

The Brand is You!

Do you stand out?

Develop your company's unique brand and stand out from your competitors.

Experts in the field give real world advice on how to position your company for growth and profit. **Featuring Thomas Trenz, WavenDean Fernandes and Dr. Tom DeWitt** on subjects ranging from Brand Marketing and Social Networking to improved customer service approaches. ***You can't afford to miss this opportunity to take your company's brand to the next level.***

Presented by



**The Chamber of
Commerce of Hawaii**
The Voice of Business in Hawaii

In partnership with

HawaiiBusiness

Date: Thursday, February 11, 2010

Location: Dave & Buster's
(2ND Floor Showroom) @ 1030 Auahi Street

Time: 8:00AM – 12:00PM (7:30AM registration)

Cost: \$40 per Chamber member / \$60 per non-Chamber member
Includes continental breakfast. Free parking is located at Ward Centers.

RSVP & PMT: Due February 3, 2010

Register today: Visit www.cochawaii.org

Name (s) _____

Company _____

Address _____

Phone _____ Fax _____ Email _____

Reserve: _____ Admission @ \$40.00 Per Chamber Member

Reserve: _____ Admission @ \$60.00 Per non-Chamber Member

Payment Information:

Amex Discover Master Card Visa Check (Total \$ _____)

Account # _____

Exp. Date _____ Name on Card _____

Signature _____ Billing Zip Code _____

(Required for credit card use)

Fax this form to:
808.545.4369

Mail this form to:
**The Chamber of
Commerce of Hawaii**

Attention: Events
1132 Bishop Street, Suite 402
Honolulu, Hawaii 96813

***Payments must be received in
advance to confirm reservations.
No refunds or cancellations
after deadline!***

For more information, please call: 545.4300 ext. 317
Email: kokamura@cochawaii.org | Internet: www.cochawaii.org

Workshop Facilitators



Thomas Trenz

President, Hi Net Associates

Thomas Trenz is an entrepreneur and public speaker with international business consulting experience, specialized in Web Development, Online Marketing and Social Media Integration. Born and grown up in the Southwest of Germany, close to the French border, which explains Thomas' love for good food and good wine, Thomas has 25+ years experience in B2B consulting and sales.

He has overseen the completion of more than 400 websites and founding his own company Hi Net Associates in 2008, he uses his close relationship to Hawaii's leading Internet and Branding Professionals to drive his customers and ultimately his company's success. Thomas really loves networking and masters Social Networks to connect, he assist customers in their Web Marketing Strategies including educating them about Twitter, Facebook, YouTube and LinkedIn.

He calls Hawaii his home since 2000, and is very involved in many organizations as well as countless online groups. He enjoys helping Non Profit Organizations, like the Lanakila Foundation, the Forbes Foundation, the Kidney Foundation, just to name a few.

In June 2008, Thomas was the co-organizer of Hawaii's largest marketing conference with 35 top speakers, educating small businesses about free and low cost ways of successful marketing.



WavenDean Fernandes

Principal, Mana Brand Marketing

WavenDean Fernandes has more than twenty years of experience in branding and marketing both on the mainland and internationally. Waven worked on the client side at Amdahl, Sun Microsystems and Apple Computer's Creative Services and Marketing Communications Group before moving over to the agency side with Landor, the top national and international branding consultancy and design firm based in San Francisco. He brings this wealth of branding, marketing, advertising, interactive media design, and client relations experience to his Hawaii-based firm, Mana Brand Marketing & Design.

Waven has worked on branding programs for a wide spectrum of clients including Hallmark, FedEx, Starbucks, Ocean Spray, Pottery Barn, Visa, Unilever, Schering-Plough, and GlaxoSmithKline, Mosaic/Netscape, Sun, Apple, Seagate, Plantronics, and Intel. He managed client services while leading innovative and integrated design teams for Landor, Fitch, Liquid Agency, Studio Archetype-Sapient, Nurun, and iXL-Waterstone, where he also served as vice president and director of business development.

Waven's expertise is in guiding individuals and companies in the process of revealing and then expressing their brand in the marketplace in an authentic, holistic, and compelling way. An inspirational team leader as well as an insightful marketer, Waven now lives in his native Hilo, Hawaii with his wife and three children.



Dr. Tom DeWitt

Principal, Kumupa'a Brand Experience Consulting

Dr. Tom DeWitt is an Assistant Professor of Marketing in the College of Business and Economics at the University of Hawaii at Hilo (UHH). Prior to joining UHH, Dr. DeWitt was on the faculty at Bowling Green State University where he was instrumental in the development of the Institute for Excellence in Services. His expertise lies in the areas of Service Operations and Marketing, Marketing Strategy, and Consumer Behavior. Dr. DeWitt has delivered presentations and training programs to business leaders and students in China, Dubai, Singapore, Sri Lanka, the United States and Vietnam. In addition, he works regularly with businesses in developing service designs, branding strategies, leadership development and customer feedback management systems as the founder and principal of Kumupa'a Brand Experience Consulting. Kumupa'a, Hawaiian for 'a firm foundation', was founded from the desire to assist organizations with developing a framework or foundation on which to develop and sustain positive customer experiences. Dr. DeWitt accomplishes this through a series of presentations, workshops, and consulting initiatives.

Education and Industry Experience

Dr. DeWitt earned his Ph.D. in Services Marketing from Florida State University and his MBA from Nanyang Business School in Singapore. He spent over 15 years working as a senior manager in the hospitality and service industries prior to joining academia. His most recent appointment was as the Managing Consultant of Sensei-International (Singapore) where he served as the architect of the international consulting firm's Centre for Service Excellence. Dr. DeWitt has also worked as the Vice President of Business Development for an Indonesian business conglomerate, as District Manager for AVI Foodsystems -- a contract foodservice management company, and as General Manager of Dining Services for Express -- a division of Limited Incorporated.