

HawaiiBusiness IN PARTNERSHIP WITH  First Hawaiian Bank. PRESENT

LEADERSHIP *Conference*

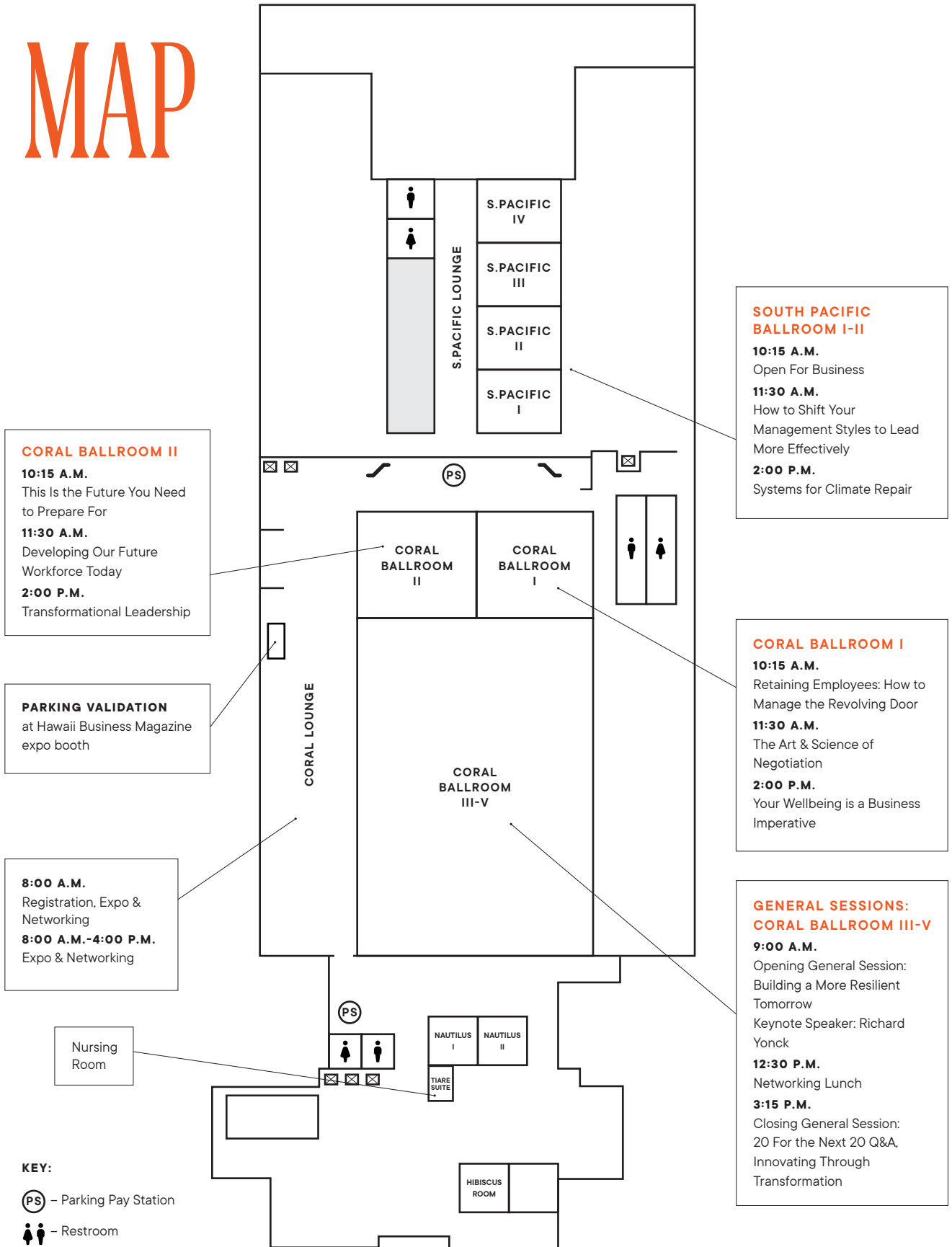
JULY 21, 2022

AGENDA

THURSDAY, JULY 21, 2022

8:00–9:00 A.M.	REGISTRATION & NETWORKING EXPO	CORAL LOUNGE
9:00–10:00 A.M.	OPENING GENERAL SESSION: BUILDING A MORE RESILIENT TOMORROW Keynote Speaker: Richard Yonck, Futurist	CORAL BALLROOMS III–V
10:15–11:15 A.M.	MORNING SESSIONS I: • RETAINING EMPLOYEES: HOW TO MANAGE THE REVOLVING DOOR • THIS IS THE FUTURE YOUR NEED TO PREPARE FOR • OPEN FOR BUSINESS	CORAL BALLROOM I CORAL BALLROOM II SOUTH PACIFIC I-II
11:30 A.M. – 12:30 P.M.	MORNING SESSIONS II: • THE ART & SCIENCE OF NEGOTIATION • DEVELOPING OUR FUTURE WORKFORCE TODAY • HOW TO SHIFT YOUR MANAGEMENT STYLES TO LEAD MORE EFFECTIVELY	CORAL BALLROOM I CORAL BALLROOM II SOUTH PACIFIC I-II
12:30–2:00 P.M.	LUNCH & NETWORKING EXPO • NETWORKING LUNCH • NETWORKING EXPO	CORAL BALLROOMS III–V CORAL LOUNGE
2:00–3:00 P.M.	AFTERNOON SESSIONS: • YOUR WELLBEING IS A BUSINESS IMPERATIVE • TRANSFORMATIONAL LEADERSHIP • SYSTEMS FOR CLIMATE REPAIR	CORAL BALLROOM I CORAL BALLROOM II SOUTH PACIFIC I-II
3:15–4:30 P.M.	CLOSING GENERAL SESSION • 20 FOR THE NEXT 20 Q&A • INNOVATING THROUGH TRANSFORMATION Forrest Dein, Co-Founder & Chief Marketing Officer, JuneShine Jen Keller, Managing Director, Talent Acquisition, Alaska Airlines Alex Benn, President, Turo, Inc. Moderator: Meli James, Co-Founder, Mana Up	CORAL BALLROOMS III–V

MAP





FROM OUR PUBLISHER

HawaiiBusiness magazine

Aloha,

Welcome to *Hawaii Business Magazine's* 9th annual Leadership Conference. We are thrilled to be back with you – **in person** – at the Hilton Hawaiian Village! We hope you take every opportunity to re-connect with each other throughout the day. For those of you who cannot be here with us today, we are pleased to offer you opportunities to engage virtually through our live-streamed and recorded sessions.

The theme of this year's conference is "Future-Ready." One definition of a future-ready leader is a leader who possesses the business acumen to adapt to new situations, the empathy to support the well-being of their colleagues and the awareness to build an inclusive culture. As you look through the conference agenda you will see that the sessions have been designed to inform, educate and inspire in all these areas, beginning with a keynote by nationally renowned futurist Richard Yonck. We also offer sessions focused on critical issues like climate repair and our local economy.

Thank you very much to all the speakers and panelists who are giving so generously of their time and expertise to help all of us expand and improve our leadership skills.

The Leadership Conference was created in partnership with First Hawaiian Bank 9 years ago. Their support is significant, and we are deeply grateful for their steadfast commitment to this conference and to the growth of talented, resilient, visionary leadership in our community. I would also like to thank our supporting sponsors: Alaska Airlines, Anthology Group, Carlsmith Ball LLP, Hawaiian Telcom, Hawaii Dental Service, Hawaii News Now, Kamehameha Schools, Matson, and St. Andrew's Schools. The Leadership Conference would not be possible without their partnership.

On behalf of the entire *Hawaii Business Magazine* team: mahalo for attending this year. We are excited about being with you again in person. This day is about YOU – we hope you make it a great one!

Mahalo,

Cheryl Oncea,

PUBLISHER, HAWAII BUSINESS MAGAZINE



FROM FIRST HAWAIIAN BANK



First Hawaiian Bank.

Aloha!

We are thrilled to partner with *Hawaii Business Magazine* for the ninth year to host the state's preeminent professional development and networking event for leaders. Today is especially meaningful as we welcome everyone back in-person to reconnect with colleagues, partners, and friends.

The world has experienced sweeping changes since the last Leadership Conference. Today's lineup of speakers and panel discussions will provide valuable insight about the current landscape of Hawai'i's top industries as we continue to emerge from the uncertainty of the past two years.

People are the single most important resource for our businesses, and I have been inspired to see how our team at First Hawaiian Bank and other organizations across the globe have stepped up to face the different challenges brought on by the COVID-19 pandemic. They demonstrated solid leadership skills, many of which are fostered at conferences like this one, which is why we value and support these opportunities for growth.

It will take a collective effort to architect a new era of how we do business. Whether you are joining us at the Hilton Hawaiian Village or virtually, we appreciate your willingness to learn and engage on a path forward. We are in an exciting time for strategic innovation and we hope today's discussions and the connections you make ignite curiosity, inspiration and cross-sector collaboration.

Mahalo,

Bob Harrison

CHAIRMAN, PRESIDENT & CEO
FIRST HAWAIIAN BANK

FROM OUR GOLD SPONSORS



At Alaska Airlines, we know that great service begins with great employees. We hire people whose values align with our own—they do the right thing, are kind-hearted, deliver on performance and are remarkable. Beyond hiring exceptional people, we look for opportunities to provide them with the skills, development and training needed to deliver exceptional service. Our diverse, talented, and dedicated employees are the backbone of our organization, embracing care wherever and whenever they can to contribute to Alaska's purpose: creating an airline people love.

This is why we are so proud to help cultivate Hawai'i's emerging leaders by supporting this annual conference and welcoming our very own **Jen Keller**, managing director of talent acquisition, to today's outstanding line-up of speakers. Mahalo to *Hawaii Business* for making this event possible—we look forward to an inspiring day.



Aloha,

Carlsmith Ball is proud to be a sponsor of the 9th annual Leadership Conference.

As leaders, we are confronted with the present, but must also look to the future. Success requires a willingness to embrace change. Change is inevitable and, while sometimes unsettling and disruptive, it presents new directions and opportunities for growth and improvement.

In Carlsmith Ball's 165-year history, we've challenged ourselves to adapt, innovate and succeed. And, with an eye to the future, we remain mindful of the foundations that were laid down for us as an organization.

Now, more than ever, your leadership, energy and ideas are needed. During the conference, I encourage you to think openly. Together, there are opportunities for our organizations and the larger community to which we belong.

Mahalo for joining us.

JON YAMAMURA, CHAIR, CARLSMITH BALL

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Anthology Marketing Group is proud to sponsor *Hawaii Business Magazine's* 2022

Leadership Conference. This year's theme of "Future-Ready" could not be more relevant, as our national and global economy swings from pandemic recovery to the threat of recession, and our local economy deals with its own unique challenges for businesses, workers, and communities.

Anthology also partners with *Hawaii Business* for the semi-annual BOSS Survey that tracks the outlook and sentiment of more than 400 local business owners and executives, and the 808 Poll which provides a resident point-of-view on many of the same topics. These scientific surveys provide valuable insights for our business community, and are shared in the print and online editions of *Hawaii Business*.

We hope this conference will provide insights, tools, and relationships to help your company move into the future with greater confidence and continued success.

—DENNIS CHRISTIANSON, MANAGING PARTNER



As Hawai'i's largest multimedia organization, we are committed to serving and connecting our community. Hawaii News Now

understands the importance of supporting and growing strong, local leaders. We are a tightknit community in Hawai'i, and leaders at all levels are crucial in facing our challenges with innovation while protecting our unique culture and history.

The past couple of years have tested all of us in ways we never could have imagined. However, we also saw how actions of compassionate, innovative, and forward-thinking leadership by persons from all facets of our community were crucial in pulling us through challenging times, and in many ways, making Hawai'i stronger.

Hawaii News Now is proud to support *Hawaii Business's* Leadership Conference and embraces the opportunity to help grow future-ready local leaders.

—KATIE PICKMAN, GENERAL MANAGER, HAWAII NEWS NOW

FROM OUR GOLD SPONSORS



This year Matson celebrated its 140th anniversary. Being future-ready and flexible helped us develop into who we are today, a leader in Pacific shipping dedicated to Hawai'i service.

Matson has been one of the world's most innovative ocean carriers from its inception. Some of our industry-firsts include electric lights, refrigerated storage, and containerization. We've been fortunate to have employees inspired to answer questions we haven't asked and seek solutions to tomorrow's issues.

Today, you're in a position to learn how the best in Hawai'i business adapt and strategize for the uncharted waters ahead. Embrace the sparks of ingenuity that this year's Leadership Conference ignites, and may your resourcefulness, imagination, and ties to the business community serve you well!

—MATT COX, CHAIRMAN AND CEO, MATSON, INC.



Hawai'i Real Estate News

Read news and insights about
Hawai'i real estate every Tuesday

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FROM OUR STUDENT AND SILVER SPONSORS



ST. ANDREW'S SCHOOLS
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Aloha,

One of the hallmarks of a St. Andrew's education is our focus on developing courageous and compassionate leaders. We help our students recognize that they can have an impact on their community – not just in the future, but today.

Our teachers guide our students to ask deep questions, engage in respectful discussions to understand complex topics, and create plans of positive action that address real issues in our local and global communities.

Helping every student succeed makes all the difference – for all of us. St. Andrew's Schools is proud to partner with *Hawaii Business Magazine* to bring important conversations to the forefront at the Leadership Conference.

Thank you for joining us.

Mālama pono,

RUTH R. FLETCHER, PH.D., PRESIDENT AND HEAD OF SCHOOL, ST. ANDREW'S SCHOOLS



Hawaiian Telcom

Aloha!

Welcome to the 9th Annual *Hawaii Business* Leadership Conference. We are proud to sponsor this inspiring event and are excited for the opportunity to reconnect in person, to learn from each other, and to imagine new possibilities together.

Continuing to expand our fiber broadband infrastructure is one of the ways Hawaiian Telcom helps to keep Hawai'i connected and future-ready. Every day we see firsthand how broadband makes a positive difference in our communities by improving access to information, education, and opportunities for business, development and growth.

All who are fortunate to call Hawai'i our home share a dream to make this unique island state a better place to live, work and play, now and for future generations. May the knowledge you gain and the relationships you create today help you to continue shaping our future so we can make that dream a reality.

—SU SHIN, PRESIDENT & GENERAL MANAGER, HAWAIIAN TELCOM



Hawaii Dental Service is a proud sponsor of the *Hawaii Business* Leadership Conference.

As we celebrate 60 years of healthy smiles and local roots here in Hawai'i, we look forward to creating a greater impact on the business community as well as the underserved populations. We challenge our current and upcoming leaders to build transformative initiatives that address gaps in care and positive health outcomes for Hawai'i families so they can Live Well, Smile More.



Kamehameha Schools

Kamehameha 'Ekahi's prowess in battle and diplomacy was legendary. His charisma rallied the citizenry to accomplish civic projects that were magnificent feats of engineering. He could be found knee-deep in mud laboring quietly alongside his people, and in crisis, he relied on the wise counsel of advisors. He protected the vulnerable, forgave offenders, and sought forgiveness for his transgressions. Inspired by Hawai'i's own world-class leader, we commend *Hawaii Business* for continuing to nurture the growth of leaders in Hawai'i, for Hawai'i.

Mahalo nui loa

JACK WONG, CEO, KAMEHAMEHA SCHOOLS

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HawaiiBusiness IN PARTNERSHIP WITH  First Hawaiian Bank, PRESENT

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MORNING GENERAL SESSION

Building a More Resilient Tomorrow

**THURSDAY,
JULY 21, 2022
9:00-10:00 A.M.
CORAL BALLROOM III-V**

Change and progress are not only inevitable, they're accelerating. As we look out at the next ten, twenty, even thirty years, what kinds of changes will we need to prepare for? What are the opportunities and challenges we're likely to face, both in our personal lives and in our businesses? How can society strengthen its resilience for dealing with the unexpected and what will we need to do to make ourselves truly *future ready*? Join futurist Richard Yonck for an inspiring and thought-provoking conference kickoff to learn how we can build the future we both deserve AND prefer.

OPENING REMARKS FROM



Cheryl Oncea
PUBLISHER, *HAWAII BUSINESS MAGAZINE*

OPENING REMARKS FROM



Bob Harrison
CHAIRMAN, PRESIDENT & CEO,
FIRST HAWAIIAN BANK

POEM BY



Sterling Higa
HOUSING HAWAII'S FUTURE

OPENING OLI BY



Mahina Paishon-Duarte
WAIWAI COLLECTIVE

KEYNOTE PRESENTATION



Richard Yonck, **FUTURIST**

Richard Yonck is a futurist based in Seattle, where he is an advisor to businesses and organizations about emerging trends and future developments. An avid writer and thought leader, Richard's latest book, *Future Minds* explores the nature and future of human and artificial intelligence. His previous book, *Heart of the Machine* looks at the future of the emerging technologies that allow computers and robots to read, interpret, and influence human emotions. Now in its second edition, it is required reading at several universities in the U.S. and around the world.

As an international keynote speaker, Richard explores developing trends in emerging technologies including artificial intelligence, healthcare, biotechnology and genetics, transportation, robotics, and more. Richard guides audiences in understanding many of the key considerations and societal ramifications of these advances in order to help identify and work toward a preferred future.

Richard advises clients ranging from Global Fortune 500 companies such as Amazon, Samsung, and Xerox to industry associations and organizations including TIAA, American Cancer Society and state education boards. He believes that strategic foresight and futures planning can serve everyone and is an impassioned advocate about the many benefits of futures thinking and science literacy.

Richard covers emerging technologies for the technology news website GeekWire and has been published by and quoted in The New York Times, Wall Street Journal, Scientific American, Forbes, Wired, Fast Company, BBC News and many others. Formerly an executive board member of the Association of Professional Futurists, Richard is a member of the National Association of Science Writers and a TED speaker.

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MORNING SESSION I

Retaining Employees: How to Manage the Revolving Door

10:15 - 11:15 A.M. | CORAL I

Hawai'i isn't immune to the Great Resignation and Reshuffling. In 2021, more than 222,000 local employees quit their jobs. That's 63,000 more than in 2020 and 27,000 more than in 2019. In a tight labor market, losing good people can be a disaster. Here, a panel of HR experts will share strategies on how to attract talent, boost retention and better manage employee turnover.



MODERATOR:

Ben Ancheta

PRESIDENT, INKINEN EXECUTIVE SEARCH

Ben Ancheta is the president of Inkken Executive Search. Born on O'ahu and raised in Waipahu, he attended Kamehameha Schools – Kapālama, graduating in 1990. Ben attended Carleton College in Northfield, Minnesota, where he earned a BA in

Economics, then The Anderson School at UCLA, graduating with an MBA.

Ben has held executive leadership positions with ProService Hawaii, the 'ike family of companies, including serving as chief operating officer of 'Ehahi Health. In 2018, Ben acquired Inkken, Hawai'i's premier executive search firm.

Ben was named a Pacific Century Fellow in 2010, an Omidyar Fellow in 2012, and one of *Hawaii Business Magazine's* 20 for the Next 20 in 2013. He sits on the boards of KCAA Preschools, HEMIC, Movers & Shakas, and YMCA Honolulu. Ben, his wife and three sons live in Mānoa.



Amy Matsushima

SENIOR ASSOCIATE & HUMAN
RESOURCES DIRECTOR,
BOWERS + KUBOTA CONSULTING

Amy Matsushima is a Senior Associate and the Human Resources Director for Bowers + Kubota Consulting, Inc, a local Architecture, Engineering, and Construction Management company in Hawai'i. With over 25 years of experience in Human Resources, Amy has worked in a variety of companies ranging from start-up companies to large hospitality chains. She has her bachelor's in business administration from the University of Hawai'i and holds the designation of Society of Human Resources Management – Senior Certified Professional (SHRM-SCP). Amy sits on the UHA Wellness Leaders Roundtable and is active in the Chamber of Commerce Engineering Sector Partnership. She loves spending time with her family, reading, and traveling.



Debbie Padello

DIRECTOR OF OPERATIONS,
SIMPLICITYHR BY ALTRES

Debbie Padello is the Director of Operations for simplicityHR by ALTRES, overseeing human resources administration services for over 2,200 clients and 20,000 employees statewide. In addition to serving clients, Padello is the human resources director for ALTRES' 250 in-house employees. She has more than 20 years of management experience in human resources and hospitality and earned a Bachelor of Science in Hotel Management from the University of Hawai'i at Mānoa and an MBA with an emphasis in Human Resource Management from Chaminade University. Padello is on the board for Hanalani School and an advisory board member of the Master of Human Resource Management program at Shidler Business School at the University of Hawai'i at Mānoa.



Michelle Kirk

VICE PRESIDENT OF CLIENT
EXPERIENCE, PROSERVICE HAWAII

Michelle Kirk serves as vice president of client experience for Hawai'i's largest HR solutions provider, ProService. As the service executive, she leads company strategy and builds outstanding teams to help Hawai'i employers implement innovative HR solutions designed to help them succeed and grow. Under Michelle's guidance, the more than 300-strong "PROhana" delivers consistent, accurate, responsive, and caring service to Hawai'i organizations – small and large.

Michelle's talent and passion for hiring, training, developing and retaining customer service talent dates back to earlier roles at JCPenney in Plano, Texas where she led talent development and eventually served as vice president for corporate talent acquisition. Prior to joining ProService in 2017, Michelle worked as a merchandise manager at Walmart, out of its corporate headquarters in Bentonville, Arkansas.



Derek Kanehira

SENIOR VICE PRESIDENT,
HUMAN RESOURCES,
ALEXANDER & BALDWIN

Derek is currently senior vice president of human resources at Alexander & Baldwin, where he provides strategic HR leadership and is responsible for overseeing the delivery of human resource solutions including programs, services and policies. He also supports the company through organizational development, corporate culture and employee experience initiatives. Prior to A&B, Derek served as vice president & director of HR services at Hawaii Employers Council.

In the community, Derek is an appointed member of the State's Prepaid Health Care Advisory Council, and an active member of Hawai'i's WDC Employer Engagement Committee, American Heart Association's Western Region DEI Taskforce and Make-A-Wish Hawai'i's Wish Granting Committee.

MORNING SESSION I

This Is the Future You Need to Prepare For

10:15 - 11:15 A.M. | CORAL II

Hawai'i's economy is evolving and you need to understand those changes to plan your personal future and your organization's future. Our panelists are key players in important local industries: They see – and foresee – these transformations and are planning their strategies accordingly. Listen in and learn how you should adapt.



MODERATOR:

Steve Petranik

EDITOR, HAWAII BUSINESS MAGAZINE

Steve Petranik has been an editor and reporter for almost four decades and now is the editor of *Hawaii Business*. Before joining the magazine in 2009, he spent 18 years as an editor at the Honolulu Star-Bulletin and five years at the Honolulu Advertiser. He's reported from six countries on three continents and his stories have appeared in the New York Times, Washington Post and Los Angeles Times.



Bob Harrison

CHAIRMAN, PRESIDENT, & CEO,
FIRST HAWAIIAN BANK

Robert Harrison is the Chairman of the Board, President and Chief Executive Officer of First Hawaiian, Inc. and First Hawaiian Bank. Prior to being named Chief Executive Officer in 2012, he served as Chief Operating Officer of First Hawaiian Bank from December 2009 to January 2012 and as its President from December 2009 to June 2015. He was named Vice Chairman in 2007 and served as the Bank's Chief Risk Officer from 2006 to 2009. He was elected to First Hawaiian Bank's Board of Directors in December 2009 and appointed to the bank's holding company board, First Hawaiian, Inc. in April 2016. He has been a member of the Bank's Senior Management Committee since January 2006. He serves as Chairman of First Hawaiian Leasing, Inc. a subsidiary of the Bank, and First Hawaiian Bank Foundation, the charitable arm of the Bank. Harrison joined First Hawaiian Bank in 1996 and has over 30 years of financial industry experience working for banks in New York and Hawai'i. He currently serves as a member of the Board of Directors for Pacific Guardian Life, Hawaii Bankers Association, *Hawaii Business* Roundtable, Hawai'i Community Foundation, Maryknoll Foundation and is Chairman of Hawaii Medical Service Association.



Rick Ching

PRESIDENT, SERVCO PACIFIC INC.

Patrick "Rick" D. Ching is the president & chief operating officer of Servco Pacific Inc. (Servco). Ching joined Servco in 1985 in the corporate finance area, eventually rising to executive vice president and chief financial officer. He moved into Servco's automotive operations in 2001, leading at different times both the automotive distribution and retail portions of the business. Since 2006, Ching has been responsible for overall automotive operations, and in 2009 was named president of Servco Automotive Hawaii. In 2014, he was also named COO of Servco. Ching was an integral part of Servco's early investments in Toyota/Lexus dealerships in Australia, which started in 2007. Today, Servco Australia has grown into a business that spans the country, from Sydney to Perth, and is the largest Toyota dealership group in Australia. Servco's more recent expansion has been in the musical instrument business, as the company is the majority shareholder in Fender Musical Instrument Company. The company also is a minority shareholder in Roland Corp., a Japanese manufacturer of electronic musical instruments, electronic equipment, and software. Ching's years of experience in finance, strategic planning, and operations has helped him play an integral role in maintaining Servco's strong corporate culture and financial results.



Doug Johnstone

HAWAII PRESIDENT,
THE HOWARD HUGHES CORPORATION

Doug Johnstone is President of the Hawai'i region for The Howard Hughes Corporation. In his role, he oversees asset management, financing and redevelopment initiatives. He has led the growth of the 60-acre master-planned community of Ward Village. At full build-out, the award-winning neighborhood will introduce nearly one million square feet of dynamic retail experiences and thousands of new homes to the heart of Honolulu.

Previously, Doug managed value-add redevelopment efforts within the commercial real estate portfolio of Kamehameha Schools. Prior to Kamehameha Schools, he served as Vice President of the boutique Los Angeles firm Cyburt Hall Partners, where he focused on opportunistic investments and developments with institutional joint venture partners.

Born and raised in Honolulu, Doug attended Punahou School and Stanford University, where he obtained a bachelor's degree in Economics with Honors. Through his career, he has spearheaded over \$4.5 billion of real estate investment activity. He is a member of the *Hawaii Business* Roundtable, Young Presidents' Organization and serves on the board of directors for Aloha United Way and HomeAid Hawaii.

MORNING SESSION I

Open For Business

10:15 - 11:15 A.M. | SOUTH PACIFIC I-II

The pandemic brought unprecedented challenges for the small business community. Entrepreneurs had to be agile and adapt in order to survive. During this session, hear from three business owners on how they've grown, overcome hurdles and flourished.



MODERATOR:

Greg Sitar

SENIOR VICE PRESIDENT & REGION MANAGER,
FIRST HAWAIIAN BANK

Gregory Sitar joined First Hawaiian Bank in 1983, entering the bank's management training program. He has spent his entire career in the retail banking area, managing numerous branches and currently the Main Banking Center. In 2021, he assumed his current role as the Metro Region Manager, overseeing the operational, lending, and sales activities of the eight branches within the urban core of Honolulu. He has concentrated his efforts on personal and small business lending. In the early 2000's, he helped develop and lead the bank's AOA (Association of Apartment Owners) lending initiative.

He is a graduate of Damien Memorial School. He received his bachelor's degree in business management from the University of Hawai'i College of Business and is an honors graduate of the Pacific Coast Banking School.



Paul Logan

CO-OWNER,
UNCLE'S ICE CREAM

Born and raised on O'ahu, Paul Logan previously worked as a Chief Engineer in the merchant shipping industry and holds a BS in Mechanical Engineering from Kings Point Merchant Marine Academy. Today, he heads up operations and product development while managing his team in production, distribution and customer service. As important as the product is, he takes equal pride in creating a safe, happy and rewarding workspace for his crew of flavor creators.



Barbara Logan

CO-OWNER,
UNCLE'S ICE CREAM

Barbara Logan is happy to call the North Shore home. She takes care of administration and finance as well as Uncle's branding, social media marketing and customer relationships. She has extensive experience in finance and administration from her years as a Silicon Valley executive. Barbara believes in the personal touch when it comes to customers and enjoys responding to messages from fans and sending special goodies to their Flavor Craver members in the mail. A top priority for her is making sure their customers feel heard and appreciated.



Shaun Peck

CO-FOUNDER,
PARADISE CIDERS

Kasey Sulheim and Shawn Peck are the co-founders of Paradise Ciders, Hawai'i's first cider company. Sulheim and Peck met when they were both working as bartenders in Waikiki. Together, they started Paradise Ciders in 2017, selling to restaurants and bars before opening their own tasting room in 2018. Legions of local drinkers, including some who won't order beer, welcomed the new options appearing on tap across town with twists on apple cider reflecting the bounty of locally grown farms: liliko'i, mango, guava, pineapple, ginger, lychee.

Peck, born and raised in Hawai'i Kai, and Sulheim, a transplant from Minnesota living here since 2003, had already been homebrewing beer together for fun. In 2015, they wrote out a business plan, located a warehouse, ordered the equipment, filed the liquor licenses for local and federal approval (this process alone took nine months) and finally started producing commercially available cider in January of 2017. All without taking on investors.



Kasey Sulheim

CO-FOUNDER,
PARADISE CIDERS



Anne Namba

OWNER & DESIGNER,
ANNE NAMBA DESIGNS

Anne Yuri Namba was born in Hawai'i, but spent much of her youth in Bangkok, Thailand and Tehran, Iran. After finishing her studies at University of Hawai'i, Anne graduated from the prestigious Fashion Institute of Technology in New York and worked in the costume department at Radio City Music Hall. Anne returned home and spent a year working for Malahini Hawaii, one of the state's largest garment manufacturers. While working out of her parents' home, Anne started designing her own line of one-of-a-kind garments made from vintage Japanese kimonos and obis. Her collections have appeared in Bergdorf-Goodman, Macy's West, the Saks Fifth Avenue Folio Catalog, Nordstrom, Liberty House, and I. Magnin Stores.

Embrace Change

As leaders in Hawaii and beyond, our clients understand that change brings with it challenges and new opportunities for growth. And for 165 years, Carlsmith Ball has been a trusted partner, providing clients with the tools and innovative solutions they need to succeed.

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Managing Partner Laura Lucas

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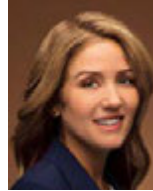
MORNING SESSION II

The Art and Science of Negotiation

11:30 A.M. - 12:30 P.M. | CORAL I

Successful negotiation is often considered an art form, but it's also an expertise that can be developed with practice. Columbia Business School professor Malia Mason will lead participants through an interactive, role-play exercise that sharpens your bargaining expertise. Attendees will learn how to:

- Develop a framework for thinking about and preparing for deal making
- Steer clear of the pitfalls that plague most bargainers
- Strategies to increase the "pie" and negotiate value-creating deals.
- Identify their strengths as negotiators and work on weaknesses.
- Experiment with different techniques and explore what works and doesn't work for them.



MODERATOR:

Malia Mason

VICE DEAN FOR RESEARCH AND FULL
PROFESSOR, COLUMBIA BUSINESS SCHOOL

Malia Mason is a professor at Columbia Business School. She teaches the Negotiations course in the Executive MBA program and is co-director of the Women in Leadership Executive Education program. She has worked with numerous companies in financial services, media, tech, telecom, and the arts. She has received several career awards, including Poet and Quant's Best 40-Under-40 Business School Professors. Prior to pursuing her PhD, she worked as a consultant. Malia was born and raised in Honolulu and her extended family still resides on the island of O'ahu.

Visit the First Hawaiian Bank booth in the Conference Expo!

Registered attendees who donate \$5 or more OR two (2) canned goods to the Hawaii Foodbank can get their headshot professionally taken!



First Hawaiian Bank.

MORNING SESSION II

Developing Our Future Workforce Today

11:30 A.M. - 12:30 P.M. | CORAL II

Employers play a crucial role in growing Hawai'i's future workforce by sitting on schools' advisory boards, supporting work-based learning and advising educators on what skills employees need in the future. This panel brings together educators and workforce development professionals to discuss how teaching styles are changing, which key programs are helping young people prepare for careers and how the business community can help.



MODERATOR:

Josh Reppun

EXECUTIVE PRODUCER & HOST,
WHAT SCHOOL COULD BE PODCAST

Former chef, hotel manager and history teacher, Josh Reppun is the founder of Plexus Education, LLC, dba as Most Likely to Succeed in Hawai'i, a "movement" founded by extraordinary people dedicated to developing global public, private and charter school conversations around Ted Dintersmith's film, "Most Likely to Succeed" and his book, "What School Could Be." Josh is also the founder of Josh Reppun Productions. He is the host of the What School Could Be Podcast and the producer of two films: "Ka Helena A'o: The Learning Walk" and "The Innovation Playlist," both about creative, imaginative and innovative educators and education leaders helping Hawai'i be a model of education innovation.



Alex Teece

FOUNDER & DIRECTOR,
DREAMHOUSE 'EWA BEACH

Alex Teece is currently the Chief Education Officer and School Leader of DreamHouse 'Ewa Beach, Hawai'i's newest and fastest-growing public charter school. A member of the founding team, Alex has worked closely with community leaders, educators, parents, children, and stakeholders to launch DreamHouse. He is responsible for overseeing the academic, organizational, and financial performance of the school, working closely with his school team, the school governing board, and the DreamHouse non-profit to ensure student and school success.



Carl Hinson

DIRECTOR OF WORKFORCE
DEVELOPMENT,
HAWAI'I PACIFIC HEALTH

Carl began his career in health care as a Physician Assistant, but recognizing his aptitude for human capital management, moved into Human Resources Management to focus on talent development and management. He was appointed to the State of Hawai'i Workforce Development Council and Chair of Health care Association of Hawai'i's Healthcare Workforce Initiative.

He is actively involved in the DOE's Health Academy development and expansion, HOSA, Future Health care professionals and the health industry's effort to bring much needed certification programs to our high schools across the state.



Karen Hanada

DIRECTOR OF EXTENDED
LEARNING AND WORKFORCE
DEVELOPMENT,
UH MAUI COLLEGE

Karen serves as Director of Extended Learning and Workforce Development at UH Maui College and oversees the Maui Food Innovation Center. She has worked at the Pacific Biosciences Research Center, Kapi'olani CC's Office of Continuing Education and in a variety of staff and administrative positions at UH Maui College. As part of her graduate studies, she has written on globalization, innovation in higher ed, and multicultural perspectives.



Keith Hayashi

SUPERINTENDENT, HAWAI'I
STATE DEPARTMENT OF
EDUCATION

Hayashi's 32-year career spans the school, complex area and state level. He led Waipahu High School as principal since 2009, a position for which he received numerous awards, including Hawai'i High School Principal of the Year and the collegiate Shirley B. Gordon Award of Distinction. He is credited with pioneering the Early College program in Hawai'i public schools and earned the distinction for Waipahu High as the state's first nationally recognized wall-to-wall academy model school.



Trinity Asing

MARKET DIRECTOR &
CO-FOUNDER, MAUKA MARKET

Trinity was born and raised in Kailua, O'ahu. She graduated from Kamehameha Schools in 2019, and is currently a student at the University of Hawai'i, pursuing a degree in business. She is the market director and co-founder of Mauka Market, the world's first regenerative marketplace. When she's not working or studying, you can find her in the ocean surfing, diving or up mauka hiking and spending time with her 'ohana.

MORNING SESSION II

Shift Your Management Styles to Lead More Effectively

11:30 A.M. - 12:30 P.M. | SOUTH PACIFIC I-II

The workplace can be anywhere now – in-person, online, or something in between – and leaders at every level have to adapt. But it isn't always easy. Managers and executives today need to be agile. They need to adjust their leadership styles to the people they manage and the situations at hand. Hear from three prominent leaders about how they found the right approach for their unique situations.



MODERATOR:

Lori Teranishi

FOUNDER & CEO, IQ360

Lori Teranishi is the founder and CEO of iQ 360, a certified woman- and minority-owned business communications consultancy that develops and executes strategies to help organizations manage major change initiatives. iQ 360 is headquartered

in Honolulu with teams in San Francisco, New York and Washington, DC. Lori provides award-winning strategic communications counsel to global corporations, startups, nonprofits and government agencies.

Previously, Lori was vice president of product development at Visa, where she also served as chief of staff to the chief operating officer and worked in a variety of communications roles.

She holds bachelor's degrees in mass communications and political science from the University of Utah and an MBA from the University of San Francisco. She is the board chair of the Girl Scouts of Hawai'i and a Trustee with the University of Hawai'i Foundation. She is a delegate for the U.S. Japan Council's 2022 Japanese American Leadership Delegation and was named a Ragan's PR Daily Top Women in Communication in 2020.



Deborah Zysman

EXECUTIVE DIRECTOR,
HAWAII CHILDREN'S ACTION NETWORK

Deborah Zysman has led nonprofit agencies in Hawai'i for the last 20 years, and has a track record of advancing policy and systems changes that have resulted in high-impact, measurable improvements in child outcomes. HCAN leads movements through analysis, education, advocacy, community organizing and coalition building so all children in Hawai'i are safe, healthy and learning. Under Deborah's direction, HCAN coordinated the "Be My Voice Hawai'i" campaign advocating for preschool for all four year olds in Hawai'i and securing more than \$22M to expand the State's preschool programs. Currently, HCAN convenes coalitions focused on access to quality childcare/preschool for all families, tax fairness, improving dental care for children, child abuse and neglect prevention, and improvements to WIC. She is a Weinberg Fellow, winner of the 2017 AIM for Excellence in Nonprofit Management award, and the 2019 Hawai'i Community Foundation Ho'okele Award for nonprofit leadership.



Dusty Grable

OWNER, LOVERS+FIGHTERS LLC

After graduating from Kamehameha Schools, the Kailua native spent a year volunteering in the inner city of Chicago. Upon his return home, he attended the University of Hawai'i at Mānoa pursuing a degree in Fine Arts. During this time, his career in hospitality began while working at The Old Spaghetti Factory, The Kahala Mandarin Oriental and Alan Wong's and was introduced to some of the most influential mentors of his career. He has also worked in San Francisco-based Michelin Star restaurants, the historic Indigo and Brasserie Du Vin and with Master Sommelier, Patrick Okubo at Formaggio Grill.

During his time at Formaggio Grill, Dusty met dear friend and future business partner, Chef Jesse Cruz. They formed Breaking Bread Hospitality and later opened Lucky Belly, Livestock Tavern and Tchén Tchín! Bar.

He is a certified sommelier and has worked with Stage, Amuse Wine Bar, Merriman's Hawaii Restaurants, and now with G. Lion Hawaii, where he built the food and beverage operations at The Ritz-Carlton, Waikiki Beach.



Dr. Ruth Fletcher

HEAD OF SCHOOL AND PRESIDENT,
ST. ANDREW'S SCHOOLS

Dr. Ruth Fletcher began her career as an educator and scientist at the University of Delaware, where she taught in the Department of Geology. After a brief term as a staff paleontologist for the U.S. Geological Survey, she moved to Hawai'i and began a distinguished 24-year career as an academic leader and educator at Punahou School. Her strong relationships and collaborative work with national educational thought-leaders has brought exemplary educational knowledge to our island community.

During her tenure at St. Andrew's, she has developed a progressive, innovative, and humanistic educational program grounded in research on how to bring out the best in each student and empower them to *Kūlia i ka Nu'u* – Strive for the Highest. More than doubling the School's endowment fund, Dr. Fletcher has formed collaborative partnerships with Kamehameha Schools and The Queen's Health Care Systems to create scholarships and tuition assistance programs so more students can benefit from and have access to an extraordinary education.



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AFTERNOON SESSION

Your Wellbeing is a Business Imperative

2:00 - 3:00 P.M. | CORAL I

Two years of disorienting volatility have had a major impact on our physical, mental and social wellbeing. Now more than ever employees are seeking balance in their lives, but they need organizational support to achieve it. Business leaders must prioritize employee wellbeing and create environments that support employees' whole selves if they want their companies to be successful. Local leaders and workplace wellness experts will share how organizations can actively put their employees' health first and cultivate connection and community for overall business success.



MODERATOR:

Yunji de Nies

JOURNALIST

Yunji de Nies co-hosts Spotlight Hawaii, a 3x/week news program live-streamed on the Honolulu Star-Advertiser's home page and social media platforms. She also hosts Insights on PBS Hawai'i, a weekly public affairs program. For five years, Yunji anchored the evening news at KITV, the Honolulu ABC affiliate, and before that worked as a White House and National Correspondent for ABC News, based in Washington D.C. and Atlanta. Yunji graduated with honors with a degree in political science from Yale University and holds a Master's Degree in journalism from UC Berkeley.



Charles Kaneshiro
PRESIDENT & COO, G70

Charles Kaneshiro joined G70 in 2000 and has led the firm during a pivotal period in the company's history including rebranding of the firm in 2016; opening of G70 office in Jakarta, Indonesia in 2016; relocation of the Honolulu office to the Financial Plaza of the Pacific office complex in 2018; reorganization and expansion of the firm's leadership and operational structure and guiding the office through the 2020-2021 Pandemic.

He was among the State's first LEED Accredited Professionals and is a passionate sustainability advocate. Charles was nominated as the first green school advocate for Hawai'i in 2007 and served on the steering committee for the development of the Hawai'i Collaborative for High Performance Schools green certification program.



Dr. Dana Arakawa
ORGANIZATIONAL PSYCHOLOGIST
AND FOUNDER, THRIVE808

Dr. Dana Arakawa is an organizational psychologist who takes a research-guided approach to creating organizational resilience. She has worked with Federal and State government agencies, technology startups, private industry and small businesses to create meaningful change. When not consulting, she loves practicing Ashtanga yoga, swimming, and meditation.



Michael Story
WORKPLACE WELLNESS ADVISOR,
UHA HEALTH INSURANCE

Michael Story has been with the Workplace Wellness team at UHA Health Insurance since 2019. As a member of UHA's Work Well team, he introduces workplace wellness solutions to organizations throughout Hawai'i. He also works with organizations to develop customized, sustainable plans that will help their employees improve their holistic wellness. His purpose is to live healthfully and share what he learns about healthy lifestyles to inspire wellbeing in others.

Most recently, Michael completed the Mayo Clinic Health and Wellness Coach training and is in the process of obtaining his national board health and wellness coaching certification.

The Mililani resident earned a Master of Business Administration from Oregon State University and a Bachelor of Science in sports management from Washington State University.



Tracy Lawson
PRESIDENT & FOUNDER,
LAWSON ASSOCIATES, INC.

Tracy has 30+ years' experience in the occupational safety & health field. She has a Bachelor of Science in Occupational Safety and Health and maintains several board certifications. In 2009, Tracy opened Lawson & Associates, a certified VOSB, VBE, WOSB, WBE and State of Hawaii DOT DBE/SBE specializing in safety support services. In 2020, with Nalani Jenkins, they co-founded the Safety Intelligence Institute.

She is a 2019 BBB Torch Award for Ethics Honolulu (Tier 2) recipient and SBA Person of the Year for the County of Honolulu, a 2010 Honor Alumni of the Honolulu Community College OSH Program and American Society of Safety Engineers Hawaii Chapter Safety Professional of the Year.

AFTERNOON SESSION

Transformational Leadership

2:00 - 3:00 P.M. | CORAL II

A transformational leader is equal parts visionary, mentor and motivator. This person knows how to create positive change and innovation within a team and organization. This session explores the four main components of transformational leadership defined by professor and researcher Bernard M. Bass: Idealized Influence, Inspirational Motivation, Intellectual Stimulation and Idealized Consideration.



MODERATOR:

Sabrina McKenna
ASSOCIATE JUSTICE,
SUPREME COURT OF STATE OF HAWAII'I

Sabrina Shizue McKenna has been serving as an Associate Justice of the Hawai'i Supreme Court since 2011. She graduated from the University of Hawai'i at Mānoa (UHM) and its William S. Richardson School of Law (WSRSL), then worked as an associate at Goodsell Anderson Quinn & Stifel, Corporate Secretary and General Counsel to Otaka, Inc., an Instructor in Business Law at UHM's Shidler College of Business, and an Assistant Professor at the WSRSL. She became a state trial court judge in 1993, presiding over criminal, domestic violence, and civil cases, then served as Senior Judge of the Family Court on O'ahu until her appointment to the Supreme Court in 2011.



Dr. Diane Paloma
PRESIDENT & CEO,
HAWAII DENTAL SERVICE

Dr. Diane S.L. Paloma is the President and CEO of Hawaii Dental Service. Dr. Paloma has spent her career in healthcare since 1995 and volunteers her time as a board member for various community organizations advancing health and education. She previously served as the CEO for King Lunalilo Trust and Home and is the former Director of The Queen's Health Systems, Native Hawaiian Health Program. Prior to Queen's, she served as the Director of Management Affairs of the Department of Native Hawaiian Health at the University of Hawai'i's John A. Burns School of Medicine. Dr. Paloma stays deeply connected to her Native Hawaiian roots through the art of hula and serves as the hālau leader for Ka Pā Hula 'O Ka Lei Lehua.



Elisia Flores
CEO & VICE CHAIR,
L&L FRANCHISE, INC.

Elisia Flores joined L&L in 2014 as its chief financial officer. The company has 215 restaurants across the U.S. and Japan. Prior to her roles at L&L, Elisia worked at General Electric as part of the prestigious finance management program then as a corporate auditor. Elisia was promoted to a senior finance manager position responsible for the West region of GE - Power Generation Services, overseeing a portfolio of assets with annual revenue in excess of \$750 million.

She is a member of the board of directors for Hawaiian Electric Industries and American Savings Bank, and serves on boards of Hawai'i Pacific Health, Diamond Head Theatre, the Hawaiian Humane Society and on the advisory board of the UH Family Business Center of Hawaii.



Micah Kāne
CEO & PRESIDENT,
HAWAII'I COMMUNITY FOUNDATION

Micah A. Kāne is the CEO and President of the Hawai'i Community Foundation (HCF) – the state's largest and oldest Foundation that works with individuals, families, foundations, government agencies, and organizations to transform lives and improve our communities. Prior to this, he served as its President and Chief Operating Officer and also on the HCF Board of Governors for eight years.

Previously, he served as COO of Pacific Links International, Chairman of the Hawaiian Homes Commission and the Department of Hawaiian Home Lands. He recently served as a Trustee for the Kamehameha Schools for two terms and served as the Government Affairs Liaison for the Building Industry Association of Hawai'i.

Among many honors, he was recognized as *Hawaii Business Magazine's* CEO of the Year in 2020.



Scott Seu
PRESIDENT & CEO,
HAWAIIAN ELECTRIC INDUSTRIES

Born and raised in Hawai'i, Scott Seu is a graduate of Kamehameha Schools. He received his Bachelor's and Master's degrees in mechanical engineering from Stanford University, and is a licensed mechanical engineer in the State of Hawai'i.

Prior to his current role, Seu was president and CEO of Hawaiian Electric. Seu joined Hawaiian Electric in 1993 and held numerous leadership positions across the company in the areas of environmental management, renewable energy development, electric system operations, and government and community affairs. He has worked as a mechanical and environmental engineer in California and abroad in China.

AFTERNOON SESSION

Systems for Climate Repair

2:00 - 3:00 P.M. | SOUTH PACIFIC I-II

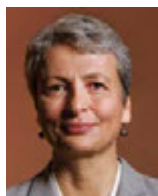
Honolulu-based Elemental Excelerator is at the forefront of climate repair in Hawai'i and worldwide. Climate change will affect every business and resident, but there are also real solutions that executives can implement to save money, manage risk, and ignite employee engagement. Join leading entrepreneurs and corporate leaders to learn more about what the future is looking like - and how to plug in.



Danya Hakeem
MANAGING DIRECTOR,
PORTFOLIO,
ELEMENTAL
EXCELERATOR

Danya is a longtime food system advocate, with a diverse background in impact investing, activism and storytelling. As a Managing Director at Elemental Excelerator, she oversees a growing portfolio of over 130 climatetech startups representing nearly \$50M in investment capital. She has built strategy and managed the startups working to transform the food and agriculture, materials and water sectors.

Previously, Danya was the Program Director for Hawai'i Center for Food Safety and an Associate Producer for National Geographic and Discovery Communications. She was a 2021 honoree of *Hawaii Business Magazine's* 20 for the Next 20, among other honors.



Bettina Mehnert
PRESIDENT & CEO, AHL

A respected visionary and leader, Bettina is an indomitable force in the evolution and innovation in Hawai'i's architectural sector. Her novel philosophy of practice blends IT solutions, firm culture, client cultivation, and community service as inseparable filaments of professional leadership, keeping AHL firmly faced towards the future. Taking community service beyond the annual donation and fundraiser template, Bettina also instituted a 1% pro bono program, by which the firm annually donates 1% of its billable hours to a worthy project. An adventure seeker who loves unstructured travel and long-distance runs, Bettina can be found traveling to run routes and races. Runs allow her to "think clearly and recharge for the busy day ahead."



Joan Salwen
CO-FOUNDER,
BLUE OCEAN BARN

Joan is the CEO of Blue Ocean Barns, responsible for corporate and business development and government relations. Blue Ocean Barns makes *Brominata*, an all-natural, red seaweed-based digestive aid and mineral supplement for cows.

Joan grew up on her family's Iowa farm where she harvested cherries and cared for sheep. As a Managing Director at Accenture, Joan managed \$50M+ client relationships and led the firm's Atlanta practice for organization and change strategy. In 2003, she helped found Atlanta Girls' School. In 2015, Joan transitioned to Stanford, where she built a team that energized university, market and government interest in seaweed as a solution to climate change. She founded the nonprofit Elm Innovations.



Forest Frizzell
CO-FOUNDER & CEO,
SHIFTED ENERGY

Forest Frizzell has spent his entire career in the tech industry with leadership roles in government, non-profit, and utilities. He is the Co-Founder & CEO of Shifted Energy. Shifted Energy, uses machine learning and IoT technologies to convert grid-connected devices like water heaters, pool pumps, and batteries into intelligent and controllable demand side energy assets. He has significant experience leading and scaling technology teams and projects. He is also the Board President for Purple Mai'a Foundation.



Chad Conway
FOUNDING MEMBER
& SVP OF PRODUCTS,
SPAN

Chad is the SVP of Products and a member of the founding team at SPAN, a technology company enabling electrification for all. At SPAN, Chad leads the development of SPAN's products.

He has spent over 15 years working to develop solutions that slow climate change and decarbonize industries. Prior to Span, Chad was the 5th member of the Tesla Energy team. He was instrumental in the design and global deployment of both residential and commercial energy products.

Chad earned his Bachelors in Mechanical Engineering from Rose-Hulman Institute of Technology.



Aki Marceau
DIRECTOR OF
ELECTRIFICATION OF
TRANSPORTATION,
HAWAIIAN ELECTRIC CO.

Aki Marceau oversees the strategy, design and deployment of Hawaiian Electric's electrification of transportation solutions across the Company's five-island service territory. Prior to joining Hawaiian Electric, Marceau helped drive decarbonization through innovation, policy and planning at Elemental Excelerator, the Honolulu Authority for Rapid Transportation and WSP.

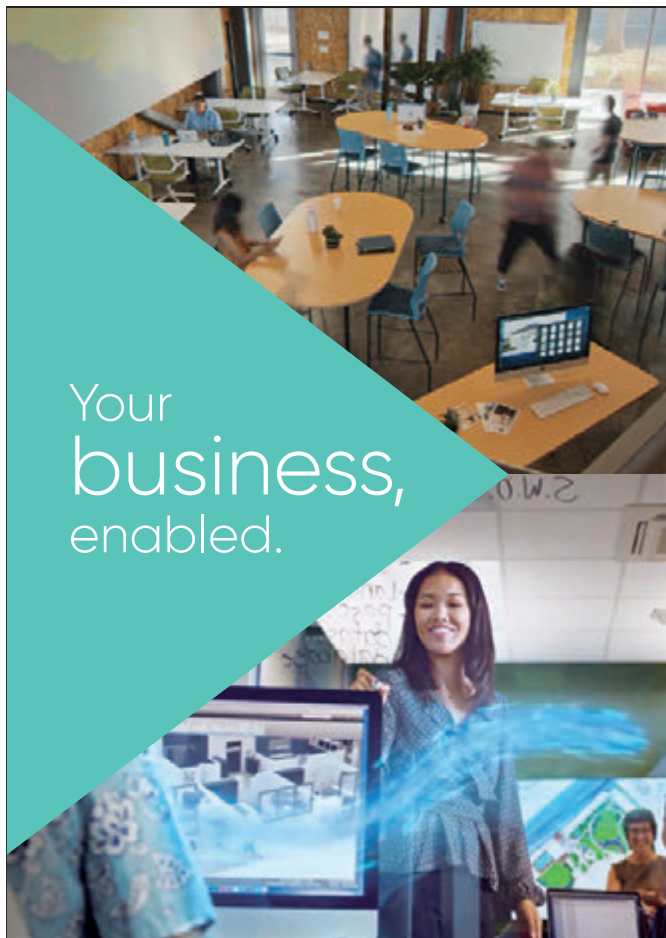
She serves on the executive board of Women in Renewable Energy (WiRE) and was formerly a commissioner on the City and County of Honolulu Planning Commission. She's been recognized as an Omidyar Fellow, and *Hawaii Business Magazine's* 20 for the Next 20.



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AFTERNOON GENERAL SESSION



20 for the Next 20 Q&A

3:15 - 4:15 P.M. | CORAL III-V

Join us for a fun Q&A with this year's 20 for the Next 20 Cohort.
Hosted by Hawaii News Now's Billy V.



OPENING
REMARKS BY:
Cheryl Oncea
PUBLISHER,
HAWAII BUSINESS
MAGAZINE



INTRODUCTION
BY:
Steve Petranik
EDITOR,
HAWAII BUSINESS
MAGAZINE



Trever Asam
PARTNER,
CADES SCHUTTE



Dr. Poki'i Balaz,
INTERIM EXECUTIVE
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Kimo Carvalho
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Katie Chang
EXECUTIVE DIRECTOR,
CENTER FOR
TOMORROW'S LEADERS



Dr. Kealoha Fox
SENIOR ADVISOR,
INSTITUTE FOR
CLIMATE AND PEACE
AND NATIVE HAWAIIAN
LIASON, ALOHACARE



Sandra Fujiyama
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AFTERNOON GENERAL SESSION



Innovating Through Transformation

3:15 - 4:15 P.M. | CORAL III-V

Leaders of JuneShine, Turo and Alaska Airlines are making waves in their respective industries, from claiming over half of the hard kombucha market to changing the ways cars are rented to becoming a more inclusive workforce. During this closing panel, they'll share their stories of perseverance, resilience and creativity.



MODERATOR:

Meli James

CO-FOUNDER, MANA UP

Meli James is the co-founder of Mana Up, a Hawai'i-based product accelerator and venture fund building the state's next generation of consumer brands. She is also the president of the Hawaii Venture Capital Association. Born and raised in Honolulu, Meli lived in Silicon Valley for more than 10 years where she co-founded numerous startups including Nirvino – a #1 ranked wine app and Apple Platform Top 100 App, during its time. Meli has been recognized by Entrepreneur Magazine as one of five Women to Watch and as one of eight Women Leaders Who Are Disrupting Entrepreneurship. She serves on the board of UHA Health Insurance, board of regents for Chaminade University and is a 2020 Omidyar Fellow. Meli is a graduate of Punahou School and Cornell University.



Forrest Dein

CO-FOUNDER & CHIEF MARKETING OFFICER,
JUNESHINE

Forrest is an entrepreneur, professional marketer and content creator with a background in cinematography in the action sports and music industries. Before co-founding JuneShine, Forrest grew up on Maui, Hawai'i and was a contributing cinematographer on a Best Documentary Film at the annual Surfer Awards, and a content creator for Top Dog Entertainment's Isaiah Rashad. In 2020 he was named to the Forbes 30 under 30: Food & Drink list just 2 years after he started brewing hard kombucha in his garage in San Diego. Today, Forrest is the CMO at JuneShine, the top hard kombucha brand nationally with distribution in over 10,000 retail locations across 25+ states and more than 25 million cans sold. In 2022, JuneShine was named a top 30 emerging brand that will disrupt the US market with better-for-you, better-for-the-planet alcohol by Interbrand, the world's leading brand consultancy.



Jen Keller

MANAGING DIRECTOR, TALENT ACQUISITION,
ALASKA AIRLINES

Jen Keller sets the long-term strategy and oversees the day-to-day operation and financial performance of talent acquisition functions at Alaska Airlines and Horizon Air. Jen establishes first-class recruiting processes, on-boarding programs and a phenomenal candidate experience through collaborative, passionate and thoughtful leadership.

Jen started her career at Horizon Air in 2001 as a benefits specialist and later joined Alaska Airlines in 2007 as a project manager. In 2016 she served as the director of corporate project management during the Virgin America acquisition. Most recently she held the position director of talent acquisition where she led the modernization of our recruiting systems and efforts to improve hiring practices to ensure greater diversity, improve the hiring manager and candidate experience and support the hiring of pilots and technicians for future growth.



Alex Benn

PRESIDENT, TURO, INC.

Alex has served as our President since 2016 and a number of leadership roles at Turo since 2012. Prior to Turo, Alex was VP of Business Development at Walmart's Global eCommerce division, and led Strategy and Business Development at Minted and Fidex, two online marketplaces. Alex began his online career at eBay in 1999, executing many of eBay's significant early partnerships following his time as a lawyer at Cooley Godward. He holds a J.D. from Stanford Law School and a B.A. from Brown University.

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