

# PRESIDENT'S MESSAGE

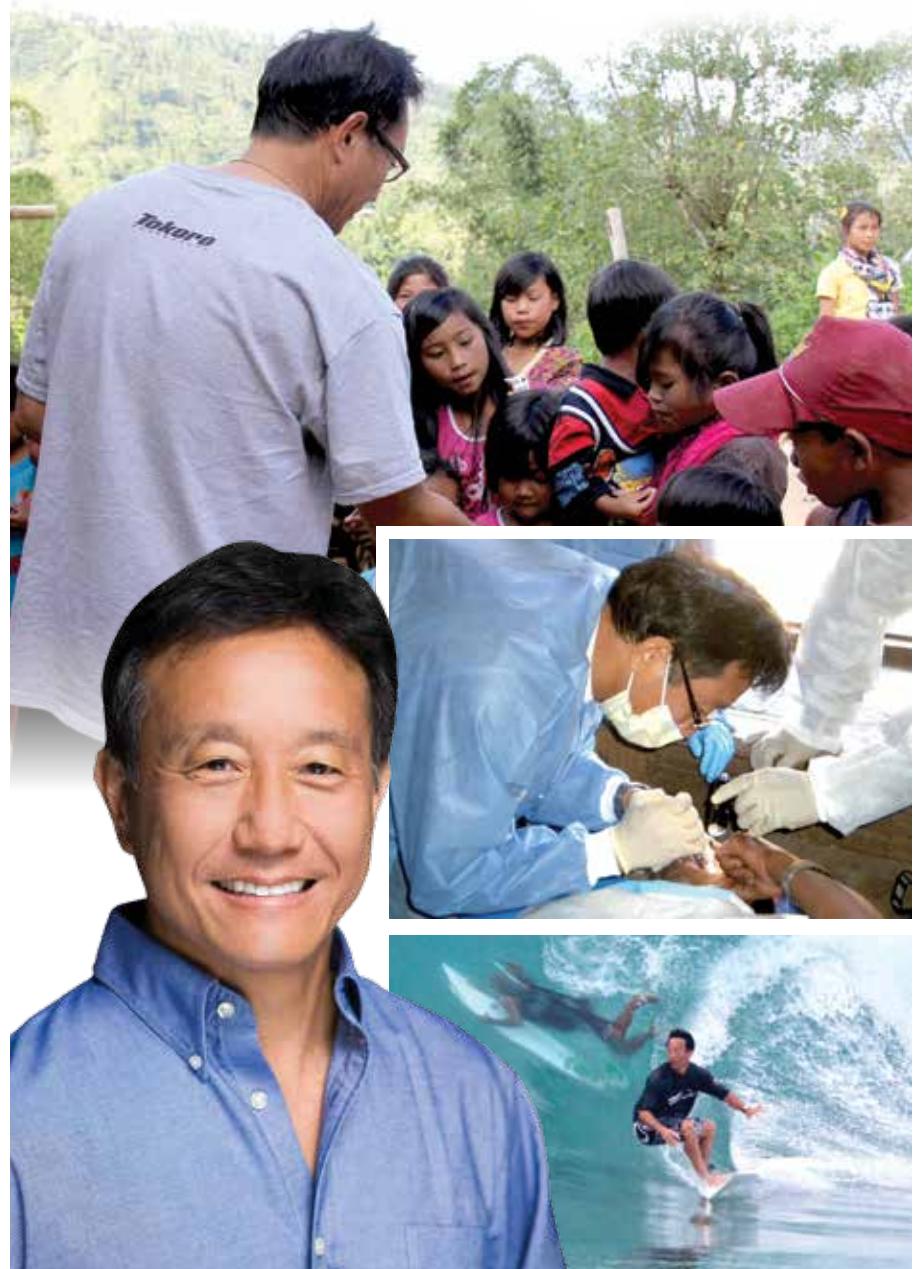
**A**s President of the Building Industry Association of Hawaii for 2017, it is an honor and privilege to lead our diverse membership to fulfill our “calling” on behalf of everyone in Hawaii: to envision and build what we need to reach our fullest potential as individuals and as a community.

Membership in BIA-Hawaii puts you on a path toward achieving the highest ideals for what our industry represents and aspires to. The marketing, networking, and educational offerings provide wonderful opportunities for professional and personal development. Our company's long-term growth and prosperity is supported by a foundation that BIA-Hawaii helped us to put in place over 25 years ago. You and your company belong in our Ohana as well!

Everyone in Hawaii who has a place to live, work, play and “do life” has countless individuals and companies to thank for creating those places and spaces. Whether it's a home or apartment, an office or factory, a restaurant or gallery, a health club or hair salon, a school or place of worship, a hotel or hospital, a corner grocery store or shopping center and so forth – what we build makes it possible for people from all walks of life to prosper and thrive.

As an island community, we will either struggle or succeed depending on how well we, in the building industry, accomplish our lifework so that all in Hawaii can flourish. When we “get it right” and build exciting new housing projects, world-class retail, entertainment and hospitality venues, as well as badly needed transportation infrastructures, everyone benefits.

Our greatest challenge continues to be increasing housing choices at all price points. **We are simply not building enough homes.** A dysfunctional housing market – due largely to an adverse regulatory environment and lack of infrastructure investment – has made home ownership unattainable for a growing segment of our population each year. BIA-Hawaii will continue to work with policymakers to seize the



tremendous opportunities we have to revitalize urban communities through transit-oriented-development and policies that benefit housing affordability. We will also continue to highlight and promote housing as a key economic driver that creates jobs, raises incomes and stimulates growth and opportunity.

The people of Hawaii are depending on each of us to **imagine, innovate, inspire** with a spirit of excellence and *pono*. By working together through our industry's leadership, we will create

beautiful, sensible and enduring solutions that people will be proud to say, **“This is the Hawaii I love.”**

**Evan Fujimoto**  
2017 BIA-Hawaii President