



PRESENTS

# 2008 BUSINESS, TECHNOLOGY and INNOVATION CONFERENCE

APRIL 11, 2008  
NEAL BLAISDELL  
EXHIBITION HALL

## KEYNOTE SPEAKERS



**Steve Bretches**  
Senior Information  
Technology Architect  
IBM

**Scott Kerfoot**  
Director of Strategy  
West Region  
Microsoft



# 2008 BUSINESS, TECHNOLOGY & INNOVATION CONFERENCE

**Friday, April 11, 2008**

**Blaisdell Exhibition Hall • Hawaii Suite**

**8:30 am – 9:00 am REGISTRATION**

**9:00 am – 10:45 am BUSINESS & TECHNOLOGY BREAKFAST ROUNDTABLE • Pikake Room**

KEYNOTE SPEAKER: **Steve Bretches**  
**IBM**  
*Senior Information  
Technology Architect*

Enterprise 2.0 bringing Web  
2.0 technology into the  
Enterprise

**11:00 am - 11:45 am CONFERENCE SESSION #1**

<b>Green Technology</b>  <b>Darren Kimura</b> <i>SOPOGY</i>  Emerging Solar Technologies  <b>Brian Kealoha</b> <i>Energy Industries</i>  Making your building green and earning some green	<b>Medical Technology</b>  <b>Sven-Erik Brusell</b>  <i>Telehealth Research Institute of the University of Hawaii</i>  Future of Healthcare Technology	<b>Technology Security</b>  <b>F5 Networks</b>  Professional Compliance Requirements and Application Firewall	<b>Network Disaster Recovery</b>  <b>Chris Prekopa</b>  <i>Oceanic Time Warner Business Class</i>  Network Disaster Recovery
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**11:45 am - 12:00 noon REGISTRATION FOR E-BIZ LUNCHEON & EXPO PREVIEW**

**12:00 noon EXPO DOORS OPEN TO THE PUBLIC**

**12:15 pm - 2:00 pm E-BIZ AWARDS LUNCHEON • Pikake Room**

KEYNOTE SPEAKER: **Scott Kerfoot**  
**Microsoft**  
*Director of Strategy  
West Region*

Enabling the next  
generation of Aloha Spirit  
with Technology Innovation

**2:30 pm - 3:15 pm CONFERENCE SESSION #2**

<b>Green Technology</b>  <b>Craig Dewar</b>  <i>Microsoft</i>  Sustainability "It's Just Good Business"	<b>Medical Technology</b>  <b>Fredrick Walsh</b>  <i>Estenda</i>  Clinical Patient Management with CDMP	<b>Technology Security</b>  <b>Lonny McCally</b>  <i>Aruba Networks</i>  Wireless LAN: Taking Back Your Airspace	<b>Network Disaster Recovery</b>  <b>Chris Prekopa</b>  <i>Oceanic Time Warner Business Class</i>  Network Disaster Recovery
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**3:30 pm - 4:15 pm CONFERENCE SESSION #3**

<b>Green Technology</b>  <b>Ryan McCauley</b>  <i>Hoku Solar Inc.</i>  Hawaii Solar Opportunity	<b>Medical Technology</b>  <b>Alan Ito</b>  <i>Convergence CT</i>  Secondary Uses for Healthcare Data	<b>E-Biz</b>  <b>Craig West</b>  <i>NetSuite</i>  Running Your Business at the Speed of On-Demand	<b>Network Disaster Recovery</b>  <b>Chris Prekopa</b>  <i>Oceanic Time Warner Business Class</i>  Network Disaster Recovery
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**4:30 pm - 6:00 pm CHAMBER OF COMMERCE OF HAWAII: BUSINESS & TECHNOLOGY AFTER HOURS MIXER • EXHIBIT FLOOR /VIP AREA**

# GREEN TECHNOLOGY:

## Session #1 (11:00am – 11:45am)

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### Darren Kimura

President, CEO and Chairman of the Board for Sopogy Inc.



Darren Kimura began his energy career in 1992 as a EPA Green Lights Surveyor and founded national energy company “Energy Industries” in 1994 where he expanded the company internationally and led the acquisition of the Quantum Companies. He has been recognized as the Emerging Entrepreneur of the Year in 2000, SBA Young Entrepreneur of the Year for Hawaii, California, Nevada, and Arizona in 2002, Green Entrepreneur of the Year in 2007 and has been recognized by the EPA as an “Energy Pioneer.”

As a recognized expert in energy efficiency and renewable energy, he has served as a speaker for the US Department of Energy, Hawaiian Electric Company, the US Environmental Protection Agency, and for numerous Country, State and County Energy Offices. He is a Co-Chairperson of the Hawaii Energy Policy Forum, serves on the Advisory committees for DBEDT’s Energy Management, Hawaiian Electric IRP’s, Member of the Governor’s Innovation Council, Director HSDC, and President of PLASMA, the nation’s largest energy association. Mr. Kimura has a BA from the University of Hawaii. He is a Certified Energy Manager, Certified Demand Side Manager, Certified Cogeneration Professional, and Certified Sustainable Development Professional.

### Emerging Solar Technologies

With energy usage at record setting levels and global warming increasing, Solar Energy has emerged in innovation and investment. This session will discuss several different solar energy technologies and the future of the market.

### Brian Kealoha

Senior Vice President, Energy Industries



Brian Kealoha has been active in energy efficiency and renewable energy since 1994. He has helped thousands of businesses reduce their carbon footprint, energy consumption, and operating expenses. Mr. Kealoha is currently the Senior Vice President for Energy Industries, a national energy project developer headquartered in Hawaii. He is a Certified Energy Manager, Certified Sustainable Development Professional, Certified Lighting Efficiency Professional, and Certified Demand Side Manager. He has spoken at national conferences for the Department of Energy, Rebuild America, and was a lecturer in Maui Community College’s Sustainable Technologies Program for several years.

Prior to joining Energy Industries, Mr. Kealoha developed and supervised energy efficiency programs for Pacific Gas & Electric in California and Avista Utilities in Washington. He was also employed by Maui Electric Company and served as project manager on projects such as the first net energy metered photovoltaic system as well as the first utility owned combined heat and power unit in Hawaii.

### Making Your Building Green and Earning Some Green

Have you been looking for ways to reduce your carbon footprint while reducing your energy costs? Implementing energy efficiency and renewable energy in business can significantly reduce energy and operating expenses, earning you green while going green. There are many new technologies in lighting, air conditioning, and renewable energy that will be covered, as well as rebates and tax incentives that are available from the utility or government. Energy savings can pay for the project so you can preserve your capital budget for other items.

## Session #2 (2:30pm – 3:15pm)

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### Craig Dewar

Microsoft Business Division

Craig Dewar is a 13 year Microsoft veteran with a breadth of experience across the company. Mr. Dewar currently leads a team in the Microsoft Business division with a dual focus in the application of online community in business and new technology incubations. One of the current incubations is focused on helping customers run more environmentally sustainable businesses through the use of business software. This is a fast developing area of huge strategic importance to business leaders everywhere. The initial deliverables include guidance on environmental management accounting and a “dashboard” to allow companies to measure and report their carbon footprint. Prior to joining Microsoft Mr. Dewar worked in the telecommunications and legal industries. Mr. Dewar originally comes from Wellington, New Zealand and holds a BSc in Physics from Victoria University.

### Sustainability – “It’s just good business”

Companies face increasing environmental regulations day in and day out. Your customers are expecting you to become more sustainable in your business practices. These developments highlight a growing need for more robust approaches to environmental sustainability in your business. Moreover the right strategy can add significantly to your bottom line. Come hear about the core issues, how you can use business software to solve them and the results others have already achieved.