



10 FEB 10 10:18:23  
STATE PROCUREMENT OFFICE

**NOTICE OF AMENDMENT TO EXEMPTION FROM CHAPTER 103D, HRS, CONTRACT**

STATE PROCUREMENT OFFICE  
STATE OF HAWAII

- 1. TO: Chief Procurement Officer
- 2. FROM: DOH/CDMCB/Tobacco Prevention & Education Program  
Department/Division/Agency
- 3. Name of Contractor: Ad Walls, LLC
- 4. P.E. Reference No. 10-004-K

5. Description of goods, services, or construction:  
Monthly advertising space for ad boards in various locations statewide.

6. Scope of work for the contract is revised as follows:  
n/a

Original Contract Price: \$47,479.30      Amended Contract Price:  
\$55,788.00

7. Reason: This / These amendment(s) are necessary because:  
In calculating the total cost on the Advertising & Rental Agreement provided by the vendor, staff inadvertently missed a line item for the production cost (\$8,308.65).

8. Direct questions to: Lola H. Irvin, Project Manager      Phone: 586-4481

Tobacco Settlement Project Office  
Agency shall ensure adherence to applicable administrative and statutory requirements.

9. Pursuant to § 103D-102, HRS, and § 3-120-5, HAR, I certify that the information provided above is, to the best of my knowledge, true and correct

*[Signature]*  
JAN 27 2010  
Department Head Chiyone Lernaala Fukino Date  
Director of Health

10. Date Posted: 2/04/10

11. Submit written objections to this notice of intent to amend a procurement exemption contract 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:

12.  APPROVED       DISAPPROVED

Ann. J. J.      4/12/2010  
Chief Procurement Officer      Date

13. P.E. No. 10-004-K  
Am. 1



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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 *KT*  
48,000.00

6 Term of Contract: *upon CPO approval*  
From: 7/1/2009 To: 6/30/2010

7. Prior Exemption Ref. No.  
0

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                       |   |
|--------------------------|-----------------------|--|---|
| 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 |
| Barbara Yamashita        | Chief, CHD            | <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 |
|                          |                       | <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

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 [Signature]*  
 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

*[Signature]*  
 Chief Procurement Officer    Date 7/24/09