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STATE PROCUREMENT OFFICE
STATE OF HAWAII

STATE PROCUREMENT OFFICE
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: $50,000.00
6. Term of Contract: From: 8/14/09 To: 8/14/10	7. Prior Exemption Ref. No. 09 022 J

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

11. P.E. No. 10-001-C

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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	
Chiyome Leinaala Fukino	Director of Health	☒ Approval	☐ Administration
Sharon Abe	Chief, ASO	☒ Approval	☐ Administration
Barbara Yamashita	Chief, CHD	☒ Approval	☐ Administration
Danette Wong Tomiyasu	for Chief, CDMCB	☒ Approval	☐ Administration
Julian Lipsher	Program Manager, TPEP	☒ Approval	☐ Administration
		☐ Approval	☐ Administration

13. Direct inquiries to:	Department: TPEP Contact Name: Julian Lipsher 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.***

JUL - 1 2009

for Department Head Chiyome Leinaala Fukino
Director of Health

Date

Reserved for SPO Use Only

15. Date Notice Posted 7/6/09

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 procurements $2,500 or more are required to be posted on the Procurement Reporting System.

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

Chief Procurement Officer 7/15/09
Date

11. P.E. No. 10-001-C

ATTACHMENT

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 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
Wayne Kotaki Public Health Administrative Officer Community Health Division	Approval of purchase order and required documentation
Barbara Yamashita, Chief Community Health Division	Approval of purchase order
Janice Okubo Communications Office	Approval of ads that are to be displayed

MAY 1 8 2009