

Hawaii Pro Football League



Carson Peapealalo

Founder, President & Commissioner

24 Mar 2011

Agenda



- Introduction of the HPFL
 - National Anthem by H-Trey
 - Hawaii Pono'I by Ms. Royalty
 - Oli by Natasha Uluwehi
 - Pule (prayer) by TBA
 - Introducing HPFL Staff members by Carson Peapealalo
 - Owners/ Coaches/ Players/ Officials/ Entertainment
 - HPFL Creed by Tony Lorenzo
 - HPFL Beginning & Slogan by Carson Peapealalo
 - HPFL Cheerleaders by Rachel Nagata & Jennifer Laupola
 - HPFL Vision Statement by Monica Roberts
 - HPFL Cares Program by Monica Roberts
 - HPFL Education Program by Carson Peapealalo
 - HPFL Testimony from Coaches/ Players
 - HPFL Polynesian Revue/ Halftime Show by Kalena/ Poly USO Production
 - Closing with E'Hawaii
-

National Anthem by H-Trey



CHAMPIONS PHOTOGRAPHY

Hawaii Pono'I by Ms. Royalty



CHAMPIONS PHOTOGRAPHY

HPFL Creed



Tony Lorenzo

HPFL Administration Director

24 Mar 2011

HPFL Creed



■ Pride

- Respect Yourself
- Develop Skills
- Say what you mean, Mean what you say

■ Action

- Learn Your Role
- Do What's Right
- Think 'Can' before 'No Can'

■ Community

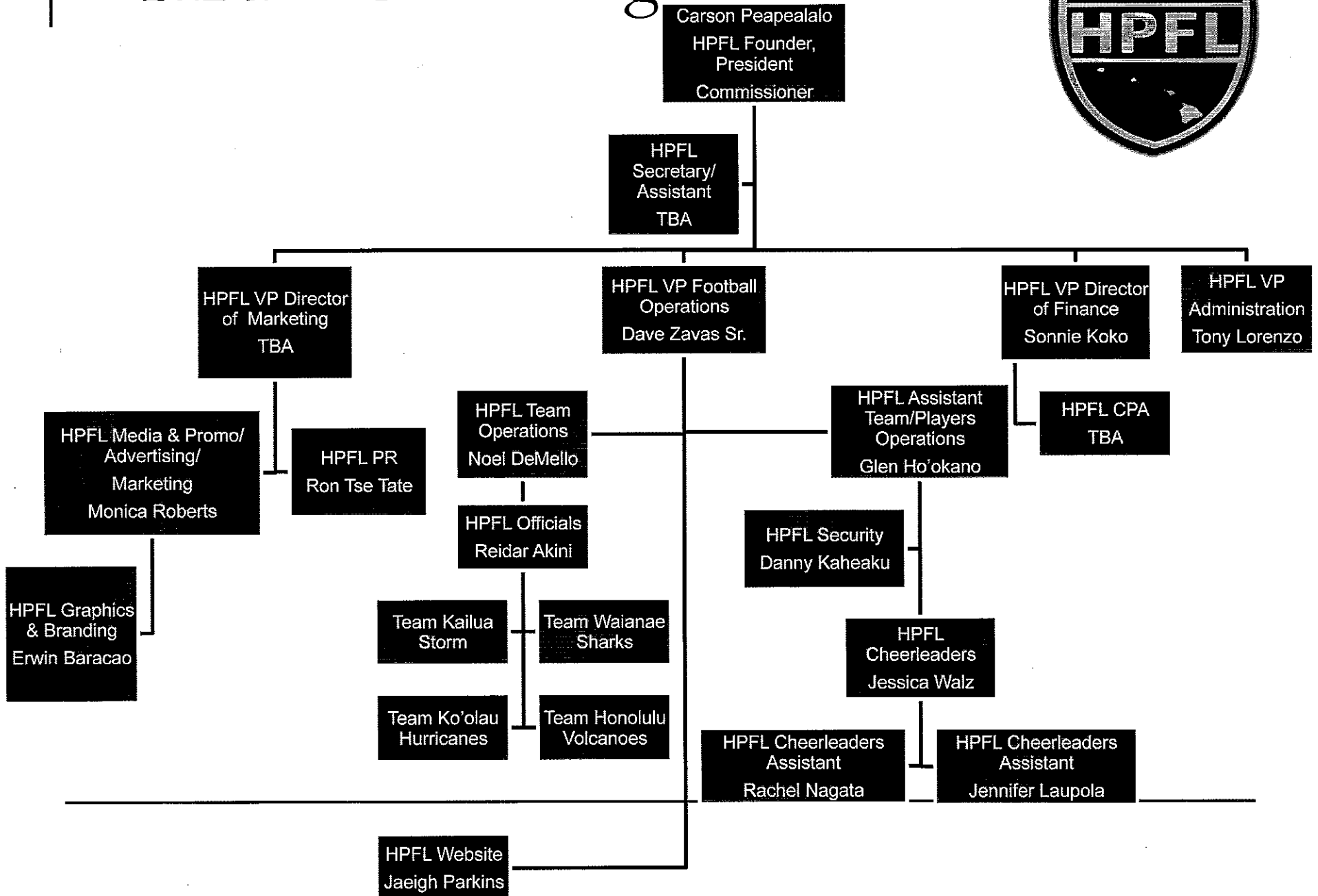
- Service Before Self
 - Recognize Needs
 - Foster Mutual Reliance
-

HPFL Beginning



Carson Peapealalo
HPFL Commissioner
24 Mar 2011

HPFL Chart Organization



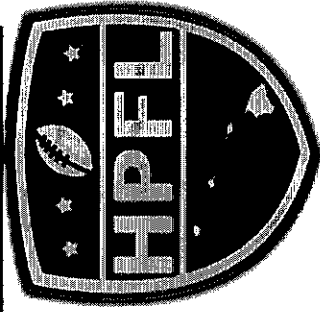
HPFL Motto



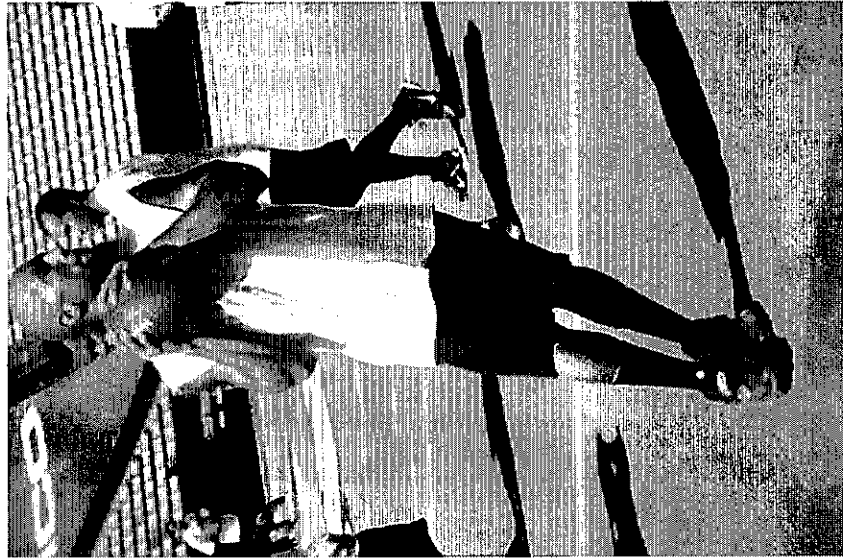
“HE LANAKILA MAU”
ALWAYS A WINNER



HPFL Tryout Oct 23, 2010



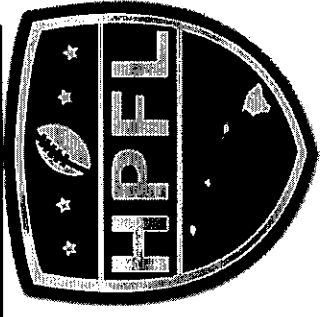
HPFL 1st Tryout



Aloha Stadium



HPFL Tryout Nov 13, 2010

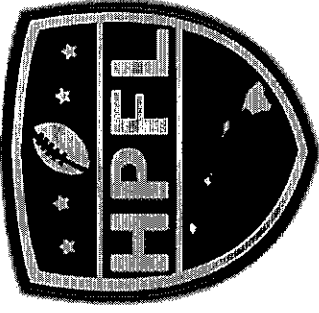


HPFL 2nd Tryout

Aloha Stadium



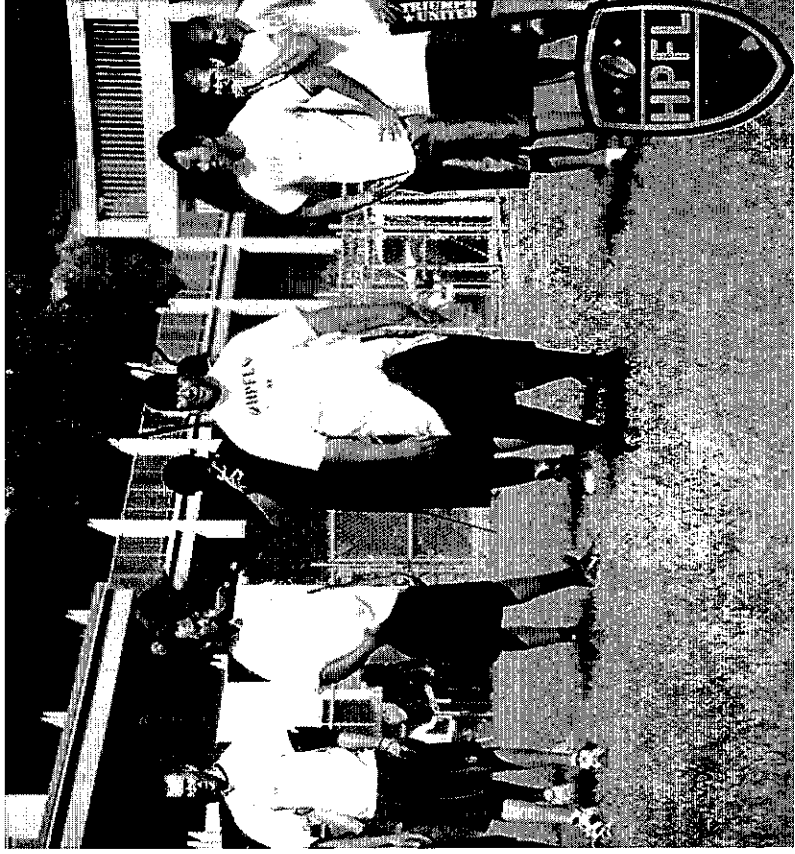
HPFL Tryout Dec 5, 2010



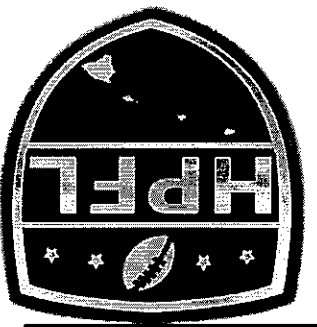
HPFL 3rd Tryout



Kalaheo High School



**PROUD
TO BE HERE
NOW**

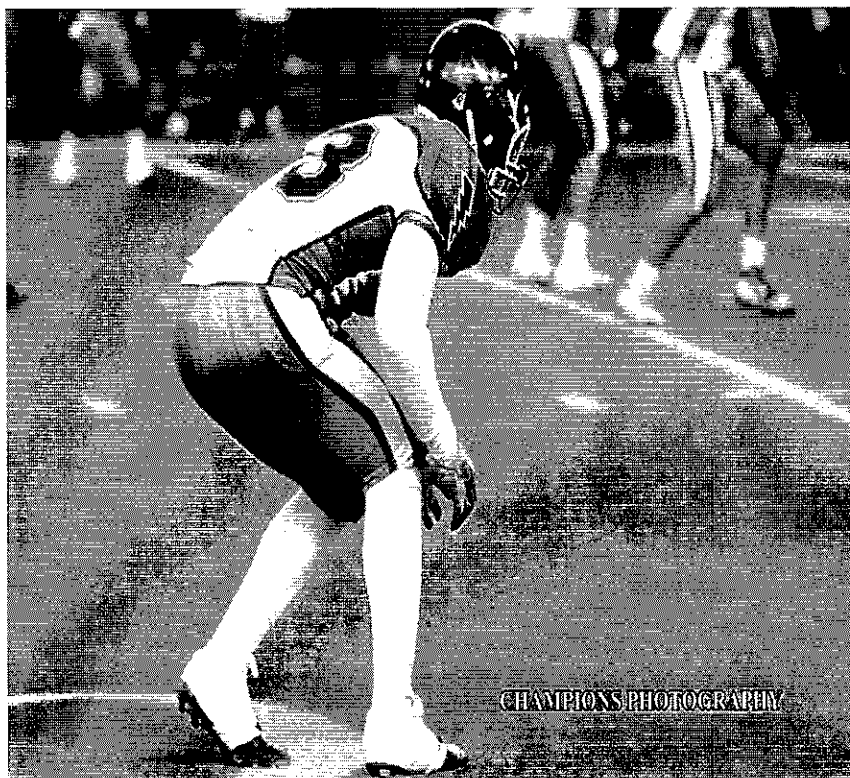


HPFL Slogan

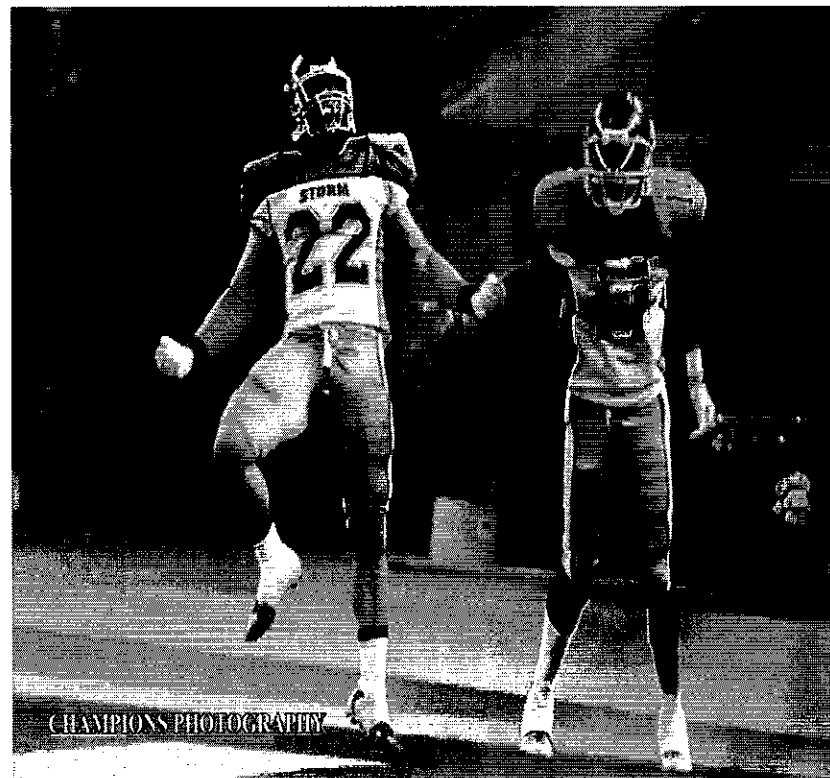
Proud To Be Here Now



Kailua Storm



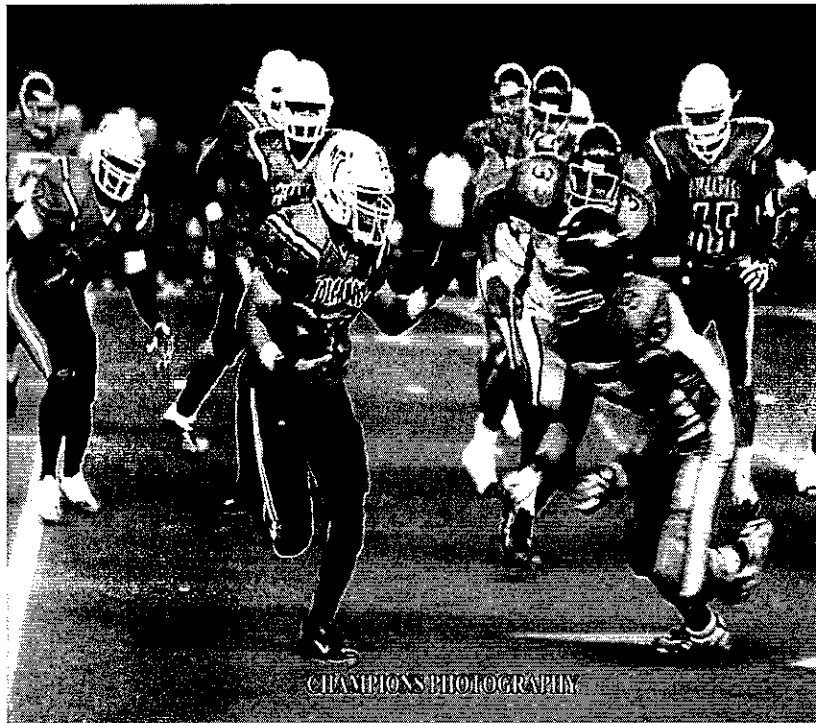
Jayson Rego & Willie Folk



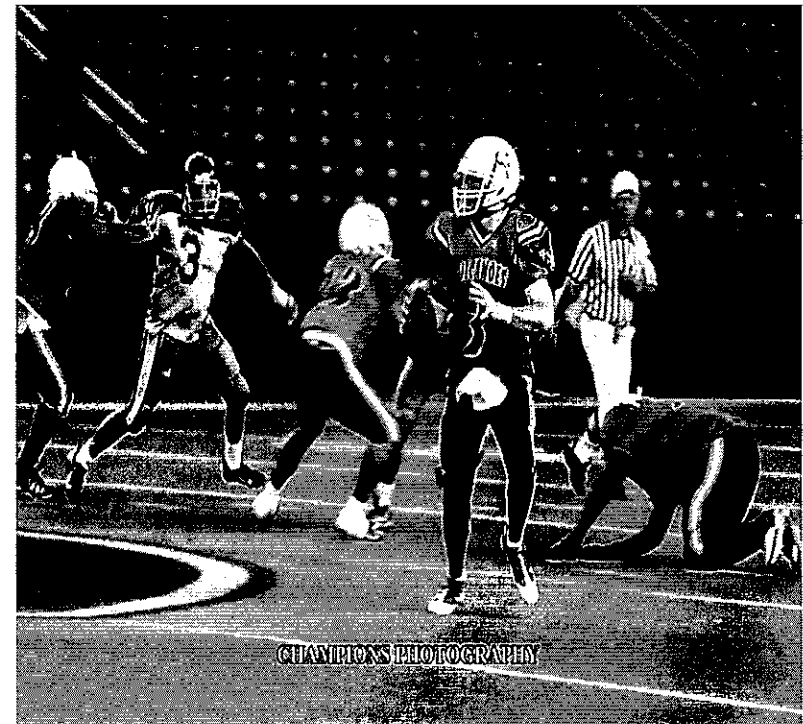
Proud To Be Here Now



Honolulu Volcanoes



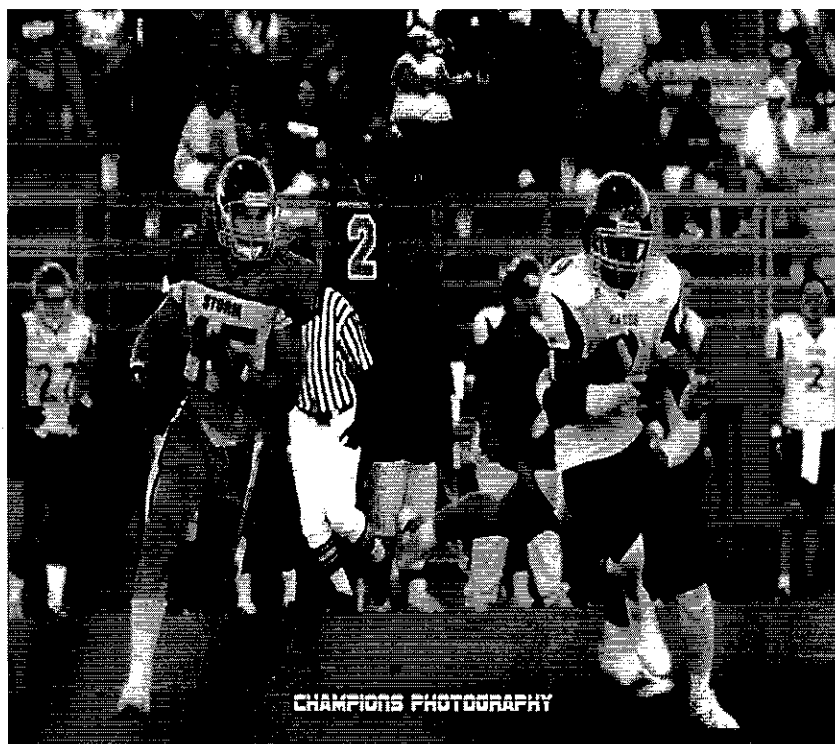
Robert Thompson



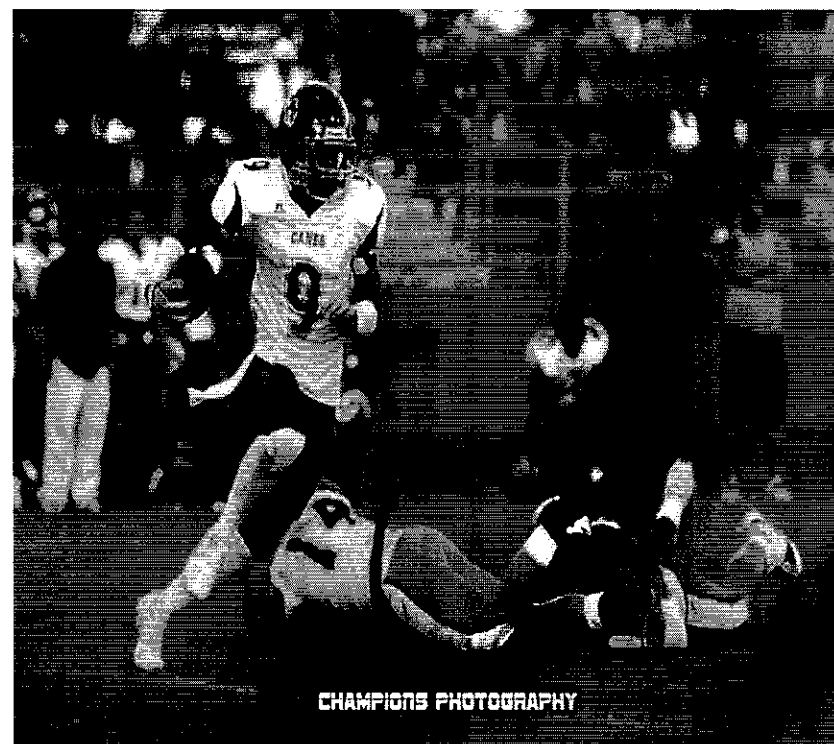
Proud To Be Here Now



Ko'olau Hurricanes



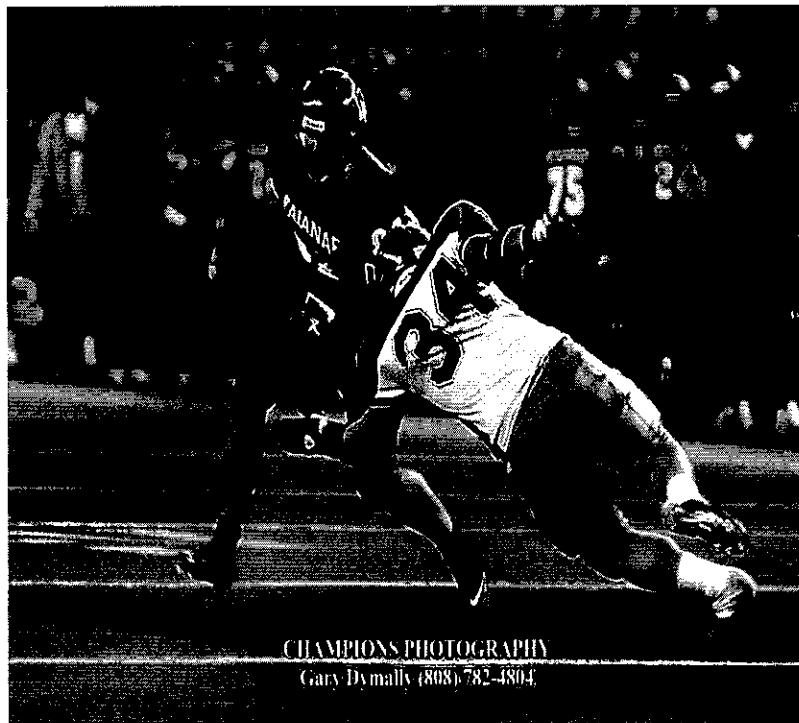
Chad Mock



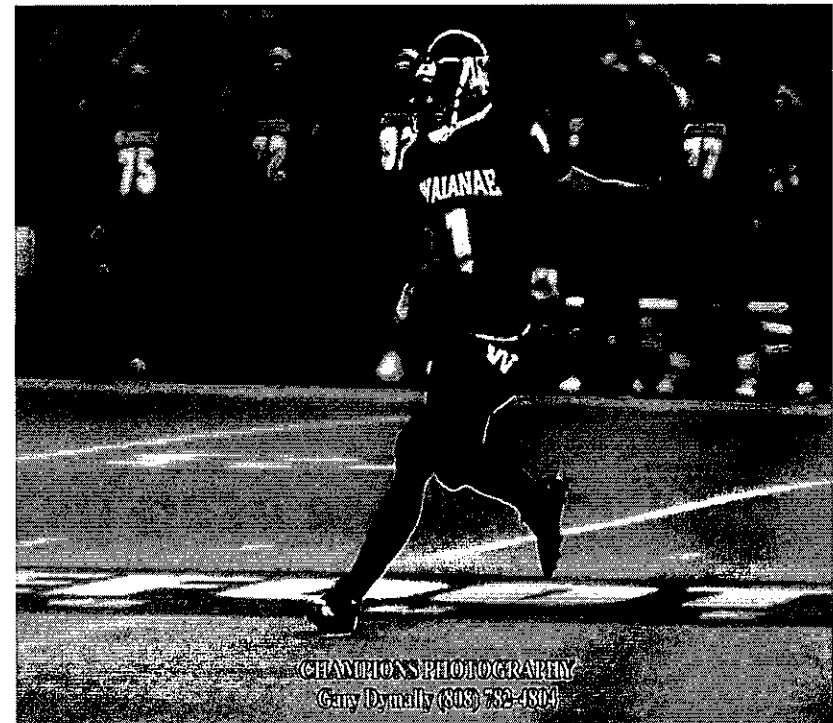
Proud To Be Here Now



Waianae Sharks



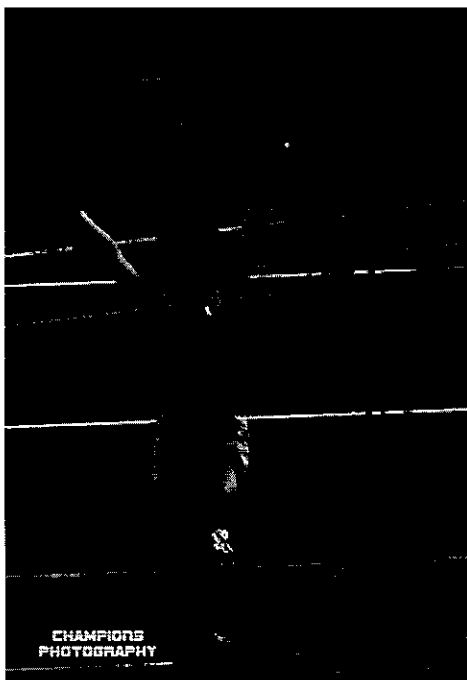
Issac Laupola



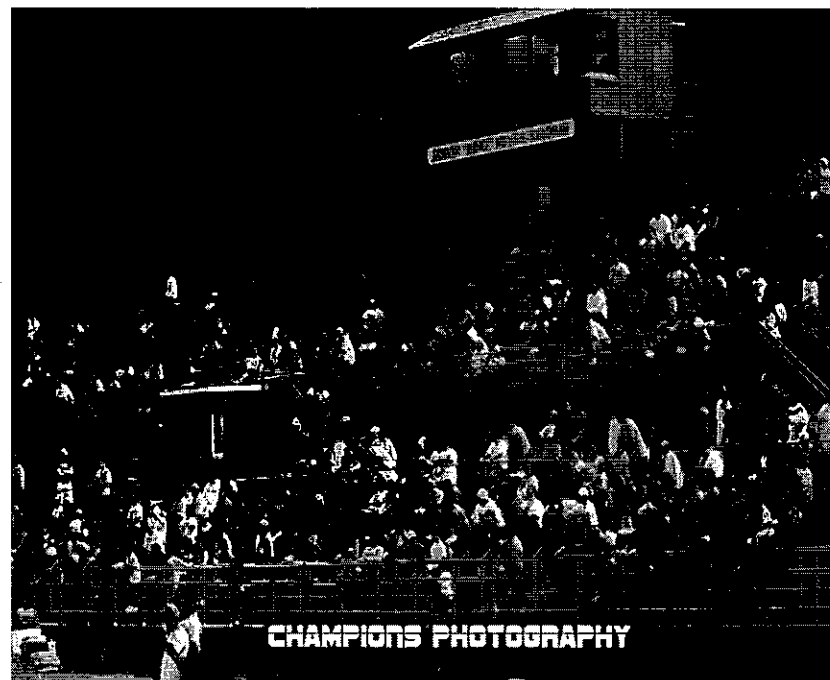
Proud To Be Here Now



Honolulu Volcanoe Fan



Fan Base at Pearl City HS



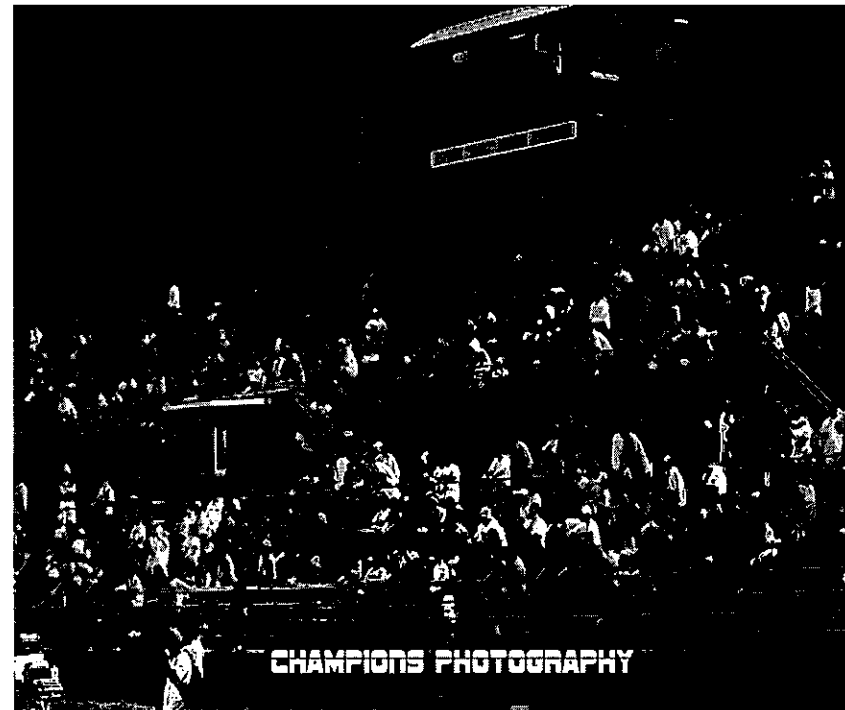
Proud To Be Here Now



Fans at Aloha Stadium



Fans at Pearl City HS



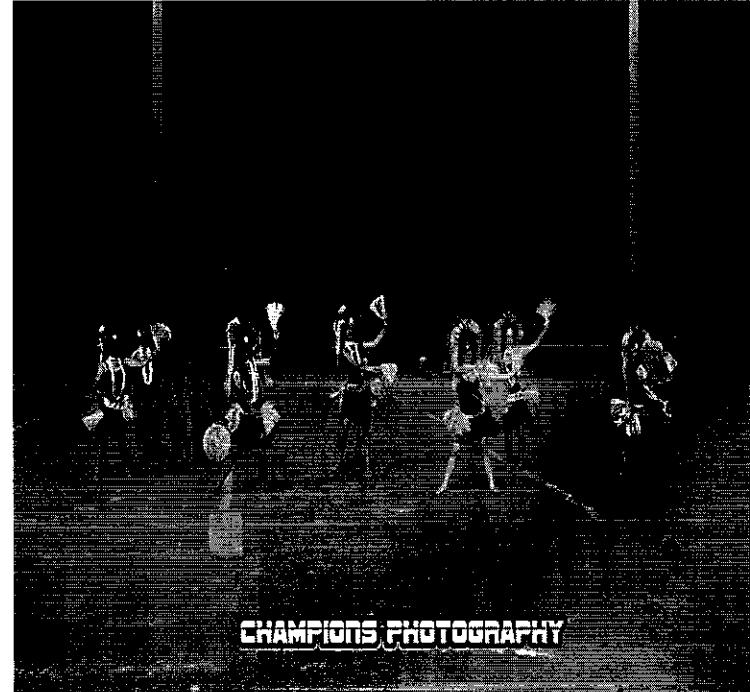
Proud To Be Here Now



Medical Support Group



Halftime Show



HPFL Cheerleaders



Rachel Nagata & Jennifer Laupola

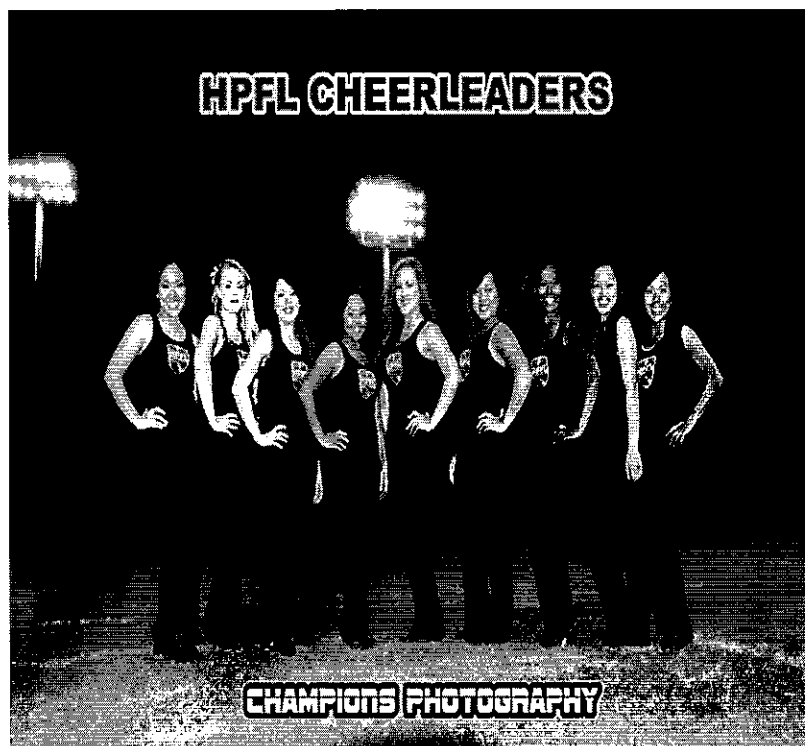
HPFL Cheer Team Captains

24 Mar 2011

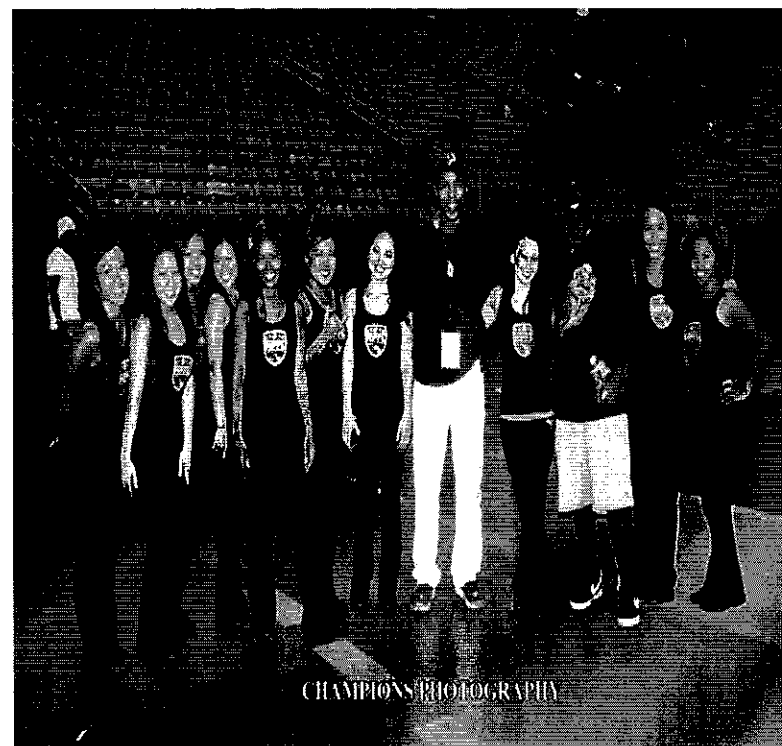
Proud To Be Here Now



HPFL Cheerleaders



Fan Picture w/ HPFL Cheerleaders



HPFL Vision Statement



Monica Roberts

HPFL Media & Promotion Director

24 Mar 2011

HPFL Vision Statement



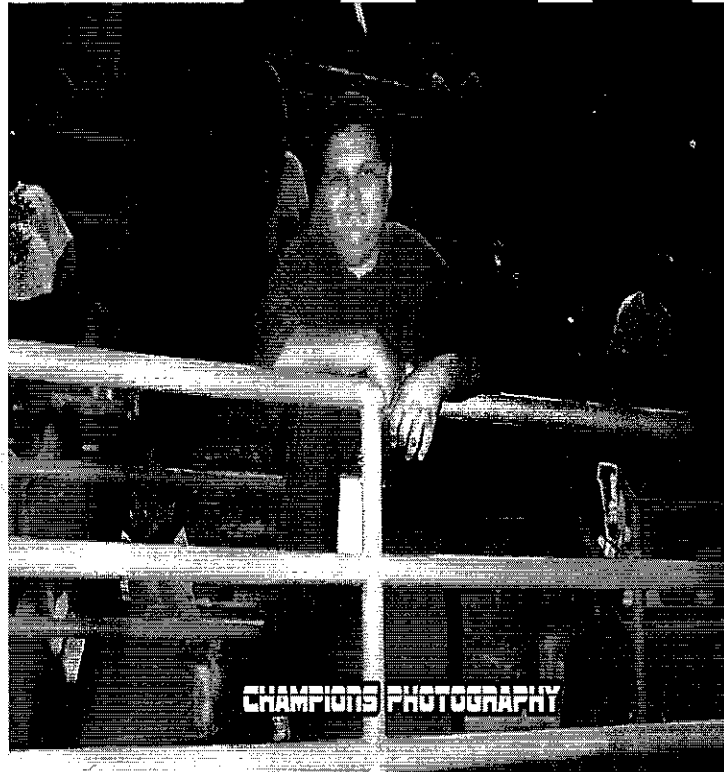
**“TO ENTHUSIASTICALLY BE
THE EPITOME OF
CONSISTENT SUCCESS
ON & OFF THE FIELD”**



HPFI Cares Program

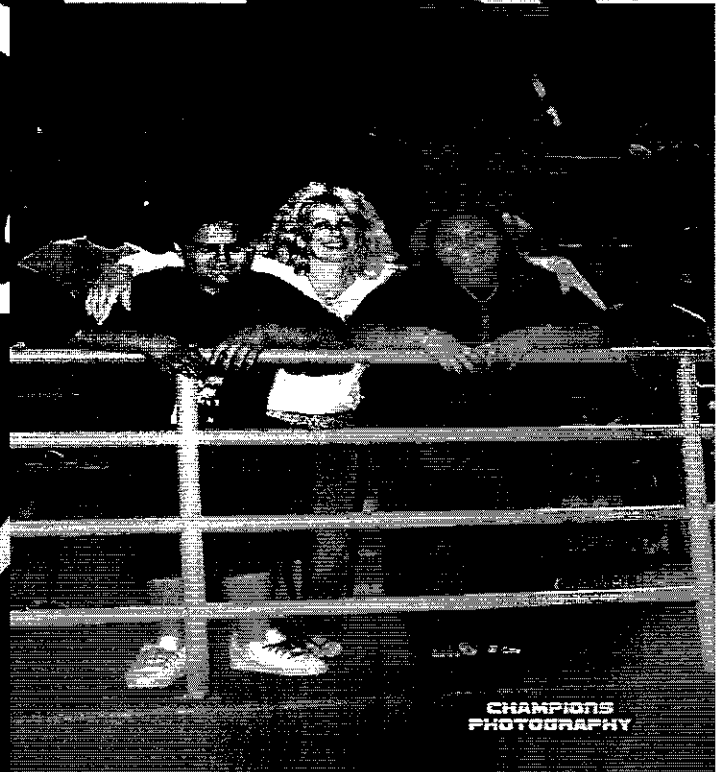
★
Jeremiah

Jeremiah
★
Sister



CHAMPIONS PHOTOGRAPHY

La



CHAMPIONS PHOTOGRAPHY

HPFL “Go Beyond” Project



- HPFL Cares Program
 - HPFL Go Beyond the Game Project
 - HPFL Letter to Board of Water Supply
 - HPFL Mission Statement
 - HPFL Press Release
 - HPFL Education Program
-

HPFL Education Program



Carson Peapealalo
HPFL Commissioner
24 Mar 2011

HPFL Education Program



HPFL Standard

- All participant must be 20yrs old of age
- Head Coaches must have a 4 year degree
- Owners must attend Risk Management Course
- All coaches must attend Coaches Clinic
- All participant must attend an HPFL Tryout to be eligible
- HPFL is 501(C)3 in the State of Hawaii on Education Program

HPFL Reason Requirement

- Encourage the High School players to attend college first for experience and learning
- Develop the players career building into sports management or any education
- Develop their skills of being a role model, fatherhood and career development leader of being a Professional athlete
- We will provide scholarship for players and HPFL members for their education

Pre-Sale Tickets

Adults

Number Series



Hawaii Pro Football League SEASON ONE

SINGLE GAME

FRIDAY NIGHT

WHALE BIKERS VS. SALIN STORM

PROUDLY SPONSORED BY THE *He Lanakila Men* "ALWAYS A WINNER"

PEARL CITY HIGH SCHOOL | MARCH 25, 2011 7PM

\$10.00

ADMIT ONE

GENERAL ADMISSION

hawaiioprofootball.com

6600-7079

Hawaii Pro Football League SEASON ONE

SINGLE GAME

FRIDAY-MARCH 25th

WHALE BIKERS VS. SALIN STORM

SATURDAY-MARCH 26th

HEMULU VOLCANOS VS. PEARL CITY

PEARL CITY HIGH SCHOOL | STARTS 7:00 PM

\$10.00

ADMIT ONE

GENERAL ADMISSION

hawaiioprofootball.com

7500-7979

Kids (6-12)

Hawaii Pro Football League SEASON ONE

SINGLE GAME

FRIDAY NIGHT

WHALE BIKERS VS. SALIN STORM

PROUDLY SPONSORED BY THE *He Lanakila Men* "ALWAYS A WINNER"

PEARL CITY HIGH SCHOOL | MARCH 25, 2011 7PM

\$5.00

ADMIT ONE

CHILD 6-12 YEARS OLD

hawaiioprofootball.com

7080-7239
(Good both nights)

HPFL Testimony



HPFL Players/ Officials/ Coaches

24 Mar 2011

Closing



- Entertainment by Kalena/ Poly USO Production
- E' Hawaii by HPFL

Press Release: For Immediate Release

**GO
BEYOND**



The "Go Beyond" Project

GO BEYOND is a community outreach service project targeting Hawaii's youth ages 12 -18+ yrs. recently launched by **HPFL CARES** in an effort to communicate the new league's motto:

He Lankila Mau.... "Always A Winner."

As a public relations and promotions initiative of the **Hawaii Pro Football League**, **HPFL CARES** is also a 501(c)3 non-profit in the State of Hawaii and consists of players, coaches, staff and cheerleaders reaching-out to Hawaii's youth as helpful mentors and positive role models. HPFL's core message is simple but profound: **"WHO YOU ARE IS POSSIBILITY... We are here to encourage you to move beyond negative, victim thinking to positive, opportunity thinking so you can achieve your personal best in life!"**

Being an athlete associated with a professional sport is not always about the glory that comes with winning, it's also about one's character, preparation and the sacrifices that go into being successful. Four professional football teams are playing in the HPFL at several different high schools around OAHU. By presenting the opportunity to meet players and coaches while enjoying "on-the-field" and "behind-the-scenes" action at football games, the **GO BEYOND Project** will give students access to hometown heroes and positive role-models.

HPFL CARES also intends to send coaches and football players out to local schools to help keep students motivated in the classroom by communicating clear and concise principles of success that apply on and off the field. School presentations will encourage students to go beyond their current mind-set and belief systems to become the best they can be by ***listening better, studying more, helping others, overcoming obstacles and making a difference right now.*** A secondary topic to be addressed will be bullying and other negative behaviors associated with fear, anger and revenge that lead to aggressive behavior. The core concept of the program is the idea that positive role-models clearly make a difference in the lives of youth. By motivating them to **GO BEYOND** real challenges in their lives, they can get closer to achieving their dreams. Also, by giving students access to the football players at their games, they are not solely spectators, but they become more involved in the sport which can inspire them to want to be part of a team and eager to adopt a winning attitude.

For more information or to schedule an **HPFL CARES: GO BEYOND Project** motivational speaker appearance at your school, contact the **Hawaii Pro Football League** Media and Promotions Director, **Monica Roberts @ 782-2232** or **Monica@MediaStarHawaii.com**.

Please visit: **HawaiiProFootball.com** for more information about the 2011 HPFL game schedule.

**BEYOND RIGHT AND WRONG THERE IS A FIELD . . .
WE WILL MEET YOU THERE !**

HPFL CARES ☆ Hawaii Pro Football League



March 21, 2011

**ATTENTION:
Board of Water Supply**

Kalei Saffrey
Collections Supervisor
Board of Water Supply
City and County of Honolulu
630 S. Beretania Street
Honolulu, HI 96843-0001

Via Email to: KSaffrey@hbws.org

Dear Kalei:

HPFL CARES media and promotions director, Monica Roberts spoke with you today regarding a request to restore water for one of our student program participants, Jeremiah M. Jeremiah is one of four children (ages 4, 9, 13, 18) living with his single mother Liza in Kapolei, Hawaii. Although the family contacted the Board of Water on 12/9/10 to request a payment plan to keep their water turned-on, your office policy states that once the water is turned-off for a residence, only payment in full is accepted to return service. The family could not afford to pay the balance in full as it was over \$1,000. Therefore, they have been without water for more than 14 weeks now (since December 9, 2010).

As part of the **HPFL CARE'S** community outreach with children, our organization is concerned about the stress and impact of not having running water on the entire family and is choosing to help them get their water restored. As discussed on the phone today, our organization will assume payment in full on their behalf to the Board of Water Supply, City and County of Honolulu. The amount due includes a \$10 "turn-on fee" which accounts for a total amount due of \$1,087.90. The **HPFL CARES** program will work with our sponsors and Monica Roberts to pay this amount in 6 installment payments:

1st payment = \$182.90 / 2nd thru 6th payments = \$181 each: April, May, June, July, August, 2011

Please keep in mind that we will be securing sponsor donations immediately and expect to pay this amount in full sooner than August 2011. However, as a new league and program we feel it is in our best interest to commit to making a total of six installment payments to the Board of Water Supply.

We appreciate your willingness to work with our organization to help Jeremiah's family have their water restored and to help prevent any future problems or potential emergency situation that might occur due to having no running water at the family's residence.

If you have any questions, you may contact Monica Roberts @ 782-2232 or the Founder, President and Commissioner of the **Hawaii Pro Football League**, Carson Peapealalo @ 275-7495. Please feel free to receive HPFL game information including details of our entire football season and promo-events at our website: hawaiiprofootball.com.

Mahalo nui loa,

Monica Roberts

HPFL CARES Media and Promotions Director

HAWAII PRO FOOTBALL LEAGUE MISSION AND OBJECTIVE



Hawaii Pro Football League Mission and Objective

Hawaii Professional Football League (HPFL) Foundation, a 501c(3) non-profit organization operating in the state of Hawaii has a mission and vision to develop Hawaii's abundance of local talent while also reengineering Hawaii's approach to professional sports.

HPFL will provide several weeks of thrilling tackle football competition at **Aloha Stadium**, enhanced with Polynesian flair and spectacle to engage both local and visitor audience's. The combination of desire, emotion and local pride will deliver intense game

competition and enthusiastic fanfare. Games serve as an entree to **NFL** opportunities for players and coaches. In the off-season, players will be entitled to football clinics designed to improve their skills. Coaches will be provided with expert training and interaction.



The HPFL Comishsh motto:



“Service Before Self”

HAWAII PRO FOOTBALL LEAGUE

a local 501-3(c) non-profit

Carson A. Peapealalo



Founder, President,
Commissioner

808-275-7495
hawaiioprofootball@gmail.com
P.O. BOX 1642
HONOLULU, HI 96701

Areas of Expertise

- Youth Development
- Military Logistics Management
- Military Exercise Planning
- Military Combat Readiness
- Air Traffic Operation Management

Work Experience (25+ years)

- 2002-2010, US Pacific Command
- 1989-Present, USAF & HLANG
- 1992-1994, UH at Manoa
- 1989-1991, BYU Hawaii
- 1988-1989, BYU Idaho
- 1984-1987, LDS Mission

Relevant Experience

- Football Coach / Player
- Personnel Management
- Logistics Management
- Air Traffic Operation Management

Education

- BS, Logistics Management – Wayland Baptist University, 2004
- AS, Logistics Management – Air Force NCO Academy, 2004
- AS, Service Combat Readiness Community College of the Air Force, 2008
- AS, Supply Management – Community College of the Air Force, 1999

Key Professional Activities

- Rotary Club of Pearlridge

For more information visit
hawaiioprofootball.com



HPFPL Commissioner, Carson Peapealalo is passionate about football and working with talented and motivated young people in Hawaii. He had a vision to develop the **Hawaii Professional Football League** concept after several years of discussions with friends, relatives, mentors and business associates. Carson solidified the business plan to form a nonprofit corporation to kick-off the **Hawaii Pro Football League** with the help of Marketing Director, Tony Lorenzo, and built his staff with careful consideration and multiple contacts. His primary goal is to find sponsors and conduct fundraising events that will attract local businesses to

support the new professional football league. As a non-profit entity – all contributions are tax-deductible. Also, on a personal level Carson maintains contact with and seeks the advice of prominent local players in the National Football League (NFL).

“SERVICE BEFORE SELF”

Carson was born and raised in Kahana Valley nearby Oahu's North Shore, regarded as "Football Country" to many locals. From 1979-1983, he played the positions of Running Back (RB) and Safety (S) for football powerhouse **Kahuku High School**, before heading to **Brigham Young University (BYU) at Idaho from 1987-1989**. Three years later, Carson retained his RB skills as he played for the **University of Hawaii Warriors from 1992-1994 under Head Coach Bob Wagner**. In 1995, he left Hawaii for Texas to **tryout for the Dallas Cowboys** under the tutelage of Scout Coach Jim Garrett, Sr. However, a lingering injury prevented his chances of attaining a free agent contract, and Carson would return home to play for the semi-professional leagues, most notably the Hawaii Football League (HFL), which eventually ceased operations in 2005.

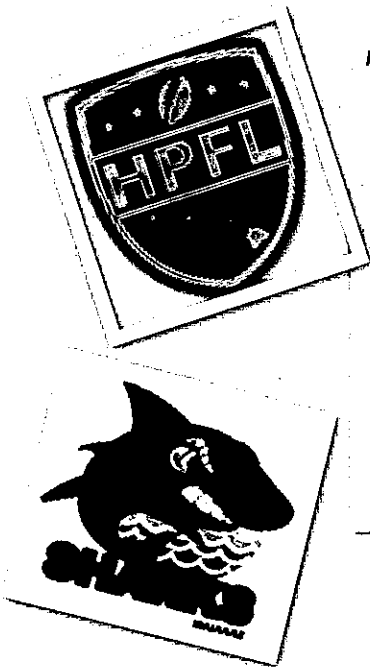
After years on the local semi-pro circuit, Carson personally designed Defensive and Offensive schemes to win two (2) Marine Corps Tackle Football League (MCTFL) championships in 2006 and 2008. He even trained a player with no prior experience to become a "Most Valuable Player" (MVP). That **MVP is now a bona fide Hawaii Professional Football League (HPFL) Team Owner**. Over a span of four years, Carson's coaching record was 34-5.


"Service Before Self" is a motto that Carson proudly lives by. His personal commitment to help people is reflected in Rotary-sponsored community service activities and volunteer tasks. The experience, contributions, and network of contacts Carson Peapealalo has cultivated are unmatched, and more than qualifies him to lead the **Hawaii Professional Football League** as their first Commissioner.

True to his local ties and love of the Hawaiian culture, outside of work, Carson provides entertainment as a Polynesian dancer, bringing excitement to countless parties, weddings and birthdays. His well-rounded personality and strong work ethic makes **Carson Peapealalo** the perfect person to take on the challenge of building a long-term **Hawaii Professional Football League** franchise that will bring pride to the local residents of Hawaii while also appealing to visitor football fans from all over.



Top 10 Reasons Why the HPFL Will Succeed In Hawaii. . .



PROUD  **HERE**
TO BE **NOW**



HPFL 2011

Always A Winner . . . "HE LANAKILA MAU"

- #1**
The **Hawaii Professional Football League** showcases Hawaii's abundance of athletic talent and generates PRIDE with Hawaii's own "*Hometown Heroes.*"
- #2**
HPFL supports and nurtures local youth leadership development by encouraging and inspiring kids motivated to play pro football to stay focused in order to achieve their highest potential.
- #3**
Players totally believe what's in front of them by playing in **the HPFL is a future NFL opportunity.**
- #4**
The HPFL will collaborate with mainland sponsors in an effort to help the organization build a broader audience that will eventually connect **football fans and visitors with Hawaii's football community.**
- #5**
Professional football connects and unites families, kids, casual / hard-core fans and former NFL Players who love football and want to support the league by becoming involved.
- #6**
A recent Harris Poll conducted by the NFL reported that 3 out of 4 Americans tuned into the 2011 Super Bowl game and Nielsen research proves that **pro football is the favorite sport to watch on TV.**
- #7**
The NFL reported the league added 3.5 million viewers per game, with **female fans representing more than 44% of the viewing audience in 2010 . . .** inspiring the NFL to invest more in women and girls.
- #8**
Local marketing research in Hawaii shows that **women make most of the purchasing decisions** with female viewers accounting for the majority of merchandise purchases and new ticket sales to games.
- #9**
Storytelling is important to the Hawaiian culture and the HPFL focuses on the human side of sports by highlighting players that represent the "*Achiever In All of Us.*"
- #10**
"BUILDING THE DREAM" mentorship program in affiliation with Former NFL Players guarantees a reward based system to consistently attract and keep top-notch players / coaches in Hawaii.