

INSIDE: HOTEL DÉCOR * GREEN TECHNOLOGY * MAUI HOSPITALITY

HAWAII *hospitality*

LODGING & FOODSERVICE | MARCH/APRIL 2015

food trends

Sheraton Maui Resort
& Spa Executive Sous
Chef Raymond Nicasio,
Sous Chef Les Barayuga
and Executive Chef
Greg Caspar

- Chefs inspect Island farms
- Grocery service for visitors
- Now, ham and egg fizzes



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HRA awards honor top employees

Kelly Kawachi, a sous chef at Alan Wong's King Street restaurant, still gets excited when recalling recognition and the top award she received at last year's Hawaii Restaurant Association (HRA) Employee Appreciation & Excellence Awards.

"Honestly, I didn't put in the extra effort with the idea to win an award," says the former line cook. "I worked hard and helped out because I wanted to be a relief for my Chef de Cuisine, Myra Nishimura. I wanted to be someone she could count on to get things done."



English

This year the annual event at the Hawaii Prince Hotel on March 9 again honors restaurant and food service staff nominated by their employers for excellence in culinary performance. Winners from both front- and back-of-house categories will be recognized at the luncheon emceed by Augie T.

"This is a huge event for the restaurant industry, the only one of its kind honoring the line level employee who toils on a daily basis with little or no recognition," says Gregg Fraser, the association's executive director. The HRA is a nonprofit dedicated to representing, educating and promoting restaurant, foodservice, hospitality and tourism industries.

At press time, registrants exceeded expectations and nearly 50 nominations had been submitted. Tickets for the event, scheduled from 11 a.m. to 1:30 p.m., are \$50 and can be reserved by calling 944-9105.

Sponsors include the Monsanto company, supportive of Hawaii's farmers and sustainable island agriculture for 50 years. (See story on previous page.)

Twenty-one winners were recognized during the 2014 event. Awards this year will be presented to winners in non-supervisory positions in both front- and back-of-house categories. An independent committee will evaluate performances above and beyond normal job responsibilities and outstanding service.

All candidates must be nominated by a manager or supervisor for work done in the calendar year 2014. Participants may submit one entry, and all nominees must currently be employed at the business submitting the nomination, which may not be a concession or outside source.



2015 Employee Excellence Award Nominees

Aaron Magno	Ruby Tuesday- Kapolei BOH
Agner Duque	Hawaii Prince Hotel Waikiki FOH
Alejandro Bustamante	Oceanarium BOH
Alex Santoki	AGU a ramen bistro FOH
Amando Ricana	Gyotaku - King Street BOH
Art Aguinaldo	Hawaii Prince Hotel Waikiki FOH
Brandon Kapahua	Ruth's Chris Waikiki FOH
Chad Cabalis	The Pineapple Room by Alan Wong FOH
Chi Keung Cheung	La Gelateria BOH
Cody Aichi	The Pineapple Room by Alan Wong BOH
Donald Fontanilla	Gyotaku - Kailua BOH
Holly Crise	Hawaii Prince Hotel & Golf Club FOH
Jenievalyn Alcaez	Alan Wong's Honolulu BOH
Jennifer Tran	The Pineapple Room by Alan Wong FOH
Jessica Bradley	Ruby Tuesday- Kapolei BOH
Julio Reyes	Hawaii Prince Hotel & Golf Club BOH
Kelan Morisawa	Alan Wong's Honolulu FOH
Kelly Kawachi	Alan Wong's Honolulu BOH
Kelly Madraisao	AGU a ramen bistro BOH
Ken Murakami	The Pineapple Room by Alan Wong FOH
Kenny Eria	The Pineapple Room by Alan Wong BOH
Kolfin Salle	Romano Macaroni Grill BOH
Lauren Brown	Gyotaku - Kailua FOH
Lorenzo Aspa	Y. Hata BOH
Margarethe Cristobal	Hawaii Prince Hotel & Golf Club FOH
Mayumi Tano	Alan Wong's Honolulu FOH
Mitchell Kalima	Hawaii Prince Hotel & Golf Club BOH
Paula Pruden	Eggs 'N Things FOH
Penny Son Tok Choi	Gyotaku - King Street FOH
Philip Ongjoco	Hawaii Prince Hotel & Golf Club FOH
Rachelle Panuelos	Genki Sushi Maui Mall FOH
Ricky Fukuda	Gyotaku - Kailua BOH
Rodney Fitzhugh	Alan Wong's Honolulu FOH
Sachi Okata	Y. Hata FOH
Spencer Yamanaka	Alan Wong's Honolulu BOH
Stephan O'Brian	Monkeypod Kitchen FOH
Tom Warwick	Eggs 'N Things BOH
Tracy Paulson	Alan Wong's Honolulu BOH

FOH – Front of House; BOH – Back of House

HRA announces new executive director

Gregg Fraser, partner and co-owner of the Kala Consulting Group, has been named executive director of the Hawaii Restaurant Association.

"With Gregg we have someone at the helm who understands the needs of our members the experience to manage our operations" said Dirk Koeppenkastrop, current chair of the association.

Fraser worked in the restaurant and hospitality industry for more than 35 years. Starting his career in the late 1970s as a busboy at Sizzler Steak House in Koko Marina. He worked as a bartender at the '82 World's Fair in Knoxville, Tennessee and as Director of F&B at the '98 World's Fair in Lisbon, Portugal.

Fraser was a restaurant owner in Waikiki and hotel general manager and director of food and beverage at Hotel Molokai in Kaunakakai. Recently, Gregg was the director of operations for the hospitality division of Hawaii Employment, where he was responsible for the staffing operations at the Hawaii Convention Center.



Fraser



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A sampling of RumFire's Breakfast on the Bar.

Now, bacon and eggs fizzes

A Waikiki resort devises fun ways to serve toast and coffee, too

By Priscilla Pérez Billig

Waikiki may beckon, but visitors come to be wowed. Sheraton Waikiki's Breakfast on the Bar, recently premiered at its RumFire bar, may do just that with a new menu themed around breakfast foods.

Wake up to RumFire's cinnamon-flavored Fireball whiskey infused with a ristretto-pulled shot of Kona coffee espresso garnished with a pinch of nutmeg. Fiery French Toast takes on a whole new start-your-day breakfast with a blend of Fireball whiskey shaken with butterscotch Schnapps and homemade orange juice served up with a dash of allspice. For the more health conscious, cereal crowns the Cinnamon Toast Crunch made with Fireball whiskey and RumChata, served frothy.

Anyone looking for a twist on a classic breakfast may enjoy the Eggs N Bacon served up in fizz fashion with Woodford Reserve bourbon, pasteurized egg whites and fresh lemon sour, double shaken, strained and served with a crisp Applewood bacon slice and a boiled Island Fresh egg. For those with a serious sweet tooth, the Apple Pie for Brekky is a pastry made with Fireball whiskey-infused apples baked into a quiche-like crust with butter, brown sugar and nutmeg.

Finally, in sync with a celebratory mood, there's the icy cold Cinnamon Muffin. This candy-sprinkled breakfast libation is created with English Three Olives Cake vodka and Fireball whiskey, offering up the festive taste of a birthday cake.

"More and more people are interested in a new take on a retro beverage, like the Manhattan or gimlet," says Dodi Preese, director of restaurants and bars at the Sheraton

Waikiki Hotel. "People want different things, old drinks made new and also fun things."

To that end, Sheraton has introduced the Buzz Bar. This alcoholic ice cream bar comes in varied flavors

including bourbon chocolate and citrus berry, which tastes much like a cosmo. Preese says these are perfect for the pool deck and the spring season.

"We also love our Kirin frozen beer machine," she says. Each tap pull adds a frozen foam top to a chilled beer, keeping it cold longer. "It's great by the pool." Preese adds that Sheraton is using more local beers, Maui's organic Ocean vodka, local fruits and juices and Hawaii-grown produce for garnishes. "There are certain drinks people really love. The mojito is

still popular and remains our steady Eddie, but we're also seeing more demand for sangria."

The Edge of Waikiki, Sheraton's outdoor oceanfront restaurant and bar, offers its new "Waikiki Sunset" signature drink at recently premiered weekend sundown celebrations, which will ramp up to a daily ritual, Preese says. The sunset event is coordinated with musicians from Citrus College who play the William Tell Overture Finale with Hawaiian overtones and timed to the setting sun.

"We're packaging ideas around things that work, what's unique and different and theming around things that wouldn't necessarily go together," Preese says. "We're selling Hawaii and that's what makes a difference. You put that on a menu and it's something that a guest from anywhere in the world coming to Hawaii wants to see."

Top Cocktail Ingredients Trends

1. Onsite barrel-aged drinks
2. Regional signature cocktails
3. Culinary cocktails
4. Food-liquor/cocktail pairings
5. Edible cocktails

SOURCE: National Restaurant Association
2015 Culinary Forecast

English, DeCosta top HLTA awards

Wayne English, a transportation driver at The Westin Kaanapali Ocean Resort Villas, was named Outstanding Lodging Employee of the Year and Sheri DeCosta of the Mauna Lani Bay Hotel and Bungalows was honored as Manager of the Year at the Hawaii Lodging & Tourism Association's 25th annual Na Poe Paahana awards.

"We congratulate all the winners on this outstanding achievement in being named the best of the best in our industry," said George Szigeti, HLTA president and CEO. "Our winners and finalists all contribute to making Hawaii such a special place."

Awards in nine categories were presented at the Jan. 8 luncheon at the Sheraton Waikiki with more than 850 people attending. Award winners of Na Poe Paahana, which translates as "the hardworking people," are selected based on nominations submitted by their supervisors and co-workers, and are judged on the basis of outstanding and exceptional service to lodging guests, co-workers and the community.

As masters of ceremony Diane Ako and Ron Mizutani of KHON's "Wake Up 2Day" read highlights from the entries for each of the nominees.



English



DeCosta



The HLTA Na Poe Paahana Awardees

Outstanding Lodging Employee of the Year

1st Place: **Wayne English**, *The Westin Kaanapali Ocean Resort Villas*

2nd Place: **Daniel Spracklen**, *Embassy Suites Waikiki Beach Walk*

3rd Place: **Hiroe Yanagisawa**, *The Royal Hawaiian, A Luxury Collection Resort*

Manager of the Year

1st Place: **Sheri DeCosta**, *Mauna Lani Bay Hotel and Bungalows*

2nd Place: **Francisco Hernandez**, *Halekulani*

3rd Place: **Liezl Oandasan**, *Sheraton Maui Resort & Spa*

Housekeeper of the Year

1st Place: **Mederic Brown**, *The Kahala Hotel & Resort*

2nd Place: **Roger Deuz**, *Sheraton Waikiki*

3rd Place: **Saipele Siatini**, *Hokele Suites Waikiki*

Food & Beverage Person of the Year

1st Place: **John Salcedo**, *Sheraton Waikiki*

2nd Place: **Felix Chiang**, *Sheraton Princess Kaiulani*

3rd Place: **Dennis Harney**, *Turtle Bay Resort*

Engineering/Maintenance Person of the Year

1st Place: **Samuel Saribay**, *The Westin Kaanapali Ocean Resort Villas*

2nd Place: **Gilbert Salmon Jr.**, *Sheraton Maui Resort & Spa*

3rd Place: **Henry Cocker**, *Sheraton Waikiki*

Front Office Person of the Year

1st Place: **Florence Dela Cruz**, *Aston at the Executive Centre Hotel*

2nd Place: **Cecilia Richardson**, *Aulani, A Disney Resort*

3rd Place: **June Tsukayama**, *Waikiki Resort Hotel*

Bell/Valet Person of the Year

1st Place: **Frederick Cadorna**, *Sheraton Waikiki*

2nd Place: **Leslie Tanabe**, *Sheraton Princess Kaiulani*

3rd Place: **Todd Ikeda**, *The Royal Hawaiian, A Luxury Collection Resort*

Security Officer of the Year

1st Place: **Chris Brown**, *Sheraton Waikiki*

2nd Place: **Runell Bajet**, *Waikiki Beach Marriott Resort & Spa*

3rd Place: **Brycen Campos**, *Marriott's Kauai Lagoons, Kalanipuu*

Allied Member of the Year

THE Orchid Lei Co. was honored for its support of Hawaii's visitor industry and the community.



Food to GO

Island companies do the shopping for vacationers

By Cathy Cruz-George

While researching activities for her Hawaii vacation, Oklahoma resident Gloriea Guinn landed on a Google page leading to Island Grocery Service, an Oahu-based company that delivers foods directly to customers.

Intrigued, Guinn ordered groceries over the phone from the owner, Mike Eberle, who promised to deliver to the Aston Waikiki Sunset on her Jan. 16 arrival date.

Sure enough, the goods were in the hotel room when Guinn checked in at 8:30 p.m. after a long flight from Oklahoma City with her sister, brother-in-law and husband. "The fridge and kitchen were stocked," recalls Guinn, who works in the corporate offices of Sonic restaurants. "We didn't have to run around looking for food the next day and had breakfast on our hotel patio." She admits she "stepped out in blind faith," giving her credit-card number and hotel-room information to a stranger.

Guinn's positive experience is typical of grocery-delivery customers, who would rather spend their Oahu vacation on the beach than in shopping aisles.

Robert Yamamura, director of partnership marketing for Hilton Grand Vacations, agrees. "What a great way to start their vacation," he says. "When our guests come home to their timeshare suite, the groceries are already in the kitchen. They can put together a sandwich, or have their picnic on the beach and hit the ground running."

It's a different story for the grocery-delivery companies, however. Operating a food service on Oahu can be extremely tough, and the turnover rate is high, due to costly business expenses and the tricky logistics of shopping, pricing and delivery.

Company owners featured in this story are true survivors that have been in business for three years on average. According to the owners, there are certain areas that define Oahu's grocery-delivery industry:

The start-up phase of business is challenging

A single mother of a young son, LauraMae Blumenshein worked three jobs—catering, housekeeping and condo management—while launching her company, LauraMae's Shopping Service in 2012. What differentiated her from competitors was her ability to personalize grocery lists for each customer and suggest recipes using purchased foods.

Today, her company is thriving with a 60:40 tourist-to-resident ratio of customers. On busy days, she hires up to three contractors to help with shopping and delivery.

Not all companies were started from scratch. Al Apodaca is the third owner of Akamai Grocery Shopping & Delivery Service, which he purchased from a friend in August 2009, "a smart move during the Great Recession," he says, with humor. In the first year of business, he fostered relationships with



LauraMae Blumenshein of LauraMae's Shopping Service, and her son Seth Raymond Blumenshein, go shopping to fill a customer's order.

Business can quickly dissolve if owners do not find their niche. Such was the case of Aloha Provisions, a food-delivery service that folded in December 2014, after one year in business. The founder, Cara Short, started the company to serve homebound residents; she rapidly expanded to include vacation-rental properties.

goods are left in a hotel room, a time-share unit or in a refrigerated holding area behind the concierge's desk, until the guest arrives on the property.

Typically, delivery companies on Oahu serve between two and 10 customers per day. To accomplish that, however, the owners must closely communicate with clients.

"This is a 24/7, 365-days-a-year business, and without old-school customer service, we're going to die."

existing clients and attended dozens of workshops for entrepreneurs at the U.S. Small Business Administration. Despite the economic downturn, the former youth counselor and his wife, Stephanie, created a niche by serving homebound residents with shopping and personal errands, including pharmacy runs.

"We were our customers' only link to the outside," he says. "They had never stepped out of their homes for years, only for doctors' appointments."

Today, Akamai is profitable and has a 90:10 customer ratio of local residents to visitors. Their homebound clients are spread throughout Oahu; vacationers are young families staying in Ko Olina resorts.

After stumbling on a "lack of finances and the wrong business model," Aloha Provisions closed last year. Short, who is the executive director of nonprofit Access Surf, says, "I loved helping people, but it was difficult [running a delivery business] in Hawaii, where everything is so spread out."

A stellar reputation on- and off-line is critical

The logistics of grocery delivery is pretty straightforward. For a service fee, a customer places an online or phone order with an Oahu company that guarantees products delivered on a set date. On the day of service, the

Island Grocery Service, now in its sixth year in business, partners with Hilton Grand Vacations, Aston Properties and the Aulani Resort & Spa. Mike Eberle and Maria Lara, the owners, are quick to answer voicemails, and their website carries hundreds of items that customers can drop into a virtual shopping cart.

"This is a 24/7, 365-days-a-year business, and without old-school customer service, we're going to die," Eberle says.

Old-fashioned business practices go a long way in this industry. Equally, modern business methods are critical. Company owners say they struggle to find the time to manage their online presence on social media,



“When I slow down on social media, then a few months later, my business slows down.”



PHOTO BY BRIENNE BRUNDIGE

where comments and reviews sometimes are beyond their control.

Akamai Grocery's customers have written positive Yelp and TripAdvisor reviews, but the company has a limited presence on social media. Apodaca, the owner, says his best marketing methods still are Google and word-of-mouth referrals inside the hospitality industry. Akamai Grocery partners with timeshare properties Marriott Vacation Club and the Beach Villas at Ko Olina.

Blumenshein, owner of LauraMae's Shopping Service, maintains a Facebook profile, Wordpress blog and Twitter account and says an online presence is critical to her business' success.

“When I slow down on social

Strange orders from typical Island visitors

“The other night, I received a call from a distraught man, whose baby and wife were Medivac'ed from Kauai to Kapiolani Children's Hospital. His baby would only eat a certain brand of organic baby food that was hard to find on Kauai. I had to go to three stores to find it and didn't charge him the delivery fee, of course. He wanted 15 bottles. I found 38 bottles and left a big bag of the food in the hospital room. The mother wasn't there, but when she saw the bag later, she started crying. I shot the Dad a text a few days later and learned that the baby was doing great.”

— LAURAMAE BLUMENSHEIN
LauraMae's Shopping Service

“A year and a half ago, we received a call from a man, asking if he could send me food, because he would be staying in Kahala for a few weeks. Soon, we started receiving king crab legs from Alaska, wine from California, cheese from Wisconsin and other specialty items from around the country. After that, he called me again and said I had to check in with his pilot to deliver the products to his rental home in Kahala. The man owned a Gulfstream jet.”

— MIKE EBERLE
Island Grocery Service

“There are families traveling with small children who come to visit and stay at the Villas in Ko Olina. The minimum stay is usually seven days at these properties, so instead of carrying along the baby gear, such as wipes, diapers, etc., they ask us to purchase the items for them. Plus, after a long day's travel, they don't want to have to get in the car and spend another two to three hours in the stores looking for the items they need for the week. Most people know what they might want or need for their stay, and for a reasonable cost, they can have it ready for them when they arrive.”

— AL APODACA
Akamai Grocery Shopping
& Delivery Service

media, then a few months later, my business slows down,” she says.

Changing strategies and services is the key to survival

If grocery-delivery companies were to compare frequently ordered items, their lists would be identical: Tropical fruits, macadamia nuts, breakfast items and Hawaiian coffees consistently rank high. In the non-foods category, customers often request beach towels and lightweight beach chairs. “It’s more expensive to rent than it is to buy a beach chair at Walmart,” Blumen-shein notes.

More recently, delivery services have met a growing demand for foods labeled gluten-free, vegan, non-genetically modified, cage-free and organic. This shift in consumer tastes requires own-

ers and their employees to shop at health-food stores, such as Down to Earth and Whole Foods. When shoppers cannot find specific products and brands on Oahu, they order online prior to customers’ arrival dates.

“People have their dietary restrictions, even kosher,” adds Apodaca.

Like customers’ ever-changing food preferences, grocery-delivery companies constantly revise their business models. In January, Eberle teamed up with Charley’s Taxi service to launch a sister company, Oahu Grocery Service,

serving local residents and businesses. In this new venture, Eberle’s employees fill orders and send a Charley’s driver to deliver the goods to customers.

It’s a new concept in the food-delivery industry that Eberle hopes will set his company apart from the others. “Grocery services come and go on Oahu, but only a few succeed and last,” he says. 





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“Hula is the language of the heart, therefore the heartbeat of the Hawaiian people.”

– David Kalakaua, King of Hawaii 1874-1891

Festival honors the Merrie Monarch

As the world watches, Hawaii pays homage to its favorite king with more than five decades of sacred dance

By Priscilla Pérez Billig

Hula died years ago. Decades after Queen Kaahumanu censored the sensuous dance in deference to Christian values, King David Kalakaua ushered in the rebirth of this ancient tradition to honor his kingdom.

Hula was reborn and the young king's people called him the merrie monarch for his love of Hawaiian culture. Over the years the practice waned, hidden from the eyes of the public until the early 20th century when it slowly began to re-emerge.

In 1963, after tsunami had devastated Hilo town and thrust the local sugarcane economy into a downward spiral, one woman had a vision to attract tourists. Helen Hale, who held a position equal to the mayor of Hawaii County, would support two men with even larger visions, kumu hula George Na'ope and Gene Wilhelm.


Together they created the Merrie Monarch Festival, which premiered in April 1964 in Hilo. It was filled with pageantry, fireworks and barbershop quartets. But Dorothy Thompson, who chaired the festival in 1968, and Na'ope knew there had to be more.

They decided the festival should celebrate Hawaiian

culture and hula halau would compete. When the first competitive hula was danced, only women participated. By 1976 men began to add their own dynamic to the competition and create new challenges to an old tradition of dance. Around the same time, Hawaii was entering a renaissance of cultural awareness. Hula was on fire.

Today the entire world pays homage to Kalakaua's reign and Hawaii's rich legacy. The 52nd annual Merrie Monarch Festival will be held on April 5-11 in Hilo. The festival includes an art fair, exhibitions of hula and folk dance from throughout the Pacific, a Miss Aloha Hula competition of hula kahiko, hula auana and oli, a royal parade and about two dozen halau competing—all in honor of a good king who loved his people.





Kites, canoes, and music ... but hold the onions

PHOTO BY GLORIA REED

Maui's famous Onion Festival is cancelled for building renovations

By Priscilla Pérez Billig

For 26 years the Maui Onion Festival has paid tribute to the Island's famed vegetable, which grows on the slopes of Haleakala and is known worldwide for its sweet, mild flavor. Not this year. Host venue Whalers Village is undergoing renovations, prompting the festival's cancellation until next year.

In the meantime, Maui offers up plenty to take in for those looking for cultural stimulation. Celebrate the Chinese Kite Festival on April 17 at the Wo Hing Museum in Lahaina with an exhibit of handmade kites in traditional and modern styles. Watch aerial displays of acrobatic sport kites from the Hawaii Kiteflyers Association on April 18 at the Kekaa North Beach Open Space.

The East Maui Taro Festival will pay tribute to the kalo for the 23rd year on April 25 at Hana Ballpark with food booths, arts and crafts, poi-pounding, kapa cloth making, lauhala weaving, Hawaiian music and hula.

The 23rd Celebration of the Arts brings together Hawaii artisans, educators, cultural practitioners, speakers and entertainers on May 8-10 at The Ritz-Carlton, Kapalua. Hands-on art demonstrations, films, cultural panels, music and dance will allow guests to interact and enjoy what *Modern*



Luxury Hawaii magazine calls the "Number 1 rated cultural event."

On June 5 Maui pays homage to the single-masted outrigger canoe, or waa kiakahi, in the second leg of this ancient Hawaiian tradition with the 11th Waa Kiakahi Sailing Canoe Race. Paddlers race from Kahului to the welcoming ceremonies of the Waa Kiakahi on the shores fronting the Aston at The Whaler on Kaanapali Beach.

Visitors and guests to Waa Kiakahi take advantage of free canoe rides and gather to hear about the tradition of Hawaiian canoe sailing, history and culture. Two days later, a Hawaiian farewell ceremony begins with a Hawaiian elder offering a ti leaf blessing of paddlers and canoes before the

teams begin the 30-nautical-mile journey to Kaunakakai, Molokai.

The 34th annual Kapalua Wine & Food Festival is set for June 11-14 at Maui's Kapalua Resort. The longest-running festival of its kind in Hawaii attracts renowned winemakers, sommeliers and chefs for a weekend of exhibitions, wine tastings and entertainment. This year's festival will feature for the first time, women winemakers who craft some of the finest wines in the world.

The 24th annual Hawaiian Slack Key Guitar Festival "Maui Style" will feature 15 Hawaii artists in the slack key guitar genre on June 28 at the Maui Arts & Cultural Center's Amphitheater in Kahului, and each month brings the Hawaiian Music Series Concerts in Lahaina, on the lawn of the Baldwin Home Museum.

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EAST MEETS WEST. *...meets aina*

Cultural traditions meld into
décor and landscaping at Island resorts

By Brett Alexander-Estes

Patrons entering Japengo Restaurant at the Hyatt Regency Maui Resort & Spa are bathed in golden light from a backlit shoji screen. At the Westin Moana Surfrider hotel in Waikiki, guests arrive under a portico recalling Europe's stately mansions. At Hilton's Hoku-lani Waikiki, dramatic displays in fire and water evoke the power and majesty of Hawaii's birth.

Hawaii's multicultural traditions are mirrored in Island hotels, which often blend architectural elements and decorating motifs from Asia, Europe and the indigenous people of Hawaii. But the biggest design influence of all is surely the *aina* itself—"the loveliest fleet of islands that lies anchored in any ocean," according to Mark Twain, and for hotel designers, a 3-D palette of blue skies, black rock, lush forests and shimmering water that can be woven inside and out of a hotel.

Photos courtesy:

Don Bloom, Tropical Light Photography
Island Design Center

David Franzen, Franzen Photography
Island Design Center

Jim Stone, Group 70 International Inc.

Tony Novak-Clifford, Island Design Center

Ryan Siphers Photography,
Island Design Center

Hawaii's hotel artists

Designers like Jim Stone of Group 70 International, a full-service architecture and design firm, are charged with envisioning and integrating every aspect of a resort property—from architecture to landscaping to décor. "Our design philosophy begins with understanding the site, culture and programmatic requirements of the project," Stone says. Group 70, which also offers civil engineering and asset management services, "has a long history of redefining resorts beginning with the Kaanapali Marriott, Manele Bay and Koele Lodge on Lanai to our

current work with Hilton and Four Seasons," he says.

Architects Hawaii Ltd., a full-service firm concentrating in architecture and project management, takes "cues from each property's distinct locale, history and context along with the specific goals and needs of the project," says Lisa Rapp, AIA, LEED AP, and Architects Hawaii principal. Rapp says some of the firm's completed hotel projects include Aulani, A Disney Resort & Spa; the Marriott Ko Olina Beach Club; and the Westin Moana Surfrider.

Island Design Center, a full-service environmental design firm, likewise draws from nature. "We are fortunate to have an environment here in Hawaii that allows a space to have few walls and boundaries," says Roger Gagon, the firm's co-owner and managing partner. Island Design Center has completed projects at the Four Seasons Resort Maui at Wailea, the Hyatt Regency Maui Resort & Spa and The Fairmont Kea Lani Resort. Currently, Island Design Center concentrates on interior and environmental design.



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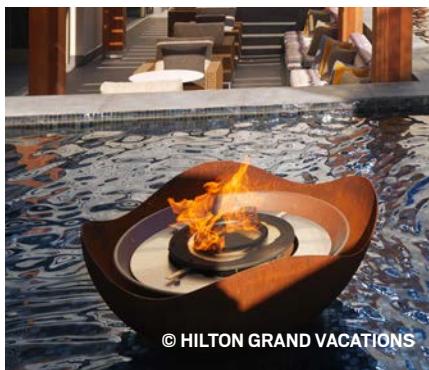


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Rebranding in fire and water

Group 70's rebranding of Hilton's new Hokulani vacation ownership tower showcased Hawaii's volcanic origins with fire vortexes and water displays. With Hokulani, says Stone, the firm's team created "a design that celebrated the natural environment found in Waikiki—evoking the ocean, sky and energy of the area. Sculptural elements representing this natural environment were incorporated into the design from the treatment of the exterior down to the detailing of the furniture within the hotel rooms."

On Kauai, Group 70's design of the St. Regis Princeville Hotel lobby fuses an Asian interplay of falling water and shoji doors with massive columns in the Greek Doric style and Hawaiian wood friezes. Working in conjunction with McCelvey Associates and Pacific AquaGroup in the development of Waikoloa King's Land on the Big Island, the firm designed structures with the high ridgeline of native Hawaiian dwellings, installed sculptural



Fire vortex and water display at Hilton Hokulani Waikiki.

Hawaiian motifs and channeled water to flow through the Hilton resort as if following a natural streambed.

Renovating a Grand Dame

For Architects Hawaii Ltd. the integration of a structure with its natural surroundings is key. "Every AHL hospitality project incorporates the seamless integration of indoor and outdoor spaces in some capacity," says Rapp.

"In some cases the implementation is more unique than others, such as the case of the renovations to the Moana Surfrider, A Westin Resort & Spa," Rapp says. The historic hotel, sometimes called the "Grand Dame of Waikiki Beach," was undergoing a repositioning of its brand from Sheraton to Westin. AHL's renovation encompassed the historic lobby, other large interior spaces and the veranda.

Rapp says the firm "needed to capture the essence of the new Westin brand, while at the same time being true to the history of the building." Besides creating the new Beachhouse open-air restaurant, renovations included an increased dining area and a new bar located on the veranda. These new features, says Rapp, created "a more seamless indoor/outdoor flow in context of this historical hotel."

The firm's integration of indoors and outdoors in a hotel property is also a hallmark of Marriott's Ko Oli-na Beach Club, where large waterfalls and pools link the resort's tower and outlying buildings with its nearby half-moon beach.

Drawing from nature

At Island Design Center, Gagon encourages the use of organic forms, seen in the installation of a curving tree stump as a host stand at the Hyatt Regency Maui Resort & Spa's Japengo Restaurant.

When The Fairmont Kea Lani Maui Resort asked Island Design to provide a cover for its outdoor Ko Restaurant, the unifying design came to Gagon "while driving past a cloud hovering above the sugar cane fields. Since *ko* means 'sugar' and the food concept is borrowed from the rich cultural history of immigrant workers, we created a vast and lofty roof structure symbolic of a cloud that reflects the melting pot of cultures below."



Gagon says that within the restaurant, "you will find a rich array of furnishings, fixtures and finishes, each symbolic of elements found in agricultural rhythms, patterns and colors. A favorite design solution is thousands of strands of stainless steel beads that curve and cascade from the ceiling." Gagon says the beads recreate the sunlit rain falling from the cloud that was his inspiration.

Island Design Center's work in the lobby at the Four Seasons Resort Maui at Wailea incorporates furnishings from Asia, Europe and Hawaii. "Each lounge is artfully screened with hand-made dividers symbolic of ancient Hawaiian fishing nets," Gagon says. "Custom wood tables and lava-like stone tops were designed and fabricated locally." Since the firm feels it is important to support Hawaii's artisans, Gagon says all of the firm's cabinetry is locally designed and made. The firm also produces Resort Vessels™, a line of interior lighting décor.

Life of the Land

Landscaping integrates the grounds of a hotel or resort with the property's overall design, so ground cover, shrubs and trees must echo the designer's intent as well as the natural terrain.

"As an oceanfront resort, our guest's expectations are to view beautiful sunsets and an expanse of ocean," says Erin Lee, Four Seasons Resort Hualalai director of landscaping. "Here at Four Seasons Resort

Hualalai, there are *mauka* (inland) and *makai* (ocean) landscape designs."

Plants chosen for the site, says Lee, must be able to thrive in salt air. "Makai plant life is seashore *paspalum* lawns framed by beds of *pohinahina*, Boxwood Beauty natal plum, beach naupaka and spider lilies." Further inland, she says, the resort's *mauka* landscape incorporates many species of plant life, including "monkeypod and ficus tree canopies. In the understory are *lauae* fern, *philodendrons*, *ti* leaf varieties, *bromeliads*, *ginger*, *heliconia* and *areca* palms, just to name a few."

Island resorts are usually viewed in the sparkling sun, so it's easy to forget the design challenges hidden in their other side—night.

"Guiding guests through the (night) landscape safely is important," says Susan Mulkern, Mulkern Landscaping & Nursery vice president. "Lighting can lead them to a beautiful view, a water feature, sculpture or garden nook. Making the experience enjoyable is a bonus and essential in any property."

Floating worlds

The sophisticated development of Island hotel landscaping and décor has produced icons of elegance like the Moana Hotel, a landmark that first brought Waikiki Beach to the world's attention. Today, fresh interpretations of Hawaii's three great cultural traditions are creating new palaces, floating worlds of heightened sensation that attract world travelers anew. H

It's easy to forget design challenges hidden on the other side—at night.



(Above and top left) Marriott Ko Olina Beach Club exterior, pools and beach.

THE green INITIATIVE

Hawaii wins kudos for its rooftop gardens, seawater-cooled AC and furniture recycling

By Jackie M. Young

Although the modern environmental movement began 45 years ago in the early 1970s—with the first Earth Day taking place on April 22, 1970, and with Congress passing the Clean Water Act, the Clean Air Act, the Endangered Species Act and the National Environmental Policy Act during that period—it's taken many decades to make sustainability or “greening” a routine part of doing business.

Hawaii has declared a goal of 70 percent clean energy by the year 2030 and the hospitality industry is one of the sectors leading the way.

“Even before it was cool to do so, the founders of our restaurant back in 1971 had as one of their creeds, ‘Save the planet,’” says Hard Rock Cafe Waikiki General Manager C.J. Chipley, 42.

The restaurant's new building that opened at Waikiki Beachwalk

in 2010 won LEED (Leadership in Energy and Environmental Design) Silver green building certification in 2012. All of the flooring is made from recycled tiles, recycled plastic bottles, recycled glass or FSC-certified (Forest Stewardship Council) bamboo.

The music-themed eatery saves 29 percent in lighting by using LED, low-voltage track lighting and motion-activated fixtures; saves 21 percent in energy costs through a highly efficient HVAC system; and saves 50 percent in water by installing motion-activated low-flow faucets, waterless urinals and dual-flush toilets (less water is used for liquid waste, more for solid waste).

“We recycle everything in our cafe—all our glass, aluminum, paper and plastic—and we recycle our leftover food to pig farms, or the food that's still good we donate to homeless shelters,” says Chipley. “Another one of our mottos is, ‘Philanthropy is our soul.’”

To help in the effort to stop filling Hawaii's landfills, Ross' Appliances owner Tyler Palmer, 57, started the Green Bed Factory in 2008. “We used to sell used mattresses, but about eight years ago we discovered a sanitation problem,” recalls Palmer, originally from California, “so I contacted some friends in L.A. who knew about making beds. I bought a \$15,000 tape-edge machine to put the beds together, plus other sewing machines for the covers, and that's how we got started.

“The only thing we save is the metal spring system from the mattresses—we don't reuse the coverings—we spray disinfectant on the inside and re-cover the mattresses so they're all brand-new. We prefer to use hotel mattresses, because they're commercial-grade and more durable.”

Palmer's service is frequently free, in trade or at a steep discount to hotels. The Green Bed Factory currently services about 40 hotels in Waikiki,





“We recycle everything in our café—all our glass, aluminum, paper and plastic—and we recycle our leftover food to pig farms, or the food that’s still good we donate to homeless shelters.”

and can also re-cover sofa beds or wall beds (Murphy beds).

“Reusing something as bulky as a mattress is a major step in terms of reducing our carbon footprint on our little Island here,” Palmer says. “What we’re doing is like creating a new mattress out of thin air and doubling its life.”

Back in the ’80s owners of the Kahala Hotel and Resort were trying to save the environment. “The designers of the building were really forward-thinking,” says Lance Fun-

derburk, 31, director of engineering at the Kahala since November. “What I’m discovering is we already had a seawater-to-air conditioning here before it was popular. The system pumps the cooler ocean water from deep water wells to cool our chillers for our air-conditioners, saving the property 380,000 kilowatt hours a year in electricity, and more than 4 million gallons of water annually.”

The upscale property’s lobby area has a “living wall” covered with growing vines and plants to help



(Left) The Hard Rock Cafe Waikiki flooring is made of recycled tiles, recycled bottles and bamboo. (Above) The waterfall at the Kahala Hotel and Resort is used to recycle the water-cooled chillers.

cool the lobby and dissipate carbon dioxide, as well as a simulated wood veranda area made of vinyl and porcelain. It also uses light sensors, low ceiling fans and low-flow showers and faucets, and pays to recycle its bottles and cans, and to have its food waste taken to pig farms. “It costs us money,” says Funderburk, “but it’s the right thing to do; not everything’s going to save us money.”

Since arriving at the Kahala, the South Carolina native has instituted the use of recycled carpeting made from the plastic sunscreen film from car windshields, as well as the use of VFDs (variable frequency drives) to reduce the energy from pumps and fans when they’re not needed.

The Kahala also is currently upgrading its lighting system to LEDs, which will result in an approximate savings of \$340,000 a year in electricity, and plans to convert its swimming pool to an innovative ultraviolet pump system utilizing saline water. “The ultraviolet kills 99.9 percent of all viruses,” says Funderburk, “and the saline won’t make people sick and is better for the environment.”

On the Neighbor Islands, the Aqua Kauai Beach Resort recently completed a similar “greening” as all hotel pools were converted from chlorine to saline in 2012. “Automated salt generators use rock salt to create a natural form of chlorine to maintain properly balanced PH levels,” says GM David Sosner, “and we are saving \$8,000 to \$10,000 annually in chemical costs.” The property, originally



built in 1986, replaced its 30-year-old chiller last year with a 210-ton turbo chiller using a more modern R-134-A freon refrigerant with zero ozone depletion and low global warming potential, and the new turbo chiller takes 50 percent less energy to run than the old one. The resort's front entrance utilizes xeriscaping with very drought-tolerant foliage (primarily El Dorado shrub and purple lantana), requiring little water or maintenance.

On Maui, The Ritz-Carlton, Kapalua has partnered with Jean-Michel Cousteau's Ambassadors of the Environment program since 2008 in creative sustainability efforts such as a rain catchment system installed at the entrance of the Ambassadors Hale using an elevated (to alleviate the need for a pump) 50-gallon water drum connected to a 30-foot hose to irrigate the native landscaping area. The hotel also maintains an organic garden growing 70 different herbs, 100 types of vegetables and 35 fruit trees, all of which are used in its various restaurant dishes. This saves approximately \$30,000 a year in food and shipping costs while preserving the quality of the ingredients for the guests, according to Director of Sales



and Marketing Jay Heidenreich.

Rooftop gardens are literally sprouting up on increasingly population-dense Oahu where space is more limited. Since 2012, the Hyatt Regency Waikiki Resort & Spa has planted an herb and tomato garden on its third-floor Regency Club terrace containing such exotics as rosemary (used in the cafeteria's lamb gyros), lavender (for a catered lavender-crusted pork loin dish) and cilantro (used in Swim's fish tacos).

Later that year, around the corner

from the garden, the hotel introduced a bee apiary, which now has as many as 40,000 bees producing honey for its restaurants known as "hula meli." An aquaponics garden was just added last year at the top tier of the waterfall in the middle of the resort, that grows Red Oak and Lollo Bianco lettuces used at Swim Restaurant.

At the Doubletree Alana Waikiki, a 138-square-foot herb garden was planted in 2013 on the mezzanine's pool deck. "Our kitchen crew goes to the pool deck every day to har-



(Above left) The Doubletree Alana Waikiki's garden. (Left) A chef at The Ritz Carlton Kapalua gathers herbs. (Top right) The Hyatt Regency Waikiki Beach Resort & Spa's herb garden. It produces honey (right) from its bee apiary which has 40,000 bees.

vest herbs to use in their recipes," says GM Michael Wilding. "We are growing basil, rosemary, thyme, mint, parsley, oregano, green onion and cilantro. The freshness of the herbs really makes a difference."

And as part of the Turtle Bay Resort's farm-to-table emphasis and its installation in 2013 of a "green roof" with a more than 400-kilowatt solar system, the high-end property also has two 6-foot by 8-foot herb gardens on its third floor from which it harvests such raw ingredients used in its restaurants' dishes as kale, eggplant, Thai basil and Hawaiian chili peppers.

"These conservation projects are helping us to be more green with our operations," says Scott McCormack, vice president of Real Estate for Replay Resorts and Turtle Bay Resort, "as we fulfill our vision for a more sustainable future of Turtle Bay Resort and contribute to the state's goal of reaching 70 percent energy independence by 2030." ^H



Industry creates 'Midnight in Miami'

Honolulu's hospitality industry steps up to support cancer research with Hope Gala Honolulu's "Midnight in Miami" on May 2 at the Hawaii State Art Museum.

Co-chairs are Hawaii Restaurant Association Executive Director Gregg Fraser and Maria Tucker who, along with Fraser, is a partner in Kala Consulting Group. This third annual event will benefit the American Cancer Society.

Chefs from Buho Cocina y Cantina, Koko Head Café, The Pig & The Lady, Mark Noguchi of The Pili Group, MW Restaurant and Sushi ii will offer ceviche tastings, all competing for the "Best" prize. Local restaurants Buenos Antojitos, Grondin, Japengo and Stage will present their own versions of Miami cuisine. Beverages will include Miami-style tropical drinks prepared from Kauai-distilled Koloa rum.

Entertainment includes Hawaii artists Son Caribe, jazz musician Dana Land and steel drummer Gregg MacDonald. Professional salsa dancers and Mardi Gras performers in headdresses are slated to spice up the evening.



The first annual Hope Gala Honolulu was inspired by Paris and the following year's festivities celebrated Tokyo. Guests at Midnight in Miami can cast their votes for the 2016 Hope Gala fantasy destination.

Sponsors include Hawaii Pacific Health, The Queen's Medical Center, First Insurance Company of Hawaii, Service Printers Hawaii, Moxie 3 Innovations and JN Automotive.

"Our work to end cancer is supported by over three million volunteers worldwide," says Arthur Grau, development manager for the American Cancer Society. "I

am grateful and excited to be part of this effort in working with fun and dedicated volunteers here in Honolulu to create an experience like no other and bring our community together to finish the fight."

Wataru-Nakaoka named executive director at HLTA

Karen Wataru-Nakaoka has been promoted to executive director of the Hawaii Lodging and Tourism Association, where she will assist HLTA President and CEO George Szigeti with the organization's overall strategic and operational responsibilities for staff, programs and business development.



Wataru-Nakaoka

"Karen's sharp thinking and passion for the hospitality industry has made her an invaluable asset to our team and I'm confident her new role will help take HLTA to new heights," Szigeti says. "Her commitment to strengthening numerous HLTA initiatives and programs, notably the Women in Lodging and Tourism program in Hawaii, has already contributed to growing our membership and moving our organization forward."

Wataru-Nakaoka started her career at the Hawaii Hotel Association, now the HLTA. She was a flight attendant at Aloha Airlines and a certified substance abuse counselor for Hina Mauka before returning to HLTA in 2011 as a director of member relations and operations.

"I'm honored to have this opportunity to work even closer with our incredible team and Hawaii's dynamic hospitality industry to bring even more value to our members," Wataru-Nakaoka says.

Food safety class rescheduled

TOBE Co. Food Safety has an-

nounced that its ServSafe Food Safety and Training Certification class scheduled for Feb. 24 has been changed to March 24 from 8 a.m. to 5 p.m. at the Embassy Suites in Waikiki.

The fee is \$186 per student. For more information or to register, visit TOBECofFoodSafety or call 235-0797.



Charity Walk signups underway

The Hawaii Lodging and Tourism Association has set a goal of raising \$2 million at the 25th annual Visitor Industry Charity Walk in May in which walkers get to sample tasty offerings from hotels, restaurants and other foodservice businesses along the route.

Since its inception in 1978, HLTA's event has raised more than \$27 million, with proceeds supporting hundreds of local charities.

The Charity Walk will be held May 2 on Molokai and Lanai, May 9 on Hawaii Island and Maui and May 16 on Kauai and Oahu.

Each county organizes its own Charity Walk. For more information: **Maui, Molokai and Lanai:** Maui Hotel & Lodging Association, 808-244-8625 or www.mauihla.org.

Hawaii Island: Darren Matsumoto and Jaisy Jardine, Fairmont Orchid, 808-887-7333.

Kauai: Marc Benner, The Westin Princeville Ocean Resort Villas, 808-827-8700.

Oahu: HLTA, 808-923-0407 or www.hawaiilodging.org.

Hampton builds in Kapolei

Travelers to West Oahu will have access to affordable accommodations as the first Hampton Inn & Suites in Hawaii goes up in Kapolei. The 175-room hotel is



set to open its doors next year.

DeBartolo Development and Hampton Hotels will locate the new hotel at the Ka Makana Alii shopping mall, the 1.4 million-square-foot regional mall set for construction this summer. Ka Makana Alii will feature approximately 150 new shops and restaurants, a movie theatre and LEED-certified office space.

"Hawaii has been a part of Hilton Worldwide's history since the 1960s with the opening of the first Hilton Hawaiian Village tower," said Bill Fortier, senior vice president, development – Americas, Hilton Worldwide. "As one of the world's most sought-after travel destinations, it is only fitting to expand Hampton Hotels to Hawaii, bringing a successful mid-priced product to the market."

The signing of Hampton's first location in Hawaii means the brand will offer more than 2,000 locations globally including across all 50 states, as well as the District of Columbia and Puerto Rico.

Soma to lead group sales for Prince Resorts Hawaii

Brian Soma has been named director of group sales at Prince Resorts Hawaii. Based in Honolulu, he will oversee the group sales efforts for Hawaii Prince Hotel Waikiki and Golf Club on Oahu, and Mauna Kea Beach Hotel and Hapuna Beach Prince Hotel



Soma

on Hawaii Island.

Previously he served as director of sales and marketing at the JW Marriott Ihilani Ko Olina Resort & Spa.

Hawley, Clemente, Miller join Hilton

John Hawley has been hired as director of sales, **Emma Clemente** has been promoted to beverage manager and **Anthony Miller** has been named executive sous chef at Hilton Hawaiian Village Waikiki Beach Resort.

For the last five years, Hawley served as director of sales and marketing at Hilton Baltimore. He spent four years as executive director of business development for a marketing communication company that specialized in hospitality. Clemente

previously assisted the resort's executive chef Jeffrey Vigilla and was responsible for coordinating culinary operations as well as serving as the administrative assistant in the culinary department for the past two years. Before joining Hilton, Clemente was director of housekeeping at The Modern Honolulu.

Previously Miller was the chef, consultant and owner at Father John's Brewing Company in Ohio where he was in charge of overseeing restaurant operations and menu selections. Previous to Father John's Brewing Company, Miller was the chef consultant at Kitchen 4140 in San Diego.



Hawley



Clemente



Miller



The Women in Lodging & Tourism held a networking event on Jan. 27 at The Modern Honolulu. Guests included members of the Hawaii Lodging and Tourism Association (HLTA) and others. Among those attending were, from left, Barry Wallace, Julie Arigo, Rep. Lauren Matsumoto, Troy Flanagan, Councilman Trevor Ozawa, Yunji de Nies, Kathleen Pahinui, Lisa Paulson and Kelly Hoen.

Developer buys Waikoloa Beach Marriott

Denver-based Silverwest Hotel Partners LLC has acquired Waikoloa Beach Marriott from an affiliate of Blackstone for an undisclosed price. The 555-room resort hotel sits on 16 oceanfront acres on the shore of Anaehoomalu Bay, on the Big Island's Kohala Coast.

Silverwest is acquiring the hotel on behalf of SMG I Hotel Waikoloa LLC in a joint venture with Mariner Real Estate Management and an affiliate of Global Endowment Management (GEM).



Rojas



Schwarz

Rojas, Schwarz join Sheraton Maui Resort & Spa

Toni Rojas has been named director of catering and event management and **Carol Schwarz** has been appointed director of the front office at the Sheraton Maui Resort & Spa.

Rojas will oversee the resort's catering and event services, including weddings and meetings. She was the owner of the Sterling Performance Group, a boutique sales, marketing, meeting man-

agement and event production company specializing in the Hawaii marketplace. Rojas also has served as director of sales for Maui Visitors Bureau/Hawaii Visitors & Conventions Bureau.

Schwarz will oversee the guest services operations including front desk, telephone operators and front services. She previously served as the director of hotel operations at the Downtown Grand Hotel & Casino in Las Vegas.

van der Hoeven chosen as GM at Outrigger Mauritius Beach Resort

Pieter van der Hoeven has been named general manager of the Outrigger Mauritius Beach Resort in Phuket, Thailand. Honolulu-based Outrigger purchased, refurbished and reopened the 181-unit resort in April 2014.

The appointment marks van der Hoeven's second stint with Outrigger. Until early 2013, he was Outrigger vice president sales and marketing, Asia Pacific. Van der Hoeven initially joined Outrigger as a general manager when the company started its expansion in Asia in 2008. He now returns to Outrigger after 18 months as general manager of the two Raffles hotels in Cambodia.



van der Hoeven

"In his new role, Pieter's goal will be to make the Outrigger Mauritius Beach Resort one of the most popular and sought after beachfront resorts, not just in Mauritius, but the whole Indian Ocean," says Darren Edmonstone, Outrigger managing director, Asia Pacific.

Prior to joining Outrigger, van der Hoeven was with Six Senses Resorts as general manager of the Evason Hua Hin Resort and Evason Hideaway at Hua Hin, Thailand, and the Evason Hideaway at Ana Mandara in Vietnam.

Starwood taps Okuna for Kauai post

Nicole Okuna has been named director of sales and marketing by Starwood Hotels & Resorts for the Sheraton Kauai Resort and The Westin Princeville Ocean Resort Villas. She oversees all leisure and group sales, public relations and marketing initiatives for the two Kauai resorts.

Previously a group sales manager at Sheraton Kauai, she recently was an account director in group sales at Sheraton Kona Resort & Spa at Keahou Bay.

Okuna received a bachelor's degree from Pepperdine University and earned a master's in Travel Industry Management from the University of Hawaii.



Okuna



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& Waterproofing

Turtle Bay Resort, Green Roof Improvement Project.



PROJECT PROFILE

Low-Slope Lower Roofs (Green Roofs, Rock & Herb Gardens Roofs)

- V-Force Vapor Barrier, DensDeck Prime, Tapered Insulation
- 80-mil TPO Single Ply Membrane
- SkyScape Low Profile Multi-layer system Green Roof
- 73,000 plants (3 native Hawaiian species) & 2 herb gardens
- 500 tons Miami-Dade County roof stones

Steep-Slope Lower Roofs (Metal Standing Seam)

CAPABILITIES

New / Re-roof / Roof Rehabilitation

- Asphalt Shingle
- Concrete Tile
- Single-Ply (EPDM, PVC & TPO)
- Metal
- Mod Bit
- Wood Shake & Shingle

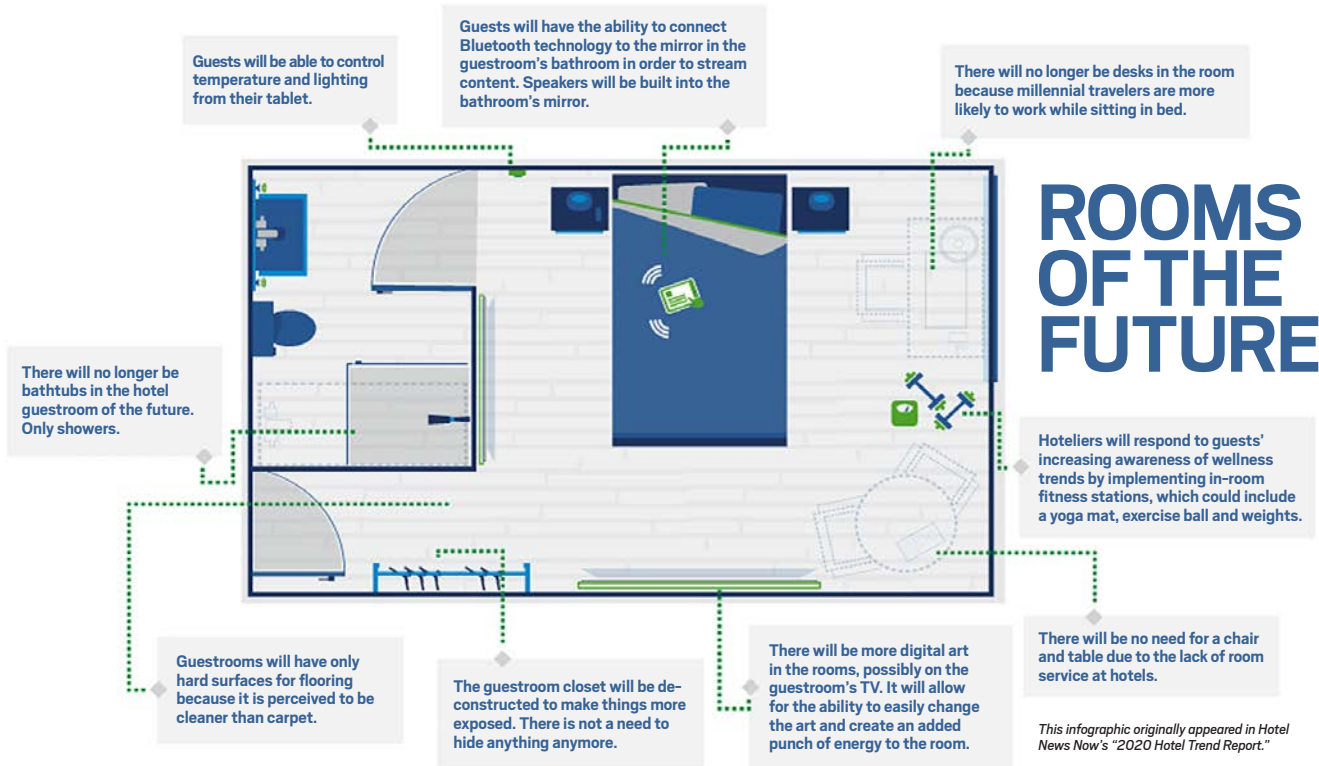
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- Pedestrian Deck Coating
- Vehicular Deck Coating

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ROOMS OF THE FUTURE



Mobile apps blend high-tech, high touch

Technology is transforming Island hotels, restaurants

By Leslie Lang

Smartphone apps continue to offer the hospitality industry new technologies that might have surprised us even just a handful of years ago.

JobOn is a new mobile app specifically for hospitality and other service companies with high employee turnover rates. It's a customizable job application app where an employer can post a job opening. In response to that opening, an interested applicant can then upload a resume and record short responses to interview questions on his or her mobile device.

It's an improvement over what one hiring manager can handle in a traditional situation: Dozens of hopeful applicants can apply at the same time. The hiring manager can then prescreen applicants and schedule in-person interviews with only the best candidates.

More than 35,000 locations worldwide have used the job application technology, which lets employers not

only check experience, but also see applicants' personality and enthusiasm through their video responses.

"Nearly 100 percent of devices include some sort of camera," says JobOn founder and CEO Jody Presti. "JobOn's application process is even more revolutionary as it puts hiring the best worker right in the palm of your hand."

Another mobile technology that is boldly moving forward: In some hotels now, guests are using their mobile devices to swipe themselves into their rooms—no key or keycard needed. The keyless technology has not yet arrived in Hawaii, although some hotel properties here are paying attention.

Starwood Hotels & Resorts has implemented a mobile, keyless entry system in some of its hotels, and Hilton Worldwide is introducing keyless entry at some of its properties this year.

Currently, Starwood offers its Starwood Preferred Guest (SPG) members keyless rooms at 10 of its Aloft, Element and W Hotels around the world. The company says its keyless entry system will be on 30,000 doors at 150 Aloft, Element and W Hotels by early this year.

"This is just the beginning," says

Frits van Paasschen, Starwood president and CEO, "because through mobile we have the opportunity to marry high-tech and high-touch to transform the hotel experience in many exciting ways."

How does it work? The guest registers his or her cell phone through the SPG app, allows push notifications, opts in to SPG Keyless, and then receives a push notification when checked in. When the room is ready, the app updates with the room number and Bluetooth key. At the hotel, guests can proceed directly to the room. He or she simply turns on Bluetooth.

Hilton Worldwide's move into keyless entry is a "next step" for the company. Last summer, the hotel started offering its Hilton HHonors members the ability to use their desktop, mobile or tablet to choose their room location down to the exact room number, as well as to check in. Now the hotel is rolling out a program where Hilton HHonors members will also be able to unlock their room door with their device.

Hilton is pilot-testing its keyless

CONTINUED ON PAGE 31



Aloha to all in the hospitality and foodservice industry

2015 is well under way and the Hawaii Restaurant Association (HRA) is working hard to support everyone in the industry. We are working closely with many to stay on top of current legislative issues that affect the restaurant and foodservice industry. Our relationship with the National Restaurant Association helps to keep us informed as things come out of Washington, D.C. Locally, we partner with other associations and groups to lobby at the capitol regarding issues that affect our bottom line. If you have an issue or concern, feel free to contact us to discuss.

HRA is also about networking business to business in our industry. This year will include some great events for you, your staff and family to attend: service excellence awards, a golf tournament, hall of fame dinner and more. In addition, you can look forward to an all new member benefits section that will include discounts and money-saving offers at our restaurant and allied members alike.

HRA also has a number of additional cost-saving seminars and ideas that will help you be more profitable in the future. I look forward to meeting with all of you and working together to strengthen the restaurant industry in Hawaii.

Gregg Fraser was named executive director at the Hawaii Restaurant Association, effective on Jan. 1. HRA is currently enhancing its website at www.hawaiirestaurant.org.

Kudos to Hawaii's hardest-working people

Every January, the Hawaii Lodging and Tourism Association (HLTA) recognizes hundreds of the hardest-working people in our hospitality industry at our Na Poe Paahana Awards luncheon.

This year's 25th annual event drew more than 850 guests to the Sheraton Waikiki on Jan. 8 to honor those who truly make visiting the Hawaiian Islands special. I'd like to take this opportunity to recognize them again for their outstanding contributions to Hawai'i's number one industry. Being a winner isn't easy as selection is based on nominations submitted by their supervisors and coworkers.

This year's Outstanding Lodging Employee of the Year was Wayne English, transportation driver at The Westin Kaanapali Ocean Resort Villas. Judges honored him for his exceptional professionalism, superlative service and commitment to giving back to the community.

"His notable acts of kindness and compassion continue, even after seven years of service at this Maui resort," wrote Sasha Tanaka, human resources manager at The Westin Kaanapali Ocean Resort Villas.

HLTA also honored THE Orchid Lei Company as our Allied Member of the Year for its support of Hawaii's visitor industry and the community. For the full list of award winners, see page 13.

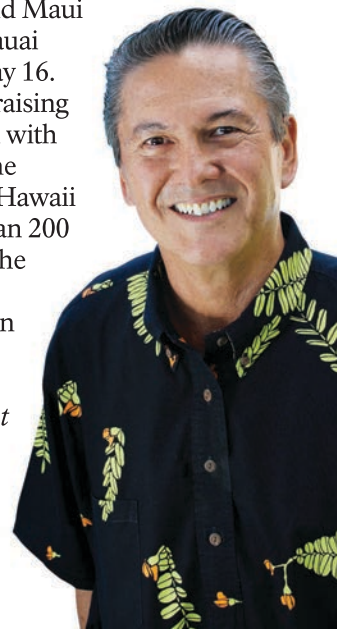
On behalf of HLTA, I extend my

sincere congratulations to all of the winners and mahalo nui loa for keeping Hawaii the most incredible vacation destination on Earth. It's never too early to start thinking about nominations for 2016.

Since 2005, the HLTA, in partnership with the *Honolulu Star-Advertiser* and the Department of Education, have honored one outstanding senior from every public high school in the state who best exemplifies citizenship in school and in the community with a \$1,000 scholarship. Known as the Citizenship Awards, this year's event takes place on April 9.

And mark your calendars for this year's Charity Walk taking place on Molokai and Lanai on May 2, Hawaii Island and Maui on May 9 and Kauai and Oahu on May 16. This year's fundraising goal is \$2 million with 100 percent of the funds staying in Hawaii to serve more than 200 charities across the state. Now that's something we can all get behind.

George D. Szigeti is president and CEO of the Hawaii Lodging and Tourism Association (HLTA).



CONTINUED FROM PAGE 30

entry at 10 of its U.S. properties early this year. Conrad Hotels & Resorts soon after. In the summer, keyless entry will start rolling out at Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts and Canopy by Hilton brands in the U.S.


The app will also allow keyless entry to other areas requiring a "key," such

as fitness centers, executive floors, elevators and parking facilities. To start, it will be available for Apple and Android. In 2016, the mobile entry will be implemented globally across 11 brands.

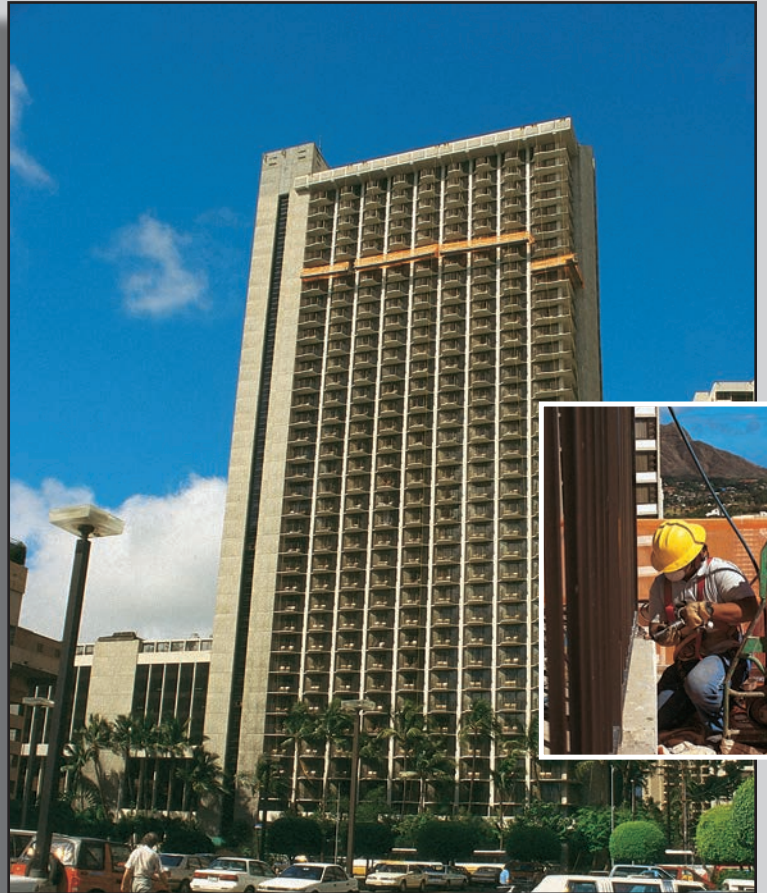
Outrigger Enterprises Group says it is watching this keyless entry technology, although it doesn't have plans to introduce keyless room entry at its Hawaii properties at present.

"We see keyless entry being more

attractive to the corporate traveler right now and of less value to leisure guests, especially here in Hawaii," says Barry Wallace, executive vice president of hospitality services at Outrigger Enterprises Group.

"Hawaii is about hospitality and being welcomed with aloha. Our guests want to have that personal greeting and interaction with our hosts when checking in." 

ROOM SERVICE



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checking in

Travelers to Hawaii want to spend their vacation on the beach rather than at the grocer. A small but growing number of grocery-delivery operations are doing their best to make a guest's visit to the Islands a positive experience. These companies can provide hundreds of items and cater to tourists' various demands. As our report will show, it can be a tough business.

Hotels and resorts are always plugged into technology that enhances their products and services. In this issue we take a look at the next round of tech gear such as keyless entry and an app that allows applicants in the hospitality industry to search for jobs and post resumes.

Herbs and veggies on the roof? More hotels and resorts are using their spaces in "green" ways to reduce costs and protect the land, air and sea. Our report notes their energy-conscious measures.

Hair of the dog? Expanding creatively on that concept, breakfast-inspired adult beverages are taking off. Try the cinnamon-flavored whiskey and Kona coffee espresso. How about the Eggs N Bacon with bourbon, Applewood bacon and a boiled egg? Check inside.

Nothing influences landscape and décor in Hawaii's hotels more than the aina, and as experts tell us for our report, the Islands provide an environment that allows a "space to have few walls and boundaries."

Aloha,

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HLTA Na Poe Paahana Awards

Photos by Hawkins Biggins

The Hawaii Lodging & Tourism Association held its annual Na Poe Paahana Awards on Jan. 8 at the Sheraton Waikiki. Members and guests attended the HLTA awards which honor employees who have contributed to the visitor industry through exceptional service, professionalism and aloha spirit.

See story on page 13



1. Isaias Lumingo, Nazzy Rabino, Gevin Utrillo. 2. Edith Albao, Richard Baniaga, Maria Baniaga. 3. Robert Helsham, Lynetter Eastman, Bulla Eastman, Pam Kaina. 4. (Front) Rosie Rosete, Yoke Sasaki, Susanna Macadangdang, Jennifer Frias, Janice Ng, Tuan Shun Zheng, (back) Rodwick Frias, Tino Geranimo, Daniel Spracklen, Norine Diorec



Brian Supanich, Kit Maxilom



Phil Hymanson, Clifford Mission, Chris Thomas, Robert Dela Cruz, Joey Silva, Frances Pascua, Keith Blitz, Mathew Miliskievic, Rebecca Quammie, Yolanda Mangayayam



5. Greg Peros, Edna Sin, Mely Ruiz, Nester Ang. 6. Gregory Underwood, Kyla Zeffiro, Christopher Ibanez. 7. John Yamamoto, Marcus Mindoza, Ben Rafter, Arlene Makalena. 8. Cyrus Keyhani, Brycen Campos, Karen Mahelona, Paul Arellano, Ryan Panday. 9. Xorda Laurin, Kyle Kawabata, Bob Yeoman, Clem Lagundimao, Luke Hamada, Taryn Wong. 10. David Wong, Peter Slavetinsky, Maria Salome, Marlian Cabrera, Edison Hidago, Judd Berrington, Ryan Seguritan, Jeff Nagata. 11. Dave Kaneshiro, Matt Hatakeyama, Jefferson Pascual, Charles Young, Rostin Honda





Dinner at Sheraton's signature pool bar
the Edge of Waikiki

By Priscilla Pérez Billig

Diners want a sense of place. They care about ambiance and how meals are prepared. Increasingly they also want to know the source of what lies on the table before them.

Where is this produce grown? Where does this steak or fish come from? Topping the list of top culinary demands are locally sourced meats and seafood, locally grown produce and even demands for environmental sustainability, according to the 2015 *Culinary Forecast* report by the National Restaurant Association.

Expanding on the popular farm-to-table concept, Sheraton Waikiki continues its Table to Farm “fresh” dinners. Chef Colin Hazama and Starwood Hawaii chefs make this

Hottest Menu Trends in 10 Years

42% Environmental Sustainability

22% Local Sourcing

13% Nutrition

13% Ethnic Cuisines and Flavors

6% Gluten-Free Cuisine

4% Other

SOURCE: National Restaurant Association
2015 Culinary Forecast

happen with Friday night dinners at the Edge of Waikiki restaurant.

The culinary team from Sheraton Maui Resort & Spa gets down and dirty as they inspect produce in the

fields of Maui Dragon Fruit Farm for their version of Table to Farm. Sheraton Waikiki chefs taste the asparagus and potatoes at Twin Bridge Farms in Waialua or sample butter and cheese at Naked Cow Dairy in Waianae. From what they see and taste, the chefs create a menu. Farm tours are offered the next day that include a picnic with the chefs providing food demonstrations.

This month the chefs visit Nalo Farms in Waimanalo for greens that include baby-cut lettuces ranging from arugula, mizumi and tatsoi to curly cress, red oak leaf and lolla rossa. They'll check out pigs raised in the traditional Okinawan style at Shinsato Hog Farm operating in the foothills of the Koolaus since the early 1940s. The family-owned farm hand-raises its products from piglet to plate, using only corn-based feed



and no slop, growth stimulants or antibiotics.

“This spotlights local agriculture and I’m so glad a lot of companies

are starting to buy local, like Safeway which is going to spotlight all the great farmers we have here,” says Dean Okimoto, owner and operator of Nalo Farms. “It’s all good. Shinsato is a small producer but it does quality products, really great stuff and bringing back an industry. Pork production has going way down and Shinsato is showing that it can be done.”

Plans are in the works to premiere the dinner event and farm tour on the Big Island this summer at the Sheraton Kona Resort & Spa. Featured will be the Wailea Agriculture Group and Kona Cold Lobsters.

“We weren’t sure if people would be interested in doing the farm tour but, actually, we’ve had great attendance as people want to know where their food comes from and who these farmers are,” says Dodi Preese, director of restaurants and bars at the Sheraton Waikiki Hotel. “It gives you a full picture of where it all comes from.”



(Above) Maui Resort & Spa Executive Chef Greg Caspar, Sous Chef Les Barayuga and Executive Sous Chef Raymond Nicasio at Maui Dragon Fruit Farm. (Top Left) Chef Colin Hazama checks out herbs at Ho Farms.

Hawaii’s Restaurant Industry

Hawaii’s 60,500 eating-and-drinking-place jobs represent the majority of the state’s total restaurant and foodservice workforce of 85,300 jobs, with the remainder being non-restaurant foodservice positions.

- Every \$1 million spent in Hawaii’s restaurants generates an additional 22.5 jobs in the state.
- Every \$1 spent in Hawaii’s restaurants generates an additional \$.80 in sales for the state economy.
- In 2014 restaurants accounted for 85,300 jobs in Hawaii — 14 percent of employment in the state.
- In 2024 restaurants in Hawaii are projected to employ 91,000 people. (6.7 percent job growth—or 5,700 jobs over 2014)

SOURCE: Bureau of Labor Statistics & U.S. Census Bureau, 2013