

# Los Angeles Times

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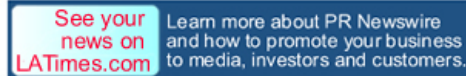
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### 'Business With China: Making It Work for Entrepreneurs'

Hogan Entrepreneurs Sponsors Conference at Royal Lahaina Resort in Maui, Hawaii Featured Guests Include Chaminade and Gonzaga University Students and Faculty and Business Leaders from US and China MAUI, Hawaii, Nov. 18 / PRNewswire/ -- Business leaders from China and the United States gathered together on Maui at the Royal Lahaina Resort on Monday, Nov 10, for an intensive two-day summit conference on what it takes to be a successful entrepreneur in China. Participants included about 50 top entrepreneurs based in China and the US, and top students from the Hogan Entrepreneur Programs at Chaminade University in Honolulu and Gonzaga University in Spokane, WA. Ed Hogan, chairman of the Hogan Family Foundation and founder of the Hogan Entrepreneur Programs at both Chaminade and Gonzaga Universities said, "China is at a turning point after the Olympics. National pride is surging and social stability is built on continued economic prosperity for its people. There are over 300 million middle class Chinese now, about the same as the entire US population. This represents a huge opportunity for the next generation of American entrepreneurs and for our Chinese friends who want to become entrepreneurs." Ted Liu, Director of Business, Economic Development and Tourism for the State of Hawaii reviewed the events of 2008, including The Olympic Games, the Sichuan earthquake and the tainted products scandals and led a discussion on what these events meant for new entrepreneurs in China. Mr. Liu also discussed opportunities Hawaii may have in catering to the Chinese middle class demand for higher-end products, including leisure travel to the islands. "China is in the troughs of lifting tremendous numbers of people from poverty, jettisoning the old ideology and a feudal system as people continue to leave farms for cities. Ten million new people enter the job market in China each year and the middle class is rapidly growing. China is building a new social compact with its population, and the government is no longer seen in total control or monolithic," Mr. Liu said. Students in the Hogan Entrepreneur Program were seated in the middle of a large u-shaped panel discussion, literally surrounded by some of the best minds in business and education today. "The chance to share ideas and discuss some of the challenges was a huge benefit. The speakers covered topics that were directly applicable to people doing business in China like myself," said Oliver Camilo, a Chaminade University senior, Hogan Entrepreneur Program participant and owner of a US-China company developing a high-tech home shower system. "Ed Hogan has probably introduced more Americans to the beautiful state of Hawaii through his Pleasant Hawaiian Holidays company than any other single individual. For him to be sharing his ideas and resources, to be helping create a new age of entrepreneurial success here in the US, in Hawaii and in China is really terrific and we at Chaminade and our colleagues at

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Gonzaga are very grateful to Ed and his family for their support," said Dr. David Jackson, Ph.D., MBA Program Manager at Chaminade University in Honolulu. Fr. Robert Spitzer, SJ, a Honolulu native and now President of Gonzaga University added, "Our students and their families, our faculty and staff are working together to build new companies and create new strong international relationships that would be impossible to achieve without the energy of Ed Hogan and his team, and the dynamic relationship building created through these gatherings. These friendships are an essential part of successful business building, and Ed understands the importance of teaching that to our students." The third annual Hogan Entrepreneur Program conference is planned for November 2009. For more information on the program please visit

<http://www.hoganfoundation.org>

The Hogan Entrepreneurial Leadership Program, founded in 2000, is a four-year undergraduate concentration at Gonzaga University and two-year at Chaminade University founded on the educational philosophy of educating the whole person. Its purpose is to prepare students to create new ventures that make a positive difference in society. The student-centered program is designed for promising individuals who demonstrate academic excellence, leadership, creativity, and a commitment to serve others. The Hogan Program embraces students from all academic majors, tailoring the entrepreneurial curriculum and co-curriculum to complement the students' major fields of study, and providing them with the concepts, tools, and experiences to responsibly create successful new commercial and social enterprises.





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