

# andreadean



## Professional Experience

---

### **Sustainable Initiatives LLC, 2005 – Present**

#### **Owner**

Sustainable Initiatives partners with communities, businesses and non-profits on initiatives that enhance island economy, environment and community. Sustainable Initiatives works on a broad range of projects including: community education initiatives, feasibility studies, project management, grant management, new media and traditional media communications. Sustainable Initiatives has an emphasis on projects that support the creation of a local, sustainable food system in Hawai'i. Andrea Dean is also a writer, speaker, blogger, twitterer and occasional performance artist with an emphasis on telling Hawaii's sustainability stories.

#### **Recent Projects:**

#### **North Kohala Eat Locally Grown Campaign Project Organizer, July 2010- Present**

A project designed to help meet the North Kohala community goal of “producing 50% of the food it consumes” by: Increasing consumer awareness and increasing the market for locally grown food; Creating and strengthening connections between farmers and buyers; Building the capacity of the community to meet this challenge. This project grew out of the North Kohala Food Forum (see below). More at [eatlocalhi.org](http://eatlocalhi.org).

- Project design, fundraising and management.
- Execution of "eat locally grown" community education campaign which included local and statewide community outreach in partnership with a statewide eat local challenge and production of 13 local workshops and events.
- Coordination of community capacity building workshop attended by 33 community leaders.

A project of the North Kohala Community Resource Center, funded by Kaiser Permanente, County of Hawaii Office of Research & Development and USDA Farm Services Agency.

#### **Ho'oulu ka 'Ulu- Revitalizing Breadfruit in Hawaii Project Co-Director, August 2010- Present**

A project to revitalize breadfruit as an attractive, delicious, nutritious, abundant, affordable, and culturally appropriate food that addresses Hawaii's food security needs. The project steering committee is comprised of 25 key stakeholders representing 16 Hawai'i nonprofit, university, and

P.O Box 1088 • Kapa'au Hawaii • 96755 • 808-960-3727  
[www.andreadean.com](http://www.andreadean.com) • [andrea@andreadean.com](mailto:andrea@andreadean.com)

government organizations, who have identified 19 distinct, but related projects to revitalize breadfruit in Hawaii. More at [breadfruit.info](http://breadfruit.info).

- All tasks conducted in partnership with Co-Organizers Craig Elevitch and Diane Ragone:
  - Interviews with planning committee members and authoring of action planning document.
  - Facilitation of project planning meeting.
  - Grant writing.
  - Project development and management.

A project of the Hawaii Homegrown Food Network and the Breadfruit Institute of the National Tropical Botanical Garden, supported by multiple funders including the Ulupono Initiative and Hawaii Tourism Authority Living Hawaiian Culture Program.

### **My Experiments with Food Truth- 60 Days of Eating Locally Grown Project Organizer, September – October, 2010**

A very public personal experiment in eating only Hawaii grown foods for 60 days to raise awareness about the accessibility and benefits of locally grown foods and with the goal of engaging the community in the North Kohala Eat Locally Grown Campaign and the statewide Kanu Hawaii Eat Local Challenge. Project highlights included:

- Multi media blog posts at [andreadean.com/blog](http://andreadean.com/blog) and [kanuhawaii.com](http://kanuhawaii.com) for 30 days
- Social media: Facebook on multiple sites, Twitter @andreadeangreen using #eatlocalhi for the statewide campaign and YouTube.
- Electronic newsletter distribution through Sustainable Initiatives and Hawaii Homegrown Food Network.
- Interviews with farmers and food producers, and posting of resources.
- Cover story in Honolulu based Eco.Local magazine.

### **BALLE (Business Alliance for Local Living Economies)- Building our Capacity and Creating Connections to Build a Local, Green, Economy Project Organizer, Begins January 2011**

A project to build the foundation for the development of a vibrant, local, sustainable economy on Hawaii Island. Beginning in January 2011, this project will identify needs and facilitate connections between businesses and organizations identified in the Island of Hawaii Green Economy Report that are working in the Renewable Energy and Sustainable Agriculture sectors. The project will facilitate a steering committee to design a comprehensive “Buy Local” campaign that reaches across all sectors.

- Project design, fundraising and management.
- Business and community outreach and capacity building.
- Facilitation of process to design an island-wide “Buy Local” campaign.

A project of Sustain Hawaii, funded by the County of Hawaii, Office of Research & Development.

P.O Box 1088 • Kapa’au Hawaii • 96755 • 808-960-3727  
[www.andreadean.com](http://www.andreadean.com) • [andrea@andreadean.com](mailto:andrea@andreadean.com)

**Volcano Island Honey Company, LLC**  
**Contracted for Multiple Projects, 2006 - Present**

Multiple projects for this "triple bottom line" company, including:

Organic Varroa Management & Beekeeper Education in Hawaii

- Writing and Management of Western Sustainable Agriculture Research & Education (WSARE) grant for on-farm research and education about organic management of varroa.
- Assist in development and publication of educational materials.
- Community outreach.

Organic Certification

- Completion of application and documentation for organic certification.

New Media and Social Media

- Creation, set-up, content development and maintenance of Blog, Facebook and Twitter accounts.
- Creation, content development and tracking of Email Newsletter.
- Press Release creation and distribution.

Organic Wax Foundation Project

- Securing and Management of Western Sustainable Agriculture Research & Education (WSARE) grant for making and testing of organic beeswax foundation for beehives.
- Assist in development and publication of educational materials.
- Community outreach.

The Natural Step Workshop

- Facilitation of a sustainability strategic planning workshop based on The Natural Step Framework.

Varroa Mite Project

- Research on the varroa mite and education of company employees on the threat and ways to address it.

Research and consultation on a possible conservation purchase of a 500 acre 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.

**Natural Farming in Hawaii- Planning Meeting**  
**Meeting Facilitator, December 2010**

- Pre-meeting interviews with planning committee members.
- Preparation of planning document.
- Facilitation of planning meeting.

A project of Ka Hana No'eau.

**The Kohala Center**  
**Contracted for Feasibility Analysis, January 2010- Present**

- Preparation of a Feasibility Analysis for a proposed project.
- Currently under contract to prepare a proposal in response to an RFP for the same project.

**North Kohala Food Forum**  
**Co-Coordinator and Co-Facilitator, August 2009**

In August 2009, the North Kohala Food Forum convened over 200 community members involved in the producing, buying, selling, and distributing food in North Kohala for a community conversation on producing more of our food locally. Prior to the conference, the Food Forum conducted a Community Food Survey and published the results. The goals of the food forum were to: Share information by providing a forum for communication between the many food self-sufficiency projects, businesses, organizations, and interested parties in North Kohala; Allow synergistic partnerships to form, so as to not duplicate efforts and to increase community buy-in and support of existing efforts; Identify the key barriers to local food production and working together; Glean insight as to what the public is thinking about local food self-sufficiency; Begin to get a “lay of the land” with regards to who is doing what and why; Begin to track progress towards food self-sufficiency, but not to impose a plan.

- All tasks conducted in partnership with Bob Martin, Co-Coordinator and Co-Facilitator:
  - Analyzing the results of participant surveys and making recommendations to the committee for process at the Food Forum event.
  - Collating the results of participant surveys in way that communicates the barriers and opportunities to the public and other participants.
  - Creating an on-line forum and resource.
  - Facilitating the Food Forum event.
  - Gleaning results of the day and next steps and communicating to the participants, committee and community.

A project of the North Kohala Community Resource Center funded by the County of Hawaii, Office of Research & Development, Ulupono Initiative, Ho‘ea Agriculture Park and community members.

**Varroa Mite Steering Committee**  
**Facilitator and Coordinator, June – September 2009**

Facilitator and Coordinator for the Varroa Mite Steering Committee, a multi-stakeholder group of beekeepers, government, academia, and agricultural interests that has formed to help address the imminent threat of the varroa mite to the honey, queen production and agricultural industries.

- Facilitation and coordination of meetings including pre and post communications.
- Receiving, coordinating and disseminating communications from and to stakeholders, researchers and funders.
- Creation of website for communications and permanent record.
- Drafting of reports as necessary for fiscal sponsor and committee.

Funded by steering committee members and administered by The Kohala Center.

P.O Box 1088 • Kapa‘au Hawaii • 96755 • 808-960-3727  
[www.andreadean.com](http://www.andreadean.com) • [andrea@andreadean.com](mailto:andrea@andreadean.com)

**Avocado Oil Mill Research for Michael Krones  
Contracted for Research and Report, March – September 2009**

- Research the process for processing avocados for oil, guacamole, and secondary market products.
- Identify machinery, sources of machinery and cost of machinery for extracting avocado oil.
- Completion of a preliminary report on avocado processing for oil

**Waimea CDP Committee, on behalf of the Waimea Community Association  
Contracted for Community Education, 2007**

- Writing, editing, production and distribution of a quarterly newsletter aimed at informing and engaging the Waimea community in the Community Development Planning process. Distributed to approximately 6,000 community members quarterly.
- Grant writing and reporting.

Funded by the County of Hawaii and administered by The Kohala Center.

**Kona Earth Festival  
Project Manager, February – May 2007**

Contracted by the Institute for a Sustainable Future as Project Manager for the Kona Earth Festival, a week long roster of events around earth day focused on environmental education and action.

- Production of newspaper, radio, website, poster and press release content to publicize 16 different eco-events under the Kona Earth Festival Banner.
- Production of two unique events - Earth Mother's Day and the Beyond Oil Film Series.
- Worked with many community partners and businesses including: the Kona-Kohala Chamber of Commerce, TREE Center Hawaii, Aloha Performing Arts Center, Kona Soil & Water Conservation District, Waste Stream Kohala, West Hawaii Veterans' Cemetery Development and Expansion Association, Friends of NELHA, Provision Technologies, Inc., Jack's Diving Locker, Kawanui Farm and Recycle Hawaii.

**Hawaii Island Economic Development Board  
Project Manager, October 2005 – January 2007**

Contracted as an independent Project Manager for three projects for this non-profit organization.

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.

P.O Box 1088 • Kapa'au Hawaii • 96755 • 808-960-3727  
[www.andreadean.com](http://www.andreadean.com) • [andrea@andreadean.com](mailto:andrea@andreadean.com)

### 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.

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

#### **Business and Sustainability Manager**

- 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.

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

#### **Box Office Manager**

- 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.

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

#### **Program Coordinator**

- 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

P.O Box 1088 • Kapa'au Hawaii • 96755 • 808-960-3727  
[www.andreadean.com](http://www.andreadean.com) • [andrea@andreadean.com](mailto:andrea@andreadean.com)

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

### **Program Manager**

- 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

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

### **Business Consultant**

- Profit/cost analysis, feasibility studies, research and reports, database design and implementation, accounts/payable receivable administration for 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

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

### **President**

- 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

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

### **Project Manager**

- 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

P.O Box 1088 • Kapa'au Hawaii • 96755 • 808-960-3727  
[www.andreadean.com](http://www.andreadean.com) • [andrea@andreadean.com](mailto:andrea@andreadean.com)

## Published Writing, Multi-Media Communications and Presentations

---

### Published Writing:

- “Community Sharing, Local Style” *Ke Ola Magazine*, January/February 2011
- “Who Is That Woman Behind the Green Cape?” *Ke Ola Magazine*, March/April 2010
- “Used Veggie Oil Fuels Creativity” *Innov8, go! Inflight Magazine*, January/February 2010
- “Used Veggie Oil Fuels Fabulous Glass Art” *Ke Ola Magazine*, March/April 2010
- “The "Cool Factor" Bonds Youth and Farming” *Ke Ola Magazine*, November/December 2009
- “Big Vision for the Big Island - Step by Natural Step” *Innov8, go! Inflight Magazine*, Nov/Dec 2009
- “Kohala Nui” *Honolulu Weekly*, March 11, 2009
- “The Art of Eating Locally Grown” *Big Island Travel & Lifestyle*, May 2008
- “The World’s Oldest Profession” *Hawaii Island Journal*, October 20, 2007
- “Beyond SPAMonomics” *Hawaii Island Journal*, September 9, 2007
- “Real Local Grinds” *Hawaii Island Journal*, December 2, 2006

### Multi-Media Communication:

**Blog:** *Sustainable Initiatives 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.

**Featured Blogger on FBIblogs.com**

**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](https://twitter.com/andreadeangreen)

**YouTube:** @ [andreaswandean](https://www.youtube.com/user/andreaswandean)

### Presentations:

- Kona-Kohala Chamber of Commerce- Kuleana Green Business Conference
- Chamber of Commerce of Hawaii, Sustainability for Business Forum
- Net Impact- University of Hawaii, Shidler College of Business
- Rotary Club of Waimea
- Kohala Trash Bash
- Waimea Middle School
- Kona-Kohala Chamber of Commerce- Environmental Conference

P.O Box 1088 • Kapa’au Hawaii • 96755 • 808-960-3727  
[www.andreadean.com](http://www.andreadean.com) • [andrea@andreadean.com](mailto:andrea@andreadean.com)

- Chamber of Commerce of Hawaii Environmental Forum
- Hawaii Island Food Summit
- The Greatest Show Off Earth
- Hawaii Preparatory Academy- Student Congress on Sustainability

## Education

---

### **Master of Business Administration**

University of Hawaii at Manoa, Hawaii, 1996

### **Bachelor of Business Administration**

Roanoke College, Virginia, 1987

## Misc...

---

- Hawaii Homegrown Food Network, Board Member
- The National League of American Pen Women, Member
- Slow Food Hawaii, Member
- Ulumau- The Hawaiian Leadership Series, Alumni
- Certification courses in: Permaculture and Life and Business Coaching.
- *WomenRule!*: One of 80 women leaders chosen from thousands of women nationwide to participate in the *WomenRule!* training sponsored by *O! The Oprah Magazine* and the White House Project.
  
- Hobbies: Swimming, running, dancing, devotional chanting, reading.