



'11 JUN 23 P2:20

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

- 1. TO: Chief Procurement Officer
- 2. FROM: Agriculture/Agricultural Development/Market Development

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:  
 Hawaii Export Nursery Association (HENA), due to the downturn in the economy, suspended participation in mainland trade shows for the past two years. However, HENA was advised by their customers that Hawaii products are losing their market share in the mainland due to lack of presence at industry events. Their Board of Directors have taken the position that participation in major industry trade events scheduled for late August/early September of this year is crucial to regain foothold in these markets. HENA will promote the benefits of Hawaii grown foliage plants and their superior quality over that of product available from other sources and have chosen to participate in the FarWest Exposition by the Oregon Association of Nurseries, August 25-27, 2011, in Portland, Oregon, and the CalScape Expo by the PlantScape Industry of America, August 30-September 1, 2011, in Las Vegas, Nevada. The estimated costs include booth and equipment materials at both trade shows, printing and shipping of promotional materials..

|  |                             |
|--|-----------------------------|
| 4. Name of Vendor: Hawaii Export Nursery Association<br>Address: P. O. Box 11120<br>Hilo, Hawaii 96721 | 5. Price:<br>\$5,000.00     |
| 6. Term of Contract: From: 07/15/2011 To: 9/15/2011  | 7. Prior Exemption Ref. No. |

8. Explanation describing how procurement by competitive means is either not practicable or not advantageous to the State:  
 HENA is the only non-profit membership organization of Hawaii nurserymen and women professionally engaged in the export of potted tropical ornamental plants and flowers, dedicated to marketing, research, transportation and educational issues that impact the local industry. The feedback HENA is responding to comes from their current customers and is cause for their membership to act quickly to maintain and attempt to grow their market share. Other means of procurement would not be practicable as HENA is the only organization for this sector of the floriculture industry; the action required by HENA is to respond quickly and showcase the superior quality of Hawaii products to the industry.

9. Details of the process or procedures to be followed in selecting the vendor to ensure maximum fair and open competition as practicable:  
 The trade shows selected are located in key markets for Hawaii potted tropical ornamental plants and flowers and will be attended by the customers HENA would need to contact and demonstrate the superior quality of Hawaii products. The show schedules allow HENA to attend both shows in one trip to the West Coast. (information attached)

10. A description of the agency's internal controls and approval requirements for the exempted procurement:  
 The Department discussed options with HENA that included sending printed materials directly to their mainland customers -- this was not practicable as there are new products to be showcased and printed materials do not have the effect of being able to hold up the plant to demonstrate root strength.  
 Department internal controls include the Division Administrator approval, Fiscal Officer review, Administrative Services Officer review and Chairpersons's approval.

**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   |
| Russell Kokubun   | Chairperson, Board of Agricultur | <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration |
| James Nakatani  | Deputy to the Chairperson        | <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration |
| Keith Aragaki   | Administrative Services Officer  | <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration |
| Armi Cabulisan  | Accountant Supervisor            | <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration |
| Sharon Hurd   | Economic Development Specialist  | <input type="checkbox"/> Approval <input checked="" type="checkbox"/> Administration |
| Sue Sakamoto  | Secretary                        | <input type="checkbox"/> Approval <input checked="" type="checkbox"/> Administration |

|                          |   |
|--------------------------|---|
| 13. Direct inquiries to: | Department: Agriculture<br>Contact Name: James Nakatani<br>Phone Number: 973-9553<br>Fax Number: 973-9613 |
|--------------------------|---|

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.*

*Russell Kokubun*

*6/21/11*

Department Head

Date

**Reserved for SPO Use Only**

15. Date Notice Posted 6/27/2011

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.

16.  **APPROVED**     **DISAPPROVED**     **NO ACTION REQUIRED**

*James Nakatani*  
Chief Procurement Officer

*7/6/2011*  
Date

# Hawaii Export Nursery Association

June 3, 2011

Hawaii Department of Agriculture  
1428 South King Street  
Honolulu, Hawaii 96814

Attention: Russell Kokubun, Chair

Re: Request for 2011 Funding for Marketing & Promotion Program

Aloha Russell,

On behalf of the Hawaii Export Nursery Association (HENA), this is an official request for 2011 marketing funds in the amount of \$5,000 to participate in mainland trade shows as part of our marketing and promotion program. HENA board member Tony Bayaoa advised us she spoke to you on our behalf regarding this matter.

Over the past couple of years we had suspended our participation in mainland trade shows due to the downturn in the economy and our major markets. However, it has recently come to our attention that we have lost some ground in our mainland markets mainly due to our lack of presence at industry events.

In this regard, our Board of Directors has taken the position that we must participate in major industry trade events later this year and next year to regain our foothold in these markets. We will promote the benefits of Hawaii grown foliage plants and their superior quality over that of product available from other sources.

Our board has chosen both the FarWest Exposition, presented by the Oregon Association of Nurseries (OAN), that is being held August 25 – 27 in Portland, Oregon as well as the CalScape Expo, presented by the Plantscape Industry of America (PIA) that is being held August 30 through September 1<sup>st</sup> in Las Vegas, Nevada.

The estimated cost to secure a trade show booth at the FarWest Exposition is \$2,300 and at the CalScape Expo is \$2,700. These estimated costs include booth rentals, printing of promotional materials, and shipping of promotional materials. One member of HENA will staff the booth at both trade shows, with these costs covered by HENA, and plant material will be supplied by our distributors in the appropriate areas which will save us the expense of shipping plants from Hawaii for each show. We have found that it is most economical to send one person to both shows -- first to Portland and then on to Las Vegas as the CalScape show that begins three days after the FarWest Show closes.

We hope you will seriously consider our request for funding in the amount of \$5,000 to help defray expenses for our participation in these two important industry events that will enable us to rejuvenate our reputation as the country's top provider of tropical potted foliage plants. I am available to provide additional information or answer any questions you may have.

Warmest regards,

*Malcolm Saxby*

Malcolm Saxby  
President

[Home](#)[Exhibitors](#)[Visitors](#)[Seminars](#)[Show Features](#)[Contact](#)

## Frequently-Asked Questions



### Q: When and where is the Farwest Show?

The 2011 Farwest Show takes place August 25-27 at the Oregon Convention Center in Portland, Oregon. The Convention Center is located near the Rose Garden at 777 NE Martin Luther King Jr. Boulevard. Show hours will be noon-6 p.m. all three days.

### Q: What is the Farwest Show?

A: It is one of the leading nursery and greenhouse industry trade shows in the United States. The show averages 8,100 wholesale growers, retailers, landscape contractors/designers/architects, industry suppliers, educators and others from virtually every U.S. state and several foreign countries. The show is produced by the Oregon Association of Nurseries. Nearly 60 percent of exhibiting companies are wholesale nurseries at the Farwest Show - more green goods exhibitors than any other show in North America. You will find every conceivable type of plant material for which your customers are asking, from the newest varieties to old favorites. Place your order with the growers that are known throughout the country for their exceptional quality. Exhibitors include small specialty nurseries, growers devoted to serving the landscape trade, the best and biggest nurseries in the country, and growers catering to independent garden centers.

### Q: How can I register?

A: [Please click here to register online](#) starting May 15. Or, you can simply register in person at the Oregon Convention Center during the show.

### Q: When will I get my badge?

A: Those who preregister typically receive their badges by mail. Those who register late can pick up their badges at the registration desk at the show. Those who register on-site will be given name badges at that time.

### Q: Does everybody need a badge?

A: All exhibitors and visitors to the Farwest Show must wear a badge to gain admittance to the trade show floor. Children 12 and under do not need to pay admittance.

### Q: Will my show badge also get me into the Farwest Show Seminars?

A: Only if you also have registered and paid for the seminars. The Farwest Show and Farwest Show Seminars, though held in conjunction with one another at the same location, are two separate events. Show attendees who also have registered for the seminars will receive specially marked badges that indicate either the day of the seminar sessions for which they have registered or "ALL" if they registered for the entire three-day seminar package. [Click here for more information on the Farwest Show Seminars.](#)

### Q: Who can I contact for more information?

A: The Farwest Show and Farwest Show Seminars are produced by the Oregon Association of Nurseries. If you can't find the answer to your question on this web site, please e-mail to [farwest@oan.org](mailto:farwest@oan.org); write to us at 29751 SW Town Center Loop W, Wilsonville, OR 97070; fax us your question to (503) 682-5099; or call us toll-free at (800) 342-6401 nationwide or (503) 682-5089 if in the Portland area.

### Q: Where can I stay?

A: [Click here for a list of show hotels.](#) For additional help with hotel listings, you contact the Portland Oregon Visitors Association at (800) 962-3700 or check out the POVA web site at [www.pova.org](http://www.pova.org).

## Quick Facts

### Dates, Times & Location

#### Dates:

Thursday-Saturday, August 25-27, 2011

#### Show hours:

Noon - 6 p.m. all three days

#### Location:

Oregon Convention Center  
777 NE Martin Luther King Jr. Boulevard  
Portland, OR

### More information

The show & seminars are produced by the Oregon Association of Nurseries. If you can't find the answer to your question on this web site, please contact us via:

- e-mail: [farwest@oan.org](mailto:farwest@oan.org)
- mail:  
29751 SW Town Center Loop W  
Wilsonville, OR 97070
- fax:  
(503) 682-5099
- phone:  
toll-free (800) 342-6401 nationwide or  
(503) 682-5089 in the Portland area

PE 11-104-B

# Plantscape Industry Expo

A PIA PRODUCTION



## Plantscape Industry Expo 2011

Where the interiorscape industry grows

Aug. 30 - Sept. 1, 2011 • Las Vegas, NV • [piagrows.org](http://piagrows.org)

Face time - it matters!



- HOME
- Seminar Information
- Exhibitor Information
- Sponsor Information
- Online Registration
- Exhibitor Floorplan
- Directory Advertising
- CalScape Sponsors
- Silent Auction Preview
- Event Photos

On this page, you will find:

[Event Photos](#)

[Attendee Online Registration](#)

[Hotel & Travel Information](#)

**Aug. 30 - Sept. 1, 2011**  
**South Point Hotel**  
**Las Vegas**

This is the week before **Labor Day** so plan to stay and play!

### FACE TIME - IT MATTERS! GET IT AT Plantscape Expo!

"I started out in business like most of you - by selling plants out of the back of a van. That was 30 years ago. I survived and prospered by following these simple rules: Learn from friends. Learn from vendors. Learn from competitors. And do it all at CalScape! I've been to them all and CalScape, hands down, is the best! "

*Howard K. Freilich, President, CEO*  
*Blondies Treehouse, Inc.*

### Plantscape Industry Expo 2011 - South Point Hotel, Las Vegas - August 30 - Sept 1

[Click Here to Reserve Your Room](#)

In 2010, PIA's CalScape Expo was held in San Diego, CA at the Sheraton Hotel & Marina, Sept. 1-3. It was everything you hope for at an industry event. Stimulating, thought provoking and fun, full of new products (lots of green walls) and new faces. Check out PIA's Facebook for photos.

### ONLINE ATTENDEE REGISTRATION

Registration for 2011 should be available in June 2011.

### HOTEL AND TRAVEL INFORMATION

South Point Hotel in Las Vegas is the site of Plantscape Industry Expo 2011. For Hotel & Travel Information, [click here](#).

### PLANTSCAPE INDUSTRY EXPO CONVENTION BROCHURE

[Click here for a PDF download](#)

Or thumb through an interactive version below. (Click and Drag the corners to turn the page!)  
For a larger version [click here](#).

**Find us on Facebook**

**Sign Up** Create an account or **log in** to see what your friends like.

**Plantscape Industry Alliance**

Like

**Plantscape Industry Alliance** Congratulations to JAN GOODMAN - just received PTO Volunteer of the Year Award at her children's Boston school. Go Green Team!  
Tuesday at 5:17pm

**Plantscape Industry Alliance** Congratulations to Matthew Kent, the winner of our first Facebook Challenge!

Facebook social plugin

P.E. 11-104-B