



January 5, 2010

Dear Friend,

The Hogan/American Savings Bank Non-Profit Business Plan Competition

Chaminade University's Hogan Entrepreneurial Program and American Savings Bank are conducting a Business Plan Competition held exclusively for the non-profit sector. In light of the excellent response to our three previous non-profit competitions, and our desire to involve our students in programs that contribute to the economic and social well-being of Hawai'i, we have decided to do it again.

Thanks to generous support from the **Hogan Family Foundation and American Savings Bank**, we are able to provide very significant awards of cash. Thanks to **Loomis – ISC**, we are able to offer a special award of 100 hours of integrated communications services.

I have attached an Entry Packet should you or your friends wish to enter the competition. Please look them over carefully and if interested, return the enclosed **Statement of Intent Form by February 5**. If you are not interested in participating, perhaps you would be kind enough to pass them on to your friends in the non-profit community.

We look forward to announcing the winners of Chaminade's fourth Non-Profit Business Plan Competition on April 21 in Chaminade's Mystical Rose Oratory.

Sincerely,

A handwritten signature in black ink that reads "Bernard J. Ploeger, S.M." with a stylized flourish at the end.

Bro. Bernard Ploeger, S.M.
President

cc: Timothy Schools, President, American Savings Bank
Edward J. Hogan, Chairman & CEO, Hogan Family Foundation