



Statement of Interest and Qualifications

June 25, 2024

Ms. Susan Kunz
Administrator/ Housing and Community Development
County of Hawai'i
1990 Kino'ole Street/ Suite 102
Hilo, Hawai'i 96720

ohcdprofserv@hawaiicounty.gov

Aloha,

Please accept this letter of interest and qualifications overview in the category of OH.1) Community Planning (Community Engagement, Strategic Planning)

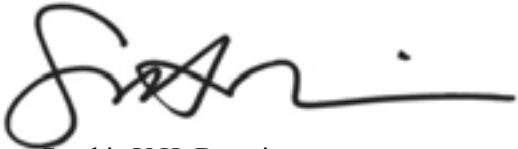
1. Pencilhead Productions, LLC DBA The Good Juju co is based on Kailua, O'ahu and works throughout the state, the U.S. mainland and territories. We specialize in public engagement, strategic planning, graphic facilitation, collaborative processes and communications. Much of our work involves community engagement and effective planning that garners community support.
Contact: Cynthia Y.H. Derosier, cyn@goodjujuco.com, (808)389-2474
2. Pencilhead Productions, LLC DBA The Good Juju co has been operating in Hawaii for 20 years. The firm consists of a sole proprietor and single employee, Cynthia Y.H. Derosier, who creates "best-fit" contractor teams based on client and project needs.
3. To the best of our knowledge, the key employee, Cynthia Derosier, holds a BFA in communications and art direction, and is the only experienced certified graphic facilitator in the state. All our contractors hold degrees and years of experience in their respective fields.
4. List of recent projects and contacts:
 - Hawai'i State Office of Wellness and Resilience Summit
Contact: Keala Kaopuiki-Santos, keala.e.kaopuikisantos@hawaii.gov, (808) 859-1045
 - Maui Economic Recovery Commission (One Shared Future for DBEDT)
Contact: Rachael Wong, rwong@onesharedfuture.com, (808)551-8838
James Tokioka, james.tokioka@hawaii.gov, (808) 586-2359
 - Rapid 'Ohia Death Symposium (with Ecologic Consulting for DAR)
Contact: Miranda Foley, miranda@ecologichawaii.com, (808) 589-8454
 - Hawai'i Island Visitors Bureau (Island-wide DMAPS and Waipio Valley Projects)
Contact: Ross Birch, ross.birch@aubergeresorts.com, (808) 895-8632

- UCAR, Local 2030 2024 conference
*Contact: Samantha Happ, samantha@hawaiigreengrowth.org, (614) 312-2191
Kate Brown, kate.brown@glispa.org, +64 (0) 22 035 8386*

5. Descriptive literature attached. You may also visit our website: goodjujuco.com

Mahalo for your time and consideration. Fee free to contact me at any time if you have any questions or have anything you would like to discuss.

A hui hou,



Cynthia Y.H. Derosier
Graphic Facilitator, Strategic Planning
The Good Juju co.
cyn@goodjujuco.com
(808) 389-2474

DRAWN LIVE!



Pencilhead Productions LLC DBA The Good Juju Co.

CAPABILITIES STATEMENT

Est 2004 in the State of Hawaii



visualize • strategize • actionize

Overview The Good Juju Co brings a **fresh, innovative and invigorating approach to running effective and productive meetings and creating compelling presentations.** We'll help you and your team conquer complex challenges using innovative tools and activities. Our methods activate whole-brain thinking, and leverage the combined strength of left-brain analyses and right-brain creativity to promote fresh perspectives, generate solutions and bring people together.

Contact: Cynthia YH Derosier
E-mail: pencilhead@goodjujuco.com
Tel: 808.389.2474
Web: goodjujuco.com
Address: PO Box 1677, Kailua Hi 96734



Certifications:
Disadvantaged Business Enterprise (DBE)
Small Business Enterprise (SBE)

DUNS: 053792212
CAGE:

NAICS: Consulting Services:
541611 Strategic planning, management, business, reorganization & other
541612 Organization development
611430 Professional and management development training
541618 Other management
Design, Art & Video:
541430 Art services, graphic & commercial
541490 Other specialized design services
512110 Motion picture & video production, animated cartoon, instructional
711510 Artist, animated cartoon, graphic, and independent

Capabilities

Graphic Facilitation, Process & Meeting Design (In-person and/or virtual)
Customized services include but not limited to;

- Strategic Planning
- Community & Diverse Stakeholder Engagement
- Team Building
- Vision, Mission, Action Planning
- Training - Hospitality & Basic Customer Service
- Training - Basic Facilitator & Leadership
- Training - Elevator Speech & Communications
- Custom Collaborative Processes

Graphic Recording (In-person and/or virtual)

- Live Public Note-Taking
- Large Scale Graphics

Communication Strategy & Tools

- Hand Drawn Video
- Graphic Communication Tools:
 - Storymaps & High-Impact Infographics
 - Brand, Corporate ID, Style Guides
 - Collateral Design
 - Digital Media & Video Production
 - Illustration
- Communications Strategy:
 - Brand Audits & Positioning
 - Messaging & Audience Profile
 - Elevator Speech Training
 - Presentation Design



Notable Clients

State of Hawai'i:
- Hawaii Tourism Authority (HTA)
- Department of Health
- University of Hawai'i
- Office of Hawaiian Affairs
- Kap'iolani Community College
US Department of Defense (DoD)
National Oceanic Atmospheric Association (NOAA)
City & County of Honolulu
Hawaii Medical Service Association (HMSA)
The Nature Conservancy
Conservation International
Native Hawaiian Education Council

Differentiators

- * **Innovative Graphic Processes & Proprietary Tools.**
- * **20+ years experience as the only certified Graphic Facilitator & Graphic Recorder in Hawaii.**
- * **Personal in-depth understanding of multi-stakeholder community-based organizational development and activating pro-active, productive community engagement.**
- * **25+ years of strategic communications, branding and relationship marketing.**
- * **Collaborative network (Hui) of experienced professionals in various sectors including community based organizations, policy, environment & conservation, tourism, marketing and Hawaiian culture.**
- * **Proficient conversion of in-person processes to collaborative virtual workspaces as needed.**

WOW! Why Graphics?



Humans are wired for visuals.
70% of all sensory receptors are in our eyes, and half of our brain is involved in processing visuals.

Graphic Solutions



Department of Health, Policy Forum, 2015

Engage. Inspire. Communicate. Unite.



goodjujuco.com

WHY GRAPHIC SOLUTIONS?



A picture is worth a thousand words



People are naturally visual.
Graphics can streamline group processes, clarify concepts, document ideas in a meaningful and easily accessible way.

• People process information and ideas in infographics

600,000 times faster

than they do when presented plain text



• People follow instructions that include graphics

323% better

than they follow instructions without graphics



Work Faster, Communicate Better



goodjujuco.com



* Websites with infographics get
12% more traffic

* Articles with infographics are
30 times more likely to be read

* Visitors average less than 15 seconds on a web page
87% will spend more time
to review an infographic

Get Noticed, Hold Attention

PEOPLE REMEMBER:

• **20%**
of what they
READ

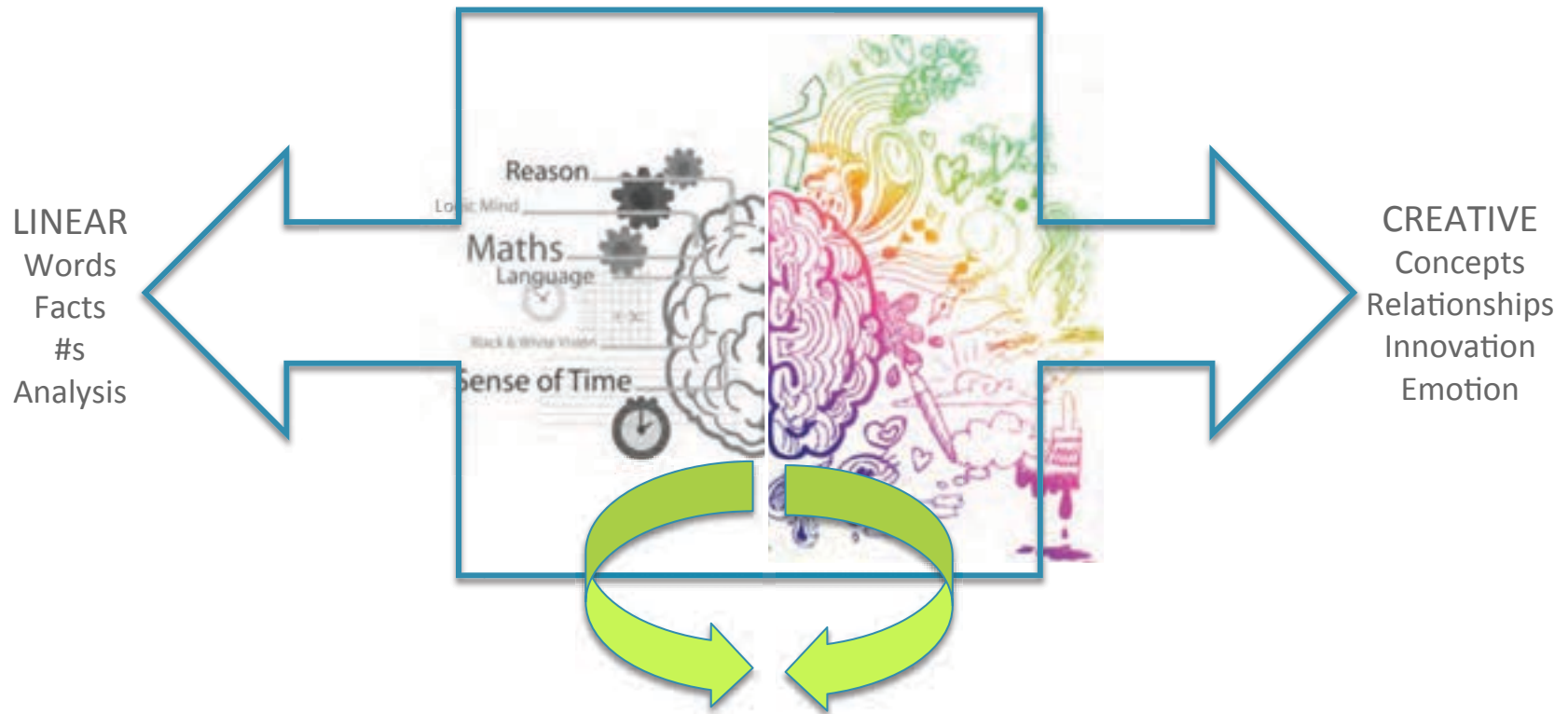
• **10%**
of what they
HEAR

• **80%**
of what they
SEE



Be Remembered, Be Persuasive

Stimulate whole-brain thinking



Graphic Recording uses
both words and pictures in a non-linear space to
stimulate thinking and help groups see the “Big Picture”

Use Visual Solutions to:

Communicate more clearly



Solve complex problems



Spark creativity and gain insights



Generate positive energy and build stronger teams



Become more engaging and memorable



GRAPHIC PROCESS

Meetings | Forums | Planning | Team-Building



Meeting Design & Facilitation



Department of Health, Policy Forum, 2015

Focused. Goal-Oriented.

Designed to meet your objectives and get your desired outcomes.

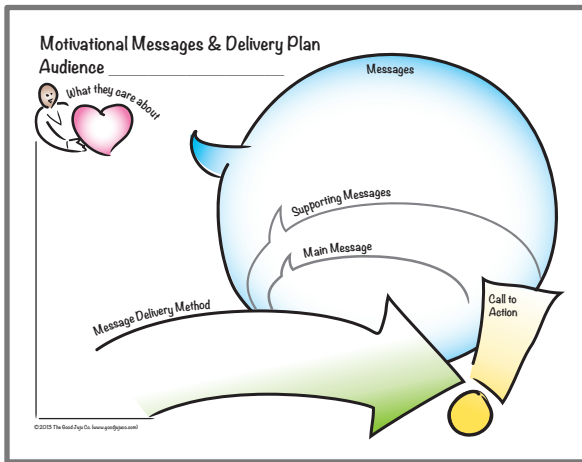
- Community Meetings
- Collaborative Process
- Team Building
- Strategic Planning, Mission, Vision
- Special Projects



Team Building



Interactive learning games: Engage, teach and retain



Process and Template designs; Learn and practice effective collaboration.

Document

All learning, agreements, achievements and plans are recorded and preserved...



Waimanalo Elementary School, Teacher Writing Training, 2013.



Department of Transportation, State of Hawaii
Moanalua Freeway Resurfacing Partnering Workshop, 2004.



Office of Hawaiian Affairs, Communications Training and Team Building.

Celebrate hard work!



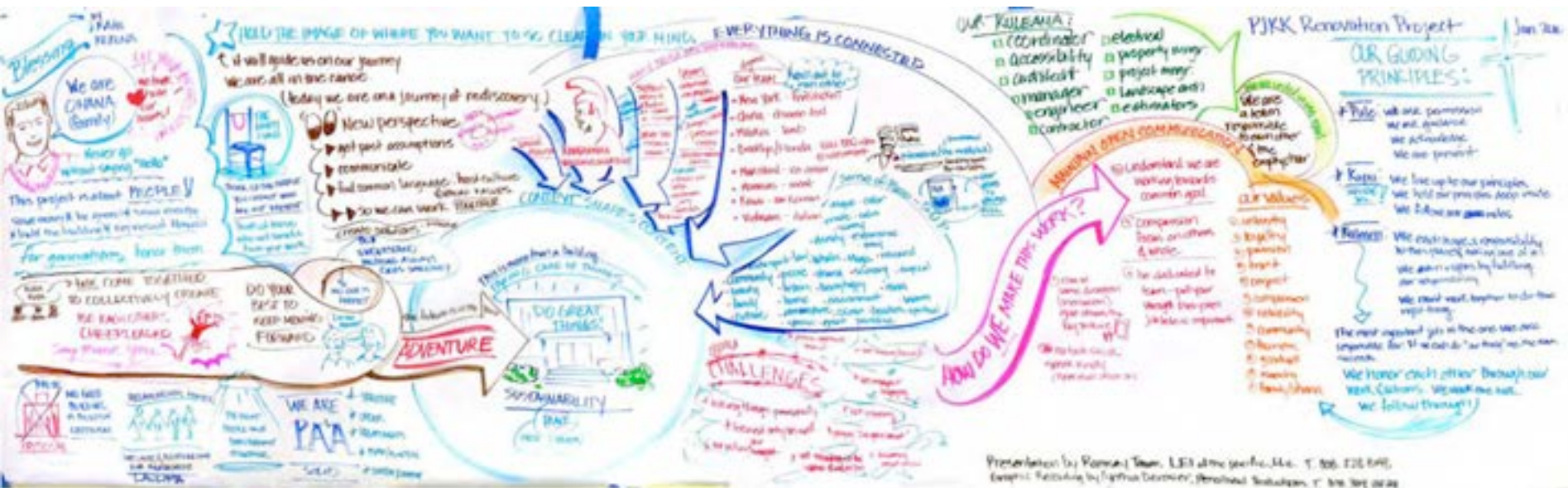
Graphic Recording



Molokai Leadership Training, 2006

Live Drawing – “Public Note Taking”

- Facilitator Support
- Community Meetings
- Presentations
- Brainstorming
- Planning
- Special Projects



Presentation by Romani Team, LEED Accredited, LLC, 1, 800, 225, 6495.
Graphic Recording by Lightfoot Design, Honolulu, Hawaii, 1, 800, 392, 0848

PJKK Federal Building Renovation Project, Cultural Presentation, 2006

GRAPHIC PRODUCTS

Concept Art & Finish Art | Presentation Materials

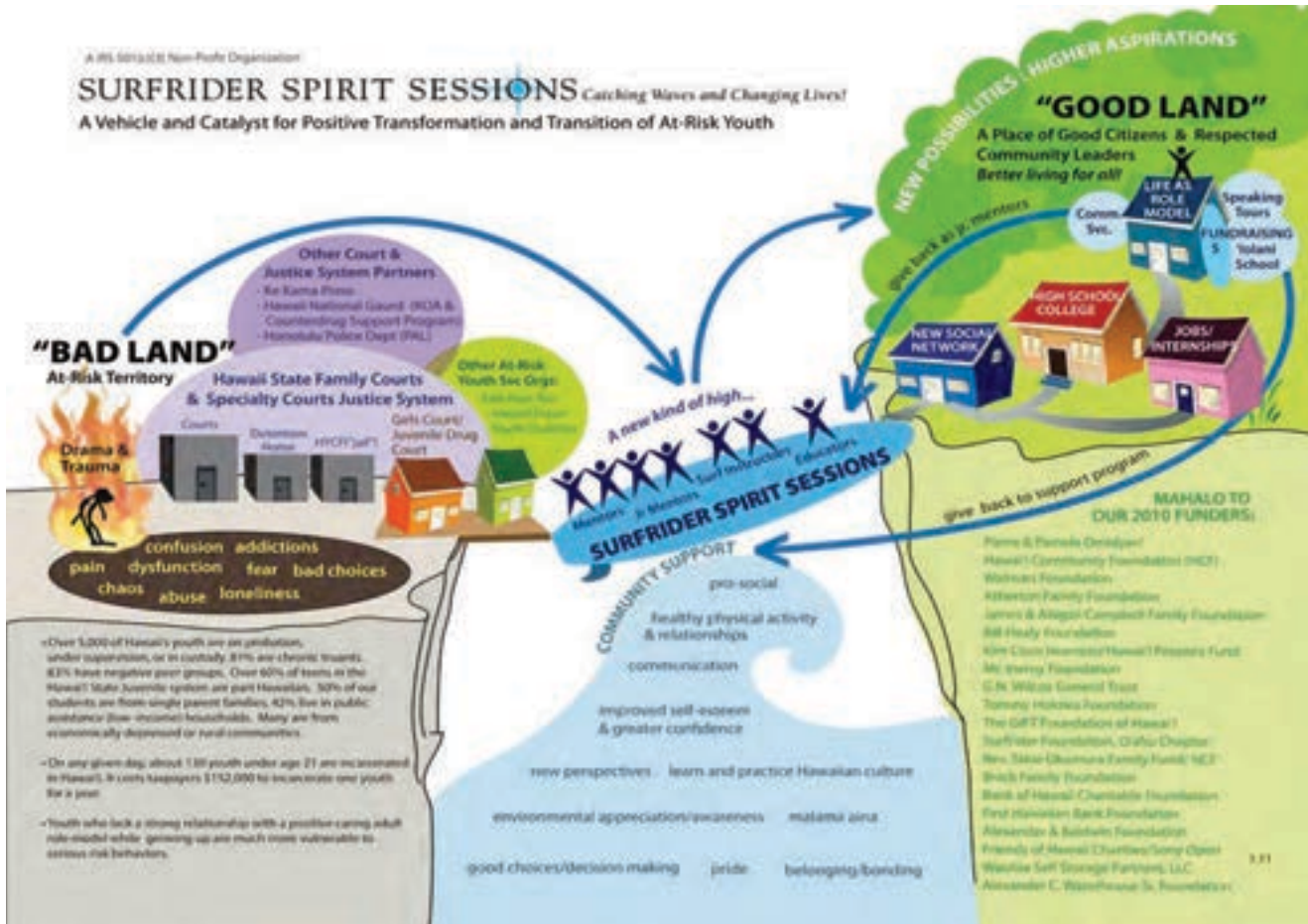
Brand Identity | Collateral



goodjujuco.com

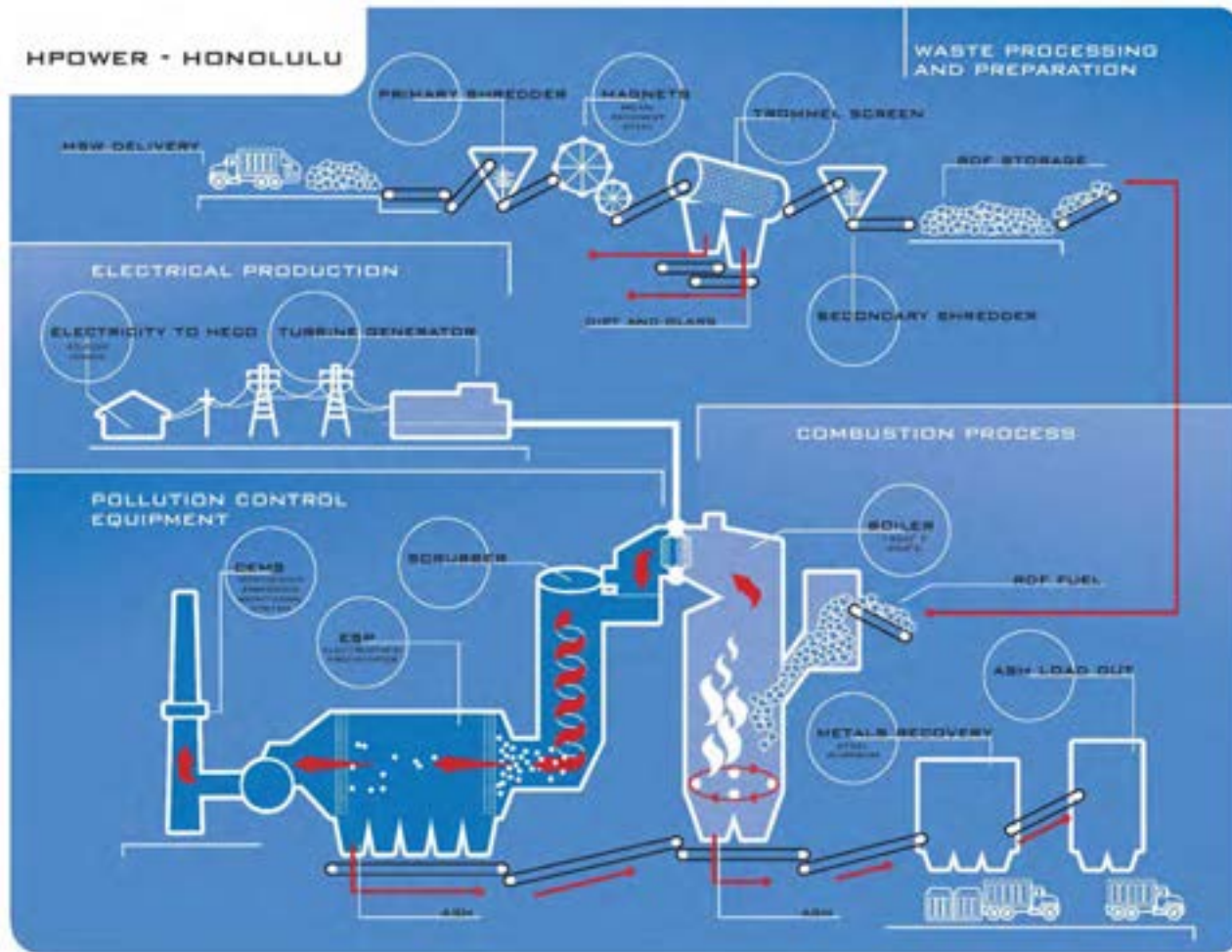
Concept Charts: Organizational Landscape

- Show how your work fits in the world



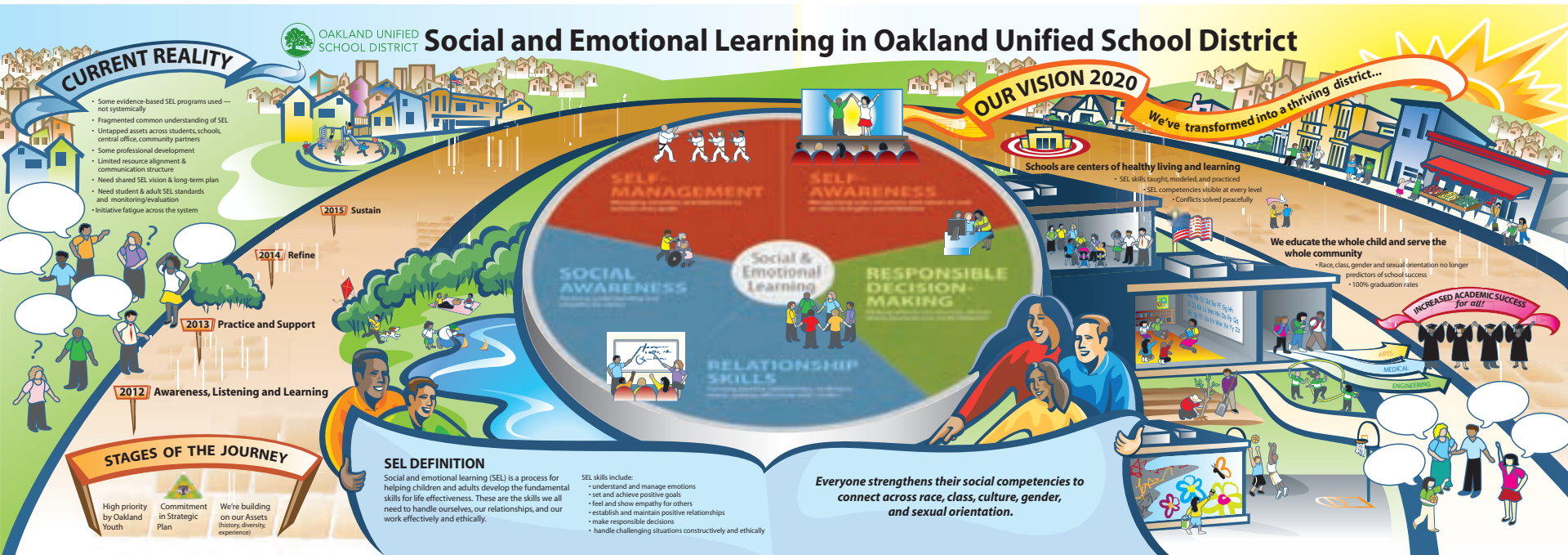
Concept Chart: Process Map

- Explain systems & process
- SOP tool for uniform practice



Concept Charts: Vision, Mission Map

- Help everyone see the big picture
- Get consensus
- Stimulate discussion



Concept Charts: Vision, Mission Map

- Help everyone see the big picture
- Get consensus
- Stimulate discussion



Collateral Design & Branding



- Brochures
- Advertising
- Posters
- Video
- Website
- Apps



COALITION FOR A
TOBACCO-FREE HAWAII



OPALA.org

Don't Dump on Hawaii. Sort it Out.



Banyan
Alliance Services



EQUUS
WAIKIKI'S PANIOLO HALE



WAIKIKI MARINA
AN AQUA CONDO HOTEL



The Original Malasada



BMP



Kapalua Farms



AMAZING
VACATION
ADVENTURES



Pacific Lending Partners



lex-ip.com



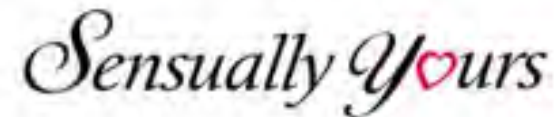
Placing great people in great jobs



ELITE PACIFIC
CONSTRUCTION



Waikiki
Beach Activities



Sensually Yours



Coconut
MarketPlace

See how Good Juju can enhance your meetings!

Contact us to find out how our team can help you make your meeting more dynamic, interactive and memorable. We'll work with you to understand your needs and objectives then recommend graphic tools and processes to help you achieve your meeting goals.

More productive meetings with more fun. Give them an experience they'll talk about and remember. See more and contact us at GoodJujuCo.com



GoodJujuCo.com

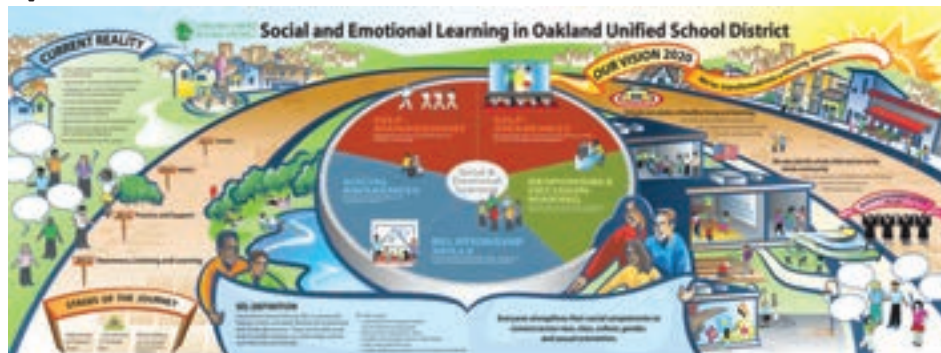
Graphic Recording (aka Live Drawing or Public Notetaking)



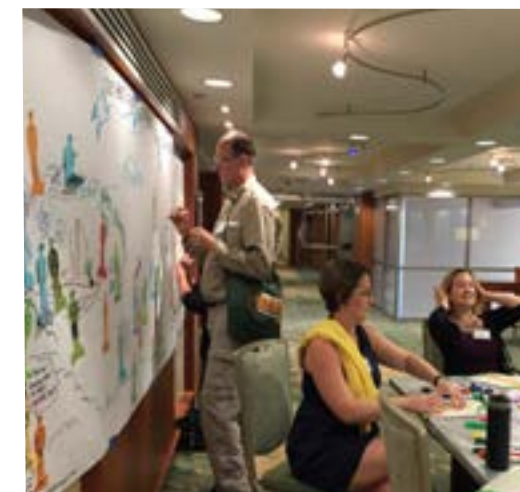
Interactive Learning Games and Team Building Activities



Finish Art & Story Maps



Interactive Graphic Activities get people working together.



Supercharge your meetings & events with Good Juju



GoodJujuCo.com

? WHY GRAPHICS?

because and especially when

Humans are wired for visuals.

Visual language improves problem solving effectiveness by 19% and produces 22% higher results in 13% less time. Best of all, people like pictures!

• People process information and ideas in infographics 600,000 times faster than they do when presented plain text

• People follow instructions that include graphics 323% better than they follow instructions without graphics

PEOPLE REMEMBER:

- 20% of what they READ
- 10% of what they HEAR
- 80% of what they SEE

17% MORE PEOPLE ARE PERSUADED by presentations with graphics than they are by presentations without graphics.

• Websites with infographics get 12% more traffic

• Articles with infographics are 30 times more likely to be read

• Visitors average less than 15 seconds on a web page 87% will spend more time to review an infographic

Live Graphic Recording make meetings more interesting, interactive and memorable.

We do live recordings of keynote speakers, panel discussions and group work for small teams and events with thousands of attendees.

Over 4 feet tall and several yards wide these live drawings keep audiences engaged during and after the event.

The charts are later converted into PDF files that are distributed to attendees to document and commemorate the event.

DRAWN LIVE!



WOW!

Attendees often congregate around the recordings during breaks.

These charts can be used as icebreakers to new discussions. They also enable attendees to revisit information or catch up on missed presentations.



We draw out ideas and design meetings that work.

DRAWN LIVE!

Meeting Design, Graphic Facilitation & Meeting Enhancements:

We design meetings and processes that keep everyone interested, engaged, and actively participating. We can also support your process or meetings with other graphic tools including learning games, team building activities, graphic worksheets and templates for meetings of any size.

At the end, you'll have a visual record of key ideas, discussions, agreements and a memento of a meeting worthy of everyone's time.

