

UNIVERSITY OF HAWAII
NOTICE OF EXEMPTION FROM CHAPTER 103D, HRS

The President, University of Hawai'i, is in the process of reviewing the request from (Department/Campus) University of Hawaii West Oahu for exemption from Chapter 103D, HRS, for the following goods, services, or construction:

Full page advertisement in three (3) issues of Sassy magazine, web advertisement, email advertisement.

Vendor: Sassy Magazine
(If known)
Address:

Term of Contract: (If known) From: January 2009 To: June 2009 Cost: \$5595.00 (est.)

Direct any inquiries to:

Department: University of Hawaii West Oahu

Contact Name/Title: Lori Foo, Fiscal Officer

Address: 96-129 Ala Ike
Pearl City, HI 96782

Phone Number:
454-4742

Fax Number:
453-6176

Date Posted: January 8, 2009

Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven (7) calendar days from the date posted to:

Office of Procurement and Real Property Management
1400 Lower Campus Road, Room 15
Honolulu, Hawai'i 96822

REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: University of Hawaii - West Oahu
(Department/Program)

Pursuant to APM Section A8.220, the Department requests a procurement exemption to purchase the following:

Description of goods, services, or construction:

Full page, full color ad, full color advertorial, design and layout of advertorial, web banner ad, link to sassymag.com, 3 times usage of email database blast, update for specialized campaign, one time usage of teen board focus group for 3 issues (January/February 2009, March/April 2009, May/June 2009)

Estimated Cost: \$ 5,595.00

(1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University;

Sassy Magazine is the ONLY magazine in Hawaii that distributes to private and public middle, intermediate, and high schools.

The use of Superquote does not appear to be practical.

(2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable;

Sassy Magazine is delivered to each school and is distributed by hand into each of the schools homerooms, reaching approximately 45,000 students. It is also distributed at retailers throughout the island including major shopping malls.

(Attach Additional Sheets if Necessary)

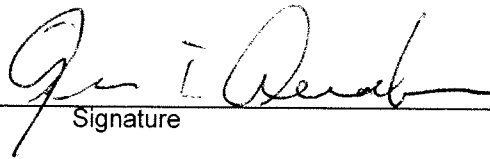
(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and
Approval of these requests are routed via the Chancellor for approval.

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:
Gene I. Awakuni, Chancellor
Ryan Mielke, Executive Director of Public Affairs
Lori Foo, Fiscal Officer

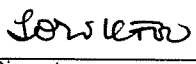
Direct questions to: Lori Foo Phone: 454-4742

I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TO THE BEST OF MY KNOWLEDGE, TRUE AND CORRECT.

Gene I. Awakuni
Full Name of Principal Investigator, Department Head, or Administrator


Signature Date DEC 29 2008

Lori Foo
Full Name of Fiscal Officer


Signature Date 1.1.09

FOR OPRPM USE ONLY

OPRPM COMMENTS:

The proposed purchase is similar to the exemption for the purchase of radio and television air time based on targeted audience (A8.220, Ex. 31).
Recommend Approval.

APPROVED DENIED


PRESIDENT, UNIVERSITY OF HAWAII

1/29/08
DATE