

GUAM • PALAU • NORTHERN MARIANA ISLANDS

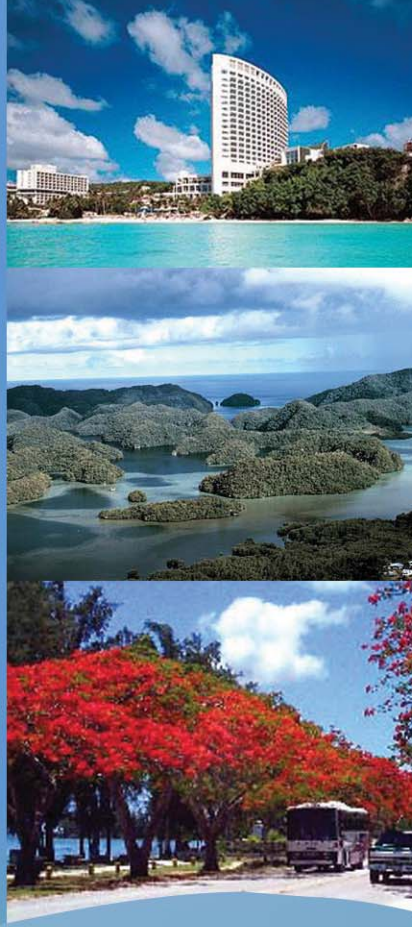
# 2005 Business Opportunities Mission

*May 12–20, 2005*

*Led by*

THE HONORABLE  
P. LYNN SCARLETT

*Assistant Secretary of the Interior*



*Presented by the U.S. Department of the Interior,  
Office of Insular Affairs*





# A Message from Gale A. Norton

SECRETARY OF THE INTERIOR

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On behalf of the U.S. Department of the Interior, I am pleased to welcome members of the business community who are participating in the Department of the Interior's first Business Opportunities Mission to Palau, Guam, and the Commonwealth of the Northern Mariana Islands.

During this Administration, the Department of the Interior has made it a top priority to enhance business awareness of the excellent opportunities that exist in the U.S. affiliated insular areas. We hosted two successful conferences at which the insular areas promoted their business opportunities, including a gathering last year in Los Angeles that attracted over 1,000 participants. The President and I share a belief that a healthy and vibrant business community is the key to providing jobs and a good future for these islands.

I had the great pleasure of visiting Guam and Saipan last year, and wish I could return there with you. I have no doubt that you will return from this trip with a great appreciation for the natural beauty of the islands, the character and talent of their people, and the great opportunities that exist to do business there. I wish you the best of luck and great success.

Sincerely,

A handwritten signature in black ink that reads "Gale A. Norton". The signature is fluid and cursive, with the first name being the most prominent.

Gale A. Norton

# A Message from P. Lynn Scarlett

ASSISTANT SECRETARY OF THE INTERIOR – POLICY,  
MANAGEMENT AND BUDGET

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It is my sincere pleasure to greet my traveling companions on the first Business Opportunities Mission to Palau, Guam, and the Commonwealth of the Northern Mariana Islands. In the spirit of our journey, I bid you “Hafa Adai” (as they say in Guam and the Northern Mariana Islands) and “Alii” (as they say in Palau).

I know each of you share my enthusiasm for this effort to explore these legendary island communities that have for centuries been important links in the flow of trade between the West and Asia. Today, with the advent of electronic communications, international banking and reliable sea and air transportation between these islands and the United States, the possibilities for creative companies to establish successful businesses in the Western Pacific is better than ever before in history. In addition, a presence on these islands also gives you an invaluable proximity to countless other business opportunities in nearby Asia.

The Department of the Interior is pleased to be hosting this effort. The economic well-being of these communities is a high priority for our agency. As fellow Americans, we are equally interested in ensuring that the American business community continues to have a strong and successful presence in these islands. I wish each of you the best of success and again thank you for taking part in our trip.

Sincerely,

A handwritten signature in black ink, appearing to read 'P. Lynn Scarlett', with a long horizontal flourish extending to the right.

P. Lynn Scarlett

# Mission Statement

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## MISSION DESCRIPTION

Welcome to the Department of the Interior Business Opportunities Mission to Guam, the Commonwealth of the Northern Mariana Islands, and the Republic of Palau. The Mission follows the success of the Secretary of the Interior's 2004 Conference on Business Opportunities in the Islands, held in Los Angeles in September 2004. The Conference highlighted "win-win opportunities" that would bring economic benefits to both the islands and the mainland. Mission participants will now have the chance to explore some of these opportunities in person.

## COMMERCIAL SETTING

The Mission will travel to the two U.S.-flag territories of Guam and the Commonwealth of the Northern Mariana Islands, and to the Republic of Palau, an independent nation that enjoys a special relationship known as "free association" with the United States. Each jurisdiction offers a wide variety of opportunities. They are all located near fast-growing Asian tourism markets. The Northern Marianas recently received Approved Destination Status from the People's Republic of China, which could lead to a surge of tourism from the world's most populous nation. Guam, which is also a popular destination for Asian tourists, houses major military bases that offer excellent contracting opportunities. The new Babeldaob Road is nearing completion in the Republic of Palau, opening Palau's largest island to new tourism, manufacturing, and agricultural ventures. Palau's stunning scenery is currently being showcased for an international audience in the Survivor series, which is generating a great deal of interest from people who had not previously heard of the place. New ventures in infrastructure privatization, transportation, manufacturing, technology and financial services are being developed across the region.

## MISSION GOALS

The Mission is intended to allow for the exploration of business opportunities that will be mutually beneficial to the U.S. business community and to the islands. Businesses will benefit from the opportunity to expand into the islands, and the islands will benefit from increased private sector economic development. Mission participants will have the opportunity to conduct crucial due diligence on specific business opportunities—visiting sites, meeting with potential local partners and government officials, learning about potential sources of government and other financing. By facilitating these activities, the Mission will hopefully bring excellent "win-win" business opportunities closer to fruition.



# 2005 Business Opportunities

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# Mission *May 12–20, 2005*

*Led by* THE HONORABLE P. LYNN SCARLETT

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# AIR2WATER



## NAVY TUIASOSOPO

Air2Water, Vice President  
Aquatech Water Systems, CEO

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Navy A. Tuiasosopo serves as CEO for Aquatech Water Systems and the Vice President, Air2Water, LLC. He has a B.S. in Political Science/International Studies from Utah State University. Navy Tuiasosopo as an entrepreneur has enjoyed success in several fields that have varied from music, real estate and professional sports. For the last few years he has been working closely with Michael Klein, CEO of Air2Water, LLC on the development and market strategy of bringing the Air2Water technology to the masses. In his research of the water needs in the South Pacific he found that potable drinking water was a major problem facing many of the islands in the region. Increases in population, tourism, and trade as well as the rapid growth in commercial and industrial development has placed a tremendous amount of strain on overburdened water sources in many of these islands. Aquatech Water Systems, Inc. was created to meet these the water needs of these developing island nations. Aquatech Water Systems owns the exclusive rights to the license and distribution of all Air2Water technology in the South Pacific Territory.

## Company Profile

**Air2Water LLC** ([www.air2water.net](http://www.air2water.net)), headquartered in Beverly Hills, CA owns all of the patent rights pertaining to the Air2Water water generation machine, including four U.S. patents and one U.S. patent pending. Air2Water also hold patents in most industrialized nations of the world covered through PCT, European patents under the European Patent Treaty and patents in other individual countries. These patents are the foundation on which Air2Water has developed its business. Air2Water, LLC and Hyflux, Inc. ([www.hyflux.com](http://www.hyflux.com)) have entered into a joint venture for the manufacture and distribution of Air2Water, LLC water generation machines worldwide. The machines are currently manufactured in Singapore and China under license.

Air2Water holds the only patents on re-circulation of water derived from dehumidification. The Air2Water generation machine keeps water fresh by re-circulating water through a series of filters and bacteria killing ultraviolet light, ensuring that your drinking water is always pure and contaminant-free.

**Aquatech Water Systems, Inc.** is the company that owns the exclusive rights to the license & distribution of the Air2Water technology in the South Pacific. Aquatech Water Systems is headquartered in Pago Pago, American Samoa with offices in Los Angeles, CA and also offers desalination and cistern water systems that incorporate the Air2Water technology.

## Trade Mission Goals

- Introduce the Air2Water technology to the region.
- Visit and to witness firsthand the water needs of the region for potable purified drinking water.
- Utilize Aquatech Water Systems to provide solutions to the potable purified drinking water needs of each respective country thru the Air2Water technology, desalination, cistern or a combination of all three.
- Identify sources and/or individuals in the public and private sector that have the capacity and means to form a partnership for the exclusive license and distribution of the Air2Water technology.

Air2Water • 8730 Wilshire Blvd. • Beverly Hills, CA 90211

Phone: (310) 497-2779 • Fax: (310) 659-9444 • E-mail: [nptui@yahoo.com](mailto:nptui@yahoo.com)

# ARGOSY UNIVERSITY



CINDY LEE, MSW, LSW.  
Chair of Undergraduate and External Programs  
Argosy University/Hawaii (AUH)

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Since joining AU/H in 2002, Ms. Lee has had extensive involvement in developing and launching new programs. During her tenure she has been responsible for the development and administration of the School of Psychology and the School of Education Programs at both the masters and doctoral levels. Prior to joining AU/Hawaii, Cindy worked in the K-12 education setting as a social worker and counselor directing and coordinating school support services and networking with the community.

## Company Profile

Argosy University/Hawaii (AUH) has operated in Hawaii for over 20 years. AUH provides high quality, innovative educational programs for students and professionals training for careers in fields related to psychology and the behavioral sciences, education, and business. The school is part of Argosy University, Argosy Education Group and Education Management Corporation. The faculty, staff and students combine to create a collaborative learning environment that is student-focused and promotes students' personal development in the context of their professional development. The school's programs strive to prepare professionals to work with diverse, marginalized, and underserved populations. Being located in the richly diverse community of Hawai'i provides unique training that is responsive to social issues and human difference.

Argosy University/Hawaii is one of the 13 campuses that comprise the Argosy University System. The Argosy University System is a private higher education institution whose mission is to provide high-quality education in practitioner fields, employing delivery formats that provide access for students regardless of their geographical location. The 13 campuses that make up the university offers general education and professional programs at the undergraduate, graduate, and postgraduate levels within the behavioral sciences, business, education, information technology, and healthcare fields. These degree programs are designed to instill the knowledge and skills of professional practice as well as foster the values of higher education and social responsibility. In so doing, Argosy University strives to carry on the missions of its founding institutions, the American Schools of Professional Psychology, the University of Sarasota, and the Medical Institute of Minnesota.

## Trade Mission Goals

Given our campus mission to prepare professionals to work with diverse, marginalized, and underserved populations, and our experience as an institution located in the richly diverse community of Hawaii, we hope to collaborate and secure relationships with institutions and communities in Guam, CNMI, and Palau to better meet the unique higher educational needs of the Pacific Basin.

# BRIDGECREEK DEVELOPMENT INTERNATIONAL



**JOHN G. CARLSON**  
President  
Bridgecreek Development International

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John G. Carlson has more than thirty years of domestic and international experience, including positions with Fortune 500 corporations in the areas of management and administration, marketing and sales. For twenty of those years he has been involved in real estate development. In addition, while with Continental Airlines, he was very active for a period of time in Micronesia. Mr. Carlson served in the White House as Deputy Press Secretary to two Presidents of the United States. As an Army officer, he attended Ranger, Airborne & Jungle Schools.

## Company Profile

Bridgecreek Development is based in Huntington Beach, California, with offices also in Beijing & Guangzhou, China. During the past twenty-five years, Bridgecreek has developed a portfolio of properties in excess of \$420 million. Projects extend from California and Minnesota to China and Vietnam. Bridgecreek's founder was responsible for developing the famous "Little Saigon" shopping center in Orange County, California, which serves as the commercial center for the largest Vietnamese community outside of Vietnam.

## Trade Mission Goals

Bridgecreek is interested in looking at new business opportunities in the Islands where it can bring its capital and expertise to areas such as the development of housing, hotels, schools, airport facilities, hospitals, roads, etc.

# COMMON HERITAGE CORPORATION



**CHARLOTTE VICK**  
Chairman of the Board  
Common Heritage Corporation

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Ms. Vick has a diverse professional background in both the public and private sectors and serves CHC as Chairman of the Board. With extensive experience in economic planning and industrial development, she brings considerable knowledge of international business and trade. Active in the Pacific and Asia for nearly three decades, she maintains a strategic international network of business and government contacts.

Ms. Vick is senior vice president for International Marketing at Starr Seigle Communications in Honolulu. She has chaired the U.S. Department of Commerce's Hawai'i Pacific Export Council, served on the Department's National Export Council Steering Committee as a U.S. Western Region representative, and advised many government development programs. In her previous work with the Pacific International Center for High Technology Research, she worked specifically on the marketing of deep ocean water products. She understands first-hand how DOW systems will transform life in coastal communities.

## Company Profile

Common Heritage Corporation (CHC) is a Hawaii company that designs and implements projects that use cold deep ocean water (DOW) in innovative, environmentally friendly ways. CHC integrates DOW pipelines with technologies to produce pure fresh drinking water (Sky Water™), provide industrial scale cooling and air-conditioning, generate electric power, and enhance crop yields in arid coastal areas (ColdAg™). CHC was set up in 1991 to prove the feasibility of DOW technologies and has succeeded in doing so at the Keahole Point Ocean Technologies Park in Hawaii. CHC's chief scientist, Dr. John Craven, pioneered the deep ocean pipes at Kahole Point that make such technologies possible. CHC integrates its technologies in a tight package to suit customer needs and provide economies of scale from multiple uses of the deep ocean water and the pipelines that collect it.

## Trade Mission Goals

Common Heritage Corporation is seeking business opportunities to bring deep ocean water technologies to the western Pacific. Our research indicates that the Northern Marianas, Guam and Palau are ideally located adjacent steep seabed drop-offs that would enable economical access to deep water. This would enable CHC's technologies to operate at their maximum effectiveness. One example of an ideal business partner might be a resort developer that needs efficient access for air-conditioning, fresh water, power and landscaping. Our ColdAg™ process could provide plants for landscaping, fresh produce for restaurants, and even a ready supply of turf for a golf course.

# DIGITAL MEDIUMS LLC AND THE HIREZ NETWORK



**S. LUBUW FALANRUW**  
Chief Executive Officer and President  
Digital Mediums LLC, HiRez Network

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Lubuw Falanruw is a native of Guam and a graduate of the University of Hawaii. He is the CEO/President of two companies in Hawaii, Digital Mediums, LLC, and the HiRez Network. In the role of CEO and President, Mr. Falanruw provides overall leadership, overall marketing, strategic guidance, and operations oversight for both companies. Mr. Falanruw has been the recipient of many awards, to include the Hawaii Young Entrepreneur of the Year by the SBA for 2003 and the Hawaii Lieutenant Governor's Award as a top high technical leader in 2001. Under his leadership, Digital Mediums was recognized in 2004 as the second fastest growing company in Hawaii.

## Company Profile

Digital Mediums, LLC, is a web services and software development company that specializes in internet solutions, online marketing applications and interactive touch screens. It was founded in 2000 and its rapid success is due to the unique talent and understanding of Mr. Falanruw of emerging technology. Digital Mediums has over 75 clients which include Servco Hawaii for the Matrix and Scion websites, the Hawaii Convention Center, the Neil Blasidell Center, Pleasant Holidays, the National Marine Sanctuary, and Hanauma Bay Marine Education Centers. HiRez Network is a Travel and Activity Company that specializes in developing and selling point of sales systems to the travel and entertainment industry. Due to his expertise and experience in tourism and entertainment, Mr. Falanruw has grown the HiRez Network to include over 100 Hawaii-based activity and entertainment vendors that are electronically integrated to share information and reservations. The combined revenue for both companies was over \$1.5M in 2004.

## Trade Mission Goals

Digital Mediums and the HiRez Network are seeking new business opportunities in Guam, Palau, and the Northern Mariana Islands to expand the HiRez network to include additional local travel and entertainment vendors; and to enhance and expand the reach of the local jurisdictions to international tourism marketing and other business opportunities through the use of the internet, web services, and other related technology. Mr. Falanruw is a native of Yap and Guam and understands the local culture and business environment. He is aware of the critical role that improved technology and the internet could play in significantly improving the efficiency and effectiveness of local business operations as well as promoting enhanced exposure of the many capabilities and attractions provided by Guam, Palau, and the Northern Mariana Islands to the international tourist community. Mr. Falanruw is willing to partner with local companies and can provide the necessary technical expertise in both technology and the tourist industry that can provide major benefits to the local economy and the overall regions.

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HiRez Network • 737 Bishop Street • Honolulu, HI 96813  
Phone: (808) 538-3111 • Web site: [www.hireznetwork.com](http://www.hireznetwork.com)

# EXPRESS ELECTRONICS



**GERHARD "GARY" SWORD**  
Senior Vice President of Marketing  
Express Electronics

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Gerhard "Gary" Sword, who was born and raised in American Samoa, is the senior vice-president for Express Electronics (American Samoa). The company designs and builds software solutions for the Pacific islands.

Having spent fourteen years in the electric and water utility sector as a senior manager, Gary has built strong working relationships throughout the Pacific. He is currently conducting business in the Commonwealth of the Northern Mariana Islands, the Republic of Palau, the Republic of the Marshall Islands, the Kingdom of Tonga, Samoa and American Samoa. He is a leader in innovative software solutions for use in the Pacific region.

## Company Profile

Express Electronics, Inc., was founded in American Samoa in 2001. It has grown from a simple computer hardware supplier to a "design and build" software producing company with its products being utilized throughout the Pacific region. It is now looking to expand even further, perhaps into China and the Pacific Rim.

The company's simple formula for success is "partnering." So far it has developed partnership arrangements in the Commonwealth of the Northern Mariana Islands, the Republic of Palau, the Republic of the Marshall Islands, the Kingdom of Tonga, American Samoa and Samoa. The company encourages its partners to participate and assist in the development of its software, and it trains them to maintain the software. Further, it rewards those partners who help develop software by enabling them to share in the success and profits of the company.

## Trade Mission Goals

Gary Sword's goal in participating in the Mission is to identify partners in the Information Technology (IT) and communications arena.

# THE FLUOR CORPORATION



**JOHN SHINNICK**  
Director Business of Development  
Fluor Government Group

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John Shinnick is the Director for Business Development within the defense sector and the Navy Account Manager for the Fluor Government Group. His responsibilities include opportunity identification, assessment, teaming, proposal development, project financing, and client relations. He reports to the Vice President Corporate Strategy for the Fluor Government Group. Mr Shinnick is a retired Colonel, USMC, married with five children and eleven grandchildren.

## Company Profile

Fluor Corporation is one of the world's largest publicly owned engineering, procurement, construction, and maintenance services organizations. Over the past century, Fluor, through its operating subsidiaries, has become a trusted global business leader by providing exceptional expertise and technical knowledge across every phase of a project. Clients rely on Fluor to deliver world-class solutions that optimize their assets, improve their competitive position, and increase their long-term business success. Consistently rated as one of the world's safest contractors, Fluor's primary objective is to develop, execute, and maintain capital projects on schedule, within budget, and with operational excellence.

The individual and collective expertise of our international work force of more than 30,000 employees provides cost-effective, intelligent solutions in a timely manner. In addition to project offices, Fluor maintains a network of offices in more than 25 countries across 6 continents. Our outstanding dependability, expertise, and safety distinguish Fluor as the preeminent leader in the global building services marketplace. Fluor is a FORTUNE 500 company and ranked No. 2 in the Engineering & Construction category in *Fortune* Magazines' 2005 annual survey of *America's Most Admired Companies* and the 2005 *World's Most Admired Companies*. *Engineering News-Record (ENR)* magazine consistently ranks Fluor Corporation among the top three performing companies on "The Top 500 Design Firms" list and the "Top 100 Contractors by New Contracts" list. Fluor serves clients in a wide variety of traditional and evolving industries worldwide, including chemicals and petrochemicals; commercial and institutional; government projects; life sciences; manufacturing; microelectronics; mining; oil and gas; power; telecommunications; and transportation infrastructure.

## Trade Mission Goals

Fluor's objectives are to identify U.S. Air Force and U.S. Navy military construction projects on Guam. Specifically Fluor's interests are: U.S. Air Force construction projects; U.S. Navy construction projects; Guam-based local construction and specialty construction teaming partners; Air Force and Navy service contracts (Logistics, I.T., Telecom, and Operations & Maintenance).

# GLOBAL GENERAL TECHNOLOGIES



LARRY L. BALL, Ph.D.  
President and C.E.O  
Global General Technologies

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Mr. Ball is a graduate of the Air Force Academy and worked in technical intelligence while in the service, received masters' degrees in Management (U.S.C.), and Cybernetics (San Jose State), and his Ph.D. from Stanford. He has 35 years experience in large scale defense systems integration, and is currently the President and C.E.O of Global General Technologies Inc. (GGT) a publicly traded company involved in homeland security solutions. He has started two other companies in the past, written several technical reference books for McGraw-Hill, and taught at several universities. Mr. Ball's areas of expertise are video, telecommunications, and satellite systems.

## Company Profile

GGT is currently being registered for public trading as a fully reporting entity under SEC rules. This process is expected to be finished by May 15, 2005. GGT has several divisions, one of which has been a world leader in robotics for 26 years; another division has been involved in satellite communications with several FCC licenses for over 24 years. Finally, GGT's construction division provides wireless towers and cabling along with facilities and peripheral capabilities.

## Trade Mission Goals

GGT's goals are to establish business relationships with governments and U.S. Government agencies in the area of homeland security initiatives such as harbor security and infrastructure security.

# HILTON INTERNATIONAL



## PAUL HARVEY

Vice President

Japan & Micronesia – Hilton International

Paul Harvey is a Vice President with Hilton International, based in Tokyo and responsible for existing hotels within the region, as well as new project development. A native of the United Kingdom, Paul is a qualified accountant and has over 20 years experience in the hotel sector with Forte, Meridien, and Hilton. After many years as a finance specialist within the industry, in 2001 Paul became Managing Director of LivingWell the Health & Fitness subsidiary of Hilton Group. In April 2004 he moved into his present role.

## Company Profile

Hilton Group is a leader in the leisure sector, with interests in hotels, health clubs, and a range of UK regulated betting and gaming services. It owns a portfolio of world-class brands including Hilton, the world's most famous hotel chain and Ladbrokes, the world's biggest bookmaker.

Hilton International (HI), an operating division of the Hilton Group, owns the rights to the Hilton brand name throughout the world, with the exception of the USA. HI operates 403 hotels, with some 261 branded Hilton, 47 of which under the Hilton Worldwide Resorts, plus 142 under the mid-market Scandic brand. Under a joint venture agreement, Hilton International and the North American based Hilton Hotels Corporation (HHC) share responsibility for the Conrad brand, which includes 17 hotels in 13 countries. Hilton International Grand Vacations Company presently operates four resorts in Scotland and Egypt, comprising 271 timeownership units. A global marketing alliance between Hilton International and Hilton Hotels Corporation extends the number of hotels operated by both companies worldwide to over 2,500 over 500 of which are branded Hilton.

## Trade Mission Goals

Hilton International is seeking hotel management and operation opportunities, and is interested in establishing contact with investment and development partners. Traditionally known for City Centre hotels, Hilton International has increasingly become a resort operator. Indeed by the end of 2005 one in three Hilton operations within Asia Pacific will be in a resort environment. The Hilton Guam Resort and Spa provides existing representation within Micronesia.

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# L & L FINANCIAL HOLDINGS CORPORATION



**DICKSON LEE**  
CEO and Founder  
L & L Financial Holdings Corporation

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Mr. Dickson Lee is a CPA (New York), a Securities Principal (NASD Broker Dealer), and judicial member of Hong Kong Securities Insider Dealing Tribunal. Mr. Lee is the founder and CEO of L & L Financial Holdings, Inc. and the Company has been successfully operated since 1995. He also served as a Director of Pacifica Bank in Seattle, associated with Peat Marwick & Mitchell (KPMG) in its New York office and NYNEX (now the Verizon) in New York and Hong Kong in the 80's and 90's. He earned an MBA from Dalhousie University in 1975. He is a US citizen, speaks three languages and shuttles among Seattle, Hong Kong and China.

## Company Profile

L & L is a niche financial investment company incorporated in Nevada, with its head office located in Seattle, Washington State. In 1995 the Company started its investment business in Hong Kong with a focus on the Pacific Rim, including China. Through its operations in Seattle, Shenzhen and Hong Kong, L & L has invested resources in identifying and quantifying business opportunities in an effort to capitalize on the continuous economic growth in the Pacific Region. L & L has been a US SEC reporting company since November 2001, currently with assets of over \$20 million.

## Trade Mission Goals

The objective of the Company is to successfully acquire, turn around, and operate businesses in the manufacturing sector in the Pacific Region, including China, to achieve and accelerate growth as well as rate of return.

L & L Financial Holdings, Inc. • Seattle • Hong Kong • Beijing • Shenzhen  
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# NEKTON DIVING CRUISES, LLC



## JOHN D. DIXON

Founder, Chief Executive Officer and President  
Nekton Diving Cruises, LLC

John D. Dixon is the son of a career US Marine Corps officer and as a result spent his childhood living three years at a time in many wonderful places throughout the United States including Hawaii, San Diego, North Carolina, Virginia and Massachusetts. He graduated from Camp Lejeune High School in North Carolina earning a NROTC Scholarship for college. He received a baccalaureate degree in Ocean Engineering (BSOE) from the Florida Institute of Technology and a graduate degree in Business (MBA) from Florida Atlantic University. During high school, Mr. Dixon worked construction as a masonry laborer, scaffold crew and warehouse manager. In college, Mr. Dixon worked a variety of jobs including short order line cook, marina dockmaster, beach lifeguard and an internship with IBM as a salesperson.

After college, Mr. Dixon worked as a naval architect and marine engineer for the shipyard division of Tracor Marine in Fort Lauderdale, Florida earning his Florida Professional Engineer license in 1989. Mr. Dixon has been active with the Society of Naval Architects and Marine Engineers including duty as the Chairmen of the Southeast US Section. For Dixon's first SWATH live-aboard, the *Nekton Pilot*, *BusinessWeek* Magazine bestowed the title of "Best New Product of 1994" and *Popular Mechanics* awarded the prestigious "1994 Design & Engineering Award." Mr. Dixon has also earned accreditation as a Florida Unlimited Licensed Electrical and General Contractor, 1,900 hour FAA Instrument Rated Private Pilot and PADI Master Scuba Instructor.

## Company Profile

Mr. Dixon started Nekton ([www.nektoncruises.com](http://www.nektoncruises.com)) in 1989 utilizing a unique marine technology developed by the US Navy which greatly reduces the motion of ships. Nekton Diving Cruises, LLC's competitive advantage is the Small Water-plane Area Twin Hull (SWATH) design which provides sea-sick free cruising for scuba divers and snorkelers. Mr. Dixon holds two patents for the technology applied to small vessels catering to scuba divers. The Nekton vessels are 34 passenger ships meeting the strictest of international standards and operating in the most environmentally conscious manner including installation of more than 300 Environmental Reef Moorings. Nekton started, built and owns Gulf County Shipbuilding, Inc. ([www.gcship.com](http://www.gcship.com)), a 25 acre shipyard in Florida designed for the construction of the rapidly expanding Nekton fleet.

## Trade Mission Goals

Nekton Diving Cruises, LLC has a growing clientele of faithful customers who have tremendous affinity for the Nekton SWATH Vessels but are longing for new destinations to visit. The result is that Nekton is always seeking new areas in which to place into operation new SWATH ships for live-aboard scuba and snorkel cruises. Nekton has more than eight different Caribbean locations but has yet to locate a SWATH live-aboard dive vessel in the Pacific.



# PLEASANT CARE CORPORATION



## SEDY DEMESA

Executive Vice President  
Pleasant Care Corporation

Named as one of America's Who's Who in Medicine and Healthcare for 2004, Filipino-American Sedy Demesa is the Executive Vice President of California-based Pleasant Care Corporation, PCC, a major player in America's healthcare/skilled nursing facility industry. As executive vice president of PCC, Ms. Demesa is in charge of strategic planning. She holds a Master's Degree in Public Administration, a Master's Degree in Psychology and a Bachelor's Degree in Medical Technology all from the University of Santo Tomas. She also holds an Associate Degree in Nursing Home Administration from the McClellan Community College in Texas. In 2004, she was named one of the Most Outstanding Filipinos in the USA and was bestowed the Most Outstanding Jaycee Member achievement award for her involvement in the "Project International Collage," which was sponsored by the Embassies and Consular Offices of Japan, Korea, China, Indonesia, Thailand, Singapore, Malaysia, and the Philippines.

## Company Profile

Pleasant Care Corporation is one of America's largest privately-owned skilled nursing facility operators. It owns and manages nearly 50 convalescent hospitals and nursing homes throughout California and Nevada. Pleasant Care is home to about 5,000 employees who provide skilled nursing care to more than 6,000 patients. Based in La Canada, CA with a regional office in Stockton, CA, the company generates a gross annual income of \$214 million.

## Trade Mission Goals

In line with the company's commitment to meeting the needs of the communities it serves, Pleasant Care Corporation seeks business opportunities in the Pacific Islands of Palau, Guam and the Northern Marianas in areas of healthcare and education.

Pleasant Care eyes the expansion of its skilled nursing facility operations to the Pacific as well as the establishment of other healthcare-related businesses such as hemodialysis centers and pharmacies. The company sees the need for additional hemodialysis centers because of the high incidence of diabetes and the limited number of local facilities. Pleasant Care also sees an opportunity in the pharmaceutical industry because of the high cost of medicine in the islands.

Pleasant Care, which successfully combined clinical expertise and resources in its years of operations throughout California and Nevada, is committed to bringing healthcare within the financial reach of everyone by providing people in the community an alternative source of healthcare services.

Pleasant Care wants to partner with educators, particularly in the area of nursing and healthcare as part of its efforts to meet the demand for such professionals both in the islands and in the Mainland United States.

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# UNIFIED WESTERN GROCERS, INC.



LINDA L. AWANA  
International Manager  
Unified Western Grocers, Inc.

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Linda Awana joined, then Certified Grocers of California Inc., in 1979 in the International Division and has held many positions within the organization from Office Supervisor to Operations Manager and has been the General Manager of Unified International, a subsidiary of Unified Western Grocers, Inc., since 2000. She attended the University of Wisconsin majoring in Business Administration and has continued her education in International Banking and Transportation. In 2004 she was one of 12 women in the Los Angeles area to be awarded the Women at Work Medal of Excellence.

## Company Profile

Unified Western Grocers, Inc., with headquarters based in Commerce, California is a retailer-owned, grocery wholesale cooperative serving supermarket operators located primarily in the western United States and the South Pacific. The customers range in size from single store operators to multiple store chains. The Company sells a wide variety of products typically found in supermarkets, including a broad range of branded and private label products (Western Family, Springfield and Special Value) in nearly all food categories including dry grocery, frozen food, deli, meat, dairy, eggs, produce, bakery, gourmet specialty foods and general merchandise products. Unified supplies more than 70,000 national brand items and currently offers over 3,900 private brand products. The Company operates over 3.5 million square feet of warehouse and manufacturing space throughout its marketing area and is well positioned to service the needs of retail and wholesale operations in the Pacific Islands.

## Trade Mission Goals

Unified Western Grocers, Inc. is seeking new business opportunities in the Pacific Islands. Through a broad variety of national brands and private label programs, Unified offers "one-stop-shopping" convenience, product quality, reliability and operational efficiency—not to mention unmatched product pricing and excellence in customer service.

# USC MARSHALL SCHOOL OF BUSINESS



## JACK LEWIS

Associate Dean for International MBA Programs and Co-Director of Center for Global Business Excellence (C-Globe)

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Jack Lewis is Associate Dean for the International Business Education and Research (IBEAR) MBA Program and the Global Executive MBA in Shanghai in the Marshall School of Business at the University of Southern California. He is also co-director of the Center for Global Business Excellence (C-Globe). He joined USC in 1984. His teaching focuses on business groups, business and politics, and effective business communication in Asia. Since 1981, Jack has designed and managed over 130 international management programs. Before joining the USC, Jack served as Assistant Director of International and Pacific Rim Programs in the Executive Development Center at the University of Illinois at Urbana-Champaign and as a faculty member in the Department of Political Science and East Asia Studies Center. Jack received his Ph.D. in comparative politics from Stanford University.

## Company Profile

For over 80 years, USC's Marshall School of Business has provided world-class research and scholarship, preparing students for the future of business. Both *U.S. News & World Report* and *BusinessWeek* rank Marshall's programs among the top 30. The school focuses on a core set of skills and on strengthening its position as a global center of business education and research at the graduate, undergraduate and executive levels. A new addition to the USC Marshall School of Business, C-Globe sponsors research by faculty, students and industry leaders studying the global economy, coordinates foreign student exchange programs, and acts as a clearinghouse for internships, grant proposals and employment opportunities. C-Globe also collaborates with existing programs at USC to offer executive education degrees abroad and design research programs for multinational corporations, small and medium-size growth companies and even governments. The Marshall IBEAR MBA Program, established in 1978, is a unique one-year, mid-career international MBA, which emphasizes business in and between North America, Latin America and Asia. C-Globe's Executive Program is the foremost university-based provider of Asia and Latin American focused executive education in North America. Since 1995, it has served nearly 6,000 participants.

## Trade Mission Goals

The Marshall School is placing more emphasis on executive education programs and the Islands may fit into its future planning. During USC's Asia Alumni Conference in Seoul last October, a number of prominent alumni expressed interest in the Pacific Islands. A USC executive education program on any one of the islands would be of interest; Island participation in future USC Asia Conferences may help attract investment; and USC may help spread the word about investment opportunities in the islands.

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