ads that are to be displayed