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Cover Letter

March 30, 2014

Aloha,

Thank you for reviewing the enclosed résumé and supporting information.

I have been described by former supervisors as a “Swiss Army Knife” of communications. I am an award-winning, multiple-media journalist, able to communicate in nearly any medium, using nearly any tool available. I am a writer, editor, photographer, videographer, publisher, print producer, graphic artist, and webmaster. I have done radio/audio work and have some experience with video editing and production. I have been an advertising agency production manager. I have helped launch several major startups, many of which are still operating today.

I possess an extensive background in the print production, design, advertising and publishing industries. I have worked in many positions, both line and management, in various legs of the communications industry since 1976. I have a experience in managing creative teams and assuring the quality their productions. I am familiar with the principles of project management and quality control. I have been an early-adopter in the social media revolution since its first days. I am often sought after as an event photographer by Hawaiian organizations. I am known for capturing sthe “essence” of an event and its participants.

In addition, I have taught technology classes to middle school and high school students at Kamehameha Schools; junior and senior college journalism students at the University of Hawai‘i at Mānoa School of Communications; and quarterly adult education classes on making web pages for the University of Hawai‘i at Mānoa Outreach College from 1997 through 2009.

I have managed web servers since 1995 at Starr Seigle McCombs Advertising; then starbulletin.com in 1996; at Kamehameha Schools as Education Webmaster; and as Webmaster for the Office of Hawaiian Affairs. From 2003 through 2010, I managed a web server out of my home. In 2010, I transitioned all my hosting services to GoDaddy.com Linux-based servers. I have installed, configured and run dozens of PHP/MySQL scripts to run on all of these servers. The Unix/Linux/Mac OS X machines have all run some flavor of Apache/MySQL/PHP.

I have launched and concurrently maintain hundreds of local websites. I more recently began to specialize in Wordpress as a content management system (CMS). I have launched and currently maintain nearly 100 Wordpress websites.

On startup and consulting projects, I am valued for breadth of knowledge. I can perform nearly any function on any operations team. My value lies in being able to rapidly recognize and respond to problems, as they arise, contributing to the overall success of the project.

In addition to my career in communications, I also spent four years in the U.S. Navy during the Vietnam War era as a Submarine Sonar Technician and Surface Sonar Technician. Anyone who serves on a submarine must learn to do every job on the boat, and may be called to duty at any position in an emergency situation. This is where I trace the roots of the “Swiss Army Knife” analogy mentioned earlier.

While I am widely recognized as and have been a Hawai‘i webmaster since the earliest days of the profession, that is only one facet of my work skills portfolio. I would be very interested in a position which utilized all or many of the communications skills derived from over 35 years in the communications arena.

Mahalo nui for your consideration.

Aloha,

A handwritten signature in blue ink, appearing to read 'Blaine Fergerstrom'.

Blaine Fergerstrom





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Résumé

Who is Blaine Fergerstrom?

I am an award-winning multiple-media journalist. I have been a web designer and producer since 1994, including eight years of daily online newspaper design and production and four years of education technology, digital media support. I am a graphic designer and print production specialist dating to 1976. I am a photographer, videographer, and video editor. I write and edit for multiple media. I have extensive experience in photo-typesetting systems, Macintosh pre-press production, Macintosh Internet applications and servers.

I am knowledgeable in design and production for the Internet and high-end print. I have extensive experience managing creative teams. My tools for print and Web include: Quark XPress, InDesign, Photoshop, FreeHand, Dreamweaver, FileMaker, FTP, mail server and mailing list software, MS Office, iMovie, GarageBand, and Final Cut Pro. I have experience with AfterEffects and the Avid Video Composer. I manage Apple file and Web servers, Apple system software and networking. I am familiar with Apache, PHP, MySQL, PERL and other Internet applications. I concurrently manage dozens of websites for myriad organizations, statewide.

Experience

Department of Hawaiian Home Lands

— May 2011 to present

*Community Development, Journalist, Webmaster
 Acting Public Information Officer*

Information and Community Relations Office. Responsible for designing, producing and updating website. I also produce printed materials, newsletters, advertising, provide photography, video, audio and event production services. I designed and produced their 2012 annual report. Acting PIO 2013.

ZZ-Type – Since 1988

*Web designer, graphic artist, photographer, videographer,
 Macintosh consultant*

My production and consulting company. I have worked freelance for graphic design firms, book publishers, public relations firms and advertising agencies as well as a private client base. Some of the more notable projects I have been involved with include: *Matra/Group One* Honolulu mass transit proposal team. Typographic production for “*Discovery, The Hawaiian Odyssey*,” a coffee table book on canoe voyaging. Liberty House November 1992 *Home Sale* color catalog. Mauna Lani Resort’s 20-page *View* magazine for Starr Seigle. ∞ I also host multiple web sites for clients on my own web servers and Internet feed (since 2003).

Office of Hawaiian Affairs

— Oct. 2007–Feb. 2010

*Acting Public Information Officer (2009)
 Webmaster, Media Production Specialist*

I managed the OHA Public Information Office and a staff of 7 from Aug. through Nov. 2009. In addition to running all aspects of www.oha.org, I was a journalist and staff photographer for OHA’s *Ka Wai Ola* newspaper. I managed all display and classified

advertising for *KWO* and worked in various capacities on OHA’s radio, television and PR productions.

University of Hawai’i at Manoa

— Spring 2009 semester

Instructor, Online Journalism

Assisted Profs. Ann Auman and Kevin Kawamoto in teaching the online journalism component to their J402 and J302 classes.

Honolulu Star-Bulletin

— Oct. 24, 2005–Oct. 2007

Webmaster, starbulletin.com

I was invited to return to my former management position at the Honolulu Star-Bulletin.

Kamehameha Schools

— Oct. 22, 2001–Oct. 19, 2005

Education Webmaster

As IT staff, I implemented web servers and services dedicated to education users for this private K-12 school. My responsibilities centered around system administration and account management for faculty and administration, programming, analysis, consulting and operations support. ∞ I mentored middle and high school students via the Kamehameha CyberWarriors club. ∞ I also provided education technology, photography and video support to staff, as requested.

University of Hawaii Outreach College, Pacific New Media

— Spring 1997–Dec. 2009

Instructor, Create Your First Web Page

I teach a four-hour adult education class several times a year on how to make and post your first web page. Class evaluation ratings are almost unanimously excellent.

Honolulu Star-Bulletin

— Mar. 4, 1996–Oct. 19, 2001

Webmaster, starbulletin.com

I joined this daily newspaper and rolled out a daily online newspaper two weeks later. It has been online since. I produced thousands of complete online editions. I also occasionally wrote and edited newspaper articles and headlines, took photographs and shot video to accompany newspaper articles. Managed all aspects of the web site and team.

Milici Valenti Ng Pack Advertising

— Sep. 1995–Mar. 1996

Multimedia production manager; system support

Produced multimedia slide shows, web sites, did occasional print production and consulting and managed the Macintosh network, including installing ethernet networking, router, file server and staff email.

Starr Seigle McCombs Advertising

— Jan. 1992–Sep. 1995

Manager of production art; system manager

I converted an existing production crew from traditional graphic production to electronic production including page layout, logo illustration, scanned halftones and color separations, inside of one year. I set up the Macintosh software, networking, electronic mail, document storage,

backup and retrieval systems. ∞ I supervised the production crew in day-to-day operations and oversaw the production of all ads and collateral pieces for the production managers and art directors. I also did some video production on the in-house Avid system. ∞ I was a principal in the startup of their Internet division, *Starrtech.com*. I designed and produced Web sites and servers for agency clients during this period including *princeville.com*, Hawaii’s second commercial Web site.

Honolulu Weekly

— Jul. – Dec. 1991

Freelance graphic artist, Macintosh consultant

I consulted this startup weekly tabloid newspaper on full electronic production; specified and installed the equipment and produced every weekly 12-16-page edition (single-handedly) for the first six months of its operation. This was the first all-digital, direct-to-negative newspaper in Hawaii. We took the paper from bare walls to regular publication in two weeks, flat.

Sellers Advertising, Inc. – 1990

Production manager, system manager

Oversaw art directors and production crew in print matters. Produced printing estimates, tracked jobs and coordinated complex print projects from concept through completion. Did press checks to insure quality. Managed the Macintosh network.

Castle Medical Center Print Shop

— 1988–1989

Consulted, installed and implemented a Macintosh production system for this major medical center. Produced hospital forms and hospital collateral materials for the print shop and for the Public Relations department.

Honblue — 1986–1988

Set up Honblue’s first typesetting department. Consulted, selected, installed and ran their original Compugraphic Integrator 9600 typesetting system. Set up pricing structures and operating procedures. Company now called Electric Pencil.

Fergerstrom & Co. – 1981–1986

Owened this graphic design, typesetting and production company. Provided typesetting, vertical camera, platemaker and photo-lithographic darkroom services.

Education

- Aiea High School, 1971, Hon. Mention
- US Navy Electronics 1972-73
- US Navy Submarine Sonar 1973
- Western Governors University, BS/CIS, May 2006

Other

- Hawaiian Civic Club of Honolulu *Scholarship Committee, Webmaster (past)*
- Kalihi-Palama Hawaiian Civic Club *Webmaster*
- Royal Order of Kamehameha I *Ali’i 6th Degree, Chapter 1, Kū’auhau (Secretary) Webmaster, Photographer, Historian*
- Leeward Kenpo Karate (Kajukenbo) *Third Degree Self-Defense Black Belt Instructor*



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Résumé

Supervisory Contacts and References

Department of Hawaiian Home Lands

Crystal Kua, former Director, Information and Community Relations Office
(808) 230-4086
crystal_kua@yahoo.com

Honolulu Star-Bulletin

David Shapiro, former Managing Editor
(808) 261-1358
dave@volcanicash.net

Kamehameha Schools

Darrell Hamamura, former Manager, Developer Group
567 South King Street, Suite 200
Honolulu, Hawaii 96813
(808) 523-6375
dahamamu@ksbe.edu

Starr Seigle McCombs Advertising

Mary Fastenau, President, StarrTech.com
(808) 544-3009
mary.fastenau@anthologygroup.com

Accomplishments and Awards

First color hot rod magazine in Hawai'i

Hawaiian Hot Rod
1980 - Publisher, Editor, Writer, Photographer, Producer,
Sales and Distribution

First 4-color concert poster printed in Hawai'i

Liza, Live in Hawaii
1983 - Liza Minelli, for John F. Leonard Productions

First all-digital periodical publication in Hawai'i

Honolulu Weekly
1990 - Production manager, production artist at launch of this weekly newspaper, all editions were all-digital, straight to film from V1, No. 1

First all-digital advertising agency in Hawai'i

Starr Seigle McCombs Advertising
1991 - Manager of production art, converted an entire creative team of art directors and production artists from traditional print production (typesetting/paste-up) to all-digital in under a year

First Hawai'i full-service advertising agency web site

Starrtech.com
1994 - Starr Seigle McCombs Advertising
Principal at startup of Starr-Seigle's Starrtech.com site, built web server, built site, updated and maintained

First QuickTime VR 360° Photo Panorama in Hawai'i

Milici.com
1996 - Milici Valenti Ng Pack Advertising
First QuickTime VR panorama shot in Hawai'i using Apple's then-new virtual reality technology

Second Hawai'i commercial web site

Princeville.com
1995 - Starr Seigle McCombs Advertising / Starrtech.com
Trailed first commercial site, Outrigger.com, by 1 week, built web server, built site, updated and maintained

Additional References

University of Hawaii Outreach College, Pacific New Media

Susan Horowitz
(808) 956-7221
horowitz@hawaii.edu

Honolulu Board of Water Supply

Arthur Aiu, Community Outreach, Community Relations Department
(808) 221-2053
aaiu@hbws.org

First daily online newspaper in Hawai'i

Starbulletin.com
1996 - Honolulu Star-Bulletin
Launched site and produced every daily edition, solo, for 2-1/2 years, ranked 19th in the world in 1998

1996 Kilohana Award

Honolulu Star-Bulletin
Unsung Hero
starbulletin.com

1998 Eppy Award

Editor and Publisher Magazine
Best Overall U.S. Newspaper Online Service
Under 100,000 Circulation Finalist
starbulletin.com

2000 Best of the West Award

Arizona State University Cronkite School of Journalism
Online Enterprise Reporting
First Place, *Hana Road* story, photo,
video and Quicktime VR package,
Honolulu Star-Bulletin

2000 Pa'i Award

Hawaii Publishers Association
First Place, Publication Web Site
Honolulu Star-Bulletin

2009 Spirit of Community Award

Aloha United Way
Finalist, Public Sector Campaign of the Year
Finalist, Coordinator of the Year
Office of Hawaiian Affairs 2008 AUW Campaign



Headquarters, Hawai'i Girl Scouts

2004

The former headquarters for the Girl Scouts in Hawai'i at 420 Wylie St, Honolulu, HI 96817. In 2011, the home was sold to Hawai'i Baptist Academy, which uses the historic home as office space for their nearby campus. The home, originally the Waterhouse mansion, is on the Historic Register.

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Kalaupapa

February 10, 2008

This cross, surrounded by ancient graves of former inhabitants, marks the highest point on the Kalaupapa Peninsula.



**Siloama Church,
Kalaupapa**

February 10, 2008

This old church, build
a stone's throw from
Father Damien's church,
was one of two original
churches at the original
Hansen's Disease colony
on the Kalawao side of the
Kalaupapa peninsula.

Photos Copyright Blaine Fergerstrom



Kalaupapa

February 10, 2008

It was into this bay on
the Kalawao side of the
Kalaupapa Peninsula which
the original Hansen's
Disease patients were often
unceremoniously tossed
from ships and made to
swim to shore. With no
smooth landing beach, ship
captains were unwilling to
risk boats to deliver the
patients safely to shore.



Kalaupapa

February 10, 2008

This flat, barren landscape was all that greeted new inhabitants of the Kalaupapa Peninsula when they first began arriving here in the 1800s.

Photos Copyright Blaine Fergerstrom



**Princess Abigail
Kawānanakoa**

February 11, 2008

During a re-enactment of King Kalakaua's coronation, the thrones were brought from the palace to the coronation stand for the ceremonies. Princess Abigail Kawānanakoa, guest of honor and regarded by many as the current rightful heir to the throne, sat nearby, attended by La'akea Suganuma and Aaron Mahi.



Chelsea Clinton

February 15, 2008

Ex-Presidential daughter Chelsea Clinton addressed an audience at University of Hawai'i West O'ahu in support of the Democratic ticket in the coming elections.

Photos Copyright Blaine Fergstrom



Major League Soccer

February 20, 2008

Major League Soccer staged a series of exhibition matches in Aloha Stadium featuring four Major League teams in a series of matches to determine the Pan Pacific Championship title.



Major League Soccer

February 20, 2008

Major League Soccer staged a series of exhibition matches in Aloha Stadium featuring four Major League teams in a series of matches to determine the Pan Pacific Championship title. Here, David Beckham returns to the locker room after bequeathing his jersey to two adoring fans at the mauka sideline.

Photos Copyright Blaine Fergerstrom



Sonny Ching's Hālau in Waipi'o Valley

April 2, 2008

While preparing for competition in the Merrie Monarch Festival in Hilo, Kumu Hula Sonny Ching took his hālau to Waipo'o Valley where his dancers performed their hula for the spirits of their mele, like "Hi'ilawe," the magnificent twin waterfall which resides at the top of the secluded valley.



Sonny Ching's Hālau in Waipi'o Valley

April 2, 2008

While preparing for competition in the Merrie Monarch Festival in Hilo, Kumu Hula Sonny Ching took his hālau to Waipi'o Valley where his dancers performed their hula for the spirits of their mele, like "Hi'ilawe," the magnificent twin waterfall which resides at the top of the secluded valley.

Photos Copyright Blaine Fergerstrom



Merrie Monarch

April 3, 2008

A Miss Aloha Hula competitor dances to leave everything on the stage during the first night of competition.



Obama 'Ohana

August 8, 2008

Candidate Barack Obama makes a "whistle stop" campaign appearance to adoring crowds at Ke'ehi Lagoon Park. Before leaving, the future President steps on the floorboard of the SUV waiting to whisk him away to flash a "shaka" to the Obama 'Ohana.

Photos Copyright Blaine Fergerstrom



Pahinui Kanikapila

August 9, 2008

Brothers James "Bla" Pahinui and Cyril Pahinui jam onstage at the first annual Pahinui Waimānalo Kanikapila at Waimānalo Beach Park Pavilion in honor of their famous father, Gabby "Pops" Pahinui.



Pahinui Kanikapila

August 8, 2010

Kimo Kahoano was joined by Bill Ka'iwa, who put down his cane and danced "Boy From Laupahoehoe," a song made famous by Ka'iwa. Ka'iwa had just been released from the hospital and had raced to the Waimānalo Beach Park to be part of the Pahinui Waimānalo Kanikapila. It was possibly the last time Ka'iwa ever danced the hula, as he passed away not long afterward.

Photos Copyright Blaine Fergerstrom



Wicked Serve

April 4, 2004

Alex Fergerstrom of Kilauea uncorks a wicked serve against the Kaiser opponent in a 4.0 Junior Team Tennis match.



Shall We Dance?

July 30, 2011

At the Charles Reed Bishop Awards banquet at Bishop Museum, Governor Abercrombie spontaneously sweeps wife Nancie Caraway out of her seat for a spin on the "dance floor."

Photos Copyright Blaine Fergstrom



**Amano Family
Homestead**

August 24, 2011

The Amano family poses in front of their newly-awarded Hawaiian Homestead in the Kānehili subdivision in Kapolei. The keys to their home were awarded by Secretary of Housing and Urban Development Shaun Donovan. Ceremonies were attended by Senators Daniel Inouye, Daniel Akaka and Congresswoman Colleen Hanabusa.



**'Ahahui Ka'ahumanu
Pelekikena
Donna Lei Smythe**

August 26, 2011

Donna Lei Smythe, dressed in her 'Ahahui Ka'ahumanu regalia, prepares to speak at an awards ceremony. Smythe, President of 'Ahahui Ka'ahumanu, the Hawaiian Royal Society, would pass away just over a year later.

Photos Copyright Blaine Fergerstrom



Onipa'a

September 4, 2011

Face painting artist Kalae Campbell consults with a client before beginning work at the Onipa'a Celebration held at 'Iolani Palace.



Onipa'a

September 4, 2011

An actor in the *Mai Po'ina* play reenacting events surrounding the overthrow of the Hawaiian monarchy wants to fight for Queen Lili'uokalani at the Onipa'a Celebration held at 'Iolani Palace.

Photos Copyright Blaine Fergstrom



West Side Story

March 4, 2012

Kamehameha Schools Performing Arts Academy presentation of *West Side Story* in Ke'elikōlani Auditorium on the Kapālama Campus.



Kamehameha Song Contest

March 16, 2012

President Dr. Michael Chun addresses the audience at the 2012 Kamehameha Schools Song Contest, the last song contest before his retirement.

Photos Copyright Blaine Fergerstrom



Kamehameha Trustee Lance Wilhelm

May 11, 2012

In grand Investiture ceremonies held at Kawaiaha'o Church, Lance Wilhelm was installed as a new Kamehameha Schools Trustee, replacing the retiring Trustee Nainoa Thomson. Wilhelm and his family greeted well-wishers at Kawaiaha'o Plaza following the ceremonies.



**Artist Leohone
Unveiling**

May 18, 2012

Artist Leohone Magno, famous for her paintings featuring ka 'uhane of Hawaiian royalty participating in traditional Hawaiian activities alongside modern Hawaiians, unveils her painting featuring Princess Ka'iulani riding Pā'u alongside modern practitioners of the art.

Photos Copyright Blaine Fergstrom



Saint Marianne Relic

November 4, 2012

The relic of Saint Marianne was carried in solemn procession into 'Iolani Palace by Ali'i Sir Charles Tilton, left, and Mamo Hawai'i Leslie Correa of the Royal Order of Kamehameha I, flanked by members of the Royal Guard. Ceremonies were held in the Palace Throne Room honoring the newly-annointed Saint.



Royal Order Honors Kamehameha V

December 9, 2012

The Royal Order of Kamehameha I was founded in 1865 by King Lot Kapuāiwa, Kamehameha V. Members of the Royal Order gather at his tomb at Mauna'ala annually to honor their founder.

Photos Copyright Blaine Fergerstrom



Royal Order of Kamehameha I

December 22, 2012

Following ceremonies held in the State Capitol Rotunda to honor Honorary Ali'i Senator Daniel K. Inouye, Royal Order members retired to Kana'ina on the grounds of 'Iolani Palace. Before removing their capes, they paused for this panorama featuring prominent members of the organization, including Ali'i Nui Sir William F. Roback, near center in the top image with the unadorned solid gold cape.