



Blaine Fergerstrom / ZZType
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Cover Letter

August 5, 2021

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 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 experience in managing creative teams and assuring the quality their productions. I am familiar with the principles of project management and quality control. In 2015, I completed formal training in Project Management Institute (PMI) methodology.

I am often sought after as an event photographer by Hawaiian organizations. I am known for capturing the "essence" of an event and its participants. I have been an early-adopter in the social media revolution since its first days.

In addition, I have taught technology classes to elementary, middle, and high school students and faculty 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; as Webmaster for the Office of Hawaiian Affairs; for the State Department of Hawaiian Home Lands; and for the Honolulu Board of Water Supply. From 2003 through 2010, I managed web servers out of my home. In 2010, I transitioned all my hosting services to cloud-based Linux servers. I have installed, configured and run dozens of PHP/MySQL scripts 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. In 2006 I began to specialize in WordPress as a content management system (CMS). I have launched hundreds, 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.

I also spent four years in the U.S. Navy during the Vietnam War era as a Submarine 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. Both of my Navy duty assignments included over one year in dry dock, in Pearl Harbor Naval Shipyard and in Long Beach Naval Shipyard. I am familiar with shipyard industrial operations.

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 40 years in the communications arena.

Mahalo nui for your consideration.

Aloha,



Blaine Fergerstrom





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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. I currently host and maintain over 150 web sites for clients.

Honolulu Board of Water Supply

Jan. 2, 2018–present
Information Specialist

Provide general communications office functions, including writing, editing, public communications, on-camera, videography and photography services. Provide graphic design and production services to the agency. Act as a media point of contact and provide on-site interviews at water main breaks and other BWS sites and events to news media.

Hi'iilei Aloha LLC

Dec. 2016–Dec. 2017
Executive Assistant, Technical Lead, Graphic Designer

Provide general office assistance, manage coworking space, manage all distance learning equipment, including LifeSize and Polycom, Skype and other video conferencing systems, and facilitate weekly distance learning sessions between Kaka'ako, Kaua'i, Maui, Hawai'i and mainland locations. Manage all technology including web, social media, digital signage, distance learning. Provide graphic design and production to clients.

State of Hawai'i Office of Information Management & Technology, Project Management Office

June 2, 2015 to April 15, 2016
Technical Analyst; IT Project Manager

The Technical Analyst and IT Project Manager reviews and makes recommendations on technical scope definition and management, project schedule development and tracking, risk management, project communications, stakeholder management, mitigation plans, financial monitoring and reporting and deliverables. Also manages websites and social media accounts.

State of Hawai'i

Department of Hawaiian Home Lands

May 2011 to May 2015
*Community Development, Journalist, Webmaster
Acting Public Information Officer*

Information and Community Relations Office. Responsible for designing, producing and updating the DHHL website. Wrote news releases and articles for publication, provided photo and video services. I also produced printed materials, newsletters, advertising, provided photography, video, audio and event production, and community outreach services. Also acted as ombudsman for the public, responding to all requests for information and complaints. Designed and produced 2012–2014 annual reports. Established and managed all social media accounts. Served as acting Public Information Officer for four months in 2013.

State of Hawai'i Office of Hawaiian Affairs

Oct. 2007–May 2010
*Acting Public Information Officer
Webmaster, Media Production Specialist*

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. Wrote and distributed news releases and conducted news conferences. Established and managed all social media accounts. Managed the OHA Public Information Office and a staff of 7 from Aug. through Nov. 2009.

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. Assumed full responsibility for the design, production and management of the newspaper's website. Established and managed all social media accounts.

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

Experience

system administration and account management for faculty and staff, programming, analysis, consulting and operations support. Mentored middle and high school students via the Kamehameha CyberWarriors club. Also provided education technology, photography and video support to staff and teachers, as requested.

Honolulu Star-Bulletin

Mar. 4, 1996–Oct. 19, 2001
Webmaster, starbulletin.com

I joined this daily newspaper and rolled out Hawai'i's first daily online newspaper two weeks later. Its online archives are still available. 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. Established and managed the newspaper's social media accounts.

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 server and accounts.

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. I also did video production on the in-house Avid system.

I was co-founder of their Internet division, *Starrtech.com*. I designed and produced Web sites and servers for agency clients during this period including *princeville.com*.



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Experience

Honolulu Weekly — Jul. – Dec. 1991

Print production manager, Macintosh consultant

Consulted this startup weekly 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 operation. This was the first all-digital, direct-to-negative newspaper in Hawai'i. Went 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 print 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

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

Fergerstrom & Co. — 1981–1986

Founded and operated a typesetting shop serving downtown Honolulu businesses and printers. Provided typesetting, design, paste-up, veloxes, photostats, negatives, and printing plates. Provided employment for as many as eight people.

Additional

University of Hawai'i

Outreach College, Pacific New Media

Spring 1997–Dec. 2009

Instructor, Create Your First Web Page

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

University of Hawai'i

School of Journalism —2009

Instructor, Online Journalism

Provided instruction to third- and fourth-year journalism students in online journalism and media.

About

I am an award-winning multiple-media journalist and have been a web designer and producer since 1994, including seven 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 expert dating to 1976. I have extensive experience in phototypesetting systems, Macintosh pre-press, internet applications and servers. I am a photographer, videographer, and video editor. I write and edit for multiple media. I have experience in managing creative teams.

My tools include Quark XPress, Adobe InDesign, Photoshop, Illustrator, Dreamweaver, FileMaker Pro, and Microsoft Office; Final Cut Pro, iMovie. I have worked with AfterEffects, Premiere Pro, and Avid Video Composer. For audio, SoundTrack Pro, and GarageBand. I am a certified 'Ōlelo Public Television producer.

I manage Macintosh servers, systems, and networking. I work with Apache, PHP, MySQL, MacOS X, Solaris, and Linux web servers. I have run Joomla, Drupal, and Moodle sites and specialize in WordPress as a content management system. I concurrently manage over 175 websites for myriad organizations, over 150 on WordPress. I work with 'Ōlelo Hawai'i in print and on the web.



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Experience

EDUCATION

- Aiea High School, 1971, Hon. Mention
- US Navy Electronics 1972-73
- US Navy Submarine Sonar 1973
- Western Governors University,
BS/CIS, May 2006
- Project Management Institute (PMI) formal training, 2014-2015

COMMUNITY ENGAGEMENT

- Hawaiian Civic Club of Honolulu
Scholarship Committee, Webmaster (past) since 2001
- Kalihi-Palama Hawaiian Civic Club
Webmaster, Secretary since 2012
- Royal Order of Kamehameha I
Ali'i 6th Degree, Chapter 1, Kū'auhau (Secretary), Webmaster, Photographer, Historian since 2008
- Leeward Kenpo Karate (Kajukenbo)
Third Degree Self-Defense Black Belt Instructor since 1982

ACCOMPLISHMENTS

First color hot rod magazine in Hawai'i

Hawaiian Hot Rod

1980 - Publisher, Editor, Writer, Photographer, Designer, Illustrator, Producer, Sales and Distributor

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 website

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

SUPERVISORY CONTACTS & REFERENCES

Office of Hawaiian Affairs & Department of Hawaiian Home Lands

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

Department of Hawaiian Home Lands

Darrell T. Young, former DHHL Deputy Director and former Director, Information and Community Relations Office
(808) 341-7857
olowalu1@gmail.com

Department of Hawaiian Home Lands

Punialoha Chee, former Director, Information and Community Relations Office
(808) 271-9225
puni.chee@gmail.com

First QuickTime VR 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 one week, built web server, built site, updated & maintained; featured by WebStar.com server Co.

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 by American Journalism Review in 1998

AWARDS

1996 Kilohana Award

Honolulu Star-Bulletin
starbulletin.com

1998 EPpy Award

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

Honolulu Star-Bulletin

David Shapiro, former Managing Editor
(808) 261-1358
volcanicash@gmail.com

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

University of Hawaii Outreach College, Pacific New Media

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

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

Hawai'i 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

2010 Pi'ilani Electronic Communications Award

Association of Hawaiian Civic Clubs
Website: www.hcchonolulu.org
Hawaiian Civic Club of Honolulu

2015 Pi'ilani Electronic Communications Award

Association of Hawaiian Civic Clubs
Website: www.kalihipalama.org
Website: www.nativehawaiian.org
Kalihi-Palama Hawaiian Civic Club

2015 Helen C. Kane Community Service Award

Association of Hawaiian Civic Clubs, O'ahu Council
For community service with the Kalihi-Palama Hawaiian Civic Club



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.



'Ahaui Ka'ahumanu Pelekikena

Donna Lei Smythe

Aug. 26, 2011

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

Siloama Church, Kalaupapa

Feb. 10, 2008

This old church, built 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.





Kalaupapa

Feb. 10, 2008

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



Kalaupapa

Feb. 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

Feb. 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.



Princess Abigail Kaw nanakoa

Feb. 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 Kawananakoa, guest of honor and regarded by many as the current rightful heir to the throne, sat nearby, attended by La'akea Sukanuma and Aaron Mahi.



Chelsea Clinton

Feb. 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.

Pahinui Kanikapila

Aug. 8, 2010
Kimo Kahoano was joined by Bill Ka'iwa, who put down his cane and danced "Boy From Laupāhoehoe," a song made famous by Ka'iwa. Ka'iwa had just been released from the hospital and had raced to the park to be part of the Kanikapila. He passed away not long afterward.



Major League Soccer

Feb. 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

Feb. 20, 2008
Major League Soccer staged a series of exhibition matches in Aloha Stadium. Here, David Beckham returns to the locker room after bequeathing his jersey to two adoring fans at the mauka sideline.





Sonny Ching's Hālau in Waipi'o Valley

Apr. 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.



Sonny Ching's Hālau in Waipi'o Valley

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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.



Shall We Dance?

Jul. 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."

Amano Family Homestead

Aug. 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.



Merrie Monarch

Apr. 3, 2008

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

Keiki Hula

Jul. 17 2008

A Miss Keiki Aloha Hula competitor from a Japan hālau dances with glee and eventually claims a well-deserved trophy.





Obama 'Ohana

Aug. 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.



Pahinui Kanikapila

Aug. 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.



Onipa'a

Sep. 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.



West Side Story

Mar. 4, 2012

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



Kamehameha Song Contest
Mar. 16, 2012
President Dr. Michael Chun addresses the audience at the 2012 Kamehameha Schools Song Contest, the last song contest before his retirement.



Onipa'a
Sep. 4, 2011
Face painting artist Kalae Campbell consults with a client before beginning work at the Onipa'a Celebration held at 'Iolani Palace.



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'ū alongside modern practitioners of the art.



Saint Marianne Relic

Nov. 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-anointed Saint.



**Royal Order Honors
Kamehameha V**

Dec. 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.



Royal Order of Kamehameha I

Dec. 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.