

40
FORTY YEARS OF INNOVATION





www.DataHouse.com

Published by 'ike Publishing
1585 Kapi'olani Boulevard, Suite 1800
Honolulu, Hawai'i 96814



www.ikehawaii.com

Copyright © 2015 'ike Group Inc

Content Organized & Written
by Dean Kaneshiro

Layout & Design by Paul Segawa

Historical Advisor: Clyde Shiigi

Edited by Ben Ancheta

Dan Arita Interview Conducted
by Creighton Arita

Content & Photo Assistants:
Pamela Kaneshiro & Wyatt Kaneshiro

40th Anniversary Logo Designed
by Bryan Switalski



DATAHOUSE HEADQUARTERS ARE LOCATED IN HONOLULU, HAWAI'I, ON THE 18TH FLOOR OF THE ALA MOANA PACIFIC CENTER, 1585 KAPI'OLANI BLVD.



“THE LIFE-FORCE OF THE
CULTURE OF DATAHOUSE
AND ALL THE FAMILY
OF ‘IKE COMPANIES
COMES FROM THE STORIES
OF THE PAST FORTY YEARS.”

CREIGHTON ARITA

**OUR FUTURE
DESTINY IS ANCHORED
IN OUR PAST.**

The dynamic changes in our global economy, coupled with the disruption of new technologies, reminds us that our past, the stories and the life-long relationships over the last forty years, are all critical to affirming who we are. Moving forward, our strategies and tactics may change, but the legacy of the mission, DNA, and culture my dad, Dan Arita, started in DataHouse in 1975 remain unchanged. So this book is more than the story of our past—it is truly a map of our future.

CELEBRATING THE PAST

Twenty years ago, I left a promising career as an investment advisor—with high hopes and entrepreneurial dreams of making my impact on the world—to work for my dad, and I have been truly blessed beyond measure ever since. I was able to get to know my father outside of our home, beyond the words a father shares with his son, and see him live out his convictions with the DataHouse family.

I saw how much he cared for each and every employee. I watched how he drew out the potential in people and the opportunity in every circumstance, which motivated us to rise to this incredible expectation. I remember him encouraging us to push the envelope beyond the fear of failure.

I also learned the value of perseverance through the tough times we encountered—and there have been plenty over the last forty years! I watched my dad time and time again face each storm head on, refusing to surrender, standing strong with courage and conviction that storms only make us better...stronger. These lessons came not through lectures, but through my dad’s example as a leader.

Would I do it all over again? Leave Wall Street to join my dad? In a heartbeat. The rewards of working with my dad are far more valuable than gold or fame—they are the eternal rewards shared by father and son.

LOOKING TO THE FUTURE

Today, as the CEO of ‘ike, I am a part of an amazing family of companies that values the collective wisdom, revelation, and strength of the team beyond that of any individual. Our mission and heart are best described by: Great People. Great Impact. Greater Good.

Our strategies and tactics, our various dynamic business platforms, and the companies we acquire and start—all of these important elements of ‘ike will always remain secondary to our vision to see the best in our people. Our vision is to release God’s best in people, our communities, and to serve as a beacon of hope for what it means to be “Made in Hawai’i,” that “Made in Hawai’i” will be an esteemed global brand reflective of the best and brightest in these islands, grounded in our local values... our Aloha Spirit.

Creighton Arita
‘ike CEO



“WHEN I THINK ABOUT
THE PAST FORTY YEARS,
I’M STRUCK BY HOW
DATAHOUSE HAS GROWN
FROM A HANDFUL
OF GREAT GUYS TO A
HUNDRED GREAT PEOPLE.”

DANETTE MARUYAMA

MANY TAKE GROWTH FOR GRANTED.

But doing it the right way, while staying true to your founding vision and values, is harder than most realize. But my dad, Dan Arita, was able to do it. I’m not just proud to be his daughter; I’m proud to work with a man with both a passionate heart and the spirit of a bear, who truly leads by example.

DataHouse’s values and culture stem from my dad’s belief in high quality people—that it doesn’t matter what or where someone studied, but whether they are smart, can communicate well, and has a good heart. My dad has worked tirelessly over the years to ensure that DataHouse’s leadership team has maintained the same philosophy and heart. He has always believed in his people—“the best of the best”—and felt that having no formal organizational structure is a catalyst for creativity and innovation.

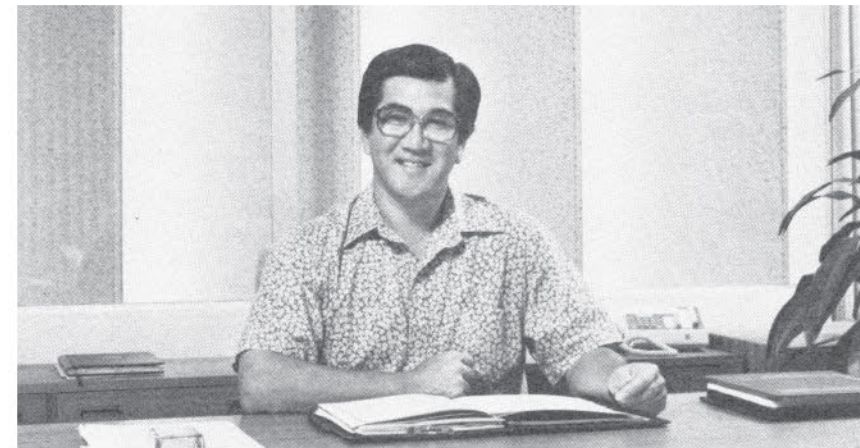
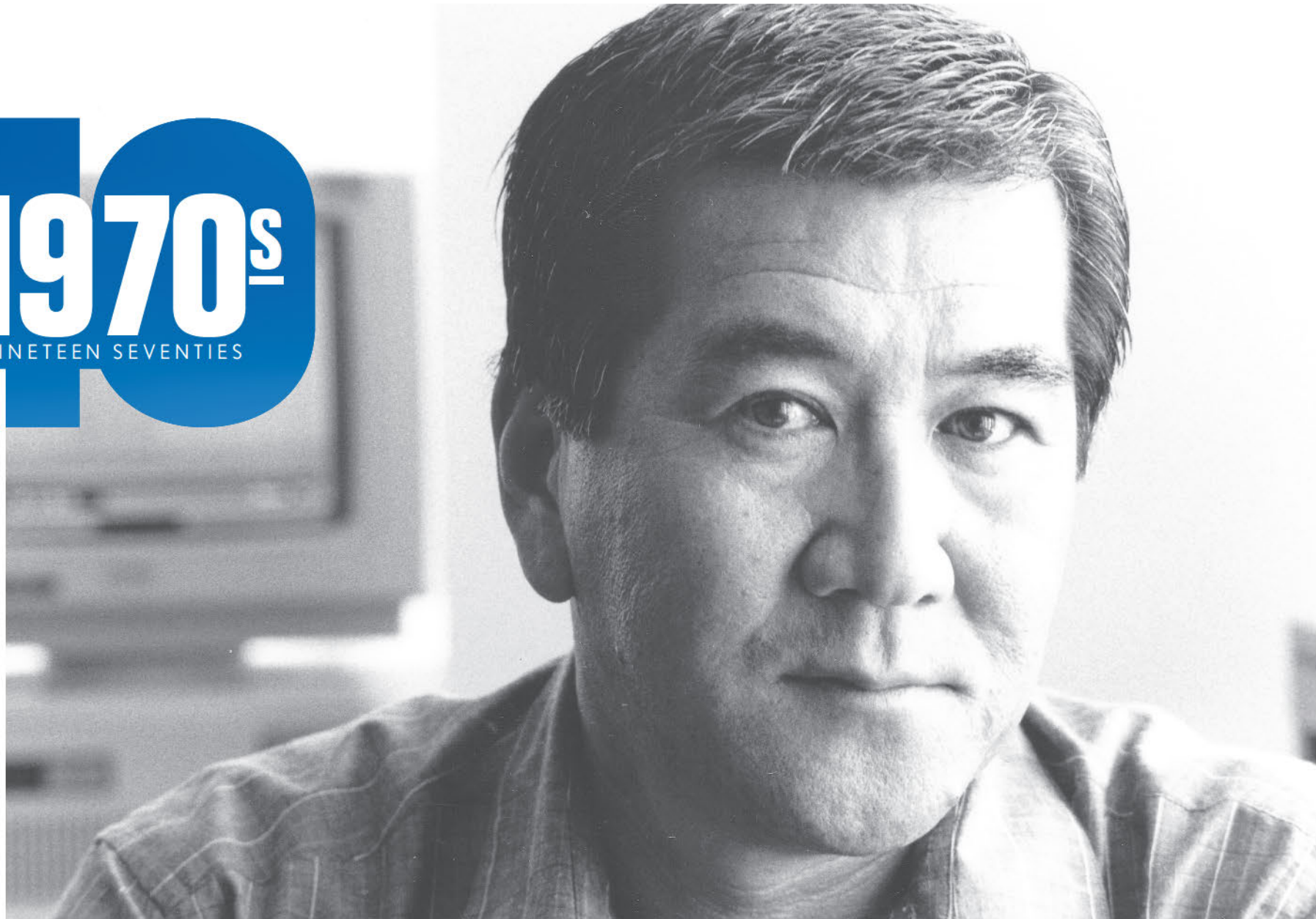
Since DataHouse’s inception, my dad’s passion has always been to build a company that would enable kama’aina (local people) to have a meaningful career at home in the islands. Forty years later, he’s achieved it, establishing the largest IT consulting company in the state with a true spirit of ‘ohana (family). Though he’s “retired,” this soft-spoken man still loves to come in to the office daily—except for golf days!—precisely because this is his second family.

Thank you all for your continued love, support, and trust.

Danette Maruyama
Chief Operating Officer
DataHouse

1970^s

NINETEEN SEVENTIES



DATA HOUSE, INC.

ORIGINAL DATAHOUSE LOGO

IN NOVEMBER 1975, DATAHOUSE WAS BORN.

It was the vision of a local boy named Dan Arita who could see the writing on the wall: computers and technology were going to radically change the way Hawai'i does business—in both the government and private sectors. "DataHouse foresaw and actively prepared for the wave of automation in the state," recalls Dan.

DataHouse began with five founding members, including Arita, Claude Takanishi, Richard Ito, Mike Sato, and Keith Nagata, who worked together in partnership with the Hata family and their distribution business. For many years, DataHouse focused on Hata's Primo Distributing Co., developing timesharing systems and automating their huge inventories and billings. But Dan was also exposed to the other areas of running a business, including marketing and distribution.

During these years, the DataHouse portfolio grew as they successfully completed projects for Japan Foods, a comprehensive accounting system for RCUH (1976), and work for Alu Like, Horita, and some maintenance projects at the airport. "In the beginning, we struggled," Dan explains. "Local companies liked to work with mainland companies like IBM, and we were constantly trying to prove wrong the idea that anything made in Hawai'i is no good. We worked hard to show Hawai'i that what we produced was as good or better than anything that came from the mainland."

**"I KNEW THAT SOFTWARE
DEVELOPMENT WOULD
BE A GOOD, CLEAN
BUSINESS FOR HAWAI'I.
AND PROVIDING
HIGH TECH JOBS HERE
WOULD HELP STOP
THE BRAIN DRAIN."**

DAN ARITA



MARK URANAKA WAS AMONG THE FIRST CROP OF INTERNS IN 1977

THE INTERNSHIP PROGRAM CONTINUES SUCCESSFULLY TODAY

MARK URANAKA

In their pursuit to hire the best and brightest from Hawai'i, DataHouse looked to the top universities in the country to find candidates for a newly-created internship program for students who come home to the islands in the summer. One of the first was Mark Uranaka. "If there is one person that I would select as an exemplary DataHouse employee, it would have to be Mark," explains Dan Arita. "For over thirty-three years, Mark was the perfect role model—first as a student intern, then progressing to the very best programmer, developer, system designer and project manager that DataHouse has ever produced. Mark was universally loved by all who knew him. He exemplified the "DataHouse Employee" in every respect of the word and was very proud in doing so."

"FROM THE BEGINNING MY PHILOSOPHY WAS, 'NO MAKE SHAME.'"

DAN ARITA

"In other words, we would deliver on any project we started. And if you understood some of the deliverables, you would see how difficult that really was to accomplish." Dan believed that even if his team completed ten projects successfully and failed at only one, it would be that one that people would focus on. But looking back, Dan is satisfied with the DataHouse track record—a record that shows every project completed. "That, to me, is amazing. And I keep telling our people today to maintain that philosophy and maintain those results. Because no matter what, we hung in there and delivered."

THE COOKIE JAR

In 1978, Dan overheard one of his clients mention that cookie jars are made for only one person's hand to reach in to get what they wanted. "Well, I immediately felt that wasn't right. And I thought to myself, 'If I were to create a cookie jar for DataHouse, I would make sure that it was always full and that it had an access point that was big enough for everyone's hands—enough wealth for everyone who worked hard.'" Later on, DataHouse created a personalized cookie jar that sat in the company's break room for many years as a symbol of this philosophy, one that Dan Arita was compelled to make sure stayed a reality for his employees and their families.

HAROLD MASUMOTO & RCUH



HAROLD MASUMOTO, FORMER EXECUTIVE DIRECTOR OF RCUH



"I'M GLAD TO SAY THAT THIRTY-EIGHT YEARS LATER, WE ARE STILL SERVICING THE SYSTEM AT RCUH." DAN ARITA (RIGHT) WITH CLAUDE TAKANISHI (LEFT) IN THE EARLY DAYS. CLAUDE WAS ONE OF THE ORIGINAL FIVE EMPLOYEES OF DATAHOUSE IN 1975, AND CONTINUES TO WORK THERE TODAY.

"OUR PARTNERSHIP WITH DATAHOUSE HAS ENABLED RCUH TO GROW INTO AN ORGANIZATION WITH MORE THAN 3000 EMPLOYEES AND EXPENDITURES OF \$300 MILLION."

HAROLD MASUMOTO

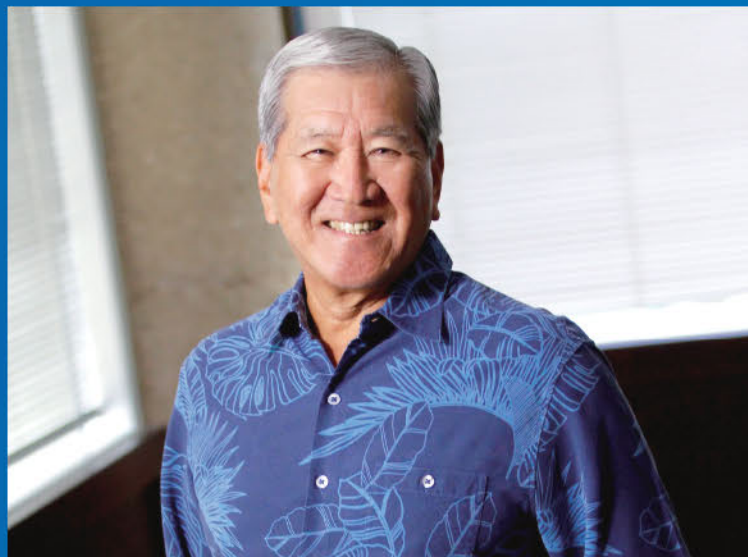
In 1978, DataHouse's first major project came from the Research Corporation of the University of Hawai'i (RCUH), whose mission is to "support the research and training programs of the University of Hawai'i and to enhance research, development, and training generally in Hawai'i."

Dan and his team were first tasked with the job of developing and establishing a robust, financial/payroll/accounting system. "When I assumed my position with RCUH in 1994, DataHouse had already been successfully working with us for over fifteen years," recalls Harold Masumoto, the former Executive Director. "So when the decision was made to outsource all of RCUH's IT

requirements to DataHouse, I immediately knew—and it has been proven true—that it was one of the best decisions RCUH ever made. This allowed us to focus on our core mission, while DataHouse kept us consistently ahead of the game in terms of advances in the world of IT."

The completion of the system in the late 1970's also became a significant milestone for DataHouse as it provided them their first major project award. "This not only affirmed our business model," Dan Arita explains, "but most importantly gave us the confidence to innovate at a much higher level than we originally conceived."

DAN ARITA



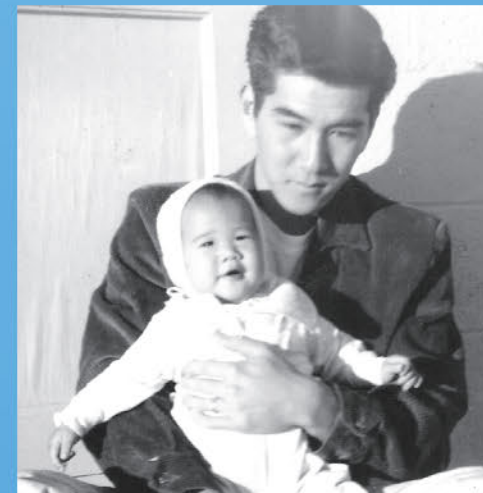
"I DIDN'T EVEN OWN A PAIR OF NICE SHOES UNTIL THE 8TH GRADE."

DANIEL KAZUHIRO ARITA was born in Honolulu, Hawai'i, in 1936 to hard-working, first-generation, non-English speaking, Japanese parents. He was raised in a tough neighborhood in Kalihi. His mother helped manage the Hayashi Lunch Room and his father owned and ran the Kalihi Welding and Machine Shop, both of them with no formal education or training.

"In those years, everybody worked hard. It was so difficult," recalls Dan. "I saw how hard my parents worked, how they struggled. So I thought to myself, 'I'm not going to do that.' This was a part of the reason I went to college and got an education."

Young Dan was blessed with the opportunity to go to St. Louis High School, which he credits for imparting discipline and structure into his life and preparing him for the University of Portland, Oregon, where he earned a Commission and a BS degree.

After a chance meeting at the Libby Cannery in the summer of 1956, and the growing relationship that followed through his college years, Dan married Jeanette Kameda in 1958. "We were blessed with two wonderful children in Danette and Creighton," Dan explains. "From the very start, they were both achievers, and brought us all the joys and happiness you would want in a family."

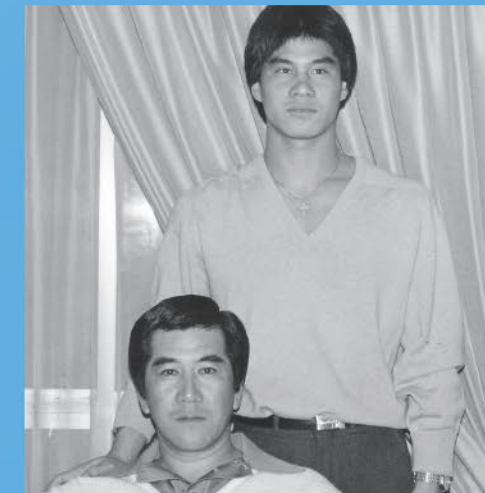


DAN WITH HIS FIRST CHILD DANETTE, WHO TODAY IS THE COO AT DATAHOUSE

In January, 1959, Dan, as a 2nd Lieutenant with the U.S. Air Force, was assigned to the Research and Development Center in New Mexico, where he got involved in computers. "I don't think there were more than five computers in the world at that time, and I was fortunate to be working on one of them," Dan explains.

"I immediately saw the potential in this technology and made up my mind that I wanted a career in the computer industry. And so for me, well, the rest is history..."

In 1966, Dan was hired by the University of Hawai'i to establish the management systems office, and eventually grew the department to



DAN AND HIS SON CREIGHTON, WHO TODAY IS THE CEO OF 'IKE

approximately fifty employees who were involved in administrative data processing. He was then approached by Hiram Kamaka, director of budget and finance under Governor Burns, in 1970, and asked to run the state computer system, which he did for five years.

"During my tenure with the state, every time I wanted to hire some expertise, it had to come from the mainland," Dan recalls, "These people brought the knowledge and skill, but when they left, we were the ones who had to maintain and upgrade the systems. And we didn't have the real talent at the time."



DAN AND JEANETTE ON VACATION IN THE 1980'S

"I SAW THIS HUGE OPPORTUNITY TO ESTABLISH A COMPANY IN HAWAI'I TO DEVELOP THAT TYPE OF EXPERTISE. WHICH IS WHY I FOUNDED DATAHOUSE IN 1975."

1980s

NINETEEN EIGHTIES



THEN-DATAHOUSE PRESIDENT DAN ARITA (FAR LEFT), WITH DATAHOUSE LEADERS IN 1986
(FROM LEFT TO RIGHT): CLYDE SHIIGI, MARK URANAKA, HANK MARTIN, MILTON TABA, AND STEVAN YEE.



DAN ARITA EQUIPS DATAHOUSE EMPLOYEES IN 1986

“WHEN WE WERE SMALL,
WE WERE LIMITED.
NOW WE’RE ONE OF
THE BIGGEST, SO WE’RE
SETTING THE TREND.”

MARK URANAKA
in 1986 as DataHouse VP of Large Systems

THE 1980’S WAS A DECADE OF DYNAMIC GROWTH FOR DATAHOUSE.

Dan and his team began the 80’s with fourteen employees and revenues of \$300,000, and expanded to over sixty employees by 1990 with revenues exceeding \$4 million. They also increased their office space, moving to the Ala Moana Building at 1441 Kapi’olani Boulevard in 1983.

Beginning in 1980 with the Honolulu International Airport, DataHouse also worked with the Department of Health’s twelve county/state hospitals, the University of Hawai’i’s Facilities Management Office, the Dillingham Corporation, the Mason’s Union Trust Fund Administration Office, the State Department of Land and Natural Resources, and Olomana Golf Links on O’ahu’s Windward side.

“By the end of the decade, we were confident in our ability to deliver state projects and were beginning to get a lot of requests for our services,” Dan recalls. “We continued our work with RCUH and had a credible portfolio of testimonials for the work we could do.”

DATAHOUSE TAKES FLIGHT

One of the biggest catalysts of growth for Dan and his team came in 1984 when DataHouse beat out three significant national competitors for their first major State contract: the Hawai’i Unemployment Insurance (HUI) Benefits System. “I remember telling them that if they wanted to help increase employment in Hawai’i, they needed to hire DataHouse,” explains Dan. “I also said that all of them who were currently working in the UI office, when they retired, DataHouse would still be here to provide service for them for continuity and enhancements to their system. And over thirty years later, that prophecy has come true.”

DAVID JOYNER, HANK MARTIN, AND LAURIE CHUN
WORK TOGETHER IN THE MID-1980’S



THE GAME CHANGER

Clyde Shiigi, in his early twenties, wasn't sure if he could deliver the results on the Hawai'i Unemployment Insurance (HUI) Benefits System he was working on with Mark Uranaka.

"This project was pivotal, both for DataHouse as a company and personally for the young team who were working it," Dan recalls. "It was a defining moment when this extremely complex system was delivered, because I remember Clyde questioning if he could see it through. But I told him it would be huge for his resume. He'll be proud, and he'll be able to walk in to any company and get a job because of what he's accomplished."



"JOB SECURITY IS
NOT FOUND WITHIN
THE COMPANY
YOU WORK FOR, IT'S
IN YOUR RESUME."

DAN ARITA

*to Clyde Shiigi during the difficult
seasons of the HUI project*

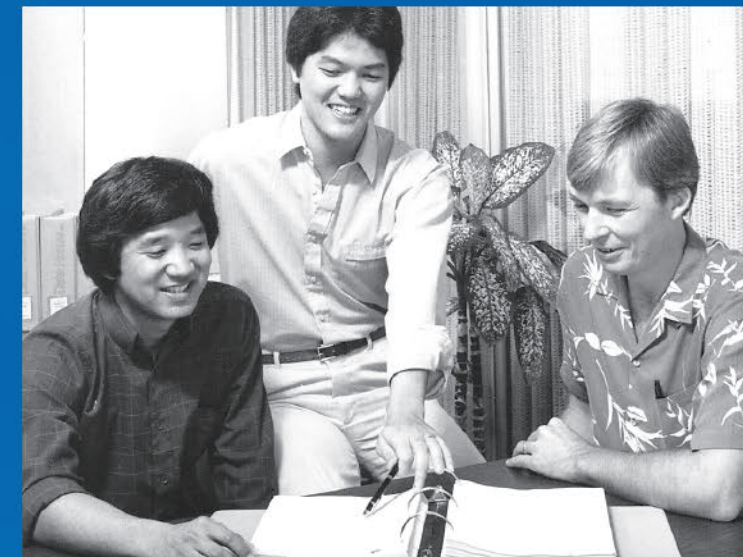
NATIONAL RECOGNITION

The HUI project was a success that was even recognized by the federal government, who asked if DataHouse would be interested in taking the project concept of the system to the mainland USA. "So they steered us to Nevada in 1988, our first ever project in another state," Dan explains. "We ended up getting a lot of national recognition for it."

Then-DataHouse Vice President Hank Martin adds, "There was a ton of excitement as they had been waiting nearly two years for a redesigned UI system, and our HUI system was generally considered the most sophisticated UI Benefits System available in America at the time."

"I cannot overstate the impact these projects had on our confidence," Dan recalls, "as well as for the company overall."

DATAHOUSE VALUES



MARK URANAKA, CLYDE SHIIGI, AND JOHN SINUK COLLABORATE IN THE MID-1980'S

"HOW CAN I GIVE PEOPLE FREEDOM?"

DAN ARITA

"One thing I learned working in state government was I didn't want to restrict my people or create boundaries on their creativity," Dan says, as he describes how he laid the foundation for the culture of DataHouse. "I asked myself, 'How can I give people freedom?'"

#1. Dan created a flat organization where people didn't worry too much about who they reported to. Other than defining leadership roles, there was no organizational chart.

#2. Dan didn't put a lot of weight in job titles. "I told people to call themselves

whatever they felt best described them," he recalls, "I just said, 'Hey, but don't embarrass yourself.'"

#3. Dan didn't believe in performance reviews. He believed that when an employee is on a project, the client will tell them exactly how well they are doing. "And if people listened to you," Dan adds, "then you were on the right track."

#4. Dan didn't organize any formal corporate training. He believed personal passion and purpose would drive the direction of the individual's

development, and Dan would support the individual in those areas.

#5. Dan didn't believe in strict work hours, but promoted independence and freedom. "Because from day one, 24/7, no work is below your dignity," he remembers telling his staff. "Just do the work that's needed to get the job done."

To say that Dan was ahead of his time when he implemented these visionary principles many decades ago would be an understatement.



THROUGHOUT THE 1980'S, DATAHOUSE BOLDLY PROMISED
"AFFORDABLE SYSTEMS SOFTWARE SUPPORT FROM HAWAII'S TESTED DP PROFESSIONALS"



DATAHOUSE MOVED TO THE ALA MOANA BUILDING AT 1441 KAPI'OLANI BLVD IN 1983. HERE THEY WORKED WITH THE CUTTING-EDGE TECHNOLOGY OF THAT TIME, LIKE THE NORTHSTAR DIMENSION 120 COMPUTER, ACTION DIAGRAMMER, APPLE'S MACPROJECT, AND THE HP 7475A PLOTTER.

CLYDE SHIIGI



TODAY, CLYDE IS THE CHIEF TECHNOLOGY & STRATEGY OFFICER AT DATAHOUSE



CLYDE AND DAN ARITA CELEBRATING SUCCESS IN THE EARLY 2000'S

"THE HEART AND SOUL OF DATAHOUSE HAS ALWAYS BEEN ITS PEOPLE."

Clyde Shiigi began his career at DataHouse in 1980 as a student intern. Little did he know that he would be thriving at DataHouse as the Chief Technology & Strategy Officer thirty-five years later.

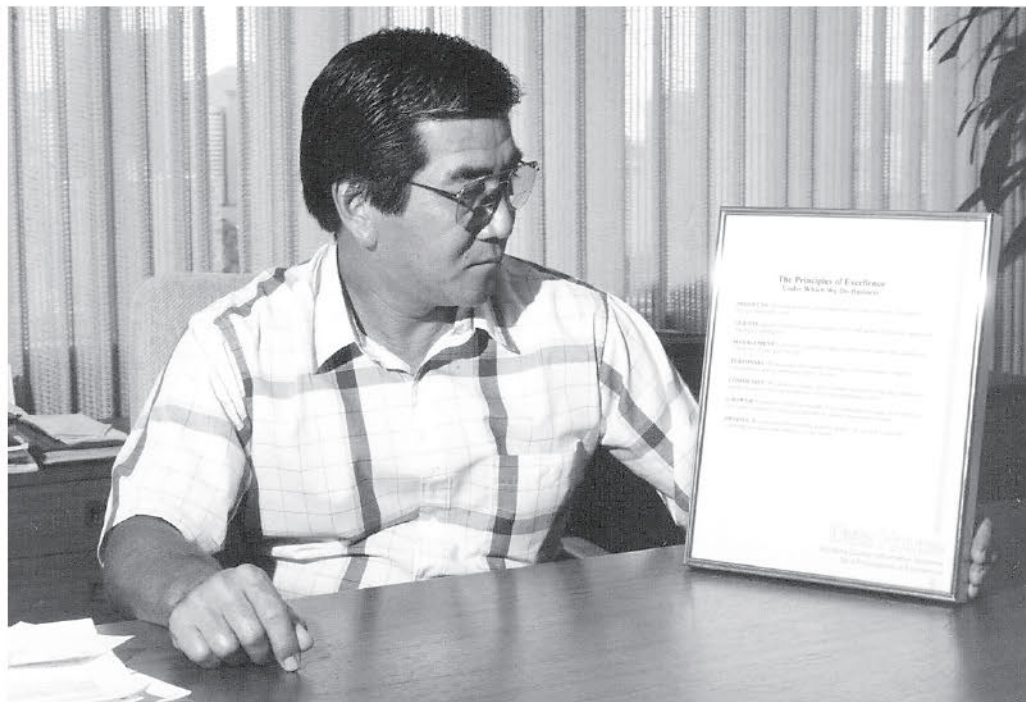
"Dan is a great visionary," Clyde explains. "From the beginning, he understood information technology would transform the world and traditional thinking wouldn't keep up with the pace of innovation. He built DataHouse following unconventional principles that only now are being recognized as innovative management practices. DataHouse was built on the core values

of flexibility and agility, accountability and self-empowerment, treating customers as number one, and valuing our people as our greatest assets. These values have not just been words to us, but part of our DNA and they have formed the foundation that allowed us to succeed for the last forty years."

As an intern, programmer, manager, and leader (including President/CEO of DataHouse from 2002 to 2013), Clyde has played a significant role in the recognition DataHouse has received over the years—from local to international awards, partnerships

with industry leaders, and significant national and even international clients.

"Our customers—especially those in Hawai'i—have been our greatest partners," Clyde explains, "some of them from the very beginning. Systems that we built in the 70's and 80's are still working today and we are honored to continue to modernize them. I am so grateful for the trust our early customers placed in us and cherish our long standing relationships and personal friendships."



DAN ARITA IN 1986 WITH THE NEW DATAHOUSE "PRINCIPLES OF EXCELLENCE"

"IF YOU COULD DREAM UP AN AWESOME COMPANY TO WORK FOR, WHAT WOULD ITS VALUES BE?"

DAN'S
question to the *Principles of Excellence* team in 1986

"If we're going to walk the talk, we have to deliver on these values." This was Dan's exhortation to a small group of high-quality, but inexperienced employees, many fresh out of some of the most prestigious universities in the nation. He gathered them at the Pagoda Restaurant for a series of meetings, led by Milton Taba and Don Childs, tasked with the goal of coming up with the core values of DataHouse.

THE PRINCIPLES OF EXCELLENCE

Under Which We Do Business

PRODUCTS: The highest quality information services and solutions, designed to provide undeniable value.

CLIENTS: Quality products and the integrity of our staff attract clients who appreciate and expect nothing less.

MANAGEMENT: Cultivates a dynamic balance between the needs and capabilities of both our clients and our staff.

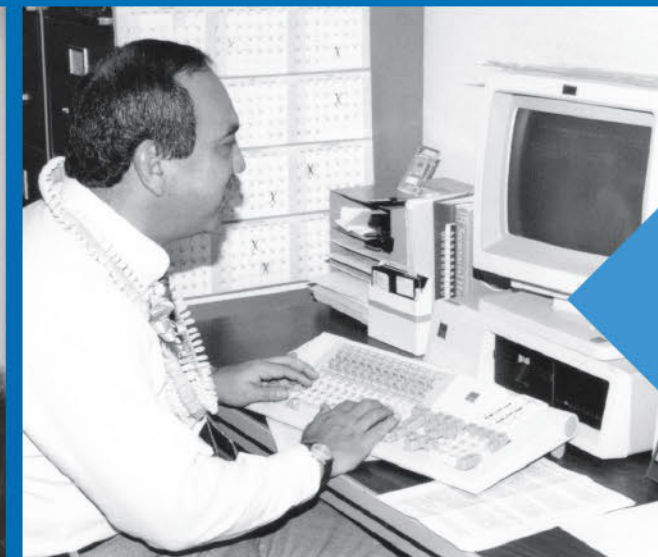
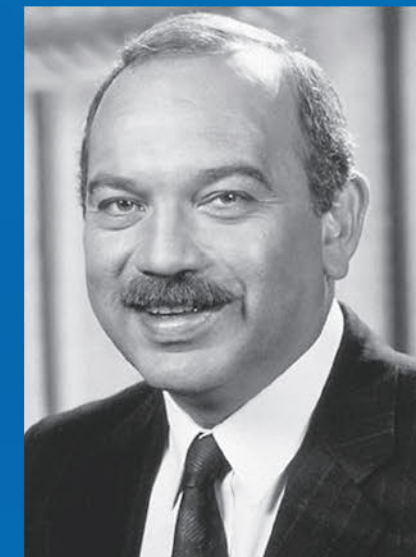
PERSONNEL: Professionals who master challenges with intelligence, integrity, thoroughness, and an unbending zeal to succeed.

COMMUNITY: We draw our energy, spirit, clientele and talent from the community, and we recognize our responsibility to enrich the community in turn.

GROWTH: Expansion in both the breadth of our vision and the range of our services are a direct response to increasing demand for quality information systems.

PROFITS: By attracting and rewarding superior people, we are able to provide continuing excellence and stability for our clients.

GOVERNOR JOHN WAIHE'E



IN 1986, GOVERNOR JOHN WAIHE'E CALLED UPON DATAHOUSE TO MODERNIZE AND AUTOMATE HIS OFFICE. DATAHOUSE INTRODUCED HIM TO THE THEN UNKNOWN WINDOWS SYSTEM.

"IT IS CLEAR TO ME THAT DAN ARITA IS A GOOD MAN TO KNOW AND A GOOD FRIEND TO HAVE."

Forty years ago, I was completing law school along with a group of friends who were determined to help guide Hawai'i's destiny and make it a better place for future generations. Little did we know then that a young businessman, Dan Arita, also had a vision for Hawai'i.

He believed that Hawai'i could compete with anyone from anywhere, refusing to accept we were a second class anything. It was inevitable that our paths would cross.

Dan provided the State with the ability to challenge the smug technological giants of the time and get cost effective service for our residents. He did this by recruiting the talents of local young people, many of whom would otherwise have had to move elsewhere for employment. Today, DataHouse is still a reflection of Dan's vision.

But success did not come without challenges—there were moments of struggle, even untrue attacks from jealous competitors. But never once did Dan lose his commitment to Hawai'i.

That is why, while the detractors have moved on, DataHouse is here today celebrating forty years of excellence. Dan Arita and his team made DataHouse one of the technological building blocks of modern Hawai'i.

I am proud to join the many customers, supporters, families and friends expressing their appreciation and congratulations to Dan Arita and the DataHouse team.

John Waihe'e
GOVERNOR OF HAWAII (1986-1994)



DAN ARITA (SECOND FROM LEFT), WITH HIS BUDDIES AND CLOSE FRIENDS, COACH LES MURAKAMI (FORMER UH BASEBALL COACH; LEFT), ROBERT TAKUSHI (FORMER DEPUTY DIRECTOR; MIDDLE), YUKIO TAKEMOTO (FORMER DIRECTOR OF BUDGET & FINANCE; SECOND FROM RIGHT), & WAYNE MATSUMOTO (PRESIDENT OF WAIANAE PLUMBING)

“FOR OVER FORTY YEARS, MY FRIENDSHIP WITH DAN HAS NOT WAVERED, THROUGH BOTH GOOD TIMES & ADVERSITY”

In 1975, Dan Arita left a secure employment and ventured into the corporate world of risks, uncertainties, and rewards. In a wooden loft with only a steel desk and a vision of competing globally, he eventually built a technology company no one else could have imagined. Through all the ups and downs, Dan has remained the same person he was forty years ago—always with a smile, encouraging and mentoring young people, and remembering his friends. To this day, his buddies are the same ones he grew up and golfed with. His gait is just a little slower, golf score a little higher, but graying and aging well.

As DataHouse’s success increases, Dan, ever the caring person, continues to give back to the community, sponsoring statewide high school athletic championships and other charitable events. Remembering his humble beginnings is one of the cornerstones of his success, as is remaining loyal to his friends and business partners. Dan’s stewardship and mentoring continues to shape the future of DataHouse and the family of companies it has given birth to. Dan’s vision and culture of caring is embedded in the next generation of leaders at DataHouse who will carry on his legacy.

Congratulations and Happy 40th Anniversary!!!

Yukio Takemoto
DAN’S GOLFING BUDDY & LOYAL FRIEND

“IN THE NINTH GRADE, DAN WAS CALLED ‘KAZU’”

My first impressions of Dan when we were in high school was that he was quiet and kept his mouth shut—like me. That kept us out of trouble.

After college, Dan and I both returned home to Hawai’i, and we started playing softball. It was on the softball field that I realized both of us were highly competitive and hated to lose. It was like this on the golf course, as well, which we started playing when we were working together at the University of Hawai’i. We were called the “Odd Couple” because we were always arguing. Dan would say, “I got it,” and I would respond, “No, you don’t!” I found out through golf that Dan and I are also both extremely hard head.

But the most important characteristic Dan possesses is his loyalty. He has been my friend since the ninth grade and has supported me through thick and thin. Dan and his wife, Jeanette, sat behind home plate at every single one of my baseball games.

When I suffered a massive stroke almost fifteen years ago, all my friends were at the hospital offering support, but guess whose face I recognized when I came out of my coma? When Dot, my wife, asked me, “Who is this?” I said, “Jeanette Arita.” There was Jeanette, crying when I recognized her and said her name.

Congratulations, Dan and Jeanette!

Coach Les Murakami

1990s

NINETEEN NINETIES



DAN ARITA (CENTER), WITH WADE KANESHIRO (LEFT) AND ALISON NAKAGAWA (RIGHT) IN 1990



THE DYNAMIC DATAHOUSE STAFF OF THE 1990'S



DOUG VAUGHAN, THE FIRST DATAHOUSE EMPLOYEE TO LIVE BEYOND THE SHORES OF HAWAII

AHEAD OF THE PACK

Along with a growing list of government contract work (e.g. UI, CPS, CESA, FMS, Corrections, and DOE), a spirit of innovation stirred at DataHouse.

"We conceived of the concept of DataHub," Dan explains, "to build and operate computer network infrastructures with minicomputers, as we saw the movement to distributed computing power as the way of the future." This was many years before the advent of desktop computers and the Internet. "We provided IT infrastructure and solutions like a utility that businesses plug in to," adds Clyde Shiigi. "Which is why we eventually renamed it with the more futuristic title of 'Nettricity.'"

Combined with the momentum of DataHub, Dan's focus on expanding into the private sector, and a desire to make a significant impact in the healthcare industry, DataHouse launched Praxis in 1992, led by Dan's son, Creighton Arita.

GROWTH & MOVEMENT

By the next year, DataHouse had outgrown its office space and moved to the Ala Moana Pacific Center. Over the next few years, Doug Vaughan, Vice President of Business Development, relocated to Bellingham, WA, to expand DataHouse's business on the mainland. They began providing outsourcing services to trade unions (Sheetmetal, Masons, Hawai'i Carpenters), and created their first website: www.datahouse.com.

"WE HAD ESTABLISHED DATAHOUSE AS A THRIVING BUSINESS AND BELIEVED WE HAD THE EXPERTISE AND CONFIDENCE TO DO WELL IN THE PRIVATE SECTOR."

DAN ARITA

**"THERE'S NOTHING LIKE
HEARING A CLIENT
TELL YOU—WITHOUT
YOU HAVING TO
ASK—HOW MUCH THEY
APPRECIATE WHAT
THE SYSTEM CAN DO"**

TERI WATANABE

In the 1990's, many banks, utilities, and insurance companies were modernizing their aging mainframe systems. DataHouse's local presence, track record, and expertise positioned them to offer these companies a local alternative to expensive mainland consultants. "Our commercial clients included First Hawaiian Bank, Hawaiian Electric, Queens Medical Center, HMSA, Kamehameha Schools and many others," recalls Clyde Shiigi. "We successfully implemented new systems, provided ongoing support, Y2K readiness, and prepared our clients for the Internet revolution."

One of the approaches that made DataHouse such a success was to involve end users of the systems all the way through, from the design stage through to implementation. "This way," explains Teri Watanabe, a DataHouse Senior

Management Analyst in the 1990's, "the client gains a personal stake in the system's success once it is up and running. They become the system's major proponent, as they feel a sense of ownership."

TECHNOLOGY LEADS THE WAY WITH COMPASSION

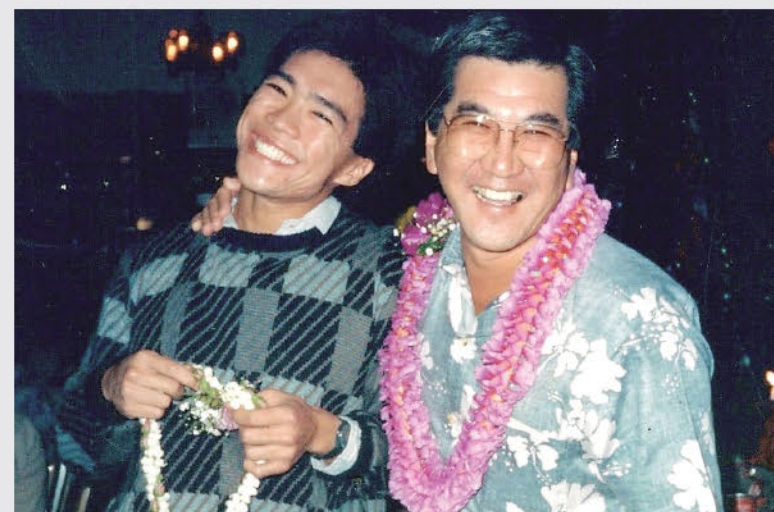
When Hawai'i's one year-old Alana Dung became ill in 1996 with an aggressive form of leukemia, potential bone marrow donors from across the state responded quickly, with numbers rising from 15,000 to 50,000 in a short period of time. "We opened our offices in the evenings to these volunteers who used our equipment for data entry," recalls Dan. "What a blessing for DataHouse to be able to provide such a tremendous public service."



THE 1990'S WAS A DECADE OF RISK-TAKING, DYNAMIC EXPANSION, GIVING BACK TO THE COMMUNITY, AND SIGNIFICANT AWARDS AND RECOGNITION FOR DATAHOUSE



A WATER BALLOON FIGHT BREAKS OUT AT A COMPANY PICNIC. DATAHOUSE EMPLOYEES HAVE ALWAYS ENJOYED WORKING HARD TOGETHER, BUT MAKING TIME FOR FUN, AS WELL.



DAN ARITA (RIGHT) WITH RYAN YAMAMOTO (LEFT), WHO JOINED DATAHOUSE IN 1982 AS A PROGRAMMER. TODAY, HE IS THE VICE PRESIDENT OF TECHNOLOGY ENABLEMENT.

TEAM PRAXIS

In the early 1990's, Creighton Arita approached his dad with an idea.

He had a vision to create a physician information network to leverage claims and clinical data to improve the quality of patient care. "I advised him that this endeavor would be a large step down from his current high-paying position," recalls Dan. "But he was adamant in his search for humanitarian value over financial rewards."

TECHNOLOGY & THE GREATER GOOD

The healthcare industry was in desperate need of computerization, with multiple areas to automate. "Having years of success helping our clients improve their business with technology, we were confident we could launch our own company with the applied technological expertise needed as a differentiator," Clyde Shiigi recalls.

"IT'S AMAZING THAT OUR VISION FOR TEAMPRAXIS TWENTY-THREE YEARS AGO WAS SO SPOT ON, GIVEN THE DYNAMICS OF THE HEALTHCARE INDUSTRY TODAY."

CREIGHTON ARITA



AFTER SUCCESSFULLY LAUNCHING THE PROPRIETARY CONNXTMD SOFTWARE SUITE IN 1998, TEAMPRAXIS PARTNERED WITH ALLSCRIPTS IN 2005 TO DELIVER TOUCHWORKS EHR THROUGHOUT HAWAII AND IN OVER 35 STATES ACROSS AMERICA

Praxis was established in 1992 under the umbrella of DataHouse, and later emerged to stand on its own two feet as TeamPraxis. But it wasn't without its hardships. "We were right on target with our vision," Creighton explains, "but the timing was too early. We struggled through so many challenges—it took us nearly five years to turn a profit!" Creighton recognizes the indispensable value of having DataHouse's financial backing, mentorship, and support as the foundation for TeamPraxis.

"We built TeamPraxis from the ground up based on a centralized, hosted model, referred to today as a cloud," Clyde recalls. "This transformed the standard practice of having unsecured PC's littering a physician's office." Using workflow and analytics technologies, TeamPraxis offers an innovative service to help physicians file claims and bill patients, allowing doctors to focus on what they do best: taking care of patients.



TEAMPRAXIS STAFF IN THE 14TH FLOOR TRAINING ROOM AT THE ALA MOANA PACIFIC CENTER IN 2015

"WHEN I JOINED TEAMPRAXIS IN 1992, IT WAS A SMALL START UP COMPANY WITH A BIG VISION."

MARVIS SHIGETA-ROSA



MARVIS SHIGETA-ROSA HAS BEEN WITH TEAMPRAXIS SINCE THE COMPANY'S FOUNDING IN 1992. AS CHIEF OPERATING OFFICER, SHE OVERSEES THE COMPANY'S CORE REVENUE CYCLE MANAGEMENT FUNCTIONS.

Working with TeamPraxis for the last twenty-three years has been an extraordinary experience, working alongside Creighton, Dan, and the many other highly talented and gifted people in this company. Although there were many challenges in the beginning, the Arita father-and-son duo were keen visionaries and I quickly learned to trust their integrity, judgement, confidence, and passion. Together, they fostered a culture of inspiration, creative mindsets, and enthusiastic teamwork. They pushed us to a higher standard than we set for ourselves, and they passionately

believed in the possibilities of the future, encouraging us to follow our dreams and walk down unconquered paths, reminding us that we can do what we love and love what we do.

Words are among our greatest tools, and our words are a window into our vision, values, and abilities. I am eternally grateful for the words that Dan and Creighton have shared with me over the years, and for the incredible opportunities they provided—believing and trusting in me when I had very little belief and trust in myself.



THE DATAHOUSE FAMILY GATHERING FOR FUN AND GAMES AT THE PARK IN THE EARLY 1990'S

VIVIAN TSUJI

"DATAHOUSE WAS THE PINNACLE
OF MY WORK CAREER."

In 1996, Vivian Tsuji thought she was retiring for good. She was wrong.

When First Hawaiian Bank contacted her to help with their massive IT systems renovation project, she had just retired from a successful career with IBM. "I had no relationships with anyone from DataHouse," Vivian recalls. "But we ended up hiring a handful of them to help transition the bank into integrated, automated systems."

Immediately, she was struck by the quality of DataHouse. "They were smart, I loved their work ethic, they were quick

learners, and they really hit the ground running to competently and quietly support the First Hawaiian team," Vivian explains.

Two years later, with the project successfully completed, Vivian avoided retirement once again by picking up the phone.

"I had to find out more about this company, DataHouse," Vivian recalls. "That's how I met Dan Arita. I said I wanted to come work for him to learn how they produced such outstanding staff. I even said he didn't have to pay me for six months!"



DAN ARITA, CREIGHTON ARITA, CLYDE SHIIGI, MARK URANAKA, & VIVIAN TSUJI
AT A LEADERSHIP TRANSITION CELEBRATION IN THE EARLY 2000'S

Vivian eventually became Vice President of DataHouse over the seven years she worked there, helping open doors into various industries. "I got to see DataHouse from the inside—the quality level of the leaders and staff, their commitment to their clients and their people," Vivian explains. "That's why I had no reservations whatsoever to recommend DataHouse to my former clients because I knew the value they would bring to them. And they did, every time."

JEFF MALINS



TODAY, JEFF IS THE PRESIDENT/CEO OF SAGELY, WHOSE APP MAKES RESIDENT ACTIVITY PLANNING & PARTICIPATION TRENDING EASY FOR STAFF IN ASSISTED LIVING & INDEPENDENT LIVING COMMUNITIES

“I’D SAY MY RELATIONSHIP WITH DAN STARTED WITH AN APPLE CRISP À LA MODE”

At sixteen, I was the youngest of the new interns Dan Arita crammed into his big Cadillac and drove to lunch at Waialae Country Club in the summer of 1997. When it came time for dessert, Dan suggested I have the Apple Crisp (which was the last thing on the menu I wanted).

I received the Apple Crisp.

It was okay, I guess. The next time we had lunch, Dan wouldn’t let me forget to order my “favorite.” Over time my “favorite” began to grow on me, and I started ordering it myself.

As these lunches became a regular occurrence, I realized Dan had an amazing vision for the transformative power of technology. I also got to hear some incredible stories: his contact with Seymour Cray, his many adventures as the special problem solver for Governor Burns, how he founded DataHouse, and what made him an overall amazing badass. Dan confidently followed the ideas he believed in, regardless of what others thought. For this young, ambitious kid, he was an inspiration. Without a doubt, it was the prospect of working for Dan—with the excitement and freedom that offered—that brought me back to Hawai’i after college.



GOVERNOR CAYATANO RECOGNIZING JEFF’S WORK ON THE TEAM THAT RECEIVED THE BEACON AWARD IN 1998

Dan enabled a steady stream of technology projects that defined a whirlwind time in my life. He was constantly there for me, setting me up for success, even though my productivity and energy exceeded my maturity and patience. Some amazing things were built during this period: Interloom, ConnxtMD and CQS. But I was also navigating the process of becoming an adult. I had some personal struggles and, even more so than with the technology, Dan was there for me. At one point he even offered to bail me out of jail (which, luckily, wasn’t necessary!).

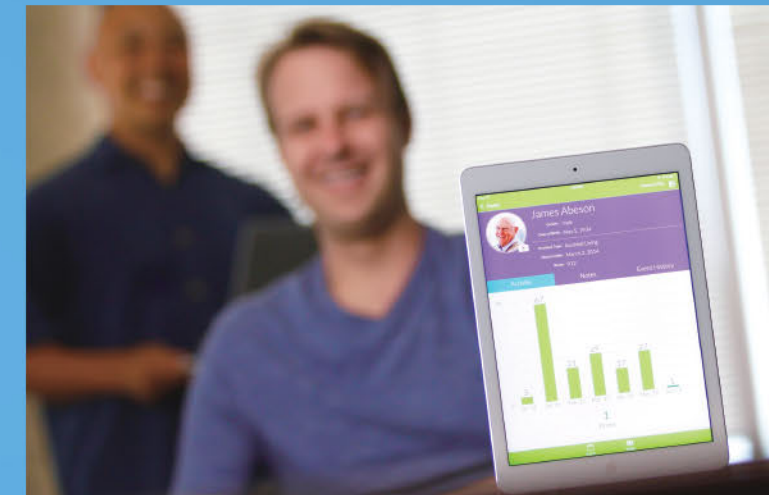


JEFF MALINS CELEBRATING THE 1998 BEACON AWARD WITH FELLOW DATAHOUSE INTERN TEAMMATES, KEITH HAMASAKI AND ERNEST WOO

The real value of Dan’s wisdom and mentorship—much like the Apple Crisp—took time for me to appreciate. He once told me: “No one will remember what you built or all the details of the work you did, but they will remember if you are generous and good to them.” After being so focused on building things—with a young person’s sense of time and a go-it-alone attitude—this didn’t sink in immediately.

It has today.

You know, it wasn’t the badass side of Dan that led him to mentor me over the years, it was his fundamental generosity,



JEFF AND BUSINESS PARTNER, TODD FUNASAKI (LEFT), WORK BEHIND THE SCENES TO MAKE THEIR SAGELY APP A SUCCESS

patience, and belief in people. I see now that’s what he built DataHouse on and that’s why it has succeeded. Those are the sweetest things you can accomplish in life, like an unknown dessert that really does become your favorite.

Dan, thank you for your unwavering support, patience, advice, and inspiration over the last eighteen years. I’m eternally grateful for everything you’ve given me, including the old lessons that take on new meaning everyday. You are truly my role model.

Jeff Malins
PRESIDENT/CEO OF SAGELY



THE DATAHOUSE FAMILY GATHERING FOR FUN AND GAMES AT THE PARK IN THE EARLY 1990'S

**"IF WE CAN BUILD
A COMPANY THAT
SOMEONE IS HAPPY
TO RETIRE FROM,
THEN WE'VE DONE
A DECENT JOB"**

DAN ARITA, 1997

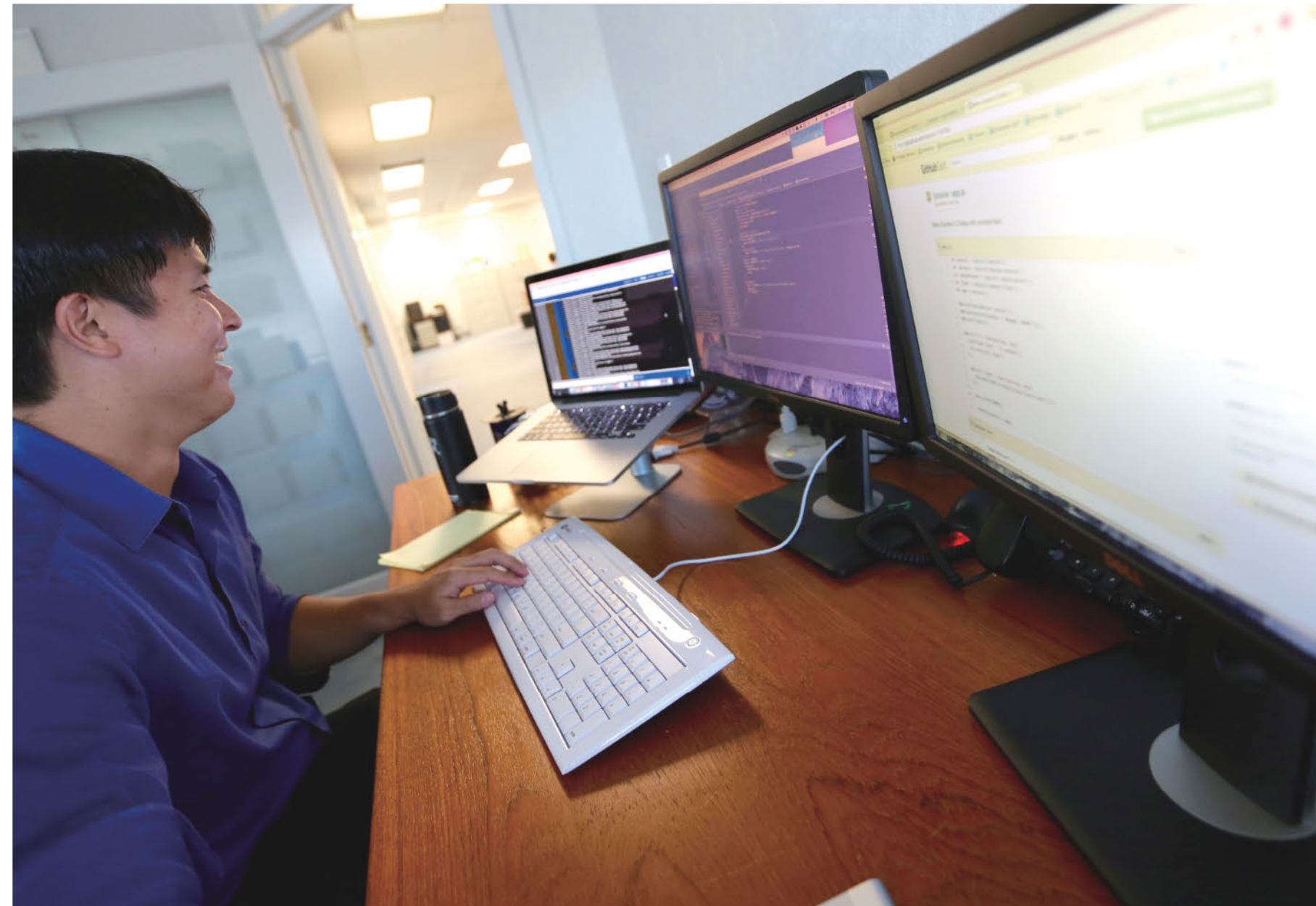
With the advent of the Internet and the buzz surrounding Y2K, the 1990's were looking like they would end with a boom—the dot-com boom, to be exact. With over sixty-five employees and revenues toppling \$7.1 million, DataHouse was busy.

In 1993, DataHouse began laying down virtual tracks ahead of the curve, completing their first website, which prepared them for a surge of website development work by the turn of the century. Marketing efforts were initiated in Japan and the Far East. E-Business strategies were developed. Y2K-readiness work began to swamp their office. The DataHouse ESOP was formed. And DataHouse staff were given an amazing

opportunity to mentor and develop future leaders of technology from Japan's Tokyo Institute of Content.

BLESSED TO BE A BLESSING

In the midst of expansive growth and dynamic projects, Dan and the DataHouse team were still able to make time to give back to the community, leveraging one of their greatest strengths: emerging technology. In a time when people were still being introduced to computers, Dan pioneered the idea of a pro bono website platform for the Hawai'i High School Athletic Association, to aid their administration, scheduling, and their communications within the community.



WEB DEVELOPER, KENTON CHUN, WORKING WITH THE MEAN (MONGODB, EXPRESSJS, ANGULARJS, & NODEJS) STACK FRAMEWORK ON A HANDFUL OF MODERNIZATION PROJECTS

LOTUS AWARDS



CLYDE SHIIGI WITH THE 1998 BEACON AWARD FOR BEST PHILANTHROPIC SOLUTION, CELEBRATING A HUGE WIN FOR DATAHOUSE, HAWAII, AND THE PRECIOUS YOUNG PATIENTS WHO BENEFITED FROM THE DISRUPTIVE TECHNOLOGICAL INNOVATION

"IT IS VERY GRATIFYING TO BE RECOGNIZED BY A WORLDWIDE INDUSTRY LEADER, AS IT PROVES THAT HAWAII COMPANIES CAN CREATE INTERNATIONALLY COMPETITIVE PRODUCTS."

DAN ARITA

THE 1997 BEACON AWARD

In 1997, Lotus Development Corp, a subsidiary of IBM Corporation, awarded one of its top honors to DataHouse for the Best Business Application in the academic/government category, in the midst of over a thousand applicants worldwide. The award recognized DataHouse's development of EduSuite, an innovative suite of Internet business applications for schools. For the first time, a Hawai'i company received the award.

"EduSuite is an 'integrated bundle' distributed entirely over the Internet and developed for use in public and private schools from grades K through 12,"

then-president Dan Arita explained in a press release. "It is a pleasure for us to create innovative software, especially to enhance the education of students here at home and all over the world."

But many said DataHouse was lucky. So, in 1998, Dan set out to prove them wrong.

HANA HOU: THE 1998 BEACON AWARD

The prestigious international IBM/Lotus Award for Best Philanthropic Solution was given to DataHouse in 1998, for the creation of the most effective solution developed for a not-for-profit, environmental, or humanitarian effort

"THERE IS NO NEED FOR THERE TO BE AN INCOMPATIBILITY BETWEEN DOING WELL AND DOING GOOD."

RAY OZZIE

Technical Icon/Inventor of Lotus Notes

with a preference given for pro-bono services. Don Tennant of Computerworld, one of the Beacon Award judges, described the DataHouse product:

"The most eye-opening of all was a project undertaken by the company we named as the winner, a Honolulu-based Lotus business partner called DataHouse, which donated its time and resources to create the StarKids Network, a Domino and Notes-based Web site that gives seriously ill children an escape from their sterile hospital environments by enabling them to interact with other children in hospitals around the world. Kids can, for example, use the site to draw on a Java-based



CLYDE SHIIGI, ERNEST WOO, JEFF MALINS, AND KEITH HAMASAKI RECEIVING SPECIAL RECOGNITION FROM GOVERNOR CAYATANO FOR THEIR 1998 BEACON AWARD. "IT WAS AN EASY PROJECT TO GET BEHIND," SAID HAMASAKI, "BECAUSE IT HELPS THE LIVES OF CHILDREN."

easel and post their pictures, play interactive games and exchange news and letters."

"We wanted to use our knowledge and expertise in Internet software development to create something that helped people," explains Clyde Shiigi, who was President/CEO of DataHouse in 2003, when they were awarded a U.S. patent for their innovative technology. Dan Arita recalls making his point clear to the DataHouse team so they would believe in themselves and in what Hawai'i could accomplish. "Now you see," Dan declared, "we're not lucky. We're good."

INTERNATIONAL AWARD-WINNING INTERNS

One of the most amazing aspects of the win was that it was fueled by three innovative coding DataHouse interns: Jeff Malins (who was an 18 year-old senior at 'Iolani), Ernest Woo (20 years old), and Keith Hamasaki (23 years old). After building a prototype for an app concept for doing IM chat via drawing pictures instead of typing, Jeff was joined by his colleagues to round out its functionality. "From the very beginning I was sure that this project was going to be big," Jeff explained in a press release. "I think we have accomplished a great thing."

2000^s
TWO THOUSANDS



DATAHOUSE STAFF POSE FOR A FUN PICTURE AS THEY PREPARE TO LEAD THE TECHNOLOGY CHARGE INTO A NEW MILLENNIUM



"OUR BUSINESSES WERE THRIVING," DAN DESCRIBES THE EARLY 2000'S, "AND IT WAS A GOOD TIME FOR ME TO TAKE A STEP BACK TO SPEND MORE TIME WITH FAMILY, GOLFING, AND TRAVELING."

When the clock struck midnight on January 1st, 2000, not only did technology continue to function properly in the world, but at DataHouse, it continued to thrive.

Dan and the team expanded their services in software development, analysis, project management, system implementation and integration, and training and support, through the launch of the Interloom E-business System, MalamaMD and ConnxtMD, and through the expansion of business and resources in Japan and China. Web services expanded, DataHouse continued to receive major contracts in the government sector, as well as awards and patents, and out-of-the-box technological innovation fueled business development within various industries.

PARENT COMPANY FOR A GROWING FAMILY

In the early 2000's, DataHouse Holdings Corp. was formed as a parent company to oversee subsidiaries DataHouse, TeamPraxis, Nettricity, and DataHouse Labs. It was also a season of transition for Dan Arita. "I was sixty-six years old," Dan explains, "and I knew it was the right time for change."

Dan became the chair of the DataHouse Holdings Board of Directors, while Creighton Arita became the DataHouse Holdings President/CEO. Clyde Shiigi was a natural successor as President of DataHouse. "Clyde's loyalty and passion for DataHouse was exemplary," Dan recalls, "and he cherished the culture and our employees with respect and a real genuine heart. He was proven, he knew the technology, the customers, partners, and our staff. He was ready to lead us through the challenges that lay ahead."

"THE WORD RETIREMENT NEVER ENTERED MY MIND, AS I COULD NOT ENVISION MYSELF EVER FULLY PARTED FROM DATAHOUSE."

DAN ARITA

“WE WANTED ONE COMPREHENSIVE, CUSTOMIZABLE SOLUTION THAT WOULD INTEGRATE ALL THE FEATURES OF OUR OLD SYSTEMS, ALLOWING US TO EASILY MANAGE OUR PROGRAMS, TRACK OUR STUDENTS, AND REPORT ON OUR PROGRESS. THAT WAY, WE COULD GET ON WITH OUR JOB OF EDUCATING.”

ROD MORIYAMA

INNOVATING IN EDUCATION

Between 2004 - 2007, DataHouse worked on two massive projects for the Department of Education in Hawai'i, creating the eSIS (electronic Student Information System) and the eCSSS (electronic Comprehensive Student Support System). Being the 10th largest school system in the country at the time, the Hawai'i DOE served 180,000 students, 51% of whom had some level of special need.

DataHouse created eCSSS to successfully consolidate and migrate three aging student support management platforms into one scalable, web-based, IT infrastructure. “DataHouse really rose to the challenge with eCSSS,” explained Rod Moriyama, then-Assistant Superintendent of the DOE. “Now we can focus on our mandate,” added Leona Chock, then a DOE Project Manager. “We no longer worry about data inconsistencies, and we can more accurately track students’ progress.”

EXPANDING AND TAKING RISKS

Growth is simply in the DNA of DataHouse, and thus, in its sister companies as well.

In 2007, TeamPraxis acquired VantageMed and expanded their business in the healthcare industry, as well as closed a \$20 million Act 221 investment round for the company, under Creighton's leadership. Nettricity's reach expanded as well, with outsourced managed services in the government and healthcare sectors. DataHouse's Financial Solutions Group services launched, enlarging the banking business in U.S. mainland markets, and DataHouse formed the Healthcare Solutions Group in 2009.



LEADING THE 2000'S, THEN-PRESIDENT/CEO OF DATAHOUSE HOLDINGS/TEAMPRAXIS CREIGHTON ARITA, PRESIDENT/CEO OF DATAHOUSE CLYDE SHIGI, DATAHOUSE VICE PRESIDENT MARK URANAKA, AND DATAHOUSE VICE PRESIDENT RYAN YAMAMOTO

COMMUNITY SERVICE



DWIGHT TOYAMA WAS EXECUTIVE DIRECTOR OF HHSAA (1996-1998) AND THE OIA (1998-2011)

"I HAVE ALWAYS KNOWN DAN ARITA TO BE A HUMBLE, LOW KEY, BEHIND-THE-SCENES KIND OF MAN."

DWIGHT TOYAMA

From the beginning, it was important to Dan Arita that DataHouse stay connected to its home in Hawai'i by giving back through community service. "It made the employees feel good," Dan explains. "It created bonds within our people and it created good will within the community."

THE HHSAA JOINS THE WORLD WIDE WEB

In 1996, while attending his grandson's wrestling matches, Dan approached then-Executive Director of the HHSAA (Hawai'i High School Athletic Association), Dwight Toyama, with an idea. "I watched him running around and working late, and I told him there

must be something I could do to help," Dan recalls. "After listening to him, I realized he needed a website to help his organization. Well, he barely knew what I was talking about! As this was back when people barely understood computers, much less the Internet." The vision was to aid in scheduling and communication between athletic directors, coaches, student athletes, and the community, thereby creating a more cost-effective and efficient program. It would also allow mainland recruiters to check out local talent.

"So we got our first website, SportsHigh.com," explains Dwight, "which helped bring more awareness to high school



THE OIA WEBSITE IN THE EARLY 2000'S

sports. Dan was always saying, 'The more eyeballs we bring to this site, the more recognition student athletes will have.'" DataHouse also became the title sponsor for the HHSAA Wrestling Tournament, which was a huge need at the time.

"I remember bringing in all of these coaches and having to teach them how to use a computer," Dan remembers. "It was so funny watching these guys overcome their fear of technology."

After about a decade of being the chief sponsor of wrestling, DataHouse transitioned its support to softball, which continues to this day.



CLEANING UP THE BEACH

BUSINESSMAN ON THE BASEBALL FIELD

As Dan's involvement in the HHSAA continued, he recognized their frustrations with fundraising and, once again, had an idea.

"Part of the difficulty in finding sponsors was the branding," recalls Dan. "If the venues for state tournaments were more elaborate, then sponsorships would increase." So Dan approached then-University of Hawai'i Athletic Director, Hugh Yoshida, and asked to make the Stan Sheriff and Les Murakami Center available for tournaments. "That was accomplished, and it increased the gate revenue and sponsorships."



DATAHOUSE STAFF ORGANIZING FOR A COMMUNITY DRIVE

In 1998, DataHouse developed a website for the O'ahu Interscholastic Association (OIA). "Both of these websites went through many upgrades over the years," Dwight explains, "and DataHouse continues to support both organizations to this day. We are forever grateful for Dan and DataHouse's generosity and support that has enabled Hawai'i's student athletes to receive both local exposure and national recognition."

“WE KNEW THE POWER
OF DREAM-RELEASING
HIGH CAPACITY
LEADERS WHO WANTED
TO RUN WITH OUR
TEAM AND WHO WERE
ALIGNED WITH OUR
VISION AND VALUES”

CREIGHTON ARITA

In the late 2000's, the innovators of DataHouse launched HiBroadcast, a digital communications and marketing company, focused on digital signage solutions (HiSign) and SMS messaging services (HiText). Although the technologists of DataHouse continued to stay in front of the curve during these years, something much bigger was happening in the country they couldn't avoid.

CRISIS COMES TO THE ISLANDS

At the close of the first decade of the new millennium, the global financial crisis and economic downturn began to impact every business across the entire spectrum of industries. DataHouse was not spared.

“This came together with the rapid technological changes coming in waves across the world at an unrelenting pace,” Dan recalls. “It was a thrilling time, but mind boggling, to say the least. These tough years really tested our leadership team, and I am so proud to have witnessed the faith, courage, and wisdom they displayed through this very turbulent and disruptive period, coming through it with incredible resolve and a foundation of creativity and flexibility that has taken us all to the next level.”

MILTON TABA



MARK URANKA AND MILTON TABA IN THE 1980'S

“WORKING WITH DATAHOUSE HAS BEEN A
CHALLENGING, ENJOYABLE, & SATISFYING EXPERIENCE.”

After working at DataHouse for more than thirty years, I am now preparing for retirement with my final step, called “Closure,” where I transfer my knowledge to DataHouse staff to ensure continuity of customer and project support. Here are some of my standout memories to pass on from these wonderful years:

- Taking yearly inventory in a freezer on December 31st (the Hata family days)
- Overcoming major mistakes, even though Dan always said to not be afraid of them

- Negotiating our lease (1441 Building)
- Being bold and almost firing myself
- Doing Christmas party skits (especially the one with Ryland as the tree)
- Learning from the young recruits and watching them grow
- Working thirty-six hours without sleep on our first live processing of a customer's 3,500 employee payroll (my longest and most stressful workday)
- Being a victim of Wayland's practical joke on Maui (scary moment, as I thought we were about to die)

- Trusting a young developer to make it work, even when he had no previous experience with development tools (Interloom web development... he knocked it out of the park)
- Talking story during lunch in the break room (always a fun time and should be a House Rule!)

I can truly say that I accomplished my career goal of growing with a company and seeing it become one of the best in Hawai'i.



DEREK LAU, VIVIAN TSUJI, AND CREIGHTON ARITA
CATCHING UP AT A STAFF GATHERING



DATAHOUSE STAFF ENJOYING TIME TOGETHER AT THE ANNUAL CHRISTMAS PARTY

CURT OTAGURO



DATAHOUSE WORKED WITH CURT TO BUILD FHB'S FIRST ONLINE BANKING SYSTEM, AS WELL AS SUPPLEMENT MANY IT PROJECTS OVER THE YEARS

"DATAHOUSE CONTINUES TO BE A VISIONARY COMPANY
I CAN COUNT ON AS A TRUSTED BUSINESS PARTNER"

Throughout my thirty-four year career, I've had many opportunities to work with DataHouse. Through our involvement in various projects together, partnering with Dan Arita and his staff has been a very good experience for me, as well as for First Hawaiian Bank.

I've enjoyed countless conversations with Clyde Shiigi, dreaming together and thinking of different ways of doing things more efficiently. We've tried to develop new payment methods with the State of Hawai'i and the DOE. We've had visions of developing a centralized

payment clearing house to leverage both FHB and DataHouse relationships. And currently, thanks to Danette Maruyama and Eddie Ontai, DataHouse has been a key resource for us as we developed a new mortgage loan origination system for the bank.

When I think of DataHouse, I think of high integrity, excellent people, and quality work in a family-oriented business. They are truly "behind-the-scenes" partners that help businesses excel and achieve their goals and objectives. Under Dan's leadership,

DataHouse has significantly contributed to Hawai'i's business community across multiple industries. They have bridged Hawai'i's reputation as a technology innovator on the mainland, as well as internationally.

I am very grateful to Dan Arita and his support over the years.

Curt Otaguro
EXECUTIVE VICE PRESIDENT
FIRST HAWAIIAN BANK



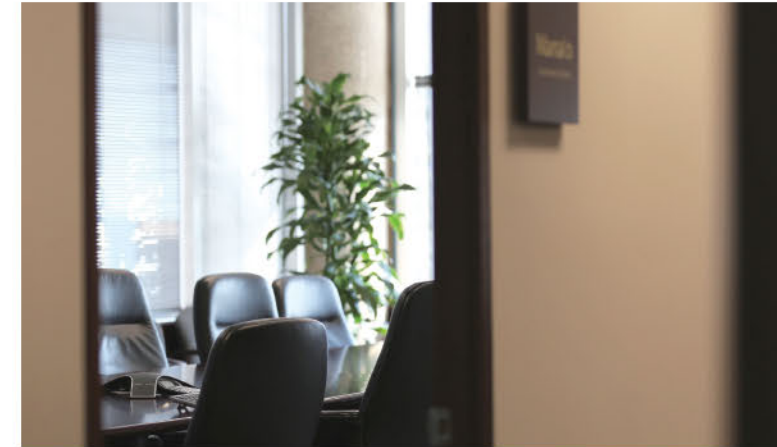
DATAHOUSE STAFF AND FAMILY MEMBERS RAISE MONEY AND JOIN IN THE FESTIVITIES FOR THE AMERICAN HEART ASSOCIATION'S HEART WALK

2010^s

TWO THOUSAND TENS



DATAHOUSE PRESIDENT, EDDIE ONTAI (RIGHT), WITH CHIEF OPERATING OFFICER, DANETTE MARUYAMA (LEFT), AND CHIEF TECHNOLOGY & STRATEGY OFFICER, CLYDE SHIIGI (CENTER)



THE MAIN "MANA'O" BOARD ROOM ON THE 18TH FLOOR OF THE ALA MOANA PACIFIC CENTER



DATAHOUSE IS PROUD TO HAVE RELATIONSHIPS WITH CLIENTS THEY HAVE SERVED FOR MORE THAN THIRTY YEARS

As the second decade of the 21st Century began, the DataHouse Holdings family of companies went from dynamic growth to explosive expansion. The DNA of innovation, risk-taking, and technological solutions focused on the greater good suddenly moved to a whole new level.

DATAHOUSE LEADERSHIP AND DIRECTION

In 2012, DataHouse was the largest IT consulting company in Hawai'i, with decades of experience and time-tested success across a spectrum of industries. DataHouse strategically positioned their approach as subject matter experts into four categories: Banking, Education, Government, and Healthcare, with solutions including mobile, analytics, cloud, and managed services. This dynamic move soon led to another, bringing on Eddie Ontai as the new president of DataHouse.

"I remember walking away from my first encounter with Dan Arita," Eddie recalls, "totally blown away by his vision and enthusiasm for innovation and technology. I knew immediately this was the place for me."

From Dan's perspective, it was a no-brainer. "I was struck by his intelligence, integrity, and heart," Dan explains. Creighton Arita, CEO of DataHouse Holdings at the time, adds, "I saw his ability to quickly grasp the dynamics of technology and synthesize its enablement directly into a strategic augmentation or purpose, while making it understandable to a layperson. For me, the search was over."

"EDDIE LIVES FOR THE CHALLENGE OF CONTINUOUSLY IMPROVING AND EVOLVING DATAHOUSE BUSINESS MODELS, WITH THE COURAGE AND CAPACITY TO TRANSLATE VISION INTO REALITY"

DEAN HIRATA
'ike President

DHH COMPANIES

“I WANTED TO DO SOMETHING
GENUINELY & PURPOSEFULLY BEAUTIFUL—
SOMETHING THAT WOULD MAKE
LIFE WORTH LIVING FOR”

MATT HAWKINS
Ambient President

One of the characteristics of a thriving life is that it multiplies. And that is what has happened in the 2010's in the midst of the entrepreneurial atmosphere of DataHouse Holdings.

HQPO: EMPOWERING PHYSICIAN CARE

Hawai'i Quality Physician Organization (HQPO) was founded in 2012, to empower Hawai'i's independent physicians. “Being able to utilize the synergy found within our growing family of technology and healthcare companies is a huge advantage,” explains Jennifer Awakuni, HQPO's Executive Director. “Combined with advanced data informatics and population-based

practice transformation, HQPO can help maximize revenue returns in the HMSA PCMH and P4Q programs.”

SAGELY: COMPASSION + MOBILE INNOVATION

After being a driving force behind homegrown technological breakthroughs for both DataHouse and TeamPraxis, Jeff Malins stepped up again in 2014 to develop a new product created specifically for the elder care industry. “Sagely was an opportunity to form a new, agile business in an industry that's growing rapidly due to our country's aging population,” Jeff explains. “We wanted to bring together the latest technologies and Lean

business methods into something that would have a positive impact on the quality of life of our kupuna, our seniors.”

'EKAHI HEALTH SYSTEM: TRANSFORMING CARE DELIVERY

In November 2014, 'Ekahi Health System was formed, with a mission to enable physicians to improve patient health through alternative venues and care teams, data-driven technology, and innovative programs. With over twenty years of experience in Hawai'i's healthcare industry, Jay Fujimoto is directing the 'Ekahi team as leaders in a fast-changing industry. “We approach

this system from three perspectives,” Jay reveals, “our Integrated Physician Practice network, our community-centered Urgent Care facilities, and our innovative Care Management programs. This approach pioneers a new generation of service, while working with existing health organizations to deliver comprehensive, community-based care.”

PACIFIC HI-TECH: QUALITY INFORMATION TECHNOLOGY STAFFING SOLUTIONS

Shortly after the metamorphosis of DataHouse Holdings into 'ike in early 2015, Pacific Hi-Tech (PHT) found a new home within the family of companies—and it was a perfect fit. “Pacific Hi-Tech thrives in challenging environments that demand timely, innovative, and robust solutions,” Creighton Arita, CEO of 'ike, explains. “PHT has seasoned professionals who have a passion for quality work, creative solutions, and going above and beyond the call of duty for their clients. The atmosphere and DNA of 'ike, birthed out of the DataHouse experience, is a perfect match for Pacific Hi-Tech.”

AMBIENT: CONSULTING ON PURPOSE

“We know that success in life—both personally and professionally—starts with purpose,” says Matt Hawkins, President of Ambient, the newest addition to the family. “Businesses have the greatest opportunity to grow our Collective Existence, and we are thrilled to have the opportunity to equip these businesses with strategic solutions that will empower them to generate commercial wealth through social value.”



1. AMBIENT PRESIDENT MATT HAWKINS (RIGHT), WITH BEN ANCHETA (CENTER), A PRINCIPAL AT AMBIENT AND THE CHIEF DEVELOPMENT OFFICER AT 'IKE, AND AISHA PRICE (LEFT), SENIOR ADVISORY ASSOCIATE AT AMBIENT - WWW.EXPLOREAMBIENT.COM

2. 'EKAHI PRESIDENT JAY FUJIMOTO (CENTER), WITH JENNIFER AWAKUNI (LEFT), EXECUTIVE DIRECTOR OF HOPO AND THE 'EKAHI PROGRAM DIRECTOR, AND HEATHER MIYASATO (RIGHT), ASSISTANT VICE PRESIDENT OF 'EKAHI HEALTH SYSTEM - WWW.EKAHIHEALTH.COM

3. JEFF MALINS (RIGHT), PRESIDENT OF SAGELY, WITH TODD FUNASAKI (LEFT), SAGELY'S VP OF MARKETING & BUSINESS DEVELOPMENT - WWW.GOSAGELY.COM



DR. ROE & REHAB



DR. TIMOTHY ROE HAS BEEN PRESIDENT & CEO OF REHAB SINCE 2012

“WE ARE EXCITED FOR DATAHOUSE TO REACH NEW HEIGHTS IN INNOVATION OVER THE COMING YEARS”

On behalf of the team at Rehabilitation Hospital of the Pacific, we extend our heartiest congratulations to DataHouse on forty glorious years of success!

DataHouse has been instrumental in transforming our Information Systems department to prepare us for implementing our strategic initiatives. The brilliant team of dedicated DataHouse staff consistently provides us with excellent service responsiveness and communication, well-thought out planning, and, most importantly, a positive “can-do” attitude. Every challenge is met with a smile, invaluable support, and success.

Moreover, the personal reputation of Dan Arita, was a key factor in moving forward with our partnership with DataHouse for our information technology needs. Dan is well-respected for his honesty, integrity, and straight-forward management—all attributing pillars of success for DataHouse.

As a nonprofit entity, REHAB would not be where we are today without the generosity of DataHouse, as well. The leadership and staff have immersed themselves into our REHAB corporate culture, getting involved with planning our annual Pa’ina Week employee

events, as well as through corporate donations for innovative technology like the Smart Board and IdeaPaint for our conference rooms, for giving thanks to our employees, and through participation in our golf tournament.

Congratulations, DataHouse, from all of us, for your wonderful journey of forty years of success.

Cheers to a very bright future!

Dr. Timothy Roe
PRESIDENT & CEO
REHABILITATION HOSPITAL OF THE PACIFIC

With the explosive growth of DataHouse Holdings companies and the introduction and energy surrounding the potential Kaka’ako Collaboration Center, there was a growing need to rebrand the Holdings Corp. to better serve the family of companies, as well as to communicate and interact with the community with increasing impact and clarity. At the beginning of 2015, DataHouse Holdings Corp. became the ‘ike Group, under the continued leadership of Creighton Arita as CEO, and Dean Hirata as President.

GREAT PEOPLE. GREAT IMPACT. GREATER GOOD.

“‘ike is the Hawaiian word for wisdom, knowledge, insight, revelation, and continuous learning and growth,” explains Dean, “which are all the drivers of true innovation.” As the parent organization for such a diverse collective of companies, the ‘ike vision is to create an atmosphere of imaginative interchange, technical and practical support and direction for startups, and dynamic communication platforms and relationships within the community through web and social channels.

“‘ike gives us the opportunity to attract the best and the brightest from around the world and help them discover their fit within the family of companies,” Creighton explains, “so they can thrive in their life’s work within a clear system of core values, mentorship opportunities, and leadership training.”

“This new foundation will facilitate growth into many new ventures,” Dan Arita adds. “‘ike provides the means for us to cross pollinate and leverage intellectual property across the family of companies in new and exciting ways. I couldn’t be more thrilled for the future.”



‘IKE PRESIDENT DEAN HIRATA (LEFT), WITH ‘IKE CEO CREIGHTON ARITA

LEARN MORE ABOUT THE ‘IKE FAMILY OF COMPANIES AT: WWW.IKEHAWAII.COM



“THE ‘IKE FAMILY OF COMPANIES INCLUDES DATAHOUSE, TEAMPRAXIS, ‘EKAHI HEALTH SYSTEM, SAGELY, AMBIENT, PACIFIC HI-TECH, AND THE HAWAI’I QUALITY PHYSICIAN ORGANIZATION (HQPO)”



**“TO PIONEER, TAKE RISKS,
AND THINK OUTSIDE
OF THE BOX—THESE
ARE PREREQUISITE
CHARACTERISTICS OF
LEADERSHIP”**

DEAN HIRATA

The concept for the Kaka'ako Collaboration Center is the perfect example of the vision of 'ike for the State of Hawai'i. It is a pioneering partnership with Fisher Hawai'i, the High Technology Development Corporation (HTDC), and the Hawai'i Community Development Authority (HCDA), to spearhead the creation of a new pillar supporting the local economy: technology and innovation.

THE VISION OF THE KAKA'AKO COLLABORATION CENTER

This new development (which would be built across the street from the University of Hawai'i John A. Burns School of Medicine) will be a state-of-the art facility, a tangible example of an effective and efficient working environment that:

1. Creates a dynamic center for innovation and enterprise
2. Attracts top talent by creating high-value jobs and a reason for Hawai'i's best to stay in the islands
3. Provides a positive entrepreneurial experience for developers, designers, engineers, scientists, architects, technologists, and the innovators of the future
4. Creates an "Entrepreneurial Sandbox" to serve as the catalyst for growing Hawai'i's innovation industry

The facility would also create synergy and connection with the School of Medicine, as well as the University of Hawai'i Cancer Center. "The collaborations are aimed at improving business and economic development in Hawai'i," Lindsey Doi, spokeswoman for the HCDA explains, "especially in Kaka'ako."

"Although we are still in the early stages of this exciting project, we are pressing forward to see this truly become a gathering place for entrepreneurs and technologists to exchange ideas and inspiration," explains Dean Hirata, President of 'ike. "It is a physical manifestation of Dan Arita's vision, which is to have a global impact from these islands, attracting the best and the brightest from around the world, and redeeming what it means to be "Made In Hawai'i."

PROPOSED CAMPUS TECH SPECS

Lot Size: approx. 6 acres
Max FAR: 1.5
Max Floor Area: 261,360 sf
Max Height: 100'

'ike Family of Companies: ~40,000 sf
Fisher Hawai'i: ~40,000 sf
Potential Expansion: ~40,000 sf
HTDC: ~13,500 sf
Retail: ~8,000 sf
'Ekahi Urgent Care: ~3,500 sf





A GROUP OF DATAHOUSE STAFF GATHER FOR A SURPRISE BIRTHDAY CELEBRATION FOR DAN ON SEPTEMBER 21ST, 2015



“HAPPY BIRTHDAY AND CONGRATULATIONS TO DAN ARITA AND THE DATAHOUSE TEAM!”

No words can completely describe the significance of this milestone and the multitude of accomplishments that have been achieved these past forty years. However, I hope this book serves as a collection of wisdom, inspiration, and testimonies of the people that have been impacted by Dan and DataHouse—whether they be former or current employees, clients, partners, or friends.

LOOKING TO THE FUTURE

I feel truly blessed and honored to have been afforded the opportunity to steward this great organization and dynamic team into the fruitful years ahead. DataHouse is well positioned to help organizations address their 21st Century challenges, as we combine forty years of ‘hard knock’ experiences with our innovative spirit to embrace and pioneer new technology and methods, especially as we navigate a rapidly-evolving world of Internet, cloud, and mobile disruption. These are truly exciting times for us all!

Here at DataHouse, our mission has been, and will continue to be, focused on delivering world-class solutions to our customers, while providing the highest value opportunities for our people here in the islands.

I feel positive and excited about our future as we continue this momentum of success—for our clients, the people of Hawai‘i, and the world.

One Team!

Eddie Ontai
DATAHOUSE PRESIDENT



“THE DATAHOUSE FOUNDATION HAS MORE THAN WISDOM, EXCELLENCE, AND INNOVATION. MOST IMPORTANTLY, IT HAS HEART”

I am thrilled to be a part of the team tasked with the privilege of carrying on the vision that was ignited by Dan Arita over forty years ago. The dream was to create a dynamic environment of freedom and creativity that would not only produce incredible results for our clients, but would also attract the “best and the brightest” from around the world—working hard every day to truly redeem what it means to be “Made in Hawai‘i.”

Being on the ‘ike leadership team, I am constantly reminded of, and am so grateful for, the foundation that Dan and the DataHouse team created for us, so we can all thrive in the years ahead.

Dean Hirata
‘IKE PRESIDENT



“AS THE PRESIDENT OF TEAMPRAXIS, I AM PROUD TO BE ASSOCIATED WITH THE DATAHOUSE LEGACY.”

As a sister company, TeamPraxis received the technological DNA from DataHouse that has been the key to its successful service to the healthcare industry, nationwide. Additionally, the support and guidance from the DataHouse family over the years has been an incredible asset to us, and we are thankful for it. TeamPraxis would not be what it is today if not for the leaders, staff, and innovation of DataHouse.

I want to congratulate Dan and our fellow associates at DataHouse on achieving this great milestone, and I applaud their hard work and their substantial impact in the community over the last forty years.

Fred Delse
TEAMPRAXIS PRESIDENT



"IT IS OUR HOPE TO CARRY ON DAN'S LEGACY WITH THE SAME DIGNITY AND CARE THAT HE HAS SHOWN US OVER THE YEARS."

The entire 'Ekahi family would like to express our best wishes to DataHouse, and especially to our mentor and guiding-light, Dan Arita.

Dan, your blood, sweat, and tears over the last forty years has laid the foundation, not just for DataHouse, but for all of the companies within the 'ike family. Your boldness, your willingness to accept change and embrace diversity, and your courage to take huge risks to make dreams into reality, is what separates you and DataHouse from your peers.

We are all truly honored and blessed to be part of your family.

Jay Fujimoto
PRESIDENT, 'EKAHI HEALTH SYSTEM



"LET'S CONTINUE TO MAKE OUR WORLD A PLACE WORTH LIVING."

For forty years, DataHouse has delivered innovation and modernization to the market, empowering companies in all industries with practical solutions. In this unprecedented run of success, there is one man, one visionary leader who was gutsy enough to go all-in and bet on his dreams: Dan Arita. And that dream was powered by a passion for helping businesses in Hawai'i prosper through better technology.

A new age of global and digital commerce is upon us—an age in which we are all connected. I am encouraged by how DataHouse and the entire 'ike family of companies carry a strong presence in that network, all working towards the greater good. As a collective unit we have the capability to make a positive impact in society, and we carry the same passion Dan had forty years ago to grow the wealth of people, businesses, and communities together.

Matt Hawkins
AMBIENT PRESIDENT



DAN ARITA, WITH SOME OF THE 'IKE FAMILY OF COMPANIES LEADERS IN 2015, PASSING ON GEMS OF WISDOM



DAN ARITA (SECOND IN FROM RIGHT), WITH GOLFING BUDDIES AND CLOSE FRIENDS, CHARLES SERIKAWA (PROJECT ENGINEER; LEFT), YUKIO TAKEMOTO (FORMER DIRECTOR OF BUDGET & FINANCE; SECOND IN FROM LEFT), WAYNE MATSUMOTO (PRESIDENT OF WAIANAE PLUMBING; MIDDLE), & DAVID MURAKAMI (PRESIDENT OF DSM APPRAISAL CO.)

"I CREDIT DAN WITH MAKING ME A BETTER PERSON AND TEACHING ME TO BE MORE CARING, FORGIVING, AND AWARE"

Dan is a most unusual person. He is very intelligent, generous to a fault, fun to be with, can be tough in business, and he sure is a rascal at times! I remember him locking me in a bathroom stall once when we were golfing, giggling and laughing outside as I struggled with the door and tried not to panic. I've seen him get reduced rental car rates, simply because of his "smile power" and boldness to ask. We recently concluded that we must have played over 2,000 rounds of golf together so far—a number that grows each week as we still continue to play.

Dan is an unconditional giver, and I know that is his true reason for success. He is successful in business, in friendships, and most importantly, successful with family. Every time I see him with family I can feel the love they have for him and it makes me feel so good!

Over the past thirty years I've considered it a privilege to be able to call Dan a very close friend and comrade. I have learned so much from him—through observations, conversations, experiences, and just being with him. He is a one-of-a-kind person and my wife and I feel much love and admiration for him.

Thank you, Dan, and congratulations on DataHouse's 40th Anniversary!

Charles Serikawa
DAN'S GOOD FRIEND & GOLFING BUDDY

"I WAS MOVED & INSPIRED BY HIS VISION"

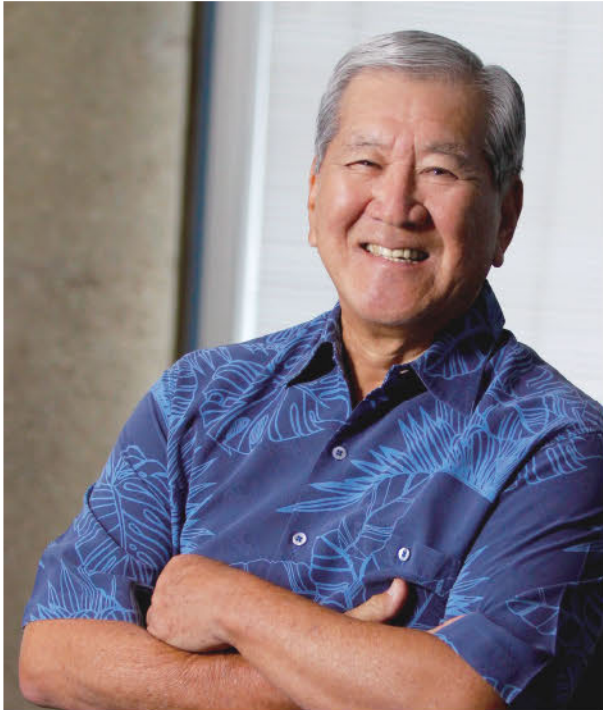
More than forty years ago, Dan Arita envisioned a company that would be talent-driven, open, collaborative, and innovative. This has not proven to be easy. Yet through the hard times, the vision remained the same: a local company for local talent to innovate and pioneer new areas of opportunity. Dan has always been a hands-on person who, at the same time, maintains a view of the larger context. He knows that events may have short term adverse impacts, but he is always looking for the opportunities ahead. With his leadership and vision, the company has grown and prospered. I am still in awe and inspired by the success of this local company with such amazing local talent.

Tomatsu Tanaka
ATTORNEY; ASSISTANT CHAIR OF IOLANI SCHOOL BOARD; CHILDHOOD FRIEND OF DAN'S

"IT HAS BEEN GRATIFYING & EXCITING TO WATCH THE GROWTH OF DATAHOUSE"

It is difficult to envision it was forty years ago Dan Arita shared with me his ideas about establishing a company to design, develop and install computer-based management information systems. This was well before such systems were being used by most public or private organizations, and certainly before PC-based distributed systems were even being thought of. But as a forward-thinking individual, Dan knew the opportunities that would be coming down the road. As a close friend and confidant, I made a small investment in his dream, which was soon returned to me. Dan Arita has certainly created a legacy that will be difficult to replicate. Congratulations, Dan!

Kenji Sumida
VP OF FINANCE AT UH; FORMER PRESIDENT OF EAST WEST CENTER; GENERAL IN AIR NATIONAL GUARD; GOOD FRIEND AND MENTOR OF DAN'S



"IT IS HARD TO BELIEVE FORTY YEARS HAS GONE BY SO FAST..."

When we started DataHouse in 1975 with five people, it would have been a far-fetched dream of mine to imagine we could ever have fifty employees. Little did I know back then that we would grow to over three hundred of the sharpest minds and talented souls in Hawai'i, all under the "one team" banner of the 'ike family of companies. This realization has surpassed my wildest dreams.

THE JOURNEY OF DATAHOUSE

The road has not been easy. Although filled with excitement and fun, it has been packed with challenges, as we fought to produce innovative solutions every single day. But these very challenges made coming to work so thrilling, and allowed us to always view building DataHouse as more than just a job. This created the atmosphere that became the foundation of DataHouse culture: *we wanted to work hard and have tons of fun while making a difference.*

The philosophy, to me, was simple:

1. Hire the best and brightest
2. Provide them with the culture to build confidence
3. Use that confidence to grow courage
4. Promote courage to take risks and to innovate
5. Innovate to create new pathways, new footprints
6. Use new footprints to be open and free, never doubting or looking back



DURING A DATAHOUSE PARK PICNIC IN THE 1980'S,
DAN RELAXES ON A TWO-WHEELER

THE CUTTING EDGE

Our culture was designed to be open and trustworthy, and to engender great flexibility and the agility to compete. As a result, we stayed ahead of the marketplace in a constantly changing technical environment as we innovated to stay ahead of changing customer demands. We were forerunners of the virtual workplace, leveraging the Internet decades ago so we could hire the best anywhere in the world—it didn't matter if you lived in Kailua, LA, Austin, or Japan. The Beacon Awards were evidence of our collective creativity. This was the DataHouse way.

So although this is a celebration of forty years of innovation, it really is a new beginning, a sign of greater things to come. I have always maintained that to sustain a business, it must continue to grow. With the creation of 'ike and the unique synergy within the family of companies, a force multiplying effect is now in play that will allow us to overcome the challenges necessary to build a new economy in Hawai'i.

THE MISSION OF THE GREATER GOOD

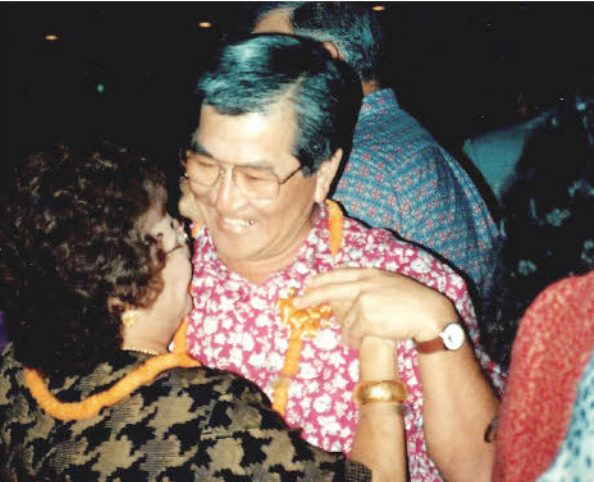
The "why" in our original mission remains the same. But the "how" continues to evolve as we rise to meet the challenges of employing dynamic technology for the greater good of our communities, the nation, and the world.

I am so thankful for all of you who have made this dream a reality: my special friends, partners, customers, and employees (both past and present). Mahalo for your loyalty, hard work, and commitment!

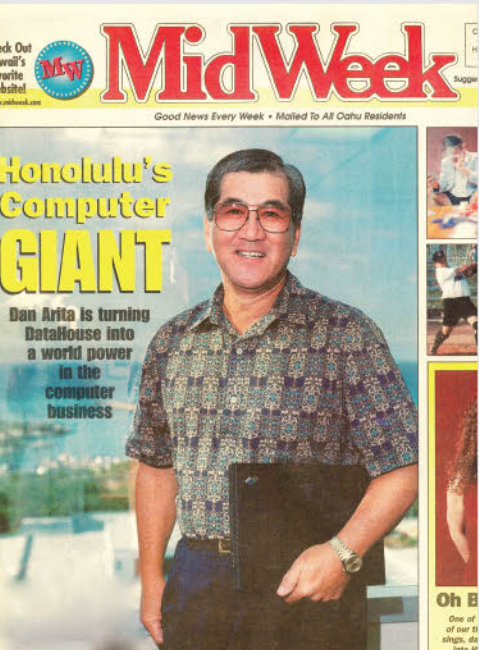
I am especially thankful for my wife, Jeanette, and my immediate family, for helping to make all of my dreams come true.

Imua! For forty more years...and beyond!

Dan Arita



DAN AND JEANETTE CELEBRATE TOGETHER AT A
DATAHOUSE GATHERING



A 1996 MIDWEEK COVER THAT FEATURED AN ARTICLE
ON DAN AND DATAHOUSE, BY JIM BORG



DAN & JEANETTE ARITA, REFLECTING ON YEARS OF SUCCESS IN BUSINESS, RELATIONSHIPS, AND FAMILY



THE ARITA FAMILY IN 2015, ENJOYING WORK AND LIFE TOGETHER



DataHouse.com

TeamPraxis.com

EkahiHealth.com

GoSagely.com

HawaiiQualityPO.com

PacificHITech.com

ExploreAmbient.com

