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**HAWAII'S EV CHARGING INFRASTRUCTURE RESELLER
ALOHA CHARGE CONTINUES EXPANSION.**

As the EV industry explodes, Hawaii's leading EV charging provider and installer grows their team to meet growing demand.

Honolulu, HI - Viewed as Hawaii's largest and most experienced EV charging station reseller and [installer, Aloha Charge](#) announced this week they are continuing to expand, growing their talent pool with the hiring of [Blaise Hirayama](#). Blaise is joining the company's already robust sales team and bringing with him vast experience in sales and sustainability.

"With our tremendous growth in 2022 and the anticipated year ahead, we felt it was critical to continue to build out our team so we can best service our clients and meet the exponentially growing demand for EV infrastructure," stated [Jim Burness](#), the founder and CEO of Aloha Charge.

Hawaii has some of the country's most aggressive sustainability goals, and Honolulu-born and raised Blaise Hirayama is excited to join and lead Aloha Charge's sales team. Launched in 2012, Aloha Charge is the leading EV charging provider in Hawaii, and Blaise, a life long surfer and sustainability advocate, will partner with [Amber Stone](#) to elevate and further expand our state's electrification.

Blaise brings a wealth of experience. Deeply committed to understanding organizational culture and growth strategies, Blaise is now bringing that same passion and commitment to building a greener Hawaii. To make this happen, he's focused on partnering with businesses and organizations around the state - to be a trusted advisor in bringing EV charging to every island - in an effort to help the state achieve its sustainability goals by 2035.

An island native, Blaise proudly attended Kamehameha Schools as well as the University of Washington and the University of Hawaii. An avid beach goer, Blaise believes strongly in protecting our natural resources. He recycles everything he can and believes in living "just enough." While not an EV driver yet, he's on the hunt for just the electrified ride.



“We're thrilled to have Blaise on-board! Adding his talent and energy to our already inspiring team will allow our business to continue to grow and thrive, and meet the evolving market demands,” Burness shared. “We're excited to see where 2023 will take us and continue to help our clients meet the growing need to electrify their parking lots, fleets, and more.”

Aloha Charge is recognized as Hawai'i's leading expert in the EV infrastructure space with hundreds of installations statewide across dozens of business verticals and satisfied customers. Knowing the shift from the combustion engine to electrification will be challenging for many, the company takes a very consultative approach.

“Electrification is a big shift, so our goal is to make the transition easy,” Burness points out. “To do that, we only work with providers who have quality and innovative products designed to go the distance. Flash in the pan providers only disappoint drivers and set the industry and the planet back.” Aloha Charge carries several product lines, giving their customers a range of features and price options - including integrated solution providers [ChargePoint](#) and [EVPassport](#), hardware manufacturers Zerova, Tritium and Juice Bar, and leading software networking providers EV Connect and ampUp. A full service provider, Aloha Charge also offers planning, [installation](#) and maintenance services, if needed.

More information about Blaise and Aloha Charge, and the newest team members is available on NCC's [About Us](#) page. Follow [Aloha Charge](#) on [LinkedIn](#), [Twitter](#) and [Facebook](#) for the latest product updates and industry trends.

About Aloha Charge

[Aloha Charge](#) opened in 2012 and is the brainchild of Jim Burness. A leading electric vehicle advocate and charging expert, Jim's goal was simple — to advance and facilitate the build out of Hawaii's EV charging infrastructure. Today and hundreds of installs later, Aloha Charge is the leading reseller and installer in the state — providing hardware, software, and planning expertise across a wide variety of business channels, including hospitality, municipal facilities, and multi-family dwellings. Headquartered in Honolulu, the Aloha Charge team is actively involved in many of Hawaii's sustainability initiatives — both locally and at state-level. They have fostered strong relationships with numerous environmentally focused organizations, including Hawaii Energy and the Ulupono Initiative, and they work closely with all the local utilities.

About Jim Burness

[Jim Burness](#) founded [National Car Charging](#) (NCC) in 2011 with the belief that business can thrive while doing good for the planet. Eleven years later, NCC and its sister company, [Aloha Charge](#), are collectively the leading reseller and installer of electric vehicle infrastructure in the country and Jim is considered one of the nation's top EV and charging experts. Based in Denver, Colorado, Jim is actively involved in Colorado's local sustainability community with [Colorado Electric Vehicle Coalition](#), [Colorado's Solar Energy Industries Association](#) and [Clean Energy Action](#) and lends his expertise to the [EV Council](#) as part



of the [NACS Fuels Institute](#). A graduate of [The Colorado College](#) and the [University of Denver](#), he's previously held positions at J.D. Power, American Honda, and Microsoft's CarPoint.

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