



# Andrea Dean

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## Education

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### **Master of Business Administration**

University of Hawaii at Manoa, Hawaii, 1996

### **Bachelor of Business Administration**

Roanoke College, Virginia, 1987

## Professional Experience

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### Owner

**Andrea Dean LLC, January 2009 – Present**

Recent clients:

#### **The Kohala Center**

Preparation of a Financial Analysis on an aspect of the Kahalu'u Bay ReefTeach program.

#### **North Kohala Food Forum**

Co-Coordination and Facilitation of the North Kohala Food Forum.

#### **Varroa Mite Steering Committee**

Coordinator/Facilitator for the Varroa Mite Steering Committee.

#### **Avocado Oil Mill Research for Michael Krones**

Preparation of a preliminary report on avocado processing for oil.

#### **Volcano Island Honey Company, LLC**

Various projects including: The Buzz Blog, The Natural Step Workshop, Varroa Mite Project, Research and consultation on a possible conservation purchase of a 500 acre forest.

### **Published Writing:**

**Ke Ola Magazine:** *The Cool Factor Bonds Youth and Farming*, November/December 2009

**Innov8 (go! inflight magazine):** *Used Veggie Oil Fuels Creativity*, January/February 2010; *Big Vision for the Big Island- Step by Natural Step*, November/December 2009

**Honolulu Weekly:** *Kohala Nui*, March 11, 2009

**Big Island Travel & Lifestyle:** *The Art of Eating Locally Grown*, May 2008

**Hawaii Island Journal:** *The World's Oldest Profession*, October 20, 2007; *Beyond SPAMonomics*, September 9, 2007; *Real Local Grinds*, December 2, 2006

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## **Business and Sustainability Manager**

**Volcano Island Honey Company LLC, August 2007 - December, 2008**

- Day-to-day management business management of: production, employees, inventory, scheduling, customer service, communications, insurance, media, farm visit, grants.
- Development of diversified product lines.
- Research and implementation of social and environmental initiatives.

## **Consultant**

**Volcano Island Honey Company LLC, April - July 2007**

Research and consultation on a possible conservation purchase of 500 acres of kiawe forest.

- Extensive document review of all recorded documents related to the subject property.
- Research on zoning, flood, fire, water, sewer, cultural issues.
- Delivery of report.

## **Editor (Consultant)**

**Waimea CDP Committee, a part of the Waimea Community Association, January 2007 – Present**

- Writing, editing, production and distribution of a quarterly newsletter to the Waimea community (6,000+) about the Community Development Planning process and planning concepts.
- Grant writing and reporting.

## **Event Manager (Consultant)**

**Kona Earth Festival, Institute for a Sustainable Future, February – May 2007**

- Production of newspaper, radio, website, poster and press release content to publicize sixteen different eco-events under the Kona Earth Festival Banner.
- Worked with many organizations and businesses including; the Kona-Kohala Chamber of Commerce, TREE Center Hawaii, Aloha Performing Arts Center, Kona Soil & Water Conservation District, Waster Stream Kohala, West Hawaii Veterans' Cemetery Development and Expansion Association, Friends of NELHA, Provision Technologies, Inc., Jacks Diving Locker, Kawanui Farm and Recycle Hawaii. Production of two unique events - Earth Mother's Day and the Beyond Oil Film Series.

## **Project Manager (Consultant)**

**Hawaii Island Economic Development Board October 2005 – January 2007**

**Community Support for Coqui Frog Control**

Fulfillment of project deliverables for this federally funded project:

- Logistics and publicity for island-wide community educational classes.
- Design and implementation of an educational media campaign including radio, website, email, newspaper, magazines and community newsletters.
- Preparation of bids and selection of contractors to provide project equipment and supplies.
- Distribution and tracking of hydrated lime and citric acid to fight coqui frogs.
- Preparation of monthly reports and maintenance of project budget.
- Representing Hawaii Island Economic Development Board in the community, on the Coqui Frog Working Group and on the Stop Coqui Hawaii task force.

## **Women in Technology**

Fulfillment of project deliverables for this federally funded project:

- Administration of a variety of initiatives including; Botball (robotics), Big Island R.O.V. (Remote Operated Vehicle) Robotics Competition, Hawaii Center for Learning Science Through Art, Project EAST, Hilo Youth Robotics Summer Camp, Women in Technology Internship Program and MentorNet.
- Preparation of monthly reports and maintenance of project budget.
- Representing Hawaii Island Economic Development Board in the community.

## **Huiana Internship Program**

- Administration and point of contact for the Huiana Internship Program
- Facilitated the launch of the program with partners from: Department of Labor and Industrial Relations-Workforce Development Division, State of Hawaii Department of Education, Hawaii Community College, Hawaii Electric Light Company, Kamehameha Schools and Hawaii Island Economic Development Board.
- Writing, editing and coordination of print materials.
- Development of systems, forms and logistics necessary to the launch and longevity of the program.
- Outreach to schools and business community.

## **Independent Producer**

**2002 - 2007**

- Produced, funded and marketed a variety of television, DVD and Video projects, including Holistic Health from Hawaii which was broadcast on PBS Hawaii.

## **Box Office Manager (Consultant)**

**Maui Film Festival at Wailea, 2001 - 2007**

- Development, implementation and management of systems to manage festival ticket sales for on-site, on-line and island-wide ticket vendor locations.
- Supervision of four (4) office staff, five (5) on-site box office staff and six (6) off-site sales staff.
- Supervision and interface with four (4) technical support (hardware and software) consultants.
- Responsible for reporting and accounting of festival sales.
- Implementation and management of festival-wide database to streamline operations and facilitate interdepartmental communication.

## **Program Coordinator**

**Center for Entrepreneurship, Maui Community College, 1999-2002**

- Development and funding of educational programs and services for small business
- Increased number of educational programs from 2 to 14, in one year
- Increased program budget by \$100,000, in one year
- Production, hosting and editing of monthly TV show on small business topics

### **Program Manager**

#### **Island Incentives, Inc., Maui, Hawaii, 1996 – 1998**

- Managed incentive travel programs with budgets between \$50,000 and \$100,000
- Successful management of programs for Toshiba, First Data Corporation, Summit Design, Hoechst Celanese Corporation, International China, LeCroy Corporation, Delco Electronics, Topcon, Hewlett-Packard, Ameriquest Mortgage Company, Tivoli Systems, Compaq/Tandem and Nestle
- Negotiated and contracted directly with vendors for superior services at competitive prices
- Worked within established budgets to produce programs with maximum profitability
- Timely completion of multiple projects while working against seemingly impossible deadlines
- Proposal and contract writing for corporate clients
- Logistical coordination of every aspect of program operation
- Communication of detailed program logistics to "on-site" operations staff

### **Business Consultant**

#### **Andrea Swanander (Dean) Consulting, Maui, Hawaii, 1991-1996**

- Profit/cost analysis, feasibility studies, research and reports, database design and implementation, accounts/payable receivable administration for existing business including; Joel Eser Richman, Attorney at Law, Fredrick Sands, Ph.D., Pacific Primate Foundation, The Dowling Company, Inc., Anthony Ranken, Attorney at Law, Kathy's Catering and The Haleakala Times
- Detailed business plans and market research for start-up business including; Art Wear, Inc., Freaked Kreationz, Brenda Rose Designs, Inc., Outsiders, Inc. and Jerry Katz Multimedia

### **President**

#### **Maui Epicenter, Maui, Hawaii, 1989-1992**

- Established and administered non-profit 501-C-3 environmental education organization
- Community spokesperson and environmental educator at various schools
- Event planning and logistical coordination
- Research and compilation of two published environmental resource directories for the Hawaii Environmental Education Association and Maui, Inc. Magazine

### **Project Manager**

#### **Environmental Planning Associates, Inc., Maui, Hawaii, 1989 – 1993**

- Production of successful bid proposals
- Compilation of detailed project reports including;

#### **Coastal Scenic Resources Study, County of Maui, Planning Department**

- Completed extensive research study of Coastal Zone management rules and regulation in Hawaii
- Administration of project including budgeting and scheduling

#### **Molokai Solid Waste Study**

- Conducted meetings and interviews to elicit community participation
- Field research and compilation of solid waste characterization data

## **Multi-Media Miscellany**

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**Blog: *Going Green with Andrea Dean* @ [andreadean.com/blog](http://andreadean.com/blog)**

Interviews, reports, photos and videos on Hawaii's sustainability movement and anything else Andrea finds interesting.

**Podcast: *Going Green with Andrea Dean* @ [andreadean.com/podcasts.html](http://andreadean.com/podcasts.html)**

The philosophies, stories, and aspirations of people who are working, living, and loving in Hawaii's new green economy.

**Twitter: @ *andreadeangreen***

**YouTube: @ *andreaswandeandean***

**Speaker:**

- Kona-Kohala Chamber of Commerce- Kuleana Green Business Conference
- Chamber of Commerce of Hawaii, Sustainability for Business Forum
- University of Hawaii, Shidler College of Business
- Rotary Club of Waimea
- Kohala Trash Bash
- Waimea Middle School
- Kona-Kohala Chamber of Commerce- Environmental Conference
- Hawaii Island Food Summit
- The Greatest Show Off Earth
- Hawaii Preparatory Academy- Student Congress on Sustainability