

## SMALL BUSINESS EXPORTERS OF THE YEAR

Campus Music, a small independent company in Kona, distributes popular reggae music to Japanese retail chains and distributors throughout the country for the past ten years. Entrepreneur and exporter **Virginia Cho** has earned the respect of her contacts in the Japanese market through over-the-top customer service and follow through. Cho assures delivery of new recordings prior to the official release dates, a critical consideration for success in the music industry. She has designed custom packaging and delivery plans to offer pricing advantages, insuring client loyalty and building a successful and profitable home based business at the same time. With the experience and savvy gained over her years as an exporter, Cho has mastered the challenges of competition with larger brands, the risk factors of international accounts, and rate fluctuations that impact the bottom line. She has been able to provide important information and assistance to others interested in breaking into the Asian export market. *Nominated by: Alison Jones, Bank of Hawaii.*



**Virginia Cho**  
Campus Music  
State of Hawaii



**Thomas Reed IV**  
Oceanic Imaging  
Consultants, Inc.  
City & County of Honolulu

**Dr. Thomas Reed IV** is the President of Oceanic Imaging Consultants, Inc. (OIC), which provides solutions for mapping the seafloor for the world's military, commercial, and academic markets. Founded by Reed in 1993, OIC was a spin-off of research by the Office of Naval Research through UH. The company's mapping technology scans the ocean floor using sensors that send information to computer work stations, allowing the military to search shallow waters for mines, phone companies route fiber-optic cables, and universities identify erosion. Much of OIC's success is the result of Reed's vision for the company. With degrees from Harvard, MIT, and UH, Reed recognized the opportunities to expand the company's customer base to Asian countries such as Japan, China, and Korea, as well as European countries such as Germany, Denmark, and the United Kingdom. The company's exports grew by 400% and topped a record high last year. This earned the title as the top Technology Exporter in the 2003 Governor's Exporter of the Year Awards. OIC was also named one of Hawaii's fastest-growing small businesses, at No. 40 on PBN's Fastest 50 list for 2003. *Nominated by: Carolyn Ching, Carolyn Ching CPA.*