

11 FEB -3 P3:20



DEPARTMENT OF FINANCE  
HAWAII

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

- 1. TO: Chief Procurement Officer
- 2. FROM: DOH/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 theatres.
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4. Name of Vendor: Screenvision Direct, Inc. Address: P.O. Box 22905 Rochester, N.Y. 14692	5. Price: \$76,800
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6. Term of Contract: From: 6/23/2011 To: 6/22/2012	7. Prior Exemption Ref. No. 10-085-K
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8. Explanation describing how procurement by competitive means is either not practicable or not advantageous to the State: Vendor is the sole representative for Consolidated Theatres in Hawaii. The vendor was not selected by the requester, but is contracted by the theatre to manage on-screen advertisement.
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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. Program Manager identifies the target consumer and marketing modality. Program Manager investigates the various sites' effectiveness in reaching the largest number of the target consumer. Program Manager selects site(s) and works with the vendor (sole representative for a site) who contracts advertisements. Contract is negotiated with vendor.
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10. A description of the agency's internal controls and approval requirements for the exempted procurement: Julian Lipsher, Program Manager James Cullen, PHAO, CDMCB Danette Wong Tomiyasu, CDMCB Janice Okubo, Communications Office	Selects sites and negotiates fees Monitors billings for proper expenditures Approval of purchase order Approval of ads that are to be displayed
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**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
Neal A. Palafox, MD, MPH	Interim 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
Lola Irvin <i>L.I.</i>	Project Officer, TSP	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Danette Wong Tomiyasu <i>DWT</i>	Chief, CDMCB	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Julian Lipsher <i>JL</i>	Program Manager, TPEP	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
James Cullen <i>JC</i>	PHAO, CDMCB	<input type="checkbox"/> Approval <input type="checkbox"/> Administration

13. Direct inquiries to: Department: Health/TSP/CDMCB/TPEP  
 Contact Name: Sharon Abe  
 Phone Number: 586-4662  
 Fax Number: 586-8252

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.*

*[Signature]*  
 Department Head     Director of Health

*[Signature]*  
 Date

**Reserved for SPO Use Only**

15. Date Notice Posted 2/17/11

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 and award is required to be posted on the Awards Reporting System.

As a reminder, individual(s) participating in procurement activities are required to be in compliance with Procurement Delegation No. 2010-01 and Amendment 1, and Procurement Circular No. 2010-05, *Statewide Procurement Training*, as appropriate. As stated in Procurement Delegation No. 2010-01, Amendment 1, "... procurement requests submitted to the SPO from departmental personnel without written delegated procurement authority and the appropriate mandatory procurement training will be returned."

16.  APPROVED      DISAPPROVED      NO ACTION REQUIRED

*[Signature]*     5/4/2011  
 Chief Procurement Officer     Date