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HONBLUE, Inc. Named Hawai'i's 2009 Outstanding Corporation

HONBLUE to be Recognized at the 2009 National Philanthropy Day Awards Luncheon

Honolulu, HI – The Association of Fundraising Professionals (AFP)-Aloha Chapter will honor the recipients of the 2009 National Philanthropy Day (NPD) Awards for the State of Hawai'i during its 18th annual conference and awards luncheon on **Friday, November 20**, beginning at noon at the Sheraton Waikiki Hotel's Kaua'i/Maui Ballroom. The awards recognize the outstanding achievements of philanthropists, volunteers, corporations and small businesses whose contributions have made a significant impact in the State of Hawai'i.

The AFP – Aloha Chapter is proud to announce the 2009 Outstanding Corporation is **HONBLUE, Inc.**, nominated by Big Brothers Big Sisters of Honolulu.

HONBLUE

Established in 1967, HONBLUE is a kama'aina reprographics imaging company that offers blueprinting, photocopying, consulting, and expertise in the latest technology to assist client communications via print, web-based collaboration software, and bid document distribution. With more than 130 employees, the company serves O'ahu and Maui.

In the past year, HONBLUE has been an integral partner to over 30 Hawai'i non-profit organizations, providing support through both cash contributions and in-kind services. HONBLUE employees contribute consulting time, marketing materials, concept design, and printing labor to improve and sustain agencies that promote the well-being of children and youth, health awareness, education, and arts and culture, among other services. For example, the company spearheaded implementation of an effective on-line donation system to Big Brothers Big Sisters of Honolulu that has already increased their donor base by 1,500 individuals.

Nearly 90% of HONBLUE's employees also personally participate in community giving. In 2008, employees collected more than 22,000 pounds of food for the Hawai'i Foodbank, about 3.5% of the total canned food collection on O'ahu. This high employee participation rate is largely credited to the example set by the company's **President Larry S. Heim**, and his willingness to encourage the spirit of volunteerism both during and after traditional work hours. Mr. Heim allowed HONBLUE **Chief Financial Officer Harvey Rackmil** to spend a percentage of his paid work time to fulfill his proactive role as Board Chair for BBBSH. Mr. Rackmil transformed a BBBSH special event into a signature fundraiser and doubled its revenues for two consecutive years. He is an outstanding leader and role model to other HONBLUE employees, who have in turn increased their giving and fundraising over the years.

A sampling of other charities assisted by HONBLUE includes Juvenile Diabetes Research Fund, Hawai'i International Film Festival, The Contemporary Museum, Honolulu Academy of Arts, Adult Friends for Youth, Kukui Children's Foundation, Make-a-Wish Foundation, HUGS, Diamond Head Theatre, American Red Cross, and the Women's Fund of Hawai'i.

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Joining HONBLUE in being recognized during the NPD Awards Luncheon are:

- **Outstanding Philanthropists: General (Ret.) Fred and Mrs. Mary Weyand** (nominated by the Hawai'i Theater Center)
- **Outstanding Volunteer Fundraiser: Edith L. Leong** (nominated by Rehabilitation Hospital of the Pacific Foundation)
- **Outstanding Corporation: HONBLUE, Inc.** (nominated by Big Brothers Big Sisters of Honolulu)
- **Outstanding Small Business: Service Rentals & Supplies** (nominated by Maui Arts & Culture Center)
- **Outstanding Professional Fundraiser: Sarah M. Richards** (nominated by the Honolulu Culture and Arts District)
- **President's Award: Barry and Virginia Weinman** (awarded by the AFP – Aloha Chapter Board of Directors)

For more detailed press releases on each award winner, go to the AFP – Aloha Chapter website www.afphawaii.org and click on National Philanthropy Day, or contact Travis Gray.

Tables and individual seats are available for purchase at the 2009 National Philanthropy Day Awards Luncheon. Local companies, nonprofit organizations and community leaders attend the NPD Awards Luncheon each year to honor the award recipients and philanthropy in Hawai'i.

Tables are \$750 each and accommodate 10 attendees per table. Individual seat are \$80 for AFP members and \$105 for non-members. To purchase tables or seats, please go to www.afphawaii.org or call Susan Oshiro at 626-6755.

NPD Awards Luncheon table and seat purchases include admission to the 2009 NPD Keynote Address that precedes the luncheon at 10:30 a.m. in the Sheraton Waikiki Hotel's Lāna'i Ballroom.

Henk B. Rogers, President & CEO of Blue Planet Software, to give 2009 National Philanthropy Day Keynote Address on “Energizing Our Communities”

Henk Rogers is a visionary entrepreneur, entertainment genius, and philanthropist dedicated to social change. He is responsible for bringing the video game, Tetris, to the United States and world market – and under Mr. Rogers' direct leadership, Tetris has become one of the world's top-selling games with more than 125 million copies sold. He clearly saw the future of mobile gaming, and through Blue Lava Wireless, Tetris has dominated the mobile phones gaming market as well.

A life-changing heart attack in 2005 gave Mr. Rogers the opportunity to rethink the rest of his life and reevaluate the purpose of his life's work. He became determined to end the use of carbon-based fuel on the planet, starting with fossil fuel use in Hawai'i, his adopted home. To fulfill his mission, he established Blue Planet Foundation, which has become the frontline organization in the fight for indigenous renewable energy in Hawai'i.

Henk Rogers will captivate his audience and leave them inspired to conquer their own challenges head on.

2009 NPD Professional-Development Conference Precedes Keynote & Awards Luncheon

More than 125 professional and volunteer fundraisers are expected to participate in the annual NPD Conference on Thursday, November 19 and Friday, November 20 at the Sheraton Waikiki Hotel. Local and mainland experts will lead sessions on a wide variety of fundraising topics.

For more information on the 2009 National Philanthropy Day Awards Luncheon, Keynote Address or Professional Development Conference that precedes the Keynote Address, go to www.afphawaii.org and click on National Philanthropy Day.



National Philanthropy Day®

2009 NPD Schedule Overview

Thursday, November 19

7:30 a.m.	Conference registration opens
8:30 a.m.	Opening Session
9:00 a.m. – Noon	Concurrent professional-development sessions
Noon – 1 p.m.	2009 Annual Meeting of AFP – Aloha Chapter
1:30 p.m. – 4:30 p.m.	Concurrent professional-development sessions
4:30 p.m.	Networking reception & AFP new member reception

Friday, November 20

7:00 a.m.	Conference registration opens
7:30 a.m. – 10:15 a.m.	Concurrent professional-development sessions
10:30 a.m. – 11:45 a.m.	Keynote Address – Henk Rogers
Noon – 1:30 p.m.	Awards Luncheon
1:30 p.m.	NPD Conference and Awards Luncheon concludes

All NPD activities take place at the Sheraton Waikiki Hotel, second-floor conference center.

About National Philanthropy Day®

National Philanthropy Day® (NPD) is a special day set aside each year in November. The purpose of this day is to recognize the great contributions of philanthropy -- and those people active in the philanthropic community -- to the enrichment of our world. NPD provides an opportunity to reflect on the meaning of giving and all that it has made possible. First held in 1986, NPD celebrates the endless daily contributions individuals and organizations across the world make to countless causes and missions. Last year, more than 100 AFP chapters held NPD events across the United States and Canada.

About AFP

The Association of Fundraising Professionals (AFP) represents nearly 30,000 members in more than 205 chapters throughout the world, working to advance philanthropy through education, training, mentoring, research, credentialing, and advocacy. The association fosters the development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession. For more information or to join the world's largest association of fundraising professionals, visit www.afpnet.org.

About AFP – Aloha Chapter

The AFP – Aloha Chapter was founded in 1983 and has nearly 200 members from O‘ahu, Maui, Kaua‘i, and the Big Island of Hawai‘i. The Chapter offers professional-development sessions and networking opportunities throughout the year for members and nonmembers. For more information, visit www.afphawaii.org.

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