

LETITIA NAOMI UYEHARA

PROFESSIONAL EXPERIENCE

2003 to Present

**Director of Marketing and Food Safety
Armstrong Produce Ltd.**

Oversee a program of marketing and promoting new, seasonal or locally grown produce with point of purchase materials, prominent seasonal displays, participation in tradeshow, preparation of weekly and monthly newsletters to inform customers about new products, upcoming events, etc. Prepared and presented talks and tours for professional, agricultural, and culinary groups on produce on issues ranging from food safety to future of agriculture in Hawaii. Established training programs for produce personnel on how to properly handle produce, how to manage inventories, etc.

Developed and provided oversight of a food safety and HACCP program for company operations, making Armstrong the first wholesale produce company to be food safety, HACCP and GFSI (Global Food Safety Initiative) compliant.

Prepared and submitted contract proposal along with mainland partners to serve as prime vendor to supply fresh fruits and vegetables to all commissaries in Region 6 (California, Arizona, Nevada and Hawaii). Upon contract award, provide contract oversight and direct communications with DeCA (Defense Commissary Agency) for all Hawaii stores.

Serve as media liaison and government affairs contact. Provide oversight on new projects such as RFID and spokesperson on issues ranging from dock slow-down to food safety to invasive species to biosecurity.

1993-2002

**Deputy Director
Department of Agriculture
State of Hawaii**

Provided administrative direction and oversight for all programs of the Department including plant pest control, pesticides, plant quarantine, animal quarantine, livestock disease control, meat inspection, measurement standards, marketing, loans, ag parks, irrigation systems, and planning/development.

Established and administered a comprehensive transportation program aimed at helping to relieve traffic congestion from the Hawaii Kai area. Developed advertising and public relations program to promote ridesharing alternatives through radio, print ads, press releases, etc. Met with various government agency personnel and private employer groups to encourage ridesharing for employees living in East Honolulu. Provided testimony and tracked legislation relating to ridesharing and other transportation measures.

1987

**Administrative Assistant
State House of Representatives, Speaker's Office**

Assisted the Speaker in all administrative and program matters relating to the operation of the fifty-one member House.

Provided direction for policy development of House position on major issues.

Served as liaison with other House and Senate members and their staff.

Directed and reviewed the work of Speaker's staff members. Responsible for initiating, preparing and reviewing reports, speeches and other material. Served as coordinator for all interim work with leadership and committee chairpersons.

1983 to 1986

**Director
Department of Health, Office of Environmental Quality Control**

Served in advisory capacity to the Governor on all matters relating to environmental quality control; responsible for coordinating all state government agencies' activities in matters of environmental quality.

Office served as a clearinghouse for documents prepared under the EIS law (Chapter 343, HRS) and regularly informed the public of the status of actions taken under this chapter through publication of a bi-monthly bulletin. Provided assistance to agencies and consultants on matters relating to the impact statement process. Provided staff assistance to Environmental Council.

Served as the overall coordinating agency for pesticides/groundwater contamination issues with responsibilities to develop a systematic groundwater monitoring strategy; a pesticides action plan to mitigate or prevent pesticide-related contamination with affected agencies; maintain a data base of historical and current pesticides use matters; developed a contingency plan to prepare for state's preparedness to respond in the event of an emergency; developed criteria

Legislative bill drafting primary responsibility. Other duties included speech writing, preparing press releases, researching and compiling memoranda and legislative committee reports. Served as resource person for legislative committees on Transportation and Consumer Protection.

1971 to 1972

**Researcher/Temporary Position (Legislative Session Only)
State of Hawaii Legislative Reference Bureau**

Daily compilation for computer input of data on the status of all measures introduced during the legislative session resulting in printouts essential to legislators and the public.

EDUCATION

1971 University of Hawaii, Honolulu, Hawaii.
Professional Teaching Certificate, Secondary Speech Education

1970 BA Communications