

October 17, 2011

Regional Director Pacific West Region
National Park Service 1111 Jackson Street,
Suite 700 Oakland, California 94607
Attention: Concession Program Manager

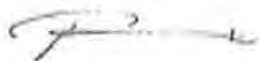
Dear Regional Director,

I'm writing this letter in support of the proposed Volcano Project by David Donald and Anne Lee. As a business and cultural leader in the Hawaii community who is Native Hawaiian I am sought out to analyze and seek opportunities for our communities that will not only be sustainable in business acumen but also provide for benefits that will extend to the members of the community socially, economically, physically, and spiritually.

Too often I am looking at business structures that are purely based upon capitalistic benefits rather than community benefits. It is with these perspectives that I strongly endorse and encourage this project. The people who make up our communities in Hawaii have long inter-married our philosophies, our religions, our perspectives environment, as well as our values. It is this inter-marriage of our values which makes Hawaii so special and this project will allow us to use shared perspectives that will provide longterm health and healing to a community that is so desperate in need of this caring capacity.

Please honor this opportunity there are so few soulful enterprises that can impact so many in modern Hawaii.

Aloha and Mahalo,



Pono Shim
President and CEO Enterprise Honolulu, the Oahu Economic Development Board