

## Johnson W. K. Choi, MBA, RFC.

### Philosophy

In serving my client, I shall, in the light of all circumstances, recommend that cause of action or provide that service with quality, integrity and professionalism which, had I been in the same situation, I would have applied to myself."

### Education

University of Hawaii at Manoa  
School of Travel Industry Management  
Bachelor of Business Administration, 1977

Chaminade University of Honolulu  
Master of Business Administration, 1978

### Mr. Choi's Experience

Mr. Choi was the F & B Manager for H.M.S. Bounty Seafood Restaurant, Rainbow Bazaar, Hilton Hawaiian Village and later General Manager of Aloha Waikiki Vacation Hotel until founding his own Company in 1980.

Mr. Choi is Executive VP & CFO of New Queen's Chinese Restaurant LLC; President & Owner of Loco Moco Hawaii BBQ. Mr. Choi was the owner of K-2 Karaoke Bar & Restaurant and Cheers Karaoke Bar & Restaurant, former VP of Golden Eagle Restaurant & Assistant Manager of Maple Garden Restaurant.

Mr. Choi found the firm of First Hawaiian Capital in 1980, incorporated in 1983, Global Estate & Tax Consultant in 1990 & Johnson Choi Consulting Group in 1998 to provides International business & tax\* consultancy work for high net worth clients.

Mr. Choi has been making frequent trips to Hong Kong, China and Taiwan assisting United States and Asian Clients to complete business transactions there since 1985.

Mr. Choi and two partners Mr. Michael Zhang & Ms. Yen Chun found the business consultancy Company CMC Consulting Group Inc in 2003 with special focus in China & Hong Kong with more than 75 years of combine experiences. CMC represent some of the largest food & candy Companies from Hawaii/California in China & Asia.

Mr. Choi and Partners Ms. Jeannette Paulson Hereniko, Mr. Corey Tong and Ms. Anne Misawa found Makai Motion Pictures LLC to take advantage of Hawaii Act 221/215 partnering with Production Companies in HK, China, Japan, USA and Europe. The first movie is scheduled to produce in Hawaii in 2007/08.

Mr. Choi & two partners found the Company, ProjectOnNet.com (PON) in 1999. Mr. Choi is the Executive VP & Chief Operating Officer of PON. PON is an \*\*\*APPLICATION SOFTWARE, ASP and SEARCH ENGINE for the global building-construction industries. It will provide owners, contractors, developers, architects, engineers and vendors the technology in project collaboration.

Mr. Choi was born, raised and completed his high school education at the Rosaryhill High School in Hong Kong, residing in Hawaii since 1974. Mr. Choi is well known socially and professionally for his tax, business and financial expertise and community contributions.

### Affiliation

**Hong Kong China Hawaii Chamber of Commerce** (President, Founder, Exec. Director & Director 2001 - Present)

**Hong Kong Business Association of Hawaii** (Member, Founding Members, B.O.D. 1996-2001; President, 1998, 1999 & 2000)

**American Chamber of Commerce - Hong Kong** (Member)

**American Chamber of Commerce - Shanghai** (Member)

**Advisory Board Member, The Hogan Entrepreneurial Program, Chaminade University of Honolulu**

**Hawaii Pacific District Export Council - United States Dept of Commerce Hawaii** (Member of the Board of Directors)

**Hawaii Chinese Association** (Member, Assistant Treasurer, B.O.D. 1994 - 2007; Vice President 1997)

**TIM International, Inc.**, the Alumni Association of the School of Travel Industry Management, University of Hawaii at Manoa (Member, Treasurer, B.O.D. 1992 - 2007; President 1993 & 1994)

**Metro Rotary Club of Honolulu** (Member)  
**Honolulu Chinatown Lions Club** (President 1994)  
**University of Hawaii Alumni Association** (B.O.D. 1995)  
**Chaminade University of Honolulu Alumni Association** (Member, B.O.D 1999)  
**U.S. China People Friendship Association** (Member)  
**International Association of RFC** (Member)  
**Organization of Chinese Americans** (Member-at-Large)  
**Chinese Chamber of Commerce** (Member)  
**Hong Kong Association of Northern California** (Member)  
**Hong Kong School Alumni Federation** (Member)  
**Hong Kong SV.com** (Member)  
**Asian American Manufacturing Association** (Member)  
**Plaza Club of Honolulu** (Member)  
**Friends of Hickam (Dept of the Air Force)** (Member)

### Awards

**Johnson Choi, President of the Hong Kong.China.Hawaii Chamber of Commerce (HKCHcc) has won the Top SBA Award in our category, the "2008 Minority Small Business Champion of the Year"** as defined by the SBA is "To Honor Individuals Who Have Fulfilled a Commitment to Support and Assist Minority Entrepreneurs & Small Business Owners" (Note: HKCHcc have won the "Hawaii award" as well as the "Regional Award" - topping the other Minority Small Business Champs in 50 States and Guam to qualify to compete and winning the "national" award, the top honor in our category). The award was presented during the SBA National Business Week at the Mandarin Oriental Washington DC April 21 - 23. Winners have met with President George Bush at the White House on April 23<sup>rd</sup>

The House of Representative of the 20<sup>th</sup> (1999) & 27<sup>th</sup> (2006) Legislature of the State of Hawaii has passed a Resolution honoring Mr. Choi for his Community and Business Contribution to the State of Hawaii for the past 20 years.

Honolulu Mayor Mufi Hannemann Proclaim Feb 26, 2006 "Aloha to China Guanxi Day" Honoring Johnson Choi & Hong Kong.China.Hawaii Chamber of Commerce

Mr. Choi has been presented the 1999 Hall of Honor Award on April 7<sup>th</sup> at the Sheraton Hotel Waikiki by the College of Business Administration & School of Travel Industry Management, University of Hawaii at Manoa.

Johnson and his wife are active members of the Chinese Lutheran Church of Honolulu.

### **President, Officers and/or Directors of the following Co:**

**J. W. K. Choi & Company, Inc.**  
**Global Estate & Tax Consultant, Inc.**  
**Carson Bookkeeping & Tax Services**  
**Johnson Choi Consulting Group Inc**  
**New Queen's Chinese Restaurant, LLC.**  
**CMC Consulting Group, Inc.**  
**Makai Motion Pictures. LLC.**  
**Loco Moco Hawaii BBQ, LLC.**  
**First Hawaiian Capital Planning\*\***  
**ProjectOnNet.com\*\*\***



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Notes: Tax works through \*designated CPAs; Legal work through designated attorney (independently operated)

\*\*Securities offered through Royal Alliance Associates, Inc., Member of NASD/SIPC.

\*\*\*USA Patent Pending