

## FORTY UNDER 40 CLASS OF 2011

## In only a year with Hagadone, Schroeder has made his mark

*In the relatively short time that Clint Schroeder has been president of Hagadone Printing Co., he has expanded the state's largest printing company through new divisions and partnerships.*

Schroeder, 35, joined Hagadone in early 2010 after serving as vice president of sales, advertising and marketing at The Honolulu Advertiser. Despite a tough economy, he was able to adapt to changes in the business climate and implement programs that reflected the needs of the community.

Schroeder established Hagadone's H1 Marketing Division to provide marketing services to small and mid-size clients who traditionally couldn't afford the services. He also launched ShopH1.com, a digital storefront that allows users to securely order personalized projects online and have them delivered within days.

This year, Schroeder was instrumental in Hagadone's support of Puuhale Elementary School in Kalihi. Hagadone employees donated time to the school's literacy program, and initiated a yearbook, food drive and careers program for the students.

### The biggest challenge facing Hawaii:

Our energy dependence is going to become an "energy crisis" in the very near future. We need to collectively solve this problem before we are faced with an epic emergency.

**Looking 10 years into the future, my greatest concern:** Energy and infrastructure are equal concerns to me as I look forward. Solving the energy-dependence issues and building the proper infrastructure to sustain and support growth are the keystone elements to our sustained positive development in Hawaii.

**Does the brain drain still exist for Hawaii's young adults?** I think it is less of a factor today than it used to be. I feel like more young adults are finding value in staying in Hawaii, and legitimately trying to make a difference here at home. It seems like Hawaii's industry has changed enough to provide more jobs for qualified college grads, where they can contribute to making their home state a better place to live.

**My advice to recent college graduates:** Plug in and work hard. Nobody's first job out of college is perfect.

**How I start my day:** I wake up at 5:15, take the dogs for a quick walk (while reading my news feed via iPhone), slam down a cup of coffee and leave for the office by 6:15.

**The way social media has changed the way I do business:** Online and social communities are playing a larger role in each of our lives every day. No question about it. The look to social media/communities for consumer decision-making, research and ser-



**CLINT SCHROEDER**

35

President

Hagadone Printing Co.

vices vetting is more common today than any other one media source. Lesson to be learned: Build online communities, start conversations, share your expertise, be recognized in your industry, be present and smart about using all the tools available.

**The most important cultural figure of my generation:** I feel that Steve Jobs has had the most influence on my generation and my industry in particular. He has been recognized as a marketing and technology genius with Apple having solidified itself as the most valuable brand on the planet.

**What I do to unwind:** I am an avid scuba diver. There is nothing better than flying in the currents above majestic coral beds and shimmering sea life. I was trained locally here in Hawaii, and do most of my diving in Maunalua Bay in Hawaii Kai. I have been fortunate enough to dive in Guam, Palau and Yap, some of the most beautiful water in the world.

**As a child, what I wanted to be when I grew up:** My entire childhood I wanted to be an airline pilot. I imagined flying all over the world, seeing amazing things, meeting exotic people. My eyesight was never perfect, and I was told that would hold me back so I started to focus on being a business-type. Interestingly enough, my career has allowed me to travel all over the world, see amazing things and meet exotic people.

**The best trip I ever took:** Two years ago, while on a mandatory furlough, I met some friends in London and Paris for a week, and then went to Rome and the Amalfi Coast for a second week. It was amazing. No work calls, and lots of R&R. It was a rejuvenating experience to people-watch in sidewalk cafes and sip fine wine on the banks of the Seine.

**The one thing most people don't know about me:** I love to sing. In the car, in the shower, home alone or in a Karaoke Bar. I put on my best concerts when I think I am alone.

## Silver took over the family business after father's death

*Like the mythical phoenix rising, Jaslyn Silver suffered great loss and then had great success when she became president of the family-run Hanamura Appraisal Co. after her father died unexpectedly in 2007.*

As the president and owner of Hanamura Appraisal, Silver continues to succeed her father's high standards of providing quality services to Hawaii homeowners. The business has been around for 35 years, advertising that it knows best about Hawaii real estate.

If you ask her, she will tell you that her father's guidance is what has helped her succeed.

Silver had no intention of working for the family business when she was young. After she graduated from the University of Hawaii Manoa with a bachelor's degree in journalism, her parents insisted that she come to work for the company due to lack of jobs and the boom in real estate. She went through extensive training to become a certified residential real estate appraiser.

Silver also works diligently at giving back to the community.

Today, she writes the monthly newsletter for the Children's Cancer Foundation and is an active member at New Hope Diamond Head, where she uses her accounting experience to keep the church's financial records.

### The biggest challenge facing Hawaii:

Because my business is real estate, I'd have to say affordable housing is one of our biggest challenges. The federal government has tried to be supportive with the various programs they've initiated over the past few years, but with the tighter financing regulations that are also in play, purchasing a home in Hawaii is and will always be a challenge.

**Looking 10 years into the future, my greatest concern:** Transportation. I'm interested to see how the rail system comes to fruition and at what cost.

**Does the brain drain still exist for Hawaii's young adults?** Yes and no. Low starting salaries coupled with the high cost of living are two of the major influences making it difficult



**JASLYN SILVER**

29

President/Owner

Hanamura Appraisal Co.

for local kids to choose staying over leaving. Yet, despite this, I'm always encouraged to see those creative, young entrepreneurs who choose to stay and contribute great ideas and great businesses to Hawaii's market. Overall, you win some and you lose some.

**My advice to recent college graduates:** Believe in who you are and what you've already become, and keep your integrity.

**What I do to unwind:** Any kind of exercise. Recently, swimming has been nice.

**The best trip I ever took:** Last year my husband and I traveled to Santiago, Chile, for a friend's wedding. We happened to arrive the afternoon before the 8.8 magnitude earthquake struck. God-willing, we survived unscathed, although our friend's wedding did not. The lavish wedding reception that was planned for that evening was reduced to a candlelit, outdoor barbeque of sausages and beer — the few things that can survive an earthquake. The wedding ended up turning out great; we made a lot of friends, ate a ton of meat and, in the end, was one of our best trips taken.

**The one thing most people don't know about me:** I highly dislike the look of anything porous — especially rocks.