

# A Star in Kapolei

BY DEREK FUNAYAMA

In coming up with a topic about Kapolei, I got to thinking about the positives about our city. Well, it's not that it's a bad place for anything; otherwise we wouldn't be experiencing the current rate of growth. Another thing is that I previously wrote an opinion about Kapolei's lack of significant business presence. In that article I wanted (more like demanded at that time) to know about the existence of businesses at the forefront of technology and spoke about the potential of the city.

After that article, one company came up: Hoku Scientific. Actually, they're over four years old and moved here from their Honolulu site to a new multi-million dollar place with

about twice as much floor space as their site in town. With a name that has the Hawaiian word for star, they hope to be on the rise.

What do they have going for them? For one, they are aiming to be pioneers in fuel cell technology. There is much potential here to supplant the internal combustion engine as the power train of most vehicles by using hydrogen instead of petroleum-based products. Cutting edge stuff, eh?

Off hand, I'd say that this company is getting better. It's a nice gem and I am glad they're here. However, I think it's more of a fluke. Why? Kapolei, like many places in Hawaii, is hard-pressed to attract companies in the science

and technology sectors. The Internet and technology allow for broad scale communication, which reduces the need to be in a specific place to cater to clients. If what you have is the "wave of the future," people will find you. Moreover, given the fact that they were established in Honolulu, the move here is not a big leap of faith.

What about the high-tech companies? Can we attract more? Unless there's a need to justify moving, upgrading the Internet connectivity and maintaining those air miles makes more sense than relocating. The cost of living here is another aspect that makes other places more preferable as our Pacific Rim appeal can only go so far.

Then again, we have to start somewhere. Why not begin with Hoku Scientific? Sure, it seems like just a feather in Kapolei's cap now. However, as they assist in bringing their research into people's lives, we might gain insights on how to bring other research and development (R&D) type companies here (worst case: by trial-and-error).

It's not our city's fault. It's just that global economics has a bigger say. Cheaper labor through outsourcing to other countries or...well, there it is. It's money, isn't it? If someone can do it better (really?) and for cheaper, can't help it. Like I said, it's not our fault.

Anyway, what does a company like Hoku Scientific do for

us? For one, those of us born here have the chance to work in the science and technology sector. Such opportunities are rare when it comes to innovative research corporations. Established technologies that provide telecommunications (phone service and cable television) are worthy employers, but are not necessarily innovative.

This company is doing something that addresses the future. While we have it now, the current level of fuel cells exist is still experimental and any vehicle using it would be hundreds of thousands of dollars anyway. The point is Hoku Scientific's success would be a highlight for Kapolei as long as they remain

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## Dawn's Databytes Contact Management Made Easy

BY DAWN SANDERS

OK, time for the truth...how long does it take you to find that business card, telephone number of that customer, or cousin from the mainland, on the tiny piece of paper that you swore that you put on your desk eons ago? It is fact: contact management is a part of our daily lives, especially our business lives.



So what does contact management entail? Other than the obvious management of contacts, there is so much more.

First, in business, it is nice to know how often we are staying in touch with our customer base. A common method of tracking is done through the use of hardcopy organizers, calendars and planners. These provide at-your-fingertip notes, but do not give you a simplified view of frequency of contact made. Sometimes, your notes of past conversations may not be consolidated either.

Second, if it takes a lengthy amount of time to close the sale with a potential customer, what happens when your sales or

marketing staff keeps their information in their own hardcopy organizers? You are stuck without access to notes when the customer calls and your staff is out of the office. Now, you are forced to have the customer summarize where your firm last left off with an issue or request.

For those of you who need to keep track of friends' and family members' birthdays, anniversary dates, mailing and email addresses, and home and cell phone numbers, having all of this information centralized will prevent a lot of wasted time searching through pieces of papers, multiple phonebooks, or even calling other family or friends to get what you are looking for.

There are many contact management tools on the market. In fact, you may even have one on your computer right now! If you are a Microsoft Windows user and have Outlook Express installed, your computer is equipped with a really basic address book. Look at the top of the toolbar of Outlook Express, and you will see an image of an open book labeled

"Addresses." This address book allows tracking of everything you wanted to know about your contact including the ability to enter lengthy notes. Macintosh systems come equipped with the "Address Book" application and the ability to insert a contact's photo.

If you have installed the Microsoft Office suite, Microsoft Outlook comes equipped with a detailed electronic Rolodex offering the ability to associate appointments and emails to any given contact.

What happens when you need an even more robust contact management solution? At this point, you may want to consider a database solution for centralizing all of your customers, families and friends. If your organization works with a large number of individuals or customers to be tracked, a database solution is essential! Why? Because databases offer you many sorting options, such as having a listing of clients sorted by a preferred day or time of day to call and the reporting options are nearly endless. Databases can be programmed to alert you of overdue appointments, and if you have information that you need to track that is not available in the above-mentioned address book applications, databases

can be customized to suit the exact idiosyncrasies of your business or organization.

Remember the staff that is tracking their appointments and notes in their hardcopy organizers? They can continue to do so, however, they can add some quick notes about sales or marketing progress and conversation summaries in a contact management database to keep you on top of what is going on saving a lot of time and energy.

If you find that you need a more robust contact management solution and need a customized solution, or if you would like for someone to help you research existing software solutions because you don't have the time, give me a call and we'll get you on a path to effective contact management. We also offer a Microsoft

Access contact management system, EasyContactManagement. Screenshots of this system are available at [www.cdis-now.com](http://www.cdis-now.com) and can be purchased and downloaded online as well.

Happy Computing!  
Dawn

*Dawn Sanders is the owner of Corporate Documents & Information Specialists LLC (CDIS LLC), a firm that specializes in helping ease day-to-day business operations and to assist in promoting individuals to large corporations using database and Web-based solutions. Our Business is Knowing Your Business! Call us today at 672-8865 for database and Web support or visit us on the Web at [www.cdis-now.com](http://www.cdis-now.com)*

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