

# ALICIA CHAN MALUAFITI



## EXPERIENCE

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Established: 2005

### **Owner**

*Lo 'ihi Communications – Honolulu, Hawaii*

More than 20 years of professional experience in community and government relations providing nonprofits, associations, businesses and government entities with strategic support in communications, public affairs, outreach and education, and grassroots organizing.

### **Current clients**

- Hawaii Crop Improvement Association, Biotechnology Industry Association and CropLife America
- Honolulu Board of Realtors
- Community Association Institute and Associa Hawaii

### **Former clients**

- Ala Moana Building Tenants Association
- Na Pua Makani Wind Project
- National Elevator Industry
- Noresco
- Otis Elevator
- Robertson Properties
- Equality Hawaii
- MedImmune
- Go Rail Go
- Boys and Girls Club Hawaii
- Hawaii Medical Service Association
- Hawaii Alliance of Retired Americans
- Hawaii Community Development Association
- Dept. of Hawaiian Home Lands
- Hawaii Association of Realtors
- Clean Elections/Hawaii Elections Project
- Good Beginnings Alliance

- Jan-Michelle Sculptures

**Pro Bono clients**

- Poi Dogs & Popoki
- Hoakalei Cultural Foundation
- Lanai Cultural and Heritage Foundation
- Pearl Harbor Hawaiian Civic Club
- Kaho'omiki

April 2015 to Present

**Ala Moana Building Tenants Association – Honolulu, Hawaii**

County-level advocacy to preserve and protect health care services for Oahu residents.

January 2014 to Present

**Biotechnology Industry Association, CropLife America and HCIA – Honolulu, Hawaii**

Government Affairs consultant providing state, county and regulatory support on agricultural biotechnology and crop improvement issues as well as other challenges facing farmers.

November 2010 to Present

**Community Association Institute and Associa Hawaii – Honolulu, Hawaii**

Community and Government Affairs consultant providing CAI with strategic direction to become an active and visible advocate on legislative, regulatory and legal developments that have the potential of impacting the industry. Primary duties:

- Establish CAI as a trusted, professional, reliable and accessible source of information for lawmakers.
- Communicate critical information about emerging issues to association members and engage them in grassroots response.
- Develop relationships with business and community leaders as well as elected officials to build long term relationship.
- Prepare briefing packets to communicate the positions and concerns on the industry.
- Represent the best interests of condominium owners and their ability to effectivel govern their associations and board.

October 2005 to present

**The Honolulu Board of Realtors (county) – Honolulu, Hawaii**

Develop, plan, and execute government affairs programs and initiatives to support and advance the interests of the real estate industry in Hawaii. Primary duties:

- Cultivate and maintain relationships with lawmakers, staff, state regulators, and Executive Offices at the county, state and federal level to create and provide access to promote and defend Realtor interests.

- Investigate, initiate and develop relationships with groups, organizations, businesses, and non-traditional allies whose interests align with Realtors.
- Develop and implement strategies to support Realtor legislative and regulatory initiatives.
- Work with the Realtor legislative committees, leadership, and staff to develop and communicate positions on important and emerging issues.
- Develop and communicate information on the political, legislative, and regulatory environment and its impact on the real estate industry.
- Develop communication strategy, action plans, messages, response documents, and related materials for member, government, media, and public dissemination.
- Ensure Realtor's ability to mobilize members at the grassroots level more efficiently and effectively.
- Provide opportunities for professional development and training in Government Affairs to staff and legislative committee members.
- Monitor and track legislative activity at the county level.

November 2007 to  
December 2014

**Hawaii Crop Improvement Association – Honolulu, Hawaii**

Contract Executive Director responsible for enhancing HCIA's advocacy and community presence through increased favorable public awareness, building third-party stakeholder alliances and sound management of a rapidly evolving and new trade association. Primary duties:

- Serve as the organization spokesperson before the legislature, county councils, media, community and other public speaking venues.
- Provide leadership, integration, and administrative support of the Communications, Government Relations and Outreach Committees driven by member company volunteers, local and corporate Communications and Public Affairs personnel, and HCIA contracted consultants.
- Provide content management/development and updates to the hciaonline.com website, working with the web master, Outreach Committee, and contracted consultants.
- Assure organizational compliance with Best Practice Management of nonprofit organizations, and develop documents such as Board Policies, Fiscal Policies and Procedures, etc.
- Seek, establish and maintain third party stakeholder alliances that will engage and respond to call to actions to promote co-existence and diversified agriculture, support biotechnology applications and the seed industry's freedom to operate in Hawaii.
- Assure that the organization has a long-range strategy which achieves its mission..
- Promote active and broad participation by volunteers in all areas of the organization's work; maintain and expand collateral inventory and give aways for outreach education.
- Maintain official records and documents, ensure compliance with federal, state and local regulations, and submit program and fiscal reports to funding agencies and outside contractors.
- Maintain a working knowledge of significant developments and trends in the

field.

January 2007 to  
December 2009

**Hawaii Pacific University – Honolulu, Hawaii**

Taught coursework in communications to undergraduate students. Primary duty:

- Developed course syllabi, selected reading materials, and prepared lesson plans for communication classes on mass media, political communications, public relations, and other classes important to the field.

March 2008 to  
November 2008

**Kaho’omiki – Hawaii’s Council on Physical Activity – Honolulu, Hawaii**

Interim Chief Executive Officer of Kaho’omiki, a volunteer driven organization, responsible for the organization's consistent achievement of its mission (served as Board President and Treasurer). Primary duties:

- Provided strategic leadership and administrative support of the Board and subcommittees and assure organizational compliance with best practices of nonprofit organizations.
- Worked with independent contractors, consultants, staff and board members to identify, develop and implement action items in support of the mission.
- Sought, established and maintained long-term strategic partnerships and alliances to support Kaho’omiki programs, projects and activities, as well as the promotion of physical activity and sports in Hawaii.
- Maintained official records and documents, and ensured compliance with federal, state and local regulations, and submit program and fiscal reports to funding agencies and outside contractors.
- Identified and developed opportunities to financially sustain and develop the organization, including corporate, public and private funding sources, special events, and other fundraising activities.
- Managed the operational transition of the Fun 5 program to Kaho’omiki including oversight of the transition plan and Fun 5 staff, production of communication and collateral materials, collaboration with key partners, and financial administration.

September 2007 to  
August 2008

**Hawaii Community Development Authority – Honolulu, Hawaii**

Community and Government affairs consultant. Primary duties:

- Identified opportunities, developed strategy, and managed the execution of a community and government relations plan to meet the objectives of the HCDA.
- Monitored legislative and regulatory activities and developed HCDA positions in collaboration with HCDA issue experts.
- Analyzed proposed legislative actions and determined the potential impact on the HCDA.
- Interfaced with internal and external stakeholders, including elected officials, government leaders, and community constituents, to build support for HCDA.
- Developed issue briefs, public statements, testimony, talking points and other materials to communicate the HCDA’s public policy positions.
- Attended government, regulatory, and community meetings and served as HCDA’s advocate on authority-related issues.

- Coordinated and developed strategic communications and outreach plans to support key HCDA initiatives.
- Mobilized grassroots support to respond favorably on critical HCDA public policy initiatives.
- Provided high-level creative, strategic thinking on current and future advocacy efforts.

August 2006 to  
March 2008

**HMSA – Honolulu, Hawaii**

Directed the transition of operational, financial, and expansion activities of the Fun 5 physical activity and nutrition program to the community-based entity, Kaho‘omiki. Primary duties:

- Developed a transition plan to include strategy and action steps for key program components including communications, fundraising, booster sessions, family component, site maintenance, site expansion, training sessions, program content, program fidelity, and financial administration.
- Developed and administered a detailed budget identifying all costs associated with transitioning each program component. to ensure fiduciary responsibilities are achieved. Annual Budget = \$350,000.
- Directed the implementation of the transition plan and served as liaison to Kaho‘omiki to ensure complete transition.
- Prepared and administered action plans for each program component identifying staff requirements, objectives, and outputs specific and necessary to the transition of each program component., including monthly deliverables.
- Developed and directed communications and fundraising components of the transition plan.

March 2007 to  
September 2007

**Director – Community Relations**

*Hawaiian Humane Society – Honolulu, Hawaii*

Responsible for designing, directing, executing and evaluating community-wide advocacy and education programs that raise awareness, supporters and funds through coalition building, volunteer activism, advertising, public relations, outreach and events. Primary duties:

- Developed and implemented public relations, advertising and social marketing campaigns that influence individual behavior, elevate education and engage community support.
- Developed and directed advocacy to strengthen the Society’s relationships and influence at the Legislature, at Honolulu Hale, and in the community. Included drafting testimonials, issues education, helping supporters identify their role and providing message points for their advocacy efforts.
- Responded in a timely and positive manner to complaints, general inquiries and other contact from the public. Identified community concerns for the organization.
- Served as Society spokesperson and message manager responsible for framing issues and improving public understanding of Society roles and positions. Responsible for developing message points and coaching staff as spokespeople.
- Developed positive and productive working relationships with the media. Responded and proactively pursued coverage to promote programs and

services and Society positions on issues by developing an annual pitch plan based on review of editorial calendars that includes business, features and news angles. Led development of educational topic schedule for columns. Provided media training for staff and message point development in advance of interviews.

- Served as editorial director of brochures, fliers, community newsletters (member, volunteer, and donor communications). Ensured highest standards achieved including maximum reader receptivity, high quality graphic design appropriate for the audience, and topic depth in a clear, concise and positive manner.
- Developed and directed community events and fundraisers and ensured they met financial, educational and partnership goals. Served as lead manager for the Society's charity walk – PetWalk.
- Directed, evaluated and enhanced volunteer programs to activate and expand this group as the Society's extended education and advocacy team.
- Directed programs as a means to strengthen and expand the relationship between the Society and the community – Pet Visitation, Pets in Housing, Pet Loss Support Group, Paws on the Path and other initiatives that advocate for pets in public places and animal-friendly policies.
- Directed all Society creative projects that communicated the organization through graphic design. Included ensuring that logos are used appropriately and that forms, brochures, reports and other collateral are consistent in appearance. Ensured that logos and event artwork meet the highest creative standards that are appropriate and sensitive to the intended audience.
- Developed and implemented an annual schedule of presentations to civic groups and the business community. Created audio-visual and other presentations as needed.
- Advised the President on strategic and communications issues internally and externally.

November 2002 to  
July 2005

### **Associate State Director – Communications and Advocacy**

*AARP – Honolulu, Hawaii*

Directed AARP Hawaii's strategic communication and advocacy initiatives to support Hawaii's aging population and further AARP's mission in Hawaii. Primary duties:

- Represented AARP before law and policymakers and lobbied outcomes that supported AARP's public policy, including enactment and implementation of legislation; defeat pedublic policy that conflicted with AARP's legislative agenda.
- Managed advocacy activities and guided strategy development for advocacy efforts through goal setting, priority ranking, political and environment scanning, and advocacy outcome measurement.
- Developed, guided, trained and directed volunteers in advocacy and grassroots mobilization activities to influence policymakers and demonstrate support of AARP priorities.
- Directed communication functions, including promotion of AARP, news releases, media advisories, advocacy campaigns, advertising, speech writing,

articles, and web and newsletter content.

- Ensured AARP's visible presence in Hawaii by serving as media spokesperson, article writer, or technical expert on issues.
- Engaged and responded to media to inform the public on AARP priority issues, including voter education and state and federal advocacy, as well as emerging aging issues.
- Collaborated with community organizations, government agencies, and the business community to develop and implement activities related to strategic priorities in communities.
- Developed and implemented AARP integrated community and communication strategies, including public and media relations, and internal, external and volunteer communications.
- Worked with AARP national office to integrate strategic issues, priorities, programs and activities; facilitated interaction to provide technical and issue expert assistance to ensure resource access by community leaders, elected officials, regulators, media and volunteers.

October 1991 to  
November 2002

#### **Manager – Community and Government Relations**

*Hawaii Medical Service Association (HMSA) – Honolulu, Hawaii*

Managed the development and implementation of long term strategic partnerships for the Blue Cross Blue Shield of Hawaii (HMSA). Achieved positive relationships with key stakeholders and publics to effectively mobilize support for HMSA's Community and Government Relations strategic plan. Primary duties:

- Developed and implemented HMSA's Community and Government Relations strategic and operational plans, including conducting periodic assessments of corporate needs, developing strategy and programs that linked business goals, and managing methods for financial oversight of a \$950,000 budget.
- Developed and implemented internal and external communication strategies to facilitate effective delivery of key messages to targeted audiences, including media and public relations, community relations, and government relations.
- Identified and built relationships, coalitions and networks with elected leaders, government and regulatory officials, community and opinion leaders, grassroots and nonprofit organizations, citizen advocacy group and businesses.
- Identified, interpreted and communicated stakeholder concerns, expectations and issues with HMSA to executive staff.
- Served as credible, trusted representative of HMSA and brokered relationships between stakeholder groups and HMSA.
- Managed public meetings with stakeholders and presented HMSA's speaker's bureau and community education program to respond to opportunities and challenges and communicate and advocate HMSA's corporate position.
- Represented HMSA in collaborative state, city and county, and other community-based coalitions, task forces, or efforts that addressed relevant health initiatives, policies or opportunities.

- Monitored and evaluated the effectiveness of departmental initiatives to HMSA's corporate strategic plan, and provided status reports to executive staff.
- Managed HMSA's corporate community involvement and charitable contributions, including corporate giving, in-kind services, sponsorships, special events and employee volunteerism.
- Managed activities of Community and Government Relations staff, including direct supervision, professional development, and performance management of four employees.
- Served as media spokesperson, when appropriate.

## **EDUCATION**

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■ **Hawaii Pacific University** – Honolulu, Hawaii

- Master's Degree in Communication (4.0 GPA)
- Certificate in Organizational Change

■ **Portland State University** – Portland, Oregon

- Bachelor's Degree in Economics
- Minor in International Economics

## **COMMUNITY INVOLVEMENT**

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- President and Founder – Poi Dogs & Popoki
- Former Member – Pearl Harbor Hawaiian Civic Club
- Former Board Treasurer - Hoakalei Cultural Foundation
- Former Board Secretary - State Association of Hawaii Basketball Officials
- Former Member – Chamber of Commerce of Hawaii
- Former Member – Kapolei Chamber of Commerce
- Former Member – West Oahu Economic Development Association
- Former Board Member (appointed) – Hawaii Community Development Authority representing Kalaeloa
- Former President and Treasurer - Kaho'omiki, Hawaii's Council on Physical Activity
- Former Board Member - Pearl Harbor Hawaiian Civic Club
- Former President and Founder – Oahu Society for the Prevention of Cruelty to Animals
- Former Member – Native Hawaiian Chamber of Commerce
- Former Board Member – Hawaii Maoli