

## HIRE LEEWARD

# Hire Leeward connects residents and employers

Since 1990, Kapolei's population has grown from nearly 43,000 to more than 101,000 today, and is expected to increase by nearly 64 percent over the next 20 years. This means that there will be an expanding pool of residents looking for jobs, and businesses will be searching for qualified applicants to fill those jobs. The good news is that a new program, the Hire Leeward initiative, is in its second year of successfully connecting prospective employees with area employers.

### Job Fair draws thousands

On January 8, 2014, its organizers held the 2nd Annual 'Hire Leeward' Job and Career Fair at the University of Hawai'i West O'ahu, drawing more than 3,000 Leeward residents vying for the hundreds of jobs being offered by over 50 employers. This was exactly what the initiative's founder, Councilmember Kymberly Pine, had in mind.

"There are over 53,000 jobs on the Leeward Coast alone which makes a job available to just about every Leeward adult who wants to work close to home," said Pine. "Our goal is to make residents aware of these opportunities so they can improve their quality of life with their families and get out of the painful traffic that they spend so much time in."



### Special seminars for businesses and job seekers

In addition to bringing job prospects and employers together, this year's fair also offered business and personal career development seminars, which drew hundreds of Leeward residents. For example, prospective entrepreneurs filled seminars on "How to Write a Business Plan," "Licensing and Registering Your Own Business," and "Simple Steps to Starting Your Own Business." Job seekers took advantage of one-on-one coaching and personal development seminars like "Dress for Success," and "Resume Writing."



### Free job listings for area businesses

The Career and Job Fair is just one element of the Hire Leeward initiative. Leeward businesses can use the [www.hireleeward.com](http://www.hireleeward.com) website to post and advertise their jobs at absolutely no cost to them. At the same time, residents can check the site for job opportunities.

"Companies who participated in the Fair recognize that employees who spend less time in traffic and more time with their families are more productive and bring more value to the company. We want to support these employers by connecting them to our quality candidates from the Leeward Coast," said Pine.

To submit a job posting, please email [kmpine@honolulu.gov](mailto:kmpine@honolulu.gov), or call Councilmember Pine's office at 768-5001.

Pine said, "Hire Leeward is about connecting Leeward residents with Leeward jobs, and improving the quality of life for families on the Leeward coast."



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—Councilmember Kymberly Pine

