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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:  
Monthly advertising space for ad boards in various locations statewide.

4. Name of Vendor: Ad Walls, LLC.  
Address: 1001 Bishop St., Suite 2820  
Honolulu, Hawaii 96813

5. Price:  
~~\$50,000.00~~  
48,000.00

6. Term of Contract: *Upon CPO Approval Date*  
From: 7/1/2009 To: 6/30/2010

7. Prior Exemption Ref. No.  
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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 advertising ad boards in shopping centers and malls including their attached parking structures.

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.

10. A 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, PHAO, TPEP	Monitors billings for proper expenditures
Danette Wong Tomiysau, CDMCB Chief	Approval of purchase order
Wayne Kotaki, CHD, PHAO	Approval of purchase order & required documentation
Barbara Yamashita, CHD Chief	Approval of purchase order
Janice Okubo, Communications Office, Chief	Approval of ads that are to be displayed

**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	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Sharon Abe	Chief, ASO	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Barbara Yamashita	Chief, CHD	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
<i>W</i> 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
		<input 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.*

*for Julian Jackson*  
 Department Head / Director of Health

**JUN 30 2009**

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:

16.  APPROVED  DISAPPROVED  NO ACTION REQUIRED

Chief Procurement Officer

Date