

INSIDE: KAUAI HOSPITALITY * HRA HALL OF FAME * HO'OKIPA: WIL-HAWAII

HAWAII *hospitality*

SEPTEMBER/OCTOBER 2015

GEORGE SZIGETI

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Cover photo by Anjj Lee Photography
Cover design by Davin Iyamatsu

checking in

The natural beauty of Kauai draws visitors for its unmatched scenery—and for the exercise and athletic competition. The annual Kauai Marathon is just one example and, with the addition of direct flights from the Mainland by Hawaiian Airlines, the hospitality industry as a whole stands to gain more tourism trade.

Assistant Editor Brett Alexander-Estes reports in this issue that visitors' spending on the Garden Island increased 16.3 percent to \$825 million through June.

Thievery by employees is not a major problem at lodging places across the Islands, say security experts who offer some handy tips on curbing the temptation.

Not everyone can afford their own butler while vacationing in the Aloha State, but most hotels and resorts have concierges (and even maitre d's) who stand ready to fulfill guests' expectations. In this issue we talk to several on how their expertise adds value to guests' stays in Hawaii.

Hawaii is the only state without an anti-sex trafficking bill. In our report, we look at the ways that businesses in the hospitality industry have been educating and training their staffs on ways to prevent trafficking from occurring on their properties.

Also in this issue, George Szigeti, the new president and CEO of the Hawaii Tourism Authority, offers his thoughts about the visitor industry and his plans for the HTA.

Aloha!

Editor
david@tradepublishing.com

HAWAII hospitality

Editor

David Putnam

Associate Editor

Priscilla Pérez Billig

Assistant Editor

Brett Alexander-Estes

Construction Editor

Alfonso Rivera

Director of Advertising

Barry Redmayne

Senior Account Executives

Charlene Gray, Jennifer Dorman,
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Advertising Administrator

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Tracy Kalahiki

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Digital Press Manager

Don Takashima

Mailroom Manager

Aaron Popa

Chairman & President

Carl Hebenstreit

Publisher & CEO

Ken Berry

Associate Publisher

Barry Redmayne

287 Mokauea St., Honolulu, Hawaii 96819
Tel: (808) 848-0711 | Fax: (808) 841-3053
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WIL-Hawaii Turns 1

PHOTOS BY BOB HAYES

The Women in Lodging & Tourism Hawaii Chapter celebrated its one-year anniversary at the Hukulani Waikiki by Hilton Grand Vacations on Aug. 13. The 373-member organization for hotel executives was formed by the Hawaii Lodging and Tourism Association last August.



Heather Reid, Kelly Kitashima, Robert Oneha, Susie Fujikawa, Julie Arigo, Claire Parcon, Monique Martinez, Michelle Calanog



Jill Ishimitsu, Caryn Yu, Jennifer Metrose



Ashlee Chung, William Santos



Kim Soares, Elaine Fujiwara, Gariann Ho



Karen Yonimoto, Elton and Nadine Murata



Joy Clemente, Nanette Arigo, Malia Sanders, Bernie Manoa, Carol Shimomura



Debbie Murakami, Karen Mashiba, Debbi McQuay



Loan Montgomery-Freitas, Dina Schneider, Napua Ho, Joann Perriera



Barbara Guss, Lisa Redding



Carol Hanna, Josie Ing, Nora Weatherwax, Shari Tachibana, Karen Villarima



Emi Espinda, Conchita Malaqui, Nancy Daniels



Malia Kahale, Sidney Louie, Douglas Okada, Erinn Tomlinson, Sue Kunimune



Page Gaylord, Kathleen Pahinui



Jennifer Cabasag, Janice Ishihara, Judy Bishop



Noriko Liu, Nancy Azeri, Yuko Whitney, Yuko Yoshida, Mari Kam



Andrea Fehring, Kana Yamamoto, Malea Awana, Marie Kozuma, Ami Sueyoshi

HLTA Tees Off at Hawaii Prince GC



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Karen Wataru-Nakaoka



Will Tanaka, William Bethel, Duane Au, Clint Takekawa



Randy Higa, Kehau Giles,
Wendy Hamada, Matt
Fukumoto, Joy Arcayan,
Lori Naone



Cory Beall, Chris Sbarbaro, John Foy, Rob Robinson, Dan Gatewood, Josh Conlin



Bret Peavy, Lisa Reddinger, Dwayne Okinaka, Eddie Sim



Leo Higashi, Sam Fujikawa, Mike Carr, Loren Shim, Jeff Marcello



Russell Akamine, Gary Shiraki, Doug Goto, Lynette Arakawa,
Carol Shimomura, Gary Fujitani

PHOTOS BY BOB HAYES

The Hawaii Lodging and Tourism Association's 15th annual Golf Tournament attracted 198 golfers from all areas of the industry, from lodging properties to businesses that provide products and services and representatives from education and labor sectors. The tournament was held at the Hawaii Prince Golf Club in Ewa Beach on Aug. 6.



Jeff Steen, Rick Jauert, Troy Lee



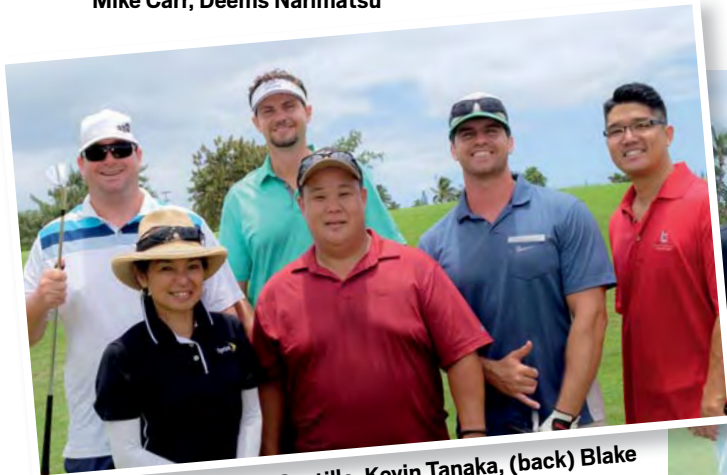
Dave Brown, Howard Kam, Earl Nakachi, Tracy Yadao



Chad Iwamoto, Marc Takeuchi, Toby Kusaka, Ronald Williams, Mike Carr, Deems Narimatsu



George Hee, Shaun Keep, Dale Keep, Bryce Sprecher, Jeff Caminos, Tony Kotas



(Front) Kaleo Siu-Castillo, Kevin Tanaka, (back) Blake Gammel, Michael Koran, Stu Reinhart, Reid Higashi



Randy Herold, Jaz Nijjar, Mike Acebedo, Will Tanaka, Jay Chun, Grant Itomitsu



Harmon Spencer, Ben Paris, Alan Chinen



Noelani Jacobs, Joya Bohm



Denny Miyashiro, Reid Yoshida, Barbara Campbell, Scott Paul, Kelly Davis, Michael Reeves

Managing RENOVATIONS

New owners raise the stakes—and the profits—by redeveloping Hawaii hotels

BY BRETT ALEXANDER-ESTES

The Hilton Garden Inn Kauai/Wailua Bay, the island's first Hilton hospitality property, will open its doors in early 2016 as a sleek hub for business travelers.

Among other amenities, the new beachfront Garden Inn will offer WiFi throughout the hotel, a 24-hour business center with remote printing, approximately 5,000 square feet of flexible meeting space, an upgraded fitness center, an indoor pool and upgrades to the guest rooms, lobby, dining room and bar.

Exterior renovations started this summer. In October, interior renovation will begin and will be finished by early 2016.

The Aston Aloha Beach Hotel was purchased by a DiNapoli Capital Partners entity in August 2014. The swift transformation of the vintage hotel into a flagship resort is typical of most current Hawaii hotel renovations.



Renovated Ilikai two-bedroom ocean view luxury suite
PHOTO COURTESY AQUA HOTELS & RESORTS

“iStar wanted to maintain the iconic status of this historic ‘jet age’ property while adding 21st century amenities and features.” —Ben Dookchitra



And while any renovation is a high-stakes gamble, most Hawaii hotel renovations deliver a handsome profit.

Joseph Toy, Hospitality Advisors LLC president and CEO, says that the accelerated pace of Hawaii hotel renovation is dictated by the structure of private equity investments.



Joseph Toy

“Private equity requires a much larger, bigger return on investment at a quicker pace,” Toy says. “Hotel owners and developers (need) to accelerate value creation to meet these investment expectations. The return on redevelopment investment now has to be realized in four to five years.”

Renovating an Icon

As 2015 draws to a close, the iconic Ilikai Hotel in Waikiki will complete the development of 41 new ho-

tel-condo units within the existing commercial space on the building’s second floor.

The Ilikai is keeping to a strict renovation schedule following the acquisition of part of the property in 2009 by iStar Financial, a New York-



Renovated Ilikai ocean view lanai
PHOTO COURTESY ISTAR INC.

based real estate investment trust.

iStar purchased 203 hotel-condo units as well as other spaces within the building. iStar acquired the properties through foreclosure with the aim of renovating them and then offering them for sale.

In February, Aqua Hotels & Resorts—the Ilikai Hotel’s operator—announced the \$14 million renovation of the original units was complete. The renovated units have received new kitchens and full interior refreshment, including new furnishings, carpeting, fixtures, appliances, paint and wall coverings and other upgrades. Philpotts and Associates designed the new interiors, and procurement was coordinated by Summa International.

“The renovated units are in turn-key condition, and the renovations and refreshments contain hotel-quality case goods,” says Ben Dookchitra, iStar Inc. vice president.

Lowell Tom, principal interior designer at Philpotts and Associates, says the firm was committed to preserving the Ilikai’s rich history while presenting it within a modern context. “The final design is a fine balance between the two and we feel it accurately reflects the hotel’s brand and personality,” he says.

Sales of the units began in September 2014, and about 193 of these units have sold to date. Approximately 10 of these units are still available, including a handful of two-bedroom suites offered at \$1 million to \$1.5 million.

When current renovations of the new second-floor units are completed, the units will be offered for sale but as yet have not been priced. “The anticipated pricing range will likely be consistent with upper-floor units, starting in the \$400,000 range for studios and \$900,000 range for two-bedrooms,” says Dookchitra.

Dookchitra says purchasers of Ilikai units are a very diverse group that includes owners from Japan, other parts of Asia, North America and



Ben Dookchitra

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**Waimea Plantation
Cottages porch
and garden**
PHOTO COURTESY
COAST HOTELS



local people from Hawaii.

Buyers have different ownership options that reflect the major stakeholders in the building—the Ilikai Hotel, part of the Aqua Hotels & Resorts brand; Shell Vacation Club, an arm of Wyndham Vacation Ownership; and Marina Hawaii Vacations, a Hawaii-based vacation rental company. “The vast majority of buyers of these units have decided to structure their ownership as part of the Ilikai Hotel,” says Dookchitra, and adds that iStar owns the commercial areas of the Ilikai: the Ilikai Hotel front desk, retail shops, parking and restaurants including Sarento’s and Cinnamon’s.

Other current renovations also expected to be completed at the end of 2015 include a new second floor amenity deck featuring a shallow pool with views of the ocean and additional parking spaces within the existing parking garage.

Dookchitra says the staging of iStar’s renovations has been relatively easy since entire floors were purchased and did not require residents or guests to alter their daily routine. General con-

tractor for the current renovations is U.S. Pacific Construction Inc.

Do the renovations affect the building’s stature? Dookchitra says iStar is committed to preserving the Ilikai’s legacy.

“The Ilikai was the first residential condominium built in Hawaii,” says Dookchitra. “It has a long history. iStar wanted to maintain the iconic status of this historic ‘jet age’ property while adding 21st century amenities and features.”

Repositioning a Plantation

In December, the renovations of a historic resort located on a former Kauai sugar plantation will be complete.

In March 2014, Coast Hotels began management of Waimea Plantation Cottages, located near Waimea Can-



Waimea Plantation Cottages board-and-batten living room
PHOTO COURTESY COAST HOTELS

yon and the Na Pali Coast. The resort recreates the look and feel of Kauai plantation life in the early 20th century, and features 61 cottages on 27 acres overlooking a sweeping black sand beach.

The property was previously managed by Aston Hotel & Resorts. Coast Hotels is a United States company with a wide West Coast market that includes Canada.

Since late last year, Coast has redeveloped and renovated the property as part of an enhanced effort to reach a wider market. “The renovations and enhancements were done to maintain



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- Met university's performance and aesthetics criteria
- Logistically Challenging

the property and provide comfortable and modern amenities for the guests, while still keeping the original plantation look and feel,” says Jerry Jenkins, Coast Hotels director of special projects. “The budget is \$1.2 million.”



Jerry Jenkins

Cottage renovations include period-inspired furniture and

modern appliances. Additional improvements include upgraded pool facilities, Internet and phone services and guest laundry facilities.

“Cottages are being refreshed only at times of low occupancy to ensure guests are not disturbed while on property,” says Jenkins. “It was a challenge for us to get the amounts of material we needed, but it was essential for us to use types that allowed us to restore the property while still maintaining the original look and feel, so we worked

with what we had.”

Coast reportedly will promote the renovated Cottages through increased exposure through advertising and cross marketing with other Coast Hotels properties, entry into Alaska Airlines and Aeroplan Mileage Plans and inclusion in Coast Rewards.

A Winning Strategy

As more and more affluent travelers zip around the world, Hawaii prop-

erties must upgrade their facilities to maintain their global market share.

Toy says that when Waikiki completed its last cycle of significant hotel renovations in 2003, the cost of the renovations was reflected in increased room rates. “The question was whether and how these increased prices would be absorbed,” he says.

Toy says hotels found that the higher prices were “absorbed immediately.”

Then, as now, visitors and buyers are willing to pay more for better quality.



**Black sand beach fronting
Waimea Plantation Cottages**
PHOTO COURTESY COAST HOTELS

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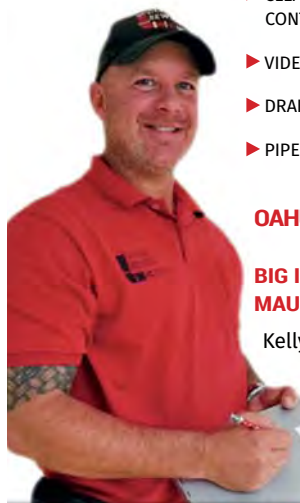
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‘OUR SENSE OF PLACE’

Q&A: HTA’s George Szigeti

PHOTOS COURTESY ANJJ LEE PHOTOGRAPHY

In the past three years George Szigeti’s career has taken a meteoric journey to the top offices of two of Hawaii’s foremost hospitality groups.

In May, Szigeti was named president and CEO at the Hawaii Tourism Authority. The HTA, established in 1998, is the state’s agency responsible for strategically managing tourism to integrate the interests of visitors, the community and visitor industry.

The former surfing champion came to the HTA after serving for three years as president and CEO of the Hawaii Lodging and Tourism Association, where he had succeeded Mufi Hannemann. The HLTA represents hotels, condominiums, timeshares and other visitor industry entities.

Szigeti says the HTA will continue to support Hawaii’s appeal as a tourist destination. Tourism is considered to be the state’s leading economic driver as it brought in \$14.7 billion in 2014, and accounts for 17 percent of the gross state product.

“What separates us from all the other sun, sand, surf destinations is our sense of place,” Szigeti says. “Honoring and perpetuating our Hawaiian culture is so important, and a big part of our mission at HTA.”

The HLTA, with Szigeti at the helm, increased its membership by 24 percent and saw its fundraising efforts through the annual Visitor Industry Charity Walk grow to a record \$1.87 million this year. Szigeti also maintained involvement with the Hawaii State Legislature and Honolulu City Council while addressing economic and social issues affecting the visitor industry.

Szigeti spent more than three decades in the private sector, including 15 years as CEO of Better Brands Ltd. He serves on the steering committees for the Hawaii Bowl and the Hawaiian Airlines Diamond Head Classic. He has served as chairman of the Hawaii Food Industry Association, president of the Hawaii Liquor Wholesalers Association and as a board member of the Hawaii Foodbank, Hawaii Restaurant Association and Hale Aina Ohana, which supports Hawaii’s young chefs.

Born and raised in Southern California, Szigeti says he calls Hawaii “home.” He married a local girl, Sandra, and their daughter, Alexis, graduated in June from Santa Clara University.

“When I was a teenager—ages 16, 17 and 18—I’d come over from California every winter. I surfed professionally for Dewey Weber Surfboards for 15 years and I’ve lived in Hawaii since 1980,” he says.

“Whenever I travel and come back, as I fly over Pearl Harbor, I get a big smile on my face because I feel so at ease. I’m home.”

Szigeti shares with *Hawaii Hospitality* his thoughts about the visitor industry and his plans to move HTA forward.

“Honoring and perpetuating our Hawaiian culture is so important.”

How can Hawaii remain a competitive destination?

Szigei: We are hoping to build a network to talk about airports, cruise ships, accommodations, technology and visitor demographics. We have to address the millennials and their demands and also protect everything that got us here—the traditional traveler. But what's the next traveler going to bring? These are some of the things we have to determine and then continue to market to the next generation of visitors. It's important to make sure we honor and perpetuate the people, the place and the Hawaiian culture.

What are some of the projects you are working on now?

Szigei: We're working on projects that have been a challenge in past years. We'll continue to work on preclearance, getting international destination for Kona and making sure we accelerate access to Neighbor Islands. We are working with DOT and the governor to make sure the airport

modernization projects go through. It's important since it is the first and last thing a visitor sees.

Looking back on your time at HLTA, what makes you the proudest?

Szigei: All the successes were geared around the collaborative teamwork and commitment to work together with all the stakeholders in executing the programs. They were very good and, quite frankly, that's the same culture that I'm trying to bring to the Hawaii Tourism Authority: less silo management, more open accountability and transparency. Working as a team, we'll get a lot more done.

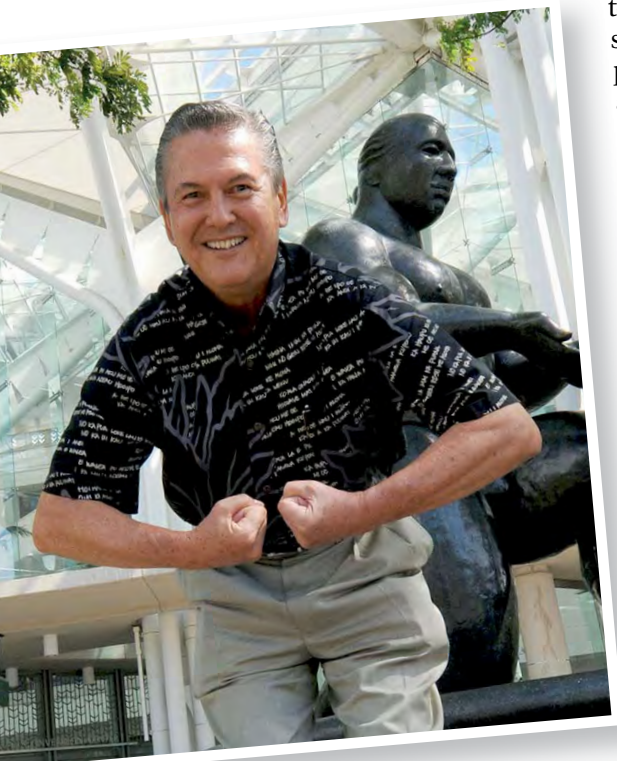
Will that help HTA better serve Hawaii's tourism industry?

Szigei: I want to build on the successes of my predecessors, not minimize their success. They did some very good things. My job is to change it up, and maybe my contribution will be to bring in a few more

business principles and practices of accountability and measurements. You want to see through all these contracts and be clear as to what the deliverables are. We're trying to put measurements into place that allow us to do that. Any new CEO will come in and look at the product, the brand and the internal processes and perform due diligence and assessments and make whatever changes are needed to take it to the next step.

What is your defining work philosophy?

Szigei: It's all about teamwork, about people collaborating well together, being good listeners, good problem solvers in a results-oriented type culture. I tell my team that everything we do is extremely important. Every time we walk into this office we have an obligation to make a positive difference because hundreds of thousands of people rely on us in the visitor industry. At the same time, we should be having fun. We put smiles on people's faces so let's make sure we're doing that, bringing that element to our team. So it's really about building a strong, healthy team organization. I always believed in it in the private sector and I believe in it now.



Banquet or Bust

Having the right equipment is key to putting on a successful event



Mike Rossell

Staging an event of any size can be expensive, and experts suggest that keys to controlling costs are establish-

ing a manageable budget, meeting with a planner and making a full checklist of supplies and equipment you will need.

"A good Q&A with the planner usually clears all of the fine points up and sets the pace for a well-functioning and balanced event," says Mike Rossell, president of Production Hawaii Inc./Special Event Equipment Inc.

For hotels and resorts that frequently host large gatherings, the best choice to save expenses might be to invest in equipment. But for the short term, renting equipment is cheaper than purchasing it.

"Our specialty is outfitting outdoor events," Rossell says. "We have a large variety of tents and tent structures, and any and all accessories to compliment the design and purpose of a given event."

"We often help planners decide what sizes of everything they would be using—tents, staging, furniture," he adds. "Sometimes the event needs to be air conditioned, which we can do either in a tent or conventional enclosure. If dancing is on the program, we offer several different kinds of dance floors."

Outdoors or indoors, a banquet requires all

kinds of supplies, from tables and chairs to serving dishes and knives. Most lodging companies keep an adequate supply of these items on hand. Other items can usually be found elsewhere.

"We have Chiavari chairs in six different colors, which are in pretty high demand by our clients," Rossell says. "Often a client wants to 'dress up' the interior the event is held in, and we have tent-liners and draping to accomplish this. Special

lighting and AV (audiovisual) is common and we sub-rent these from other companies that specialize and that we can count on to meet the high standards our clients demand."

And don't forget transportation. No matter what type of banquet or event is being planned, be sure to have a vehicle large enough to carry whatever equipment and supplies you need.

Banquet Equipment Checklist

- Chairs
- Round Tables
- Conference Tables with Wood Grain Top
- Lightweight Plastic Multi-Use Tables
- Heavyweight Premium Conference Tables
- Wood Bars
- Stage Sections with Steps
- Upright Piano
- Square Dance Floor Sections
- Sound System with 360-degree Coverage with Two Microphones
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Concierges, maitre d's fulfill guests' expectations at Island hotels, restaurants

BY JACKIE M. YOUNG

In this age of casualness, is there still a place for traditional hospitality services such as concierges, maitre d's or butlers?

"As long as we stay relevant, I see the industry and the concierge profession continuing to evolve and flourish," says Kawai Yamashiro, chef concierge at the Trump International Hotel Waikiki Beach Walk and president of the Concierge Association of Hawaii.

"I feel if we use today's modern tools and technology while still maintaining the integrity of guest service, the industry will continue on its forward movement."

Another factor is wealth and expectations, according to Rey Rivera, butler at the Halekulani Hotel. "The future for a butler service is here to

stay as long as we have guests who expect the ultimate in service and who are looking for a unique personal service where the sky is the limit and money is no object."

And sometimes terminology needs to change. Maitre d' translates to "master of" in French, dates back to the 16th century and refers to the position at the head of the staff. Although the title "restaurant manager" is used more commonly today, the concept of maitre d' "hasn't gone out of style,"



Kawai Yamashiro





La Mer's Stephen Oyadomari



The concierge desk in the lobby of the Trump Waikiki

explains Steve Mar, restaurant manager at Chef Mavro. “Service has just become more relaxed in the U.S.”

Serving Via Technology

In terms of trends, technology has become all-pervasive. Mar and his staff use the Open Table restaurant management software program to

keep track of guest preferences and dietary needs, even to their pace of dining. “OT has told us that we use their system much more fully than most other restaurants. Our service is very personalized.

“I notice guests are taking photos for Facebook and Instagram and Tweeting at the tables,” Mar says. “People are more into critiquing and are more expressive about their opinions. At our weekly meetings, we look at social media and guest comment cards to learn from the positives and any criticism.”

At the Halekulani Hotel, La Mer restaurant manager Stephen Oyadomari observes, “It has become apparent that our diners are much more educated with wine trends paired with thought-provoking cuisine.

“Our sommelier team currently uses cutting-edge technology with our Coravin wine-tasting system. A Teflon-coated surgical needle is used to draw a fresh glass from an exceptional bottle of wine. A non-pressurized argon gas

displaces the liquid so each subsequent glass remains untouched by oxygen, resulting in a pristine glass with every pour.

“In tandem with this progressive and evolving wine trend, Chef Trancher’s culinary skills address our global diner’s higher expectations of French cuisine. He’s in tune with the modern-day trend of lighter, yet savory dishes.”

As for explaining local or exotic dishes to guests, Oyadomari and his staff are pros at it. “All of our captains and servers have ongoing training in product provenance as well as our chef’s cooking techniques,” he says. “We all take great pleasure in describing our dishes with regards to ingredients and preparation.”

An Experience

For concierges, their lives also can be exciting. “Personally I like to think I welcome any challenge,” says Halekulani’s Frank Hernandez. “It’s an opportunity to learn something new and possibly help a guest in a way they didn’t even think possible.

“Something I didn’t ever think about would be the stress that comes



Steve Mar



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The Butler Did It!

Demands for the specialized profession thrive in Hawaii

BY JACKIE M. YOUNG

Old-style English or French butlers are hard to find nowadays, but the profession persists in corporate settings, such as in embassies or aboard yachts, such as Hawaii Yachts which offers private butler and chef services.

Among Hawaii's five-star hotels, the St. Regis Princeville Resort on Kauai and the Halekulani Hotel on Oahu are among those that offer the specialized service.

"Basic protocols of a butler start when a guest makes his reservation."

"Butler service has been available in the Premier suites for more than 24 years," says Rey Rivera, who's been with the Halekulani for 10 years and a butler for nine. He's one of six butlers serving Halekulani guests.

"Basic protocols of a butler start when a guest makes his reservation. We do a complete room inspection, verifying guest preferences and researching as much information about our guests before they check in.

"Once the guest arrives, we conduct an exclusive suite orientation, serve a beverage of the guest's choice, and offer unpacking and packing service and our complimentary pressing. We also coordinate maid service and turndown service, which includes in-house laundry and dry cleaning.

"We also obtain meal preferences and serve 'en suite' meals and cocktails and draw a bath, depending on the guest's mood.

"Additional duties include confirming flight details, coordinating an island excursion,

sightseeing, child care, shopping, dinner reservations—the list goes on and on—with the assistance of our concierge team."

After the guest checks out, Rivera's job isn't done. "We compile information on the guest's preferences, likes, needs, etc., in anticipation of future visits."

yet always being available when needed. I always need to be two steps ahead ..."

As for the challenges of being a butler, Rivera finds it interesting dealing with people of different ages and from different cultures from around the globe. "Every guest has different needs, and being able to adapt to



Halekulani's Rey Rivera

Butlers at the Halekulani learn through on-the-job training with various departments, but focus more on in-room dining for food and beverage setting and serving protocols, according to Rivera.

"We are also trained in housekeeping on bed-making, cleaning standards and suite set-up," he says.

"The most important topic in our training is in the 'art of being invisible,' meaning respecting our guest's privacy, not being intrusive,

these needs in itself can be a challenge. It's a challenge to honor every guest's request and to get it done on time."

As for some of the more unusual requests Rivera's received in his years as a butler: "One of our guests wanted to take me with them on their trip to another destination on the Mainland so they could have the same service they received at the Halekulani. Another guest wanted me to move my family to their state so I could work for them."

with taking responsibility for everything, from helping with a wedding proposal to even just a dinner reservation. Guests trust me, so I take that to heart."

As for trends, Hernandez says guests are looking for more authen-

tic cultural or spiritual experiences. "They want what I like to refer to as an 'Eat, Pray, Love' experience. Some will always want a circle island drive, but where interest is growing is with guests who want to spend more time at those cultural sites with an

expert—someone knowledgeable and preferably with personal ties to that specific culture.

"We do not mass-produce recommendations. We are here to help each guest have their moment in Hawaii—their 'Eat, Pray, Love' experience."



Frank Hernandez

the concierge for their expertise and validation.

“A social media review may miss the details of which table number is best for sunset or which table is seated near the restroom. These details are things your concierge will know and cover when making the reservation for you.”

Yamashiro says guests are also looking for value for their money. “Here at Trump Waikiki,

At the Trump, Yamashiro agrees. “A trend we have been seeing is guests researching the location via social media prior to arriving. While these social media tools are helpful, our guests will still seek the assistance of

our complimentary beach bags have been one of the added amenities that our guests rave about. The concierge prepares beach bags which include towels, water and a fresh fruit snack for our guests to use at any off-prop-

erty activity. They return it and can pick up a refreshed bag the next time they need it.

“Travelers also compare hotels to seek out what exclusive offerings one has over another. A few years ago, our brand recognized this as an opportunity and carved out experiences that we could offer exclusively to our guests.”

According to Hernandez, “the concierge profession is making a comeback.”

He cites examples of the expertise expected of a concierge: “Your wedding gown will get hemmed and although I couldn’t find your record at any local shops in Hawaii, I will make sure to email you the shipping details I receive from the collector in Naples, Fla., who has agreed to part ways with his Elvis memorabilia.”

Although a variety of businesses have positions they call a “concierge,” Hernandez says “a true concierge is in the lobby of a hotel where all guests, and even potential guests, can receive service.”



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Fitness Pays for the Garden Isle

The Kauai Marathon and 'wellness tourism' promise solid dividends in a banner year

BY BRETT ALEXANDER-ESTES



Kauai visitor expenditures likely will jump when Hawaiian Airlines begins direct flights from the West Coast to Lihue in December and as “fitness tourists” flock to the Garden Isle for athletic events such as the Kauai Marathon and other outdoor adventures.

One of the inbound visitors is Tyler McCandless, a professional dis-



Tyler McCandless

tance racer and resident of Colorado. McCandless' workouts take him through spectacular North American terrain, but that didn't prepare him for Kauai.

“‘Absolutely incredible’ might be an overused expression, but that's exactly what it was,” says McCandless of his first run on Kauai in 2011 along the Kapaa shoreline at dawn. A short time later, he took first place and set a course record in the Kauai Marathon, which had been established two years earlier.

The 2015 Kauai Marathon, slated for Sept. 6, will play host to hundreds of runners, including McCandless.

During the marathon and the upcoming 2016 RootsNShoots 5k, every runner pounding the course carries hopes for a strong finish amid the promise of substantial revenue for the Garden Isle.

Solid Numbers

“Visitor expenditures for the island of Kauai jumped 16.3 percent to \$825 million through June 2015,” says the Hawaii Tourism Authority in a recent report.

\$2,979,659—that's the economic impact of the 1,830 participants in the 2014 Kauai Marathon, says Robin Jumper, one of the race's organizers.

This amount reflects race participants' tendency to stay on Kauai for an extended period, as well as other multipliers such as on-island purchases, she says.

By mid-August, the full and half 2015 Kauai Marathon had registered 1,750 participants, says Jumper. The race is sponsored by the HTA, and meets the HTA's visitor market "performance indicators." These include economic impact, penetration to HTA's major markets and community involvement, among other criteria. "We have been fortunate to receive funding from both HTA and Kauai Visitors Bureau for several years," says Jumper.



Robin Jumper

"Participants who reside outside the state of Hawaii and run in the Honolulu or Kauai Marathon have to buy a plane ticket and fly a minimum of five hours from the West Coast or seven to nine hours from Japan," says Jerry Agrusa, Hawaii Pacific University hospitality



Jerry Agrusa



Runners in the 2014 RootsNShoots 5k
PHOTO COURTESY JO EVANS PHOTOGRAPHY

and tourism management department chair. "It is not logical to fly all the way to Hawaii and run 26.2 miles and not stay a few days."

Kauai Marathon records show that competitors from the U.S. Mainland, Canada and Japan stay an average of five days on the Garden Isle.

"I'll be on the island from September first through the eighth," says McCandless of his 2015 Kauai Marathon trip. "I'm normally busy with the Marathon . . . but I try to experience a new aspect of the island each time. This year I'm excited to be traveling with my girlfriend Kristin to enjoy the island and some of the great eats at Living Foods Market in Poipu."

Runners and High Rollers

Visitors who travel for events like the Kauai Marathon and for adventures such as hiking, biking, zipline and horseback riding, kayaking, surfing and other aquatic thrills are part of a growing and lucrative hospitality trend called "fitness" or "wellness" tourism.

"Fitness/wellness" tourists are defined as active seekers of stimulating or beneficial physical activity, and include everyone from hard-core sports enthusiasts like McCandless to the business traveler who has a post-meeting spa treatment.

Fitness/wellness tourists tend to be well educated, well heeled and to spend more. "Sport tourists are often viewed as high spending and passionate," says Agrusa.

According to a 2013 report by SRI International, an independent research center, "an international tourist on average spends \$1,000 per trip (not including international air travel) while an international wellness tourist spends 65 percent more. The difference between an average domestic traveler and wellness traveler is even greater, with domestic wellness travelers spending 2.5 times the average domestic tourist per trip."

The fitness/wellness market's high revenue potential is why most hotels feature a fitness center and why Hawaii's higher-end properties provide a wide range of fitness and spa amenities. For example, the Four Seasons Hualalai offers a "Resistance

Hawaiian Airlines' New Direct Flights From the West Coast to Kauai Begin in December

Hawaiian Airlines will soon begin new direct flights from Los Angeles International Airport (LAX) to Lihue:

- Five times a week starting Dec. 19, 2015
- Three times a week starting Jan. 9, 2016

"Hawaiian Airlines expansion of seat capacity from Los Angeles to Kauai is welcome news," says Jack E. Richards, president and CEO of Pleasant Holidays. "Limited airlift from Hawaii's largest origin market to Kauai has been a challenge for selling vacations to the island for years.

"Hawaiian's increased service provides travelers a variety of options, including access to a variety of accommodations on Kauai and to multi-island itineraries.

"This is a win-win for travelers and our hotel partners."



Hawaiian Airlines B767 flying over Kauai.
PHOTO COURTESY HAWAIIAN AIRLINES

and Strength Studio” and the Hyatt Regency Maui Resort & Spa offers a broad fitness sidebar that includes a “Beach Boot Camp” and “Yogalates.”

The St. Regis Princeville Resort, a favored Kauai luxury destination, likewise caters to this market. “Our guests are world travelers, so they do expect a premiere selection of services,” says Donald Kawika Chock, Princeville sales and marketing director. “Our beautiful location, situated at Hanalei Bay, offers a variety of activities from stand-up paddling, surfing and kayaking to wellness experiences. Most recently, we introduced a series of wellness retreats—‘Nana Ia Loko’ (To Look Within).”

Timing is Everything

The Grand Hyatt Kauai Resort & Spa in Poipu is an official sponsor of the Kauai Marathon, and with good reason.

“The Kauai Marathon is such a great event for the island,” says Katy Britzmann, the resort’s sales and marketing director. Britzmann points out that the marathon always falls on the first Sunday following Labor Day. “It draws visitors here at a valued time,” she says, adding that The Grand Hyatt Kauai offers a Kauai Marathon travel package, hosts a pre-marathon gala, and is headquarters for all race-week events.



Grand Hyatt Kauai Resort at dusk

PHOTO COURTESY GRAND HYATT KAUAI RESORT & SPA

The marathon date is one reason the event is backed by the HTA, which looks for sports events that are in the shoulder periods of the spring (April and May) and the fall (September through the beginning of December) that coincide with periods when Hawaii’s visitor industry tends to fall off.

Keep the Community Running

The Kauai Marathon’s strong support of the local community is another reason the HTA backs the event.

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Keiki Run racers and new running shoes with McCandless (far right)

PHOTO COURTESY TYLER MCCANDLESS

“The Kauai Marathon Youth Running Program presented by Kauai Coffee was initiated by ... Tyler McCandless in 2013 as an avenue to give back to the community,” says Jumper, and includes the Marathon’s Keiki Run that follows the adults’ competitive events.

In 2012, McCandless says he spoke with Marathon organizers “about the Keiki races and they asked me to help. The first year we had a goal of 100 Keiki Run participants ... and we had 172 kids show up. It was one of the most amazing experiences in my life.”

Many of those first-year keiki competitors ran without shoes. “It was kind of like plantation days,” says Marathon organizer Dickie Chang. “You know—run barefoot or in slippers.”

McCandless decided to give the young runners proper equipment. Since then, he has provided hundreds of kid-sized running shoes to Keiki Run participants and last year supplied footwear to keiki running in a Big Island event.

“My sponsor, Newton Running, has been very supportive from the start of my passion to give back to the Kauai community that has been such a positive influence in my life,” says McCandless. “Providing a kid with a pair of shoes may spark in them (the inspiration) to enjoy running ... and can set them off on the ‘right foot.’ ”

Jumper says that each year, the Kauai Marathon and Half Marathon depend on hundreds of race-day volunteers to guide participants and to assist with parking, water disbursement, award distribution and other vital tasks. “Over \$55,000 has been

generously donated to numerous local non-profit groups volunteering for these race day activities,” she says, and lists Niumalu Canoe Club, Kalaheo Elementary School, Koloa Elementary School, Kapaa Cheerleaders, Amateur Radio Club, Waimea Bayanihan Club, Puuwai Canoe Club, Kukuila Canoe Club, Koloa Early School, Swim Kauai Aquatics, Zero Waste, Aikido Uuishinkai, and the Waimea High School Project Grad as some of the recipients.

For the past two years, Jumper says, “the Kauai Marathon and Half Marathon has established the One Grand Mile charity campaign, where companies can sponsor a mile marker along

the half marathon course for \$1,000.” Jumper says that \$30,000—all monies collected to date—has been distributed to various nonprofit groups on Kauai. “This campaign has been a huge success and will continue in 2015,” she says.

Building a Solid Base

“What governments at marathon destinations want is for marathon runners and their friends and family who travel with them to spend a significant amount of dollars or yen at the destination to add to the city or county’s tax base,” says Agrusa.

The first-time expenditures of a well-heeled athlete are often just the beginning of a lucrative long-term relationship.

“The marathon runner’s most obvious benefit to a destination is direct income spending during their current trip,” Agrusa says. “Nevertheless, given the high costs associated with convincing a tourist to travel to a destination for the first time, a more important long-term benefit is that a marathon runner’s fervor for an event may translate into years of repeat visitations.”

Moreover, Agrusa has found that nearly 98 percent of Japanese runners in the Honolulu Marathon stated that they would return to visit Hawaii again for reasons other than racing.

Kauai Marathon records show that race participants and their traveling

2015 Kauai Mokihana Festival

The 2015 Kauai Mokihana Festival, held Sept. 20–26 at venues around the Garden Isle, celebrates Hawaii’s heritage in song and sacred dance, debuts new music and performers, and features traditional arts and crafts.

The theme of the 2015 Festival is “Ka Makahiki O Na Wai Ola” (The Year of Living Waters).

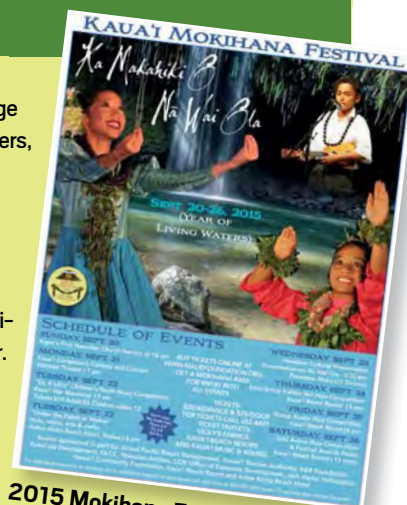
The weeklong Festival is Kauai’s premier annual cultural event, and draws people from around the world. High Festival attendance ranks it as one of the Islands’ most popular.

2015 Mokihana Festival tickets are currently available online at maliefoundation.org or at these Kauai ticket outlets:

Vicky’s Fabrics Kapaa (808)822-1746
Kauai Beach Resort, Lihue (808)246-5515
Kauai Music and Sound, Kapaa (808)823-8000

For more ticket information, call (808) 652-4497 and ask for Iwa Dawbarn.

Mokihana Pass: The Mokihana Pass was created for those who wish to support the Kauai Mokihana Festival and allows entry to all ticketed events. \$75 per pass; purchase in advance. Tickets \$20/\$25 at the door.



2015 Mokihana Festival Poster
PHOTO COURTESY MOKIHANA FESTIVAL/
MAILE FOUNDATION

companions are about equally split between Hawaii residents and visitors from the U.S. Mainland and foreign countries.

"While some runners may only be here for the Marathon, for many the Kauai Marathon spurs their interest in coming back with family and friends for a visit another time," says Britzmann.

Betting on Beauty

"The exposure the Marathon has received due to the beauty of the course is invaluable," Britzmann says. "It has been recognized as one of the 'Top 100 Road Races in North America.'"

"The race begins in Poipu and the first 11 miles are run together before the half marathoners veer off into Kukuiula Resort to their oceanfront finish while the marathoners head up Koloa Road to the neighborhoods of Lawai and Kalaheo before heading back down to Poipu," says Jumper.

The upcoming 2016 RootsNShoots 5K, situated in the National Tropical Botanical Gardens, will likewise showcase the island's spectacular natural beauty.

"The (race) was originally inspired by the National Tropical Botanical Gardens' desire to host more public events in the gardens, and the Kauai Marathon's vision to host a world-class 5K in the spring to help promote the full and half marathon races in the fall," says Jumper.

Agrusa points out that the revenue generated by the Marathon and other races isn't acquired through altering the environment. "One of the great things about ... the Kauai Marathon is that it makes use of existing infrastructure—the roads." Stadiums and other structures do not have to be built or maintained, he says, so the natural beauty of Hawaii is shown during the running of the race.

Runner's High

The burst of euphoria following an intense workout often spurs the pursuit of other pleasures.

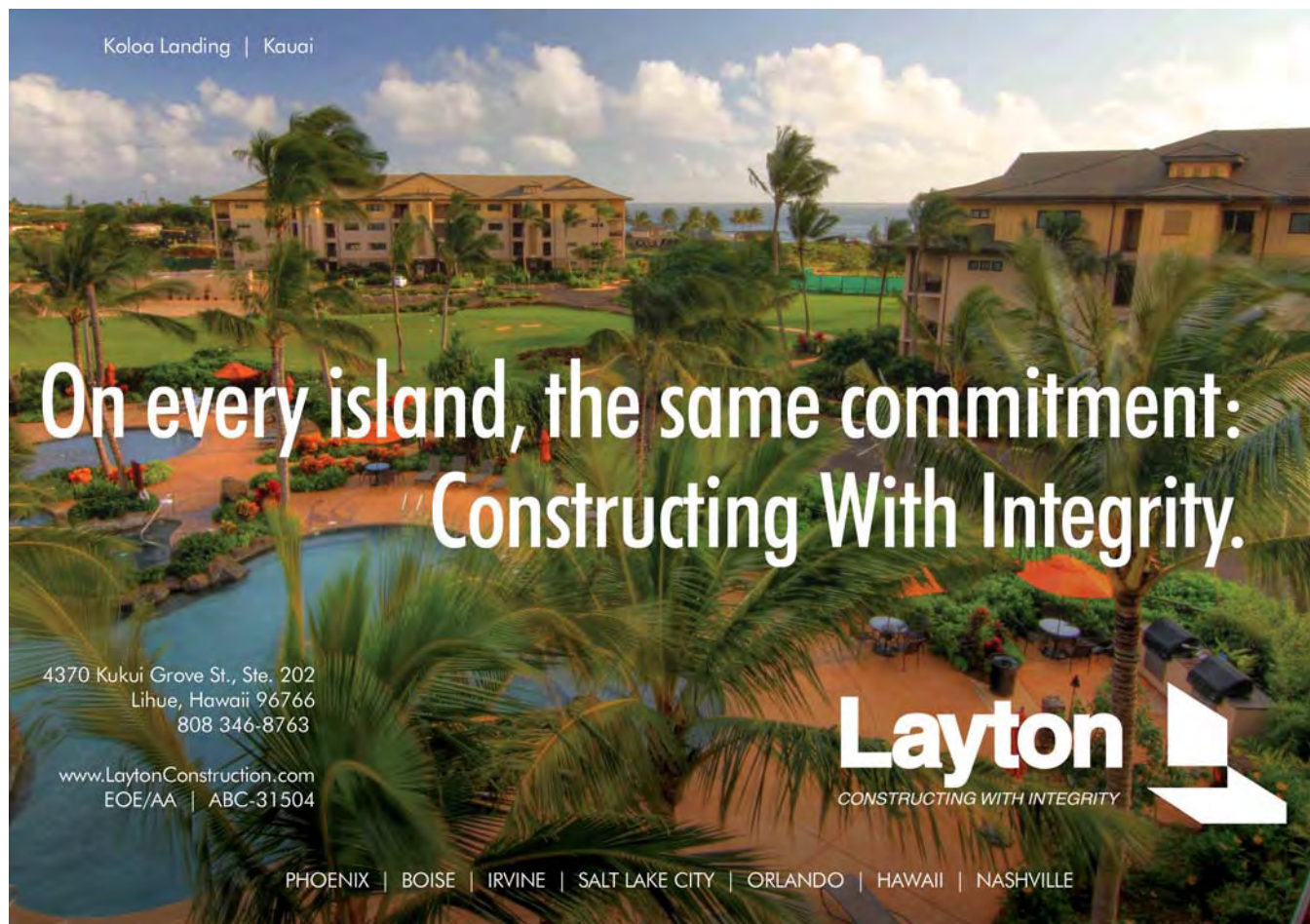
The Sheraton Kauai is the course's finish line and is the site for all post-race activities, including the Marathon awards ceremonies and after party.

Other Kauai events occurring during September and October include the 2015 Moki-hana Festival, the Westin Princeville Ocean Resort Villas sixth annual Jazz & Wine Festival and Kauai Food Tours of the North and South shores.

McCandless hopes to participate in the upcoming 2016 RootsNShoots 5k, and says he aims to get in a little golf as well. But this runner's high doesn't come solely from heightened exertion or increased oxygen intake.

"The community of Kauai is absolutely incredible," McCandless says. "The island is, of course, one of the most beautiful places on earth. But it's the beauty of the people that brings me so much happiness."

Hitting the trail at the Kauai Marathon
PHOTO COURTESY KAUAI MARATHON



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THIEVES A

Hospitality employees 'rarely steal,' say security experts who offer anti-theft tips just in case

BY CATHY CRUZ-GEORGE

When you hear “employee theft,” what comes to mind? Jewelry stolen from a hotel safe? Company funds mysteriously transferred to a personal bank account? Bottles of rum vanishing from the pool bar? Perhaps all three. Employee theft, or occupational fraud, is all too common in the workplace.

Approximately one-third of employees will commit theft on the job at least once in their lives, according to the U.S. Department of Justice. About 75 percent of employees regularly steal from the workplace, according to the U.S. Chamber of Commerce.

Law enforcement groups in Hawaii don't keep tabs on the rate of employee theft in the hospitality industry. However, hotel and restaurant executives agree on three issues:

First, local employers must continue to be vigilant about loss-prevention.

Second, “sweethearting” (giving away free items or services) is the most rampant form of employee theft in local hotels and restaurants.

Third, serious crimes by hospitality workers are extremely rare (embezzling or stealing from hotel room safes, for example).

Lee Burgwinkel, the Pacific Region general manager for G4S Secure Solutions Inc., spent a decade (2000-2010) overseeing safety and security in Waikiki's tourism district and says that during that period not once was he called to a serious crime committed by a worker in the visitor industry.

Simply put, “Employees rarely steal,” Burgwinkel says. He attributes it

to best practices in the workplace, plus a high level of communication and teamwork among the security heads of hotels in Waikiki.

One of those hotel security chiefs is Jerry Dolak, director of security and safety for Outrigger Enterprises Group and president of the nonprofit Hawaii Hotel & Visitor Industry Security Association (HHVISA). He and Burgwinkel agree the hospitality industry in Waikiki is tight-knit and generally respectful. “There is a high degree of



Jerry Dolak

interaction among employee hosts, guests and others,” Dolak says. “This fosters a feeling of responsibility to the *ohana*, which discourages theft.”

Regardless, a zero-tolerance policy against theft in the workplace is critical to the success of the industry. Not only should managers recognize the signs of criminal activity, but they must be prepared for worst-case scenarios.

“If an employee is going to steal, they will steal,” Burgwinkel says matter-of-factly.

Here are some anti-theft tips from industry leaders on Oahu:

Be thorough when hiring employees. Although a prospective employee might ace the job interview and stand out in a job application, companies must invest the time and money for

RED-FLAG EMPLOYEES

Know how to spot theft at your workplace. Here are some classic signs of a stealing employee:

WORK HABITS. Do you notice unusual changes in an employee's work habits? For example, working alone in the warehouse or storage room. Leaving later than colleagues, or arriving to work earlier than usual. Arguing with supervisors and colleagues. Sudden absences and calling in sick. These can be signs of illness, financial trouble, domestic tension or substance abuse. If an employee is dishonest, personal problems could lead to theft.

FINANCIAL DISCREPANCIES. Is an employee frequently linked to financial discrepancies? For example, missing cash or voided transactions; guest complaints on

prices or billings; failing to reconcile petty cash and itemize expenses; or logging more working hours than assigned. Financial errors traced to an individual or a group of employees are red flags. But don't always assume the worst. Sometimes, an employee makes errors due to an illness, chronic sleep deprivation or burnout from working multiple jobs. Use your judgment.

SOCIAL BUTTERFLY. Is one of your employees suddenly a social butterfly? For example, do personal friends visit and linger for an unusually long time? Do the friends behave awkwardly when supervisors and other colleagues are present? Again, don't automatically assume the employee is stealing from your company. He or she simply could be an outgoing, popular person.

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drug tests, background screens and reference checks. "Do your due diligence," Burgwinkel advises. The 140 officers that G4S assigns to Waikiki's tourism district submit to a urinalysis, background check, 40 hours of rigorous training, plus additional training by the clients.

Treat workers with respect and fairness. Are you a manager who disengages from employees? Or are you a high-touch leader who greets everyone by name? Does your organization pay above industry standards, or is your company notorious for low wages? Workers who feel valued are less likely to justify stealing from the company. "Whether or not employees choose to steal has less to do with the industry, and more to do with the employer, company values and overall work environment," Dolak says.

"If an employee is going to steal, they will steal."

-Lee Burgwinkel

Foster accountability and honesty in the workplace. Remind workers of the consequences of occupational fraud by posting a copy of company and federal policies in the employee break room. Prevent financial schemes by separating employees' duties. Run random checks on employees responsible for cash. In addition, a regular inventory of products and services is critical, says Gregg Fraser, executive director of the Hawaii Restaurant Association. "If you don't do an end-of-the-month inventory, you might as well take your money, throw it out the back door and throw some of it into the trash," he adds.

Invest in surveillance technology. Most workplaces have security cameras that track movement of employees and inven-



Gregg Fraser

EMPLOYEE FRAUD BY THE NUMBERS

- One-third of U.S. corporate bankruptcies are the direct result of employee theft, according to the U.S. Chamber of Commerce.

- A "tip" is the most common way an employee theft is discovered. For small businesses with less than 100 employees, tips detect fraud 36 percent of the time. For larger companies, tips detect fraud 47 percent of the time, according to the Report to the Nations on Occupational Fraud and Abuse.

- "Management reviews" and "internal audits" are other top methods for detecting employee theft, according to the same report. Surprisingly, a large number is caught "by accident." In large companies of 100 or more employees, 16.5 percent of fraud is detected by accident. In smaller companies, 10 percent is detected by accident.

- Men are more likely to steal from work (59 percent) than women (40.9 percent), according to the Association of Certified Fraud Examiners.

tory. Fancy camera technology isn't necessary, however. The key is to properly install cameras throughout the restaurant or hotel property. In other words, place cameras in common areas, the front and back of the house and all exit and entry points, Dolak says. In addition to cameras, tag items with RFID technology to prevent stealing of company property. And for small restaurants that still use older registers, a point-of-sale system (POS) with current software is a must. "The restaurants that have not taken advantage of

today's technologies are at the most risk for employee theft," Fraser says. "They have no accurate means of tracking their inventory, therefore they wouldn't know if somebody is stealing from them."

Give employees some leeway. "Sweethearting," or freebies to friends, family members and favorite customers, is inevitable in the food and beverage industry. To track the movement, companies might as well give employees an allowance. "What a lot of employers

don't view as theft is the giving away of products and services," says Fraser, a veteran of hotel catering, bars, restaurants and airline food services. "I've had programs in my bars where I allowed bartenders to have a comp tab, so they can give to a frequent customer and big tippers."

Consider hiring an external auditor. In an efficient operation, food costs should fall between 28 percent and 30 percent. Typically, pour costs flow between 16 percent and 18 percent (lower for establishments that charge more for drinks, of course). The bar is the easiest place for financial losses, and local industry leaders estimate

the average bar in Hawaii loses between 30 percent and 40 percent of weekly sales due to mismanagement, employee theft, human errors and complimentary tabs. To help

restaurants analyze losses, some groups hire consultants such as Stephen Doversola to conduct secret audits after bartenders and servers go home. "We come in, print recipes, count the bottles, pull the sales, weigh the open bottles and calculate what's been used and sold," says Doversola, franchise partner for Sculpture Hospitality, or Bevinco. Typical results after an audit: Increased annual profits of between \$50,000 and \$150,000.

Be prepared for the worst-case scenario. If your company falls victim to employee theft, there are steps you can follow. Seek advice from your company's counsel or attorney on legal matters such as interviewing or investigating the suspected employee. Also contact your business-insurance company for advice. It's a good idea to know the details of your policy's coverage well in advance of an employee theft. If necessary, call the Honolulu Police Department to file a report and provide evidence of the crime.

Doversola suggests another strategy that doesn't involve cops and lawyers.

BUSINESS POLICE ACADEMY

Want to learn more about crimes that affect businesses? The Honolulu Police Department offers a free eight-week program, Business Police Academy, covering topics such as identity theft, shoplifting, employee theft, workplace violence and Internet fraud.

Visit www.honolulu.hpd.org and click on "community." Or call the HPD's Community Affairs division at 808-723-3475.

After a theft occurs, call a staff meeting to announce the findings—without naming employees, of course.

"Managers," he says, "can tell their staff, 'This is what happened in the past, so let's move forward. And if this doesn't change, we will have an external auditor come in on a daily basis, unannounced during random shifts.'"

The tactic usually works. Employees either resign or think twice before stealing.



Stephen Doversola



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Hotels Take On the Oldest Profession

Lodging establishments champion the **rights of children** as awareness grows about a dark business

BY PRISCILLA PÉREZ BILLIG



For nurse practitioner Jessica Munoz it began with a disturbing pattern. A certain dynamic unfolding at her hospital was just not adding up.

“I started to notice these girls being brought into our emergency rooms,” Munoz says. “I quickly realized it’s a problem here in Hawaii. We have children being bought and sold for sex—our local children.



Jessica Munoz

because we are not aware.”

Statistics are hard to come by. Hawaii is the only state that has failed

It’s a problem we’re seeing in our emergency rooms, our healthcare fields, on the streets and in hotels. It is everywhere. We just don’t see it

Effect on the Hospitality Industry

- Safety risks—connected to other criminal activities, drugs and jeopardizes safety. Reputation—bad publicity associated with trafficking.
- Financial—bottom line can be impacted by negative publicity and legal fees, business interruption and property damage.
- Legal—various state and local laws can hold hoteliers liable for trafficking that occurs on their properties.

SOURCE: Ho’ola Na Pua



Early floor designs for the Ho'ola Na Pua facility

to pass an anti-sex trafficking bill. Experts with Ho'ola Na Pua (New Life for Our Children), an organization whose mission is to provide a home for underage female sex-trafficking victims, say that traffickers target girls whose average age is 12 to 14 years. According to reports, 100 to 200 Hawaii children go missing every month, Hawaii has the third highest teen suicide rate in the nation, 35 percent of incarcerated young girls are runaways and there is limited aftercare for underage victims of sexual exploitation.

Munoz, president of Ho'ola Na Pua, says child sex trafficking is a crime that knows no socio-economic boundaries and no racial disparities. She says the experience causes the victim to develop complex trauma disorder, which she describes as post-traumatic stress disorder on steroids.

"Trafficking networks rely on legitimate business, including lodging properties, to conduct their operations," says Karen Wataru-Nakaoka, executive director of the Hawaii Lodging & Tourism Association (HLTA). "The lodging properties have an opportunity to bring awareness and educate their employees on the importance of being alert to illegal activity happening on property and create training programs that empower appropriate action."

Wataru-Nakaoka adds that HLTA and the Women in Lodging & Tourism are working with the American Hotel & Lodging Association to provide information to industry members that will enable them to



develop policies and procedures that prevent trafficking from occurring on their properties.

The AHLA is helping the hotel and lodging industry better combat the practice of human trafficking and, more specifically, child sex trafficking. Its educational divisions have developed an online training program in partnership with ECPAT (End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes).

Victim's Behavior

- False IDs.
- Lying about age.
- Restricted communication.
- Won't make eye contact.
- Inappropriate attire.
- Large amounts of cash, jewelry, new clothes.

SOURCE: Ho'ola Na Pua

ECPAT's campaign, "End Slavery at the Source," has a call to action to the hotel industry and their customers asking for every hotel and lodging chain to join the Tourism Child Protection Code of Conduct. The code is a voluntary set of business principles to prevent sex tourism and sex trafficking of children, promotes

corporate and social responsibility and encourages hotel brands to take a stand against sexual exploitation.

Hotels Step Up

"Human trafficking is a growing problem in hotels," says Stephanie Dowling, regional director of communications for Starwood Hotels & Resorts. "As an industry, we've done a lot to identify the issues."

Dowling says Starwood Hotels & Resorts considers training its associates on this issue and what to look for a priority and social responsibility across Starwood's global company



Stephanie Dowling

Trafficker's Behavior

- Pays in cash one day at a time.
- Escorts men into rooms, lingers until they leave, watches the door.
- Removes self from operations—may have an adult female pay for room.
- Seen with a group of women.
- Doesn't leave victim alone, calls often, controls money.

SOURCE: Ho'ola Na Pua

and community.

“We have in place a very comprehensive training both online and in a classroom setting,” she adds. “The training is offered in many languages, is tailored to someone’s level of guest interaction and decision-making. The program is mandatory for all associates and leaders.”

Hilton Worldwide offers an online course, “The Role of the Hospitality Industry in Preventing and React-

adhere to this “brand standard” and have appropriate human trafficking training measures in place.

Wyndham Hotels & Resorts developed training programs for its managed and franchised properties and is a signatory to the ECPAT Code of Conduct. Wyndham has donated more than two million Wyndham Rewards points to the Polaris Project to help in situations where victims are recovered and need a place to

onto the Internet to find people—and those are often children,” Guelbart says. “There is no separation online that says someone is underage. There is a lot of information available and we actively provide information to hotels so that they can be involved in stopping it.” She adds that ECPAT-USA’s campaign site for #DoesYourHotelKnow? is available online at www.ecpatusa.org/code.

Hotel Industry Principles

- Educate employees to recognize and report instances of trafficking in or around hotel properties.
- Establish policies and procedures for reporting of trafficking.
- Encourage others in the hotel industry to join the fight against trafficking.
- Encourage business partners in the travel industry to educate their employees and take steps to combat trafficking.
- Work collaboratively with law enforcement and policymakers.

SOURCE: AHLA

ing to Child Trafficking,” to its more than 4,200 hotels through its internal learning center, Hilton Worldwide University. Hilton provides information to employees on the issue of child trafficking through various means of communication and helped develop the Global Freedom Exchange, a mentoring opportunity for women leaders on the forefront of efforts to intervene in child trafficking.

Marriott International has delivered “Human Rights and the Protection of Children” training to all employees. The training is mandatory for all Marriott-managed properties and franchise properties worldwide. The company integrates this training into the orientation process for all new employees and tailors this training for its mandatory security officer certification program.

Hyatt Hotels Corporation teamed up with the Polaris Project—a global organization working to combat human trafficking—to develop a comprehensive training program, required training for key hotel functions including housekeeping, front desk, concierge, bell staff, hotel management and security teams. Hyatt also requires its franchises to

stay. The company uses the Polaris Project as an emergency contact and assistance provider to help give hotel staff guidance if they suspect an incident of trafficking.

The world’s oldest profession can now deliver via a new platform.



Michelle Guelbart

Michelle Guelbart, director of ECPAT-USA private sector engagements, writes in a paper presented at the 2013 Hospitality Law Conference regarding sex trafficking and the hospitality industry: “With the use of online classified ads, child trafficking has moved off the streets and onto the Internet. Traffickers rent rooms in hotels, log online, create an ad in adult sexual services pages, and sell victims right out of the hotel or have victims meet purchasers at nearby hotels. Hotel rooms are a preferred venue for the sale of children because exploiters believe they are anonymous at hotels, giving them a sense that there is little risk in their behavior.

“That quote is still incredibly accurate because buyers are going

Offering Aftercare

The Hawaii Department of Land and Natural Resources has awarded a 40-year lease to Ho’ola Na Pua for a 12-acre property that includes a 24,000-square-foot building. The site, on an undisclosed location on the North Shore, will become a long-term special treatment facility to house up to 32 girls.

“This is actually a therapeutic program which will work with the girls over a year or so to help them recover from the trauma of living that life,” says Jody Allione, vice president in charge of business operations and site procurement. “We don’t have a construction contract yet. The former president of Watts Constructors, Denny Watts, has volunteered to help us with construction management. We also have three architects, Dennis Furukawa, Anna Grune and Jamie Emberson, doing work for us pro bono.”



Jody Allione

Allione adds that the hotels recognize there is a problem and there is something being done about it by them as well as Ho’ola Na Pua. She says it comes down to people responding to a problem.

“It is important to understand that some engaging in this illegal activity are still children, do not have the resources to get out on their own and live in fear of retaliation from their traffickers,” says HLTA’s Wataru-Nakaoka. “I am proud to be part of an industry that takes this issue seriously and is making the effort to do our share to combat trafficking.”

HRA Hall of Fame to Induct 9 New Members



Alan Wong



Ed Kenney

Two of Hawaii's celebrity chefs, Alan Wong and Ed Kenney, head a list of nine individuals and companies who have been selected for induction into the Hawaii Restaurant Association Hall of Fame on Sept. 21 at Dole Cannery's Pomaikai Ballrooms.

The HRA's ninth annual Hall of Fame event and "Chefs of Aloha" Dine-Around will feature meals and desserts prepared by chefs from some of Hawaii's top restaurants, followed by the induction ceremonies.

Along with Kenney of Town Restaurant and Wong of Alan Wong's Restaurant and Alan Wong's Pineapple Room, the 2015 inductees from Oahu include Roy and Dora Hayashi of Like Like Drive Inn, Gladys Sato of Kapiolani Community College, Glenn Tamura of Tamura's Market and Tamura's Fine Wine and Liquors and Warren Shon of Southern Wine

and Spirits. Also to be inducted are Mark Oyama of Mark's Place on Kauai, Gerard Reversade of Gerard's Restaurant on Maui and Beth Ann Nishijima of Nori's Saimin and Snacks on the Big Island.

Chefs scheduled to prepare the entrees for the Dine-Around will be Matt Young of Hula Grill Waikiki, Andy Reagan of Morimoto Waikiki, Hisashi Uehara of AGU a Ramen Bistro, Luis Silva of Lui Bueno's Mexican and Latin Cuisine, Matt Raso of NOBU Waikiki, Randy Manuel of Chart House Waikiki, Diego Pacaruco of Wolfgang's Steakhouse and Eddy Ayau of Pomaikai Ballrooms. Presenting the desserts will be Jose Calpito of Chef Mavro Restaurant and Michelle Karr of Ueoka MW Restaurant.

There will be a raffle drawing for prizes. Proceeds from the event go to benefit culinary students statewide through the HRA Scholarship Program at the University of Hawaii Community Colleges.

SPONSORS INFO

To make a reservation or become a sponsor, visit the HRA website at hawaiirestaurant.org, email info@hawaiirestaurant.org or call 808-944-9105.

\$5,000 Platinum Table: Premier table positioning, complimentary wine service throughout the program, corporate logo in *Honolulu Magazine* program and presentation and VIP gifts for 10.

\$3,000 Silver Table: Preferred table placement and complimentary wine service throughout the program. Your corporate logo on vellum program insert and special amenities for your guests.

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Honolulu Coffee Brings Kona to Waikiki

The Honolulu Coffee Experience Center (HCEC), which will open in Waikiki on Oct. 1, offers visitors a chance to see, hear, smell, touch and taste Kona coffee from farm to cup.

"In addition to creating a new high-quality visitor attraction, Honolulu Coffee is deeply committed to research and education about what makes Kona coffee unique," says Ed Schultz, president and owner of Honolulu Coffee. "We are collaborating with Hawaii's farming and education communities to further raise the bar on Kona coffee. HCEC is a natural extension of this mission."



Jon Chadwick

Jon Chadwick, a veteran Hawaii food and beverage professional, serves as general manager of the HCEC. Previously he assisted Honolulu Coffee with café openings in Shanghai.

The 9,000-square-foot center's attractions include a 1944 Probat-UG22 coffee roaster, a Cupping Lab with views of roasting and tasting research and barista training, a gift shop and a bakery. The HCEC is on the corner of Kalakaua Avenue and Kapiolani Boulevard—a longtime gathering place from the days of Kau Kau Corner to Coco's Coffee House and to Hard Rock Café. The center will be open from 10 a.m. to 5 p.m. every day, and its Café will be open from 7 a.m. to 7 p.m.



The Honolulu Coffee Experience Center

stage, supported by Mendelsohn and JBAR House Chef Paul Sanguinetti, to serve a five-course menu centered on traditional Maui cuisine, including crispy mackerel, grilled tiger prawns and suckling pig.



Chef Chris Kulis

PHOTO BY CAPRICE NICOLE PHOTOGRAPHY

Currently Kulis is chef de cuisine at Hotel Wailea's Capische. A graduate of the Culinary Institute of America, he joined Hotel Wailea's culinary team after a tenure as sous chef at Thomas Keller's Bouchon in Yountville, Calif., and various restaurants throughout the U.S. and Europe.

Hoku's Adds Chef de Cuisine Inoue

The Kahala Hotel & Resort has appointed **Hiroshi Inoue** as chef de cuisine at Hoku's. Reporting to Executive Chef Wayne Hirabayashi, Inoue will be responsible for overseeing the overall culinary direction and guidance of the award-winning restaurant.

Inoue brings nearly 20 years of culinary experience to Hoku's. Most recently he served as an executive sous chef supervising all banquets and four restaurants at the Grand XIV Karuizawa, Nagano.



Hiroshi Inoue

Chef Kulis Showcases Island Cuisine in Milan

Chef **Chris Kulis** of Hotel Wailea was among the culinary talent showcased this summer at Expo Milan 2015.

Kulis joined the James Beard American Restaurant (JBAR) at Seven Stars Galleria in the USA Pavilion in the heart of central Milan atop the historic Galleria Vittorio Emanuele II. For two nights he cooked alongside American Chef Spike Mendelsohn, wowing guests with Hawaiian-inspired dishes including razor clams and taro gnocchi, Cesar crudo, Maui lardo and lilikoi tarts.

On the third evening Kulis took center

Born and raised in Osaka, Inouye graduated from the Tsuiji Culinary Institute in 1997 before honing his professional culinary skills throughout Japan. Inouye is also a five-time first-place winner of Resorttrust's annual cooking competition. Resorttrust acquired The Kahala Hotel & Resort in 2014.

Toro Joins Hilton Hawaiian Village

Ivette Toro has been named senior training manager at Hilton Hawaiian Village Waikiki Beach Resort. Previously she served as the human resources training manager for Mauna Kea Beach Hotel and Hapuna Beach Prince Hotel. Toro was responsible for developing, coordinating and implement-ing all training programs at both properties. She also worked at Starwood



Ivette Toro

Vacation Ownership as a performance development specialist in Lahaina.

Coleman Named HFMA President

Bernie Coleman, president of Pacific Allied Products Ltd., has been appointed

president of the Board of Directors of the nonprofit Hawaii Food Manufacturers Association.

The HFMA, which has 155 members, including 48 associate members, works to promote Hawaiian grown or manufactured products. It is the only food manufacturing association in the United States.

"It's a passion of mine to expand Hawaii's manufacturing industry by enhancing opportunities for Hawaii manufacturers," says Coleman.

"There is so much potential to grow the industry and I'm pleased I can play a role through my various board positions and participation in industry associations."

Coleman also serves on the Board of the National Association for Manufacturers (NAM) and chairs the Hawaii



Bernie Coleman

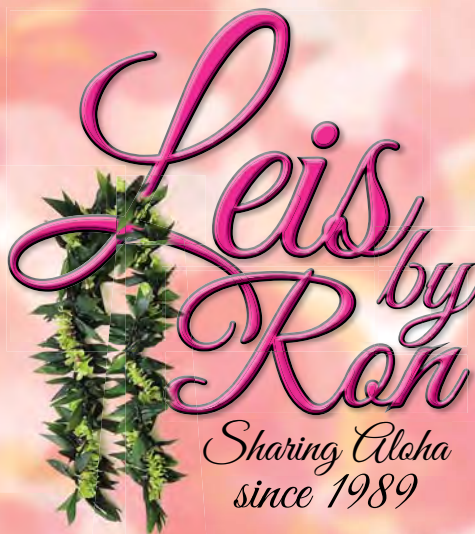
Chamber of Commerce's Manufacturing in Hawaii Initiative committee.

Anderson New Pastry Chef at Hilton Hawaiian Village

Amanda Anderson has been hired as the Hilton Hawaiian Village Waikiki Beach Resort's new executive pastry chef.

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Amanda Anderson

She brings more than 17 years of experience in the pastry industry. For the past three years she was head pastry chef at Snoqualmie Casino in Seattle. She also worked at Seattle's Lisa Dupar Catering, Madison Park Café and Edgewater Hotel.

Dominguez Joins Waikoloa Beach Marriott

John Dominguez has been appointed director of sales and marketing for the 555-room Waikoloa Beach Marriott Resort & Spa along the Kohala Coast on Hawaii Island.



John Dominguez

He is responsible for generating sales in groups and leisure and for overseeing the marketing, advertising and public relations. Previously Dominguez was the director of sales and marketing at Sheraton Kona Resort & Spa.



HAWAII LODGING & TOURISM ASSOCIATION

26th Na Po'e Pa'ahana Awards Luncheon

January 14, 2016

Hilton Hawaiian Village Waikiki Beach Resort
Coral Ballroom

The Na Po'e Pa'ahana "Hard Working People" honors those in the hospitality industry who best display exemplary service, leadership, community giving, and the Aloha Spirit. Join us as we highlight those that make our hospitality industry No Ka Oi!

We are also pleased to announce Hawaii Hospitality Magazine as our 2016 Na Po'e Pa'ahana media partner.





Aloha to Our Partners and Hall Inductees

Aloha to all in the hospitality and food service industry. The summer came and went quickly and, with it, many proposed bills that would impact the way we do business.

We are happy to say that we are continuing to work closely with legislators to stay on top of current issues that affect the restaurant and food service 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 honoring the leaders in our industry. On Sept. 21, a new group of industry leaders will be inducted into the Hawaii Restaurant Association Hall of Fame. In addition, the event that will be held at Pomaikai Ballrooms will include the "Chefs of Aloha" Dine-Around featuring 10 of Hawaii's premiere chefs and their delectable menu offerings. The HRA's website has more information on the event.

Our membership committee is continuing to enhance the benefits that are available to our members. Check out the "Member's Special Offers" section of our website that features discounts and money-saving offers for our restaurant and allied members. HRA also has a number of facts and resources that

will help you be more productive and prosperous in your business.

HRA is here to provide answers and suggestions to help with your day-to-day needs. We have a number of partners working together to support the restaurant and food service industry here in Hawaii and beyond.



Gregg Fraser is executive director of the Hawaii Restaurant Association. He can be reached at gregg.fraser@hawaiirestaurant.org or 808-944-9105.

For more information about the HRA visit www.hawaiirestaurant.org.



HAWAII LODGING & TOURISM
ASSOCIATION

Back in the Saddle

It's great to back at the helm of the Hawaii Lodging and Tourism Association and I wish to extend a sincere *mahalo* to everyone for their outpouring of support and best wishes.

As many may recall, I had the privilege of serving as HLTA's president and CEO from January 2011 to July 2012, working hard during that time to elevate the organization's public profile and expand its influence through the state.

I even made the commitment to change the name of the organization to its current one to more accurately reflect HLTA's significance and contribution to tourism's success in Hawaii.

I also did it because many of our allied members represented businesses outside of the hotel entities, including the food and beverage industries, who make tremendous contributions to the hospitality industry.

Needless to say, I'm overjoyed to again be leading HLTA and will

work collaboratively with all of our tourism, government and community leaders to resolve the challenges facing Hawaii's visitor industry.

Returning to HLTA, I'm excited to keep the momentum of the good work we have done through the years going. For example, this year's 37th annual Visitor Industry Charity Walk and Hawaii for Hawaii concert reached yet another fundraising record of \$2.2 million statewide, enabling HLTA to provide valuable funding to more than 200 charities across the Hawaiian Islands.

This year's VICW chairperson Ben Rafter also deserves recognition for his leadership in motivating more than 11,000 walkers from Hanalei to Hilo to get out of bed early on a Saturday morning for a great cause. This is just one of the many ways HLTA gives back to the state annually and strives to strengthen Hawaii's communities.

We hope to share more with you during our 188th General Membership Meeting on Maui to be held Oct. 16-18 at the beautiful Wailea Beach Marriott Resort & Spa. We're finalizing the schedule, which will include business sessions, networking opportunities, a scholarship golf tournament, special guest speakers and our exciting plans for 2016. To register for the meeting or for more information, please visit our website at HawaiiLodging.org.

Until then, *mahalo nui loa* and I look forward to partnering with you to build a more vibrant Hawaii.



Mufi Hannemann is president and CEO of the Hawaii Lodging and Tourism Association (HLTA).



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