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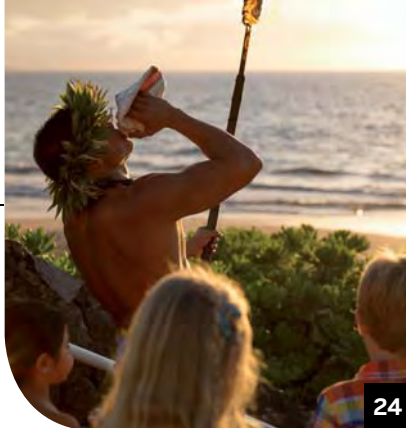
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ON THE COVER: Lee Anne Wong, photo courtesy Hawaiian Airlines. Cover design by Ursula A. Silva

checking in

Hawaiian Airlines has lined up top chefs to prepare in-flight gourmet meals for its passengers. In this issue we take a look at all five of the participating chefs, who are lined up in six-month rotations. Lee Anne Wong of Koko Head Café, who starred in the first season of the TV show, "Top Chef," will be serving from December through next May.

Custom-designed beds and bedding are all the rage at hospitality properties. Some of the high-end beds, according to our report, are touted as ultra-comfortable, and are an essential selling feature of Hawaii's luxury hotel units.

What else is there to do on Lanai besides hiking, diving, swimming, biking, enjoying the music and the food, taking in the amazing scenery at sunset (and sunrise) and much, much more? Well, at the cat sanctuary there are about 400 feline critters doing their best to make a visitor feel purr-fect.

The holiday season is upon us and Honolulu Assistant Fire Chief Socrates Bratakos offers some valuable tips in this issue for staying safe while enjoying the bright lights and decorations.

And some of Hawaii's leading hospitality professionals share their thoughts on ways to keep the Islands' vacation properties secure and trouble-free for guests.

Aloha!

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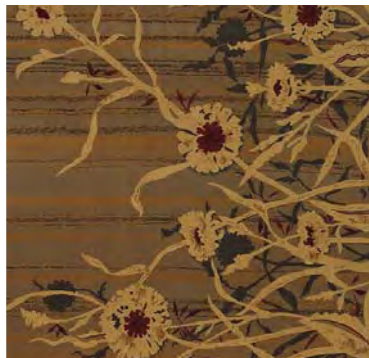


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HRA Hall of Fame Induction

PHOTOS BY HAWKINS BIGGINS

The Hawaii Restaurant Association inducted nine individuals and companies into its Hall of Fame on Sept. 21. The ninth annual event, held at Dole Cannery's Pomaikai Ballrooms, included the "Chefs of Aloha" Dine-Around featuring meals prepared by some of Hawaii's top chefs.

Debbie Elmy, Lezanne Fourie, Bianca Anaya, Charlene Gascon



Cammie Wright, Sammi Oneill, Michelle Gonzales, James Gonzales, Edwin Fabro



Patrick Meyer, Justin Kass, Warren Shon, Ryan Sipe



Randy Higa, Peggy Abella, Melvin Takemoto



Cely Cassidy, Gavin Kunimoto, Kristi Hara



Alan Wong



Jan Kao, Gail Chew, Tom Jones





Glenn Uyeda, Roy Hayashi, Dora Hayashi



**(Front, from left) Tracy Idouchi, Allen Toyama, Agnes Portin, Sally Kalaw, Jane Nakata,
(back, from left) Travis Goto, Tray Nakata, Thad Lenwai, Troy Nakata, Carl Nakata**



Michael Higa, Milton Fujii, Rodney Tamamoto, John Komeiji



Kathy Moriyama, Glenn Tamura, Aaron Siguenza



Carol Uyemura, Gladys Sato, Holly Wheelles, Kelvin Ro



Grant Sato, Clarence Sakamoto, Gerda Tom, Sharon Shigemoto, Roy Shigemoto



Russell Hata, Val Hata, Kurt Fey, Dale Fey



George Szigeti, Charlene Goo, Robert McConnell

What's Your Bedroom IQ?



Beds and bedding at a renovated Turtle Bay Resort Beach Cottage
PHOTO COURTESY TURTLE BAY RESORT

It's easy to overlook beds and bedding, but your guest doesn't

BY BRETT ALEXANDER-ESTES



At the end of a busy day of exploring the Islands, travelers to Hawaii crave a good night's rest. And they demand a quality bed to sleep on.

"Trends in beds and bedding have been going through significant changes in the last decade," says Pat Kramm, senior lecturer, Hospitality & Tourism, Kapiolani Community College.

Kramm, whose career as director of housekeeping and director of training at leading luxury properties includes the Mandarin Oriental Hotel Group at Kahala, says the changing demographics of hotel guests—including aging Baby Boomers—drive trends in beds, mattresses and bed linen as a whole, and hotels are trying to offer "a more luxurious sleep experience."

"The most apparent change that I have noticed is the increasing thickness of a mattress," Kramm says. "Mattresses were six and eight inches, but now they are 10 inches standard, or could be 15 inches and even thicker."

Hotel mattresses are made in a wide range of materials, from traditional box springs and coils to the more recent latex, foam and air mattresses.

Mattresses also come in grades ranging from "firm," "plush" and "firm-plush," and with comfort padding features including "pillow top," "euro top" and "box top."

According to US-Mattress.com, Serta is the leading U.S. mattress manufacturer, followed by Sealy, Simmons and Spring Air.

"(Serta) accounts for 20 percent of the U.S. mattress market," says a July 2015 online report by Crain's Chicago Business. "It supplies many



Pat Kramm

hotel chains, including ones owned by Marriott International, Hilton Worldwide Holdings, InterContinental Hotels Group and Choice Hotels International."

Beds at Hawaii hospitality properties include the top four U.S. manufacturers, often with a custom model developed for a particular company. Hawaii hotels that feature custom-designed beds include Trump International Hotel Waikiki Beach Walk, Hyatt Regency Waikiki Beach Resort & Spa and Hilton Waikiki Beach.

Cooler Siestas

For Hawaii hotels, beds and bedding that can offset the Island's heat and humidity are as important as the guestroom A/C.

Beautyrest has recently added cooling Tencel fiber to the first layer of its mattresses, says Robert Small, president of Orbit Sales, a Hawaii hospitality products retailer and distributor. "More absorbent than cotton, softer than silk and cooler than linen, Tencel is now the first layer of temperature control in the mattress, absorbing and wicking away moisture," Small says.

Cooler bed linens are also available. American Hotel Register Company, a national manufacturer and supplier of hotel products and services whose clients include 826 Hawaii hospitality properties, "delivers a number of products well-suited to the Hawaiian market," says Angela M.

Korompilas, the company's president and CEO. One such product, says Korompilas, is

WestPoint Home's innovative bed linens with DryFast technology. "This sheet dries 30 percent faster, uses less energy in drying and is wrinkle- and



Angela M. Korompilas



Master bedroom at the Trump International Hotel Waikiki Beach Walk

PHOTO COURTESY TRUMP HOTEL COLLECTION

stain-resistant,” she says.

Hawaii mattress retailers include America’s Mattress, Orbit Sales, Sears, Macys, SlumberWorld and Costco. Serta and Simmons have manufacturing facilities on Oahu.

Other mattress options include the Green Bed Company, which takes unwanted Hawaii hospitality beds and rebuilds them to commercial grade standards. “We refurbish 3,600 beds a year on average,” says Tyler Palmer, Ross’ Appliances & Furniture president.



Tyler Palmer

Timely Refreshment

Beds and bedding, like children, need constant care if they are to look their best.



Jun Sakakibara

Jin Lee, executive housekeeper at Hilton Waikiki Beach, says the hotel turns its beds every quarter. Similarly, says Jun Sakakibara, assistant facilities manager at the Hyatt Regency

Waikiki Beach Resort & Spa, “we have specific rotation practices quarterly.”

“We try to stay on a quarterly schedule to turn or flip the mattress,” says Gary Nushida, executive housekeeper at the Hawaii Prince Hotel Waikiki and Golf Club. “Our

Simmons mattresses are one-sided so they can only be turned. However, our Serta can be turned and flipped.” Nushida says the Hawaii Prince’s new mattress will probably be two-sided. “We feel this allows us to maintain the life of the bed longer.”

A Peek at Hawaii’s Best Berths

TRUMP INTERNATIONAL HOTEL WAIKIKI BEACH WALK

“Our ultra-luxurious mattress sets are made exclusively for Trump Hotel Collection by Serta,” says Trini Sanga, director of housekeeping at Trump Waikiki. “We currently provide guests with three bedding options including pillow top, firm, and California King, and additionally offer memory-foam sofa sleeper mattresses. Our mattresses are protected by a quilted water-proof allergy shield mattress pad protector.”

HYATT REGENCY WAIKIKI BEACH RESORT & SPA

“The Sealy Hyatt Grand Bed was developed exclusively for Hyatt Hotels & Resorts,” says Jun Sakakibara, assistant facilities manager at the Hyatt Regency Waikiki Beach. “We have one brand and one style—the Hyatt Grand Bed. We have an option of one king or two queens in each room. We also supply rollaway beds from American Hotel Registry.”

HILTON WAIKIKI BEACH

“We are using Hilton Serta Suite Dreams mattresses and box springs,” says Jin Lee, executive housekeeper at Hilton Waikiki Beach. “We are providing king- and full-sized beds with extra-firm mattresses and box springs.”

HAWAII PRINCE HOTEL WAIKIKI AND GOLF CLUB

“Currently we are using both Simmons and Serta Beds,” says Gary Nushida, executive housekeeper at the Hawaii Prince Hotel Waikiki. “Our most recent purchase was the Serta Concierge Sleeper Plush. These are more towards the softer side of the spectrum. Our future purchases will probably be the same. However, our mattress will go from 10 inches to 13 inches.”

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Cleaning beds and linens are generally done “as needed,” says Sakakibara. He adds Hyatt Regency Waikiki Beach replaces bed linens yearly, and replacement of beds is “normally on a five-year cycle.” At the Hawaii Prince, says Nushida, “ideally, we would like to replace our beds every 10 years.”



Gary Nushida

“Our property immediately replaces mattresses when they no longer meet the standards of luxury (good condition, fresh and clean),” says Trini Sanga, director of housekeeping at Trump International Hotel Waikiki. “To maintain our *Forbes Travel Guide* five-star

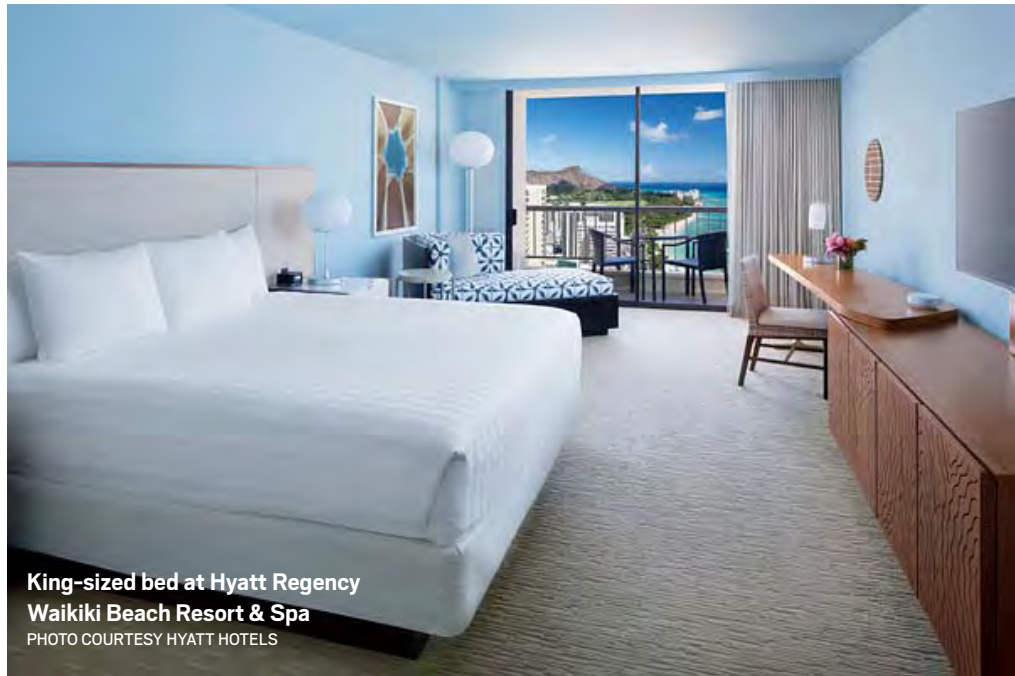


Trini Sanga

hotel rating and, more importantly, to best ensure our guests have a comfortable stay, we strive to far exceed the standards of luxury.”

Larger-scale property refreshments generally call for new mattresses,

frames and bedding. At the newly renovated Turtle Bay Resort Beach Cottages, upscale “enhancements included the addition of Eastern King bed frames that are longer and wider, as well as luxurious bed toppers for



King-sized bed at Hyatt Regency Waikiki Beach Resort & Spa
PHOTO COURTESY HYATT HOTELS

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Mattress materials for Green Bed refurbishing
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Martex DryFast 200 Thread Count White Linens by WestPoint Hospitality
PHOTO COURTESY MARTEX/DRYFAST/WESTPOINT HOSPITALITY

extra softness, elegant upholstered headboards, and Hawaiian quilts that are gracious and refreshing like the cottages themselves,” says Danna Holck, Turtle Bay Resort general manager. “We selected the new beds and bedding for their premier quality and inspired designs that bring the cottages’ Hawaiian spirit to life.”



Danna Holck

From Factory to Hotel

Orbit Sales is the Hawaii representative for Simmons, says Small, and also carries Universal Bed Legs, Hollywood bed bases, Protect-A-Bed mattress encasements and Warp & Phil bed skirts, decorative pillows and top-of-the-bed accessories.

“Simmons beds are manufactured here on Oahu at a state-of-the-art

...continued on page 33

TAKE THE ‘BED QUIZ’

How important are beds and bedding when marketing your property?

To find out, take this quiz:

1. In a recent survey of hotel guest satisfaction, U.S. travelers rated “a comfortable bed” as:
 - a. A secondary factor in guest satisfaction at luxury and upscale properties, ranking slightly behind superior service and unique destination attractions.
 - b. On par with in-house amenities like bars and restaurants.
 - c. The top factor in guest satisfaction in all market categories, from economy to luxury.
2. In the same survey, U.S. travelers said that for a comfortable bed, they would:
 - a. “Be willing to pay more.”
 - b. “Be willing to pay much more.”
 - c. “Be unwilling to pay more.”
3. A guest’s appraisal of a hospitality property is due to the appearance of:
 - a. The hotel’s lobby and restaurant.
 - b. The hotel’s beds.
 - c. The hotel’s lobby, windows and beds.

If you guessed 1(c), 2 (b) and 3 (c), pat yourself on the back and cite the following facts at your sales team’s next meeting:

1. A recent poll found that all hotel guests from economy to luxury cited “comfortable beds” as the most important factor in their overall satisfaction.
2. Significant improvements in bed comfort were also cited as a feature for which guests in all market segments would be willing to “pay much more.”
3. “Updating your bedding package can quickly update your property,” says Kalen Willis at hotelexecutive.com, noting that doing a bed-window-lobby refresh can postpone wholesale renovations.



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Visitors can take a day trip that departs Maui on the "Discover Lanai" tour offered by Trilogy Excursions.

PHOTO COURTESY TRILOGY EXCURSIONS, MAUI-LANAI

Discovering Life on Lanai

Hawaii's 'most enticing' island offers a plethora of activities including cat counting

Hiking, biking and diving are among the most popular activities on Lanai for visitors and locals alike.

Billed as "Hawaii's most enticing island," some of the activities as listed by the Lanai Visitors Bureau (LVB) include:

- *Swim, snorkel and SNUBA dive Hulopoe Bay.* The bay has a beach park with picnic tables, barbeque grills, restrooms and showers. The LVB notes that visitors can take a day trip that departs Maui on the "Discover Lanai" tour. Offered by Trilogy Excursions, the trip includes snorkeling gear, beach volleyball and a tour of Lanai's historic plantation town. SNUBA diving, a cross between snorkeling and scuba diving, is also available.

- *Ride around Lanai on a bike.* A guided three-hour, nine-mile downhill trek is

offered by Lanai Cycles. It begins approximately 2,000 feet above sea level and ends at the island's big boat harbor. Shorter rides are available.

- *Relax with furry friends.* This attraction isn't on everyone's list, but is unique. The Lanai Cat Sanctuary, formerly called Lanai Animal Rescue Center, welcomes drop-in guests daily from 10 a.m. to 3 p.m. The sanctuary supplies brushes and toys to those who wish

to visit with any of the 400 feline friends.

- *Take a hike.* There are multiple hiking trails across Lanai. Munro Trail is an eight-mile jaunt leading to the summit of Lanaihale. The Koloiki Ridge Trail begins from the edge of town and runs through the highlands. At Hulopoe Beach Park, visitors can choose between two short trails. One leads to Shark's Bay and the historic Lanai landmark, Puu Pehe

(Sweetheart Rock). On the Kapihaa Fisherman's Trail, visitors peruse past ancient village sites and historic quarries. And Kaiolohia is a coastal trail that parallels the water at Shipwreck Beach.

- *Explore Lanai with guided tours.* A half-day or full-day 4x4 Trekker Tour is offered by Rabaca's Island Tours and Expeditions Ferry to Kaiolohia (Shipwreck Beach) and Keahiakawelo (Garden of the Gods).

- *The music.* Guests at Hotel Lanai are treated to live music on Thursdays and Fridays from 6-9 p.m. at Lanai City Grille. You can also catch NFL games on the big screen there on Monday nights.

- *Tee-off.* The Manele Golf Course, designed by Jack Nicklaus, features three holes on cliffs using the Pacific Ocean as a water hazard. Special rates apply for youth 17 years old and under.



An attraction that is unique to the island is the Lanai Cat Sanctuary.

PHOTO COURTESY LANAI CAT SANCTUARY

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A chef in a white uniform stands with arms crossed in a lush green field. In the background, there are rolling green hills and mountains under a blue sky with some clouds. The title 'Gourmet Cuisine in the Clouds' is written in large, yellow, serif font across the upper left portion of the image.

Gourmet Cuisine in the Clouds

'Authentic Hawaiian hospitality' from top chefs takes off at Hawaiian Airlines

BY CATHY CRUZ-GEORGE

First-class cuisine created by one of America's most celebrated chefs, Lee Anne Wong, is among the amenities offered to Hawaiian Airlines passengers from Dec. 1 through next May. One of five culinary artists retained by the airline to provide exceptional Hawaiian hospitality to its customers, the Honolulu restaurateur rose to fame during the first season of Bravo's reality show, "Top Chef," where she served as the show's culinary producer for the next four seasons.

Since this summer, Hawaiian Airlines' first-class passengers from Hawaii to the U.S. Mainland have been dining on in-flight meals as part of the Featured Chefs Series. The chefs serve 270 first-class meals on 15 daily flights from the Islands to the Mainland, enhancing the airline's reputation as the only U.S. domestic carrier to offer free meals to all passengers, regardless of seating class.

"The Featured Chefs Series is our commitment to providing guests with authentic, Hawaiian hospitality every

time they fly with us," says Ross Saito, senior specialist of product development for Hawaiian Airlines.

The five chefs featured in six-month rotations, with their scheduled service times through 2017, are:

- **John Matsubara** (June 1-Nov. 30), culinary executive director of Kaona Aina at Bloomingdale's Ala Moana Center.

- **Lee Anne Wong** (Dec. 1-June 1, 2016), owner/chef of Koko Head Café on Koko Head Avenue.

- **Wade Ueoka** (2016), owner/

“Each chef has his or her own talent and uniqueness, and I’m excited they will bring something to the table to enhance passengers’ dining experiences.”

—Chai Chaowasaree



chef of MW Restaurant on Kapiolani Boulevard in Honolulu.

- **Andrew Le** (2016-2017), owner/creator/chef of The Pig & The Lady pop-up eateries and restaurant in Honolulu.

- **Sheldon Simeon** (2017), executive chef of MiGrant restaurant in the Wailea Beach Marriott Resort & Spa in Wailea, Maui, and owner of the soon-to-open Tin Roof in Kahului, Maui.

There wasn’t an audition or contest for the five slots. Chai Chaowasaree,

Hawaiian Airlines’ chefs include, from left, Jon Matsubara, Kaona Aina; Andrew Le, The Pig & The Lady; Chai Chaowasaree, Hawaiian Airlines’ executive chef and owner of Chef Chai at Pacifica Honolulu and Waikiki; Lee Anne Wong, Koko Head Cafe; Wade Ueoka, MW Restaurant; and Sheldon Simeon, MiGrant.

PHOTO COURTESY HAWAIIAN AIRLINES

executive chef for Hawaiian Airlines and a top Hawaii Regional Chef, personally handpicked the quintuplet team for their culinary styles and use of local ingredients and flavors. He manages the airline’s first-class menu from the U.S. Mainland to Hawaii.

“In my humble opinion, this new, younger generation of chefs is similar,

yet different in concept to Hawaii Regional Chefs,” Chai says. He mentions Le’s papaya salad. “Totally different from any papaya salad I’ve ever had, it’s not Vietnamese, not Thai,” he says. “Each chef has his or her own talent and uniqueness, and I’m excited they will bring something to the table to enhance passengers’

ABOUT THE CHEFS



June 1 – Nov. 30, 2015:

John Matsubara is the culinary executive director of new-concept restaurant Kaona Aina at Bloomingdale's Ala Moana Center, scheduled to open in 2016. Known for his creative energy, Matsubara previously was the chef de cuisine for Japengo at Hyatt Regency Waikiki, Azure at the Royal Hawaiian a Luxury Resort and Mauna Lani Bay Hotel & Bungalows. Also to his credit is Stage restaurant in the Honolulu Design Center. Matsubara graduated from The French Culinary Institute in New York City.

Executive Chef Chai Chaowasaree owns Chef Chai restaurant in Kakaako and Chef Chai Waikiki Café. He is known for blending Asian flavors with fresh, local ingredients. In addition to hosting weekly cooking shows "Dining Out With Chai" and "Chai's Choices," he oversees more than 20 kitchens for Hawaiian Airlines' first-class cabin meals. Recently, he co-founded "Hawaii Island Chefs," the second generation of Hawaii Regional Cuisine Chefs, of which he is a member.



Dec. 1, 2015 – June 1, 2016:

Lee Anne Wong owns Koko Head Café, an island-style brunch restaurant in Kaimuki, and is known for fusing modern-global flavors with traditional techniques. The New York native is a graduate of the French Culinary Institute and was a consultant for TV shows "No Reservations," "Chef Story" and "Rocco's Dinner Party." Wong shot to fame as a cheftestant on Season One of Bravo's "Top Chef," where she progressed to the fourth round and eventually became the culinary producer for its spin-off show, "Top Chef Masters."



2016

Wade Ueoka owns MW Restaurant, winner of the James Beard Foundation for Best New Restaurant. MW's pastry chef is Michelle Karr-Ueoka, his wife and creative/culinary partner. A graduate of Kapiolani Community College, he began his career in the kitchen of Zippy's and worked up the ranks to chef de cuisine of Alan Wong's restaurant, where he honed his mastery of Hawaiian Regional Cuisine. He also trained in the French-inspired restaurants of Alex in Nevada and The French Laundry in California.





2017

Chef Sheldon Simeon is the owner of MiGrant restaurant at the Wailea Beach Marriott Resort & Spa on Maui. Its slogan—“Come my house. Eat.”—best describes his signature style of grandma’s recipes, Hawaii Regional Cuisine and Filipino comfort foods. In addition to lending his talents to Mala Wailea restaurant, he plans to open Tin Roof, a modern take on a mom-and-pop lunch shop in Kahului, Maui. Originally from Hilo, he attended the Culinary Institute of the Pacific and worked in the kitchens of Walt Disney World and Star Noodle. He was a fan favorite and finalist on the 10th season of Bravo Network’s “Top Chef.”

2016-2017

Andrew Le, known for his take on Southeast Asian-style street food, is the owner and chef of The Pig & The Lady, which operates pop-up eateries at farmers’ markets on Oahu—specifically the Neal Blaisdell Center market on Wednesdays, Kailua on Thursdays and Kapiolani Community College on Saturdays. Le and his family recently opened Vietnamese-inspired The Pig & The Lady in the Lemongrass Café in Chinatown. Le graduated from the Culinary Institute of America in New York before working at Chef Mavro as sous chef.





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In addition to Hawaiian Airlines' service to 11 major cities on the U.S. Mainland, the carrier flies to Japan, South Korea, China, Australia, New Zealand, Tahiti and American Samoa. Hawaiian also has 160 interisland daily flights.

PHOTO COURTESY HAWAIIAN AIRLINES



dining experiences.”

Take, for example, the dishes created by Matsubara, featured from June 1 to Nov. 30, 2015. His menu reflected flavors of Hawaii, such as Maui red wine-braised short ribs with mashed kalo, and kalo poke with seaweed, inamona and scallions.

“I truly feel that our land produces some of the richest flavors,” Matsubara told the airline.

Simeon, the only featured chef not based on Oahu, is known for local, home-style meals powered by modern, sophisticated flavors. He plans to create “boldly flavored dishes that are comforting yet unique, like the people of Hawaii.” Simeon’s six-month rotation begins in 2017.

Ueoka’s turn isn’t until June 1, 2016, but he is considering dishes such as miso butterfish or short ribs. “We will utilize all the different ethnic backgrounds in Hawaii and use local farmers,” says the owner of MW

Restaurant, a James Beard Foundation winner for Best New Restaurant.

Le, whose turn comes late next year through early 2017, says he’s “always changing the menu based on the season and what is available. But first-class passengers will definitely experience the essence of The Pig & The Lady with eclectic and creative flavors and ingredients. It’ll definitely be a meal worth experiencing.”

Although each of the five chefs has a distinct culinary style, one challenge that unites the group is the logistics of in-flight meals. The aviation industry and food regulators have strict guidelines on temperature controls and the types of ingredients allowed on carriers.

In other words, Hawaii favorites—poke and sashimi—are prohibited.

Many of the food standards are set by the Georgia-based International Flight Services Association’s World Food Safety Guidelines for Airline Catering.

To view the FSA’s guidelines, go online at http://c.ymcdn.com/sites/www.ifsanet.com/resource/resmgr/WFSG_2010_update.pdf

“Technically, airline food is untouched food from the day before that you reheat and use the next day,” Chai says.

Other challenges face the service of in-flight meals. Higher altitudes combined with the low humidity in airline cabins—yes, even first class—can dry out foods and alter a passenger’s taste buds and olfactory senses.

But that’s the job of a star chef, to serve foods in a variety of conditions. Chai and his quad squad are confident in their ability to deliver tens of thousands of feet above ground. Each chef will conduct individual workshops with Flying Food Group, the catering company that prepares airline meals at Honolulu International Airport.

Adds Simeon: “There will be a lot of testing of meals to ensure we are providing consistent quality dishes.”

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Safeguarding Your Guests

What you can do to keep your property secure and scam-free

BY PRISCILLA PÉREZ BILLIG



Hotel safety is about being prepared and knowing what to do in unwanted situations, security experts say.

While lauding consultants, OSHA guidelines and self-inspection programs, many claim training and common sense matter most—certainly in Hawaii where the governor has declared a homelessness emergency.

“An area that keeps security busy is the need to monitor the premises for unwelcome guests,” says Bart Huber, director of risk management–Starwood Waikiki Complex. “These are non-registered guests that may come onto the premises with the intent to abuse the facilities, steal from registered guests or the establishments on property, or just utilize the facilities

that they may not be entitled to use.”

Huber adds that these “non-guests” often diminish the guest experience for those who are paying

to use the facility. “The ability to deter this behavior is difficult and security needs always to be vigilant.”

Starwood assigns security to make floor checks for strangers at night and to watch for suspicious behavior at

als and uses closed circuit camera (CCTV) security systems. It issues wristbands for authorized users or guests during an event.

Julie Arigo, general manager of the Waikiki Parc Hotel, says the number



Bart Huber



The Waikiki Parc Hotel

main arteries where there is public access to the hotels. Starwood trains roaming officers to observe suspicious behavior, question individu-

als and uses closed circuit camera (CCTV) security systems. It issues wristbands for authorized users or guests during an event.

the problem extends to visitors threatened by suspicious individuals pushing services and products for sale, she says. Arigo adds that telephone scams also can be an issue.

“Examples of scams include individuals calling in-room dining or room service claiming to be the vendor for the hotel’s point-of-sale system, doing an audit,” Arigo says. “The caller then asks for information on recent orders made and inquires to retrieve guest information. Or callers contact a guestroom and identify themselves as personnel at the front desk claiming the reception system is down and requesting the guest’s credit card information.”



Julie Arigo

Arigo says she addresses these problems by educating her staff to establish awareness, training security officers to be cognizant and visible, and bringing it to the attention of other hoteliers via industry meetings, networking opportunities and Hawaii Hotel and Visitor Industry Security Association (HHVISA) security alerts.

Starwood’s Huber adds that the protection of property for guests is another area of concern. He offers a laundry list of methods to deter such crimes.

“Unfortunately, Hawaii has a very high property crime rate and many of the victims are tourists visiting the Islands,” Huber says. “We try to ensure they are not victimized while visiting our hotel property. Loss of property can come from theft of unattended items, car break-ins, robbery, burglary or even scams.”

Starwood Waikiki Complex provides lockers for pool and beach users; staff picks up items left unattended at the pool and holds them until the owner claims them; provides in-room safes free of charge and safety deposit boxes at the front desk; the staff coaches beach-goers to not take their valuables with them.

Huber emphasizes that it is important to work closely with local law enforcement on crime reduction; meet monthly with all Waikiki hotels’

security to discuss latest safety and security issues; disseminate email blasts with crime information to hotel security and police when a crime occurs with a known suspect; actively trespass undesirable types to keep

them off-property for at least one year; and utilize the Visitor Aloha Society of Hawaii (VASH) if a visitor is victimized to help alleviate some of the trauma and stress.

12 Ways to enhance Hotel Security

With social media and review sites spreading negative sentiment like wildfire, it’s more important than ever to amp up guest security—your reputation and bottom line depends on it. Here’s how:

- 1. Update locks.** Locks that can track who goes in and out of rooms can serve as a deterrent to theft. Other upgrades include automatic deadbolts or systems that eliminate the need for master keys.
- 2. Make time for safety meetings.** Perhaps as part of a regular meeting, schedule time to talk about guest safety. Part of this time could also be spent watching training videos.
- 3. Monitor activity with software.** With recent innovations in software, video cameras can now recognize activity in an area and provide an alert. Example: The system can alert when there is activity in a valet parking area.
- 4. Evaluate and improve—quickly.** Conduct weekly reviews of the property and provide checklists for staff to ensure areas, such as stairwells, are clean, safe and well-lit.
- 5. Meet and greet.** Provide excellent customer service. By talking with people on your property, staff can determine if there’s a non-guest who may intend to commit a crime.
- 6. Provide a sense of ownership.** When employees have a sense of ownership in a property, security throughout the property will be much tighter. One method to promote such ownership is instituting some form of profit sharing.
- 7. Boost employee empowerment.** When employees have a sense of empowerment, they’ll be able to solve safety and security problems quickly and often more efficiently. Have an anonymous tip line, where employees can report theft or threats to guest or staff safety.
- 8. Staff smart.** During the hiring process, conduct drug screening and criminal background checks. Then, once the person is hired, explain that there are monitoring systems in place.
- 9. Add active monitoring to video surveillance.** New technology enables hotel owners to match transactions with video surveillance, eliminating the need to watch hours and hours of video to find potential criminal activity.
- 10. Connect IT and security departments.** Don’t keep a wall between the information technology and security departments of your property. The two departments should conduct regular security meetings, perhaps as often as once a week.
- 11. Upgrade to VLAN.** A LAN, or local area network, is a network that connects computers. For many businesses that includes a WiFi access point for customers. However, WiFi that’s directly connected to your property’s servers can pose a risk. One way to add more cyber security between your servers and potential hackers is to install a VLAN, or virtual network.
- 12. Beware of social engineering.** Change passwords every three months. Also, employees should monitor the physical access points to a property’s computers and servers.

SOURCE: lodgingmagazine.com

As upscale travelers increase, Hawaii hotels fulfill wish lists as never before

BY BRETT ALEXANDER-ESTES

Santa Delivers at Isle Luxury Hotels



Santa arrives at the Fairmont Kea Lani's Polo Beach in Wailea.
PHOTO COURTESY FAIRMONT KEA LANI

Pristine beaches. Crystal waters. Hawaii's year-round sunshine. Who could ask for anything more?

The luxury traveler.

"We have ... found that the high-end traveler to Hawaii is not only looking for a beautiful property," says

Liana Mulleitner, Halekulani Corporation director of marketing.

Which begs the question: Is catering to the sometimes-capricious luxury traveler a good business strategy?



Liana Mulleitner

Measuring the Luxury Market

"Comparing the first half of 2015 with the first half of 2014, the state of Hawaii experienced a 2.1 percent increase in occupancy, a 4.5 percent increase in ADR and a 6.6 percent increase in RevPAR," says F. Kevin Aucello in a September *Colliers Hawaii Perspectives* online report.

This year's overall rise in Hawaii tourism dovetails nicely with another visitor trend—the global rise in luxury travelers.

"Thanks to the booming tourism and travel sector, the luxury hotels market is all set to expand, driven by booming tourism," says an October online post-

ing by Transparency Market Research. "As per recent market research reports, in 2014 the luxury hotels market had a valuation of USD \$148.62 billion and is expected to be valued at USD \$195.27 billion by 2021"—an increase of more than 31 percent.

To put this increase in perspective, the U.S. gross domestic product (GDP) increased about 33 percent from 2006 to 2015—and lifted the U.S. economy out of the Great Recession.

A Surge in Pleasure Seekers

Mulleitner says Oahu's iconic Halekulani Hotel—one of "The World's Best Hotels" on *Condé Nast*



Traveler's 2015 Gold List—has seen a steady increase in luxury travelers over the past few years, due in part to the recent increase in luxury hotels

"To experience the North Shore like a local—that's what the luxury traveler wants."

—Danna Holck

and condos, Waikiki designer boutiques and the expected expansion of these attractions in the near future.

Other luxury properties—on and off Oahu—are responding to a similar surge in their well-heeled clientele.

Earlier this year, the Royal Hawai-

ian Hotel in Waikiki embraced this influx with the debut of a new ultra-luxury wing—the Mailani Tower.

Still undergoing renovations further west, the Four Seasons Resort Oahu at Ko Olina is now confirming reservations starting June 1, 2016. "We've had so many inquiries from all over the world asking when the new Four Seasons will open, so we've decided to start taking reservations for next year," says Nelson Hilton, Four Seasons senior director of marketing.

And since 2012 at the Fairmont Kea Lani in Wailea on Maui, "occupancy has grown by 8 percent, which has taken us back to historical peak levels," says Tanya Matthews, regional director of sales and marketing for the 22-acre oceanfront resort.



Tanya Matthews

Elite Enclaves

Hawaii's hotels and resorts, seeking to capture luxury travelers, are enhancing their properties and appear to be succeeding.

In April, the Mailani Tower opened its doors on Waikiki Beach, and TripAdvisor.com gives this new incarnation of the legendary "pink palace" a five-star rating.



The Four Seasons Resort Oahu at Ko Olina

PHOTO COURTESY FOUR SEASONS RESORT OAHU AT KO OLINA

On Maui, "we have seen a great response to our \$70 million reinvestment," says Matthews of Fairmont Kea Lani's three-year renovation, which "introduces a refreshed, contemporary design throughout the resort." Matthews says notable changes include substantial improvements to all of Kea Lani's 37 villas and 413 suites, a \$5 million rebuild of Ko, the resort's award-winning signature restaurant, a \$7 million addition of the 9,000-square-foot Willow Stream Spa and upgrades to the grounds and common areas.

In June, Turtle Bay Resort on Oahu completed a \$45 million renova-

tion, and since then, "we have experienced a noticeable increase in more affluent and active travelers as demonstrated by the popularity of our new beach cottages



Danna Holck

that were designed exactly for this type of discerning traveler," says Danna Holck, Turtle Bay Resort general manager.

Sublime Service

All of Hawaii's luxury properties put a premium on service, and with good reason.

"Service is the most important

element to most travelers and is the number one amenity that the luxury traveler expects,” says Mulleitner. “At Halekulani, we pride ourselves in providing our guests with the ultimate ultra-luxurious experience and the highest quality standards. We research the latest trends, know the luxury market and we truly understand the luxury traveler.” Mulleitner says the Halekulani has “the highest staff-to-guest ratio of any of the resorts in Hawaii, and our guests love and appreciate our ultra-standard of service.”

At the Mailani Tower, enhanced service includes a dedicated front reception area for check-in and checkout, as well as highly personalized attention by



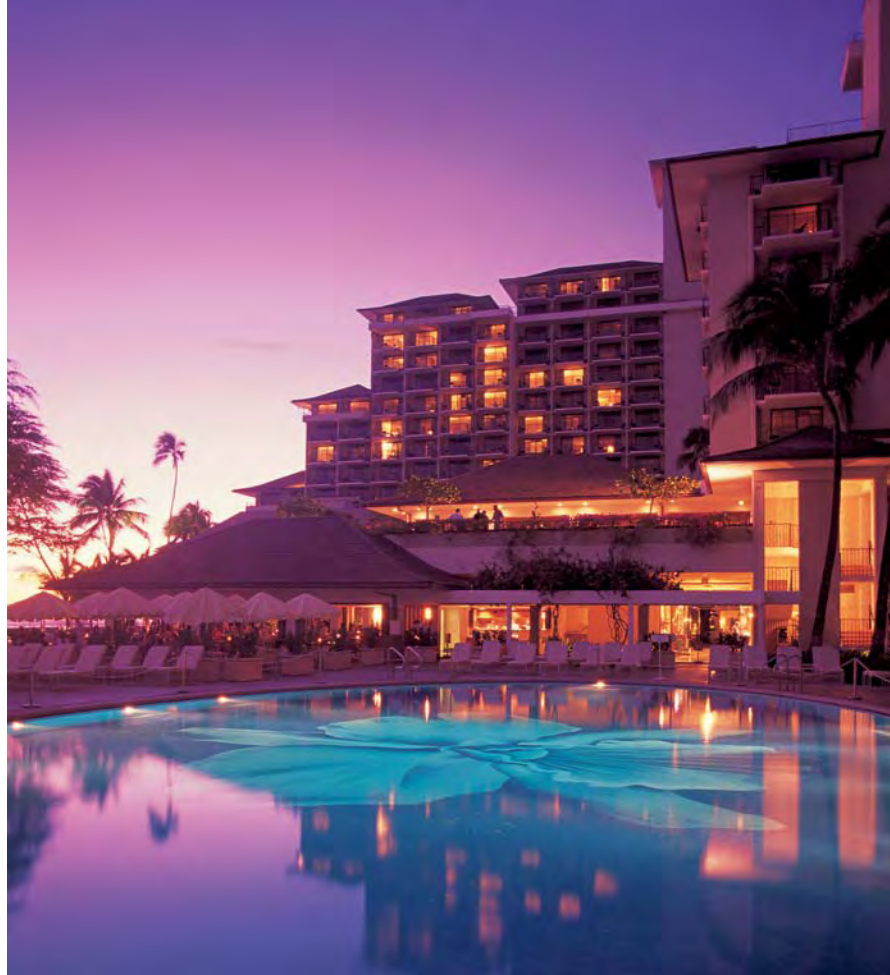
Fairmont Kea Lani torchlight ceremony
PHOTO COURTESY FAIRMONT KEA LANI

a skilled team of Gold Key Concierges. Mailani’s concierge team prepares a suggested itinerary of attractions and activities before the guest arrives on the property, alerts Mailani’s staff when the guest checks in and escorts the guest to his or her room.

According to Matthews, as Hawaii’s only all-suite and villa resort, the Kea Lani’s spaciousness and privacy allows its staff to provide a unique level of personalized service.

Experiences and Epiphanies

As more and more luxury travelers



Halekulani Hotel at sunset
PHOTO COURTESY HALEKULANI HOTEL

flock to the Islands, Mulleitner says, the Halekulani Hotel is “ever-changing, and constantly doing fresh and innovative things to keep up with the needs of our guests.”

Mulleitner explains that the Halekulani has enhanced its ‘For You, Everything’ program, which offers hotel guests access to Hawaii’s finest arts and cultural events. “We’ve developed and cultivated exclusive partnerships based on the luxury visitor’s interests, and recently expanded the program to include both Hawaii Opera Theatre and Hawaii Theatre,” she says.

At the Turtle Bay Resort, Holck says the best ways to attract and hold a luxury visitor also lie beyond the



Halekulani’s pool overlooking Waikiki Beach
PHOTO COURTESY BARBARA KRAFT

walls of the hotel. “Today’s luxury travelers demand more than just high-end accommodations and great service—they want to be immersed in authentic activities and experiences that make the destination what it is, that embody it,” she says. “In our case, to experience the North Shore like a local and discover our special

spirit and culture that you can't find anywhere else—that's what the luxury traveler wants."

Kea Lani's visiting "families and couples ... have access to authentic Hawaiian experiences from our award-winning restaurants and spa to our well-developed cultural program," says Matthews.



Grounds and pools at the Fairmont Kea Lani

PHOTO COURTESY FAIRMONT KEA LANI

Christmas in Paradise

In December, when Santa arrives by outrigger canoe at Kea Lani's Polo Beach, Hawaii's luxury travelers will be there on the sand to greet him.

For most of them, the event will be vivid and unique—epitomizing the experiences Hawaii's luxury proper-

ties create for their guests.

As Santa smiles and spreads holiday cheer, some may reflect that Christmas occurs here every day—as the Islands' historic generosity towards travelers from afar.

It was a necessary strategy then for a tiny archipelago first attracting world attention, and it's a solid strategy now for an island economy competing in a global market.

Polo Beach at the Fairmont Kea Lani in Wailea

PHOTO COURTESY FAIRMONT KEA LANI

A Golden Horizon

Marketers of Hawaii's luxury properties view the future with optimism.

"We anticipate that the luxury market will expand significantly over the next few years," says Mulleitner, citing the revitalization of Waikiki and the enhancement of its retail sector as enticements for Hawaii's luxury travelers. "Several boutiques and hotel chains recognize Oahu as a luxury destination and therefore have plans to open or announce their presence in Hawaii soon," she says.

At Kea Lani, "since we have reached our historical peaks, we anticipate small and steady growth over the next five years," says Matthews. "We do anticipate seeing growth in luxury visitors from international markets to mirror those projected for Maui Island."

Holck is of similar mind: "With our enhancements now in place, we look forward to leveraging this resort-wide momentum to continue to expand our reach to the affluent and active traveler demographic that we anticipate will only continue to grow in Hawaii in the coming years."



Lanai at a Turtle Bay Resort beach cottage

PHOTO COURTESY TURTLE BAY RESORT

Create a Risk-free Holiday

Assistant fire chief offers tips for keeping hotel guests safe

BY PRISCILLA PÉREZ BILLIG

As the holiday season quickly approaches, the hospitality industry in Hawaii gets ready to deck the halls and fire up all manner of décor. Heedless of the wind and weather, guaranteed, it will be full of Hawaii-style Yuletide carols and jolly festive lighting.

And with the festivities comes a heightened alert for public safety.

“Lighting means electricity and that increases risk,” says Socrates Bratakos, assistant fire chief at the Honolulu Fire Department. “We want people to be happy but we always want them to be safe, too.”

When setting up decorations, Bratakos suggests the use of UL-listed electrical equipment, cords and safe

outlets while following the proper use of manufacturers’ instructions. He encourages using the appropriate length of electrical cord, one which is whole and intact, not cut, frayed or broken, and plugged in properly. He stresses the importance of making sure the ground fault interrupter (GFI) circuit is working properly.

“It is wise to use out-



Christmas decorations light up the port cochere and entrance of the Moana Surfrider.

PHOTO COURTESY MOANA SURFRIDER, A WESTIN RESORT & SPA

Fire Retardance Guidelines

Artificial vegetation and artificial Christmas trees shall be labeled or otherwise identified or certified by manufacturers as being fire retardant.

Such fire retardance shall be demonstrated by each individual vegetation item, including any decorative lighting, in an approved manner.

Vegetation and Christmas trees shall not obstruct corridors, exit ways, or other means of egress.

Only listed electrical lights and wiring shall be used on natural or artificial combustible vegetation, natural or artificial Christmas trees, and other similar decorations.

Electrical lights shall be prohibited on metal artificial trees.

Open flames such as from candles, lanterns, kerosene heaters, and gas-fired heaters shall not be located on or near combustible vegetation, Christmas trees, or other similar combustible materials.

Combustible vegetation and natural-cut Christmas trees shall not be located near heating vents or other fixed or portable heating devices that could cause it to dry out prematurely or to be ignited.

SOURCE: National Fire Protection Association’s NFPA 1: Fire Code and Handbook (2015)

door GFI outlets and, when making connections, make sure they are very secure and protected from rain,” Bratakos says. “It’s best to do that by consulting qualified in-house staff or a qualified electrician.”

Christmas trees are best kept well-watered, Bratakos advises, as lights tend to dry out a tree’s needles. Today more businesses are using energy-efficient LED lights that reduce heat and risk.

“It is also very important for hotels and staff to maintain all their systems, keeping stairwells, doors and access ways clear, and to follow the fire code,” Bratakos says. “It’s really common sense. You don’t block sprinkler heads, you don’t block doors, use electricity safely, do not place decorations too close to a heat source, keep



Holiday lighting and decorations at the Hyatt Regency Waikiki Beach Resort & Spa

PHOTO BY EMILY KINSLEY

electric panels covered, don't make trip hazards for guests or workers, especially in restaurants and keep all the safety systems working properly."

Bratakos says that if a property takes a little more risk by putting up holiday lighting, then the staff should be that much more trained. He emphasizes that workers should make sure that lighting never impedes access to notification of an alarm system, like a pull switch; never impedes

an exit out of the hotel or access to a fire extinguisher; and staff should be just as vigilant or more than usual to make sure safety is provided.



Assistant Fire Chief Socrates Bratakos

"We need to be vigilant because we have a lot of people staying here, many older visitors that may not know the building and their way around," Bratakos says. "That's why we ask that hotels be very careful to absolutely minimize risk, put things together safely and maintain them that way. Then everybody has a happy Christmas and New Year."



PHOTO COURTESY OUTRIGGER RESORTS

Outrigger Resorts Dec. 12, 9 a.m.

Santa arrives by canoe at Outrigger Waikiki Beach Resort to be greeted with hula and song performed by keiki of Halau O Pua Kahale.

Waikiki Beach Walk's Seven Days 'Til Christmas

Ring in the holidays at a free "Hawaii-style" music and dance series by hula halau and local entertainers from 6 p.m. to 7 p.m. on the Plaza Stage starting Dec. 19 at the shopping, dining and entertainment complex on Lewers Street off Kalakaua Avenue.



Kumu hula and entertainer Blaine Kia and his halau perform Christmas carols around Waikiki Beach Walk.

PHOTO COURTESY WAIKIKI BEACH WALK

- Dec. 19**
Ka Hale I O Kahala Hula School
Kumu Leimomi Maldonado
- Dec. 20**
Kualoa Featuring Derrick Lee and Friends
Ring in the Holidays "Local" Style Music and Hula
- Dec. 21**
Olapa-Ku I Ka Lai O Hokuaulani Hula School
Award-winning Kumu Hokuaulani Nihipali
- Dec. 22**
Coyne Street
A "Merry" Musical Treat of Nostalgia

- Dec. 23**
Kamalu and The Hula Maidens
An "Island Style" Christmas of Music and Hula
- Dec. 24**
Pookela featuring Greg Sardinha
"Deck-the-Halls" with Classic Hawaiian Music and Hula
- Dec. 25**
Ohana Kalikimaka featuring Blaine Kia and Family
A True and Heartfelt Family Christmas in Waikiki

Valet parking at \$6 (up to 4 hours) is available at the Embassy Suites by Hilton-Waikiki Beach Walk (201 Beachwalk) and the Wyndham Vacation Ownership-Waikiki Beach Walk (227 Lewers Street) with any same-day purchase from any Waikiki Beach Walk merchant.

2016 Na Poe Paahana Awards Set for January

The Hawaii Lodging and Tourism Association's 26th annual Na Poe Paahana Awards recognizing outstanding performance in the hospi-

tality industry will be held on Jan. 14 at the Hilton Hawaiian Village Waikiki Beach Resort's Coral Ballroom. This year's nominees have been

received, says Karen Wataru-Nakaoka, HLTA executive director, and finalists will be announced in December. Categories for outstanding 2015 performance include housekeeping, engineering and maintenance, food and beverage, bell/valet and management.

Winners of the 2016 "outstanding lodging employee" and "outstanding management" awards are eligible for national recognition at the American Hotel & Lodging Association's 2016 Stars of the Industry Awards ceremony, which will be held next year.

The Na Poe Paahana Awards are sponsored by the HLTA, and have recognized outstanding service in Hawaii's hospitality industry since 1991.

A special 2016 Na Po'e Pa'ahana section/program will be included in Hawaii Hospitality's January issue.

"Outstanding Lodging Employee of the Year" Award finalists during 2015 Na Poe Paahana ceremony were, from left, Hiroe Yanagisawa, Wayne English and Daniel Spracklen.

PHOTO COURTESY HAWAII LODGING & TOURISM ASSOCIATION



TECH TRENDS

Kirin Machine Pours 'Selfies'

Kirin Beverage Co. Ltd. of Japan has unveiled a "selfie," or *jidori*, vending machine. A collaboration with the social network Line, the machine offers a large LCD display and offers Line users special frames and backgrounds.

According to the *Sankei News*, Ki-

rin customers can purchase a drink and take a photo—and yes, the selfie is free to those with the Line messenger app.

The machines began popping up across Japan in October and plans include English, Chinese and Korean language options.



Kirin Beverage's new vending machine
PHOTO COURTESY SANKEI NEWS

Mullen Joins HVCB

The Hawaii Visitors and Convention Bureau has hired **Tom Mullen** as senior vice president and chief operating officer. Mullen replaces **Wayne Arita**, HVCB's chief financial officer, who retired in September.

Most recently, Mullen was chief administrative officer with the Los

Angeles Tourism and Convention Board. Previously he worked for American Express for 27 years, mostly in Hawaii, as vice president of sales and account development-merchant services,



Tom Mullen

general manager/director for merchant/travel services and manager of business development and strategic planning.

He sat on the HVCB board of directors from 2004 to 2013, serving as its chairman from 2006 to 2008 and chaired the HVCB's North American Marketing Committee from 2000 to 2006. Mullen graduated from the University of Hawaii at Manoa with a bachelor's degree in accounting.

Royal Hawaiian Adds Hazuma, Rodgers

The Royal Hawaiian, A Luxury Collection Resort, recently named **Colin Hazuma** as executive chef and appointed **Frank Rodgers** as sales manager.



Colin Hazuma



Frank Rodgers



Hawaiian Airlines took top honors in the Floral Float Division of the Aloha Festivals parade.

Previously, Hazuma spent almost six years at the Sheraton Waikiki. At age 33, he is the youngest executive chef in the 88-year history of the Royal Hawaiian. Rodgers is responsible for building the hotel's retail leisure and luxury group business from all markets. Most recently he was with Starwood Hotels & Resorts Waikiki as a meetings and events manager.

Hawaiian Airlines Float Tops Aloha Festivals Parade

Hawaiian Airlines was awarded the Grand Sweepstakes and Governor's Award in the 69th annual Aloha Festivals floral parade which culminated a month of activities through September.

The parade, funded by the Hawaii Tourism Authority and corporate and private donations, winds from Ala Moana Park through Kalakaua Avenue to Kapiolani Park with a procession of *pau* horseback riders, flower-covered floats, Hawaiian music, hula halau and local marching bands.

Aloha Festivals began in 1946 as "Aloha Week," a cultural celebration of Hawaii's music, dance and history. In 1991 the name was changed to Aloha Festivals and attracts more than 100,000 people each year.

Aqua-Aston Earns Quality Award

Five Aqua-Aston Hospitality properties have earned MLT Vacations 2015 Quality Assurance Award in recognition of their commitment to outstanding quality and customer service.

Oahu properties awarded include the Aston Waikiki

Sunset and the Aqua Waikiki Wave. On Maui, Quality Assurance has been awarded to the Aston Kaanapali Shores. The fifth MLT Vacations 2015 Quality Assurance Award went to the Aqua Kauai Beach Resort.



Aston Kaanapali Shores

The MLT Vacations 2015 Quality Assurance award recognizes hotels, destination management companies and rental car agencies in Europe, Mexico, the Caribbean, Latin America and the U.S. that achieve a 99 percent customer satisfaction index, and a 99 percent product delivery performance during the last six months. Only 207 hotels earned the MLT Vacations Quality Assurance Award designation this year.

Tanouye, Tait Join AEG

AEG Facilities, operator of the Hawaii Convention Center, has added **Cami Tanouye** and **Kristin Tait** as catering sales managers in its food and beverage department. Both will be responsible for planning catered events.

Tanouye is a graduate of the University of Hawaii at Manoa's School of Travel Industry Management. She interned at Marriott's Ko Olina Beach Club, where she was recognized with the "Fundamentals



Cami Tanouye



Kristin Tait



David Dreisch



Grace Barraza

of Hospitality Award." Tanouye also received the American Hotel and Lodging Association's honor as "Most Outstanding Member" for her industry achievements.

Tait is a graduate of the University of Nevada, Las Vegas with a bachelor's degree in hotel administration. She has served as sales assistant at the Hilton Hawaiian Village Waikiki Beach Resort and an events assistant with Pacific Party Rentals. Prior to graduating, Tait held internships at HCC, The Kahala Hotel and Resort, Modern Weddings and Gourmet Events Hawaii. She is also a member of the Professional Convention Management Association.

Prince Beach Hotel Appoints Ramos, Benedicto

Hapuna Beach Prince Hotel has announced the appointment of **Alfredo Ramos** as chef de cuisine of Coast Grille and **Theresa Benedicto** as restaurant manager of Beach Bar.

Ramos oversees the day-to-day kitchen

operations at the hotel's signature dining room, Coast Grille. He continues to use the on-site Coast Grille garden and manage the monthly Locavore dinner series, along with special events and Hawaii Island's only oyster bar.

Ramos joined Hapuna Beach Prince Hotel 21 years ago as a steward and worked his way through the ranks to Cook II at Coast Grille. Ramos gained additional experience at Kukio Beach and Golf Club, Luke's Place, Waikoloa Beach Marriott, Café Pesto and Roy's Waikoloa.

Benedicto most recently worked as the food and beverage coordinator at The Fairmont Orchid, Hawaii where she supervised restaurant managers and provided support to various other departments. She has held positions at various restaurants, including the Indochine Asian Lounge in Tacoma, Wash.

Dreisch Named GM at Wailea Beach Villas

David Dreisch is the new general manager for Wailea Beach Villas' Association of Apartment Owners (AOAO). Destination Residences Hawaii, the official on-site management company for Wailea Beach Villas, appointed Dreisch.

Dreisch brings more than 15 years of experience to

Destination Residences Hawaii. He served as the resort manager for Vail Cascade Resort where he led the hotel operations division focusing on guest satisfaction, overall hospitality experience and performance management. Previously, he was director of operations at Daufuskie Island Resort & Breathe Spa and a managing partner for Natural Body Spas in Atlanta.

Wailea Beach Villas, A Destination Hotel was named the "Top Resort in Hawaii" on *Conde Nast Traveler's* 2014 Readers' Choice Survey with a rating of 94.242. Wailea Beach Villas is the only resort in Hawaii to rank in the "Top 25 Resorts in the U.S." and is also recognized in the "Top 100 Hotels & Resorts in the World."

Hilton Hires National Sales Manager Barraza

Hilton Hawaiian Village Waikiki Beach Resort welcomes **Grace Barraza** as the resort's national sales manager. Barraza has more than 22 years of experience in the hospitality industry, including 15 years with Hilton Worldwide.

Barraza will oversee the implementation of national sales programs as well as the recruitment and orientation of all sales employees. She will also establish sales objectives by forecasting and developing annual sales goals for the hotel's key regions and territories.

Prior to joining Hilton Hawaiian Village, Barraza was employed with Hilton Anaheim in California where she handled group bookings and sales for associations based in the Washington D.C. area.



Alfredo Ramos



Theresa Benedicto

Bringing Members Together



HAWAII LODGING & TOURISM
ASSOCIATION

The Hawaii Lodging and Tourism Association's General Membership Meeting is one of my favorite events of the year. It gives our members the chance to come together for professional development activities and receive direction on HLTA's priorities and objectives in the short and long term, while also encouraging attendees to build relationships with colleagues in our industry through extensive networking opportunities.

This past October, HLTA held its 188th General Membership Meeting on Maui at the beautiful Wailea Beach Marriott Resort & Spa. I'm proud to say it was one of our best-attended meetings in history with well over 200 members in attendance.

Over the course of two days, our general sessions focused heavily on the important topic of sustainability and how we can be doing better as an industry to help in this area. One panel moderated by Kevin Whitton of Element Media featured speakers, including Lisa Reddinger of Johnson Controls Inc., Marie Kozuma of bills Sydney Waikiki, Bryce Sprecher of Summa International, Jacqueline Drumheller of Alaska Airlines

and John Bendon of Green Building Hawaii. We also heard from Jeff Mikiluna of Blue Planet and a representative of Progression Energy, who shared ideas on reducing our dependence on fossil fuels.

We also held a news conference in conjunction with the Institute of Human Services to make a \$25,000 donation to the Maui Family Life Center to help the organization enhance its programs addressing the homelessness situation on Maui. The money will be used to help with their repatriation initiative modeled after the program started by IHS on Oahu last year with HLTA's financial support and has already helped to take hundreds of homeless off the streets of Waikiki.

While we took care of a lot of business in two days, the HLTA General Membership Meeting has also become well known for the "good time" it offers. Our "Maui Night Market" featured a variety of food trucks and food stations which put a fun twist on an evening dine-around. Attendees also had the choice of participating in our annual scholarship golf tournament at the Wailea Emerald Golf Course or taking a leisure tour of upcountry Maui to visit the Ocean Vodka Distillery and Alii Kula

Lavender Farm. And on our final night, we took it back to the old school and turned the Wailea Beach Marriott's ballroom into a speakeasy from the Roaring '20s.

To cap off a remarkable weekend, HLTA organized a community service project with the nonprofit Hui Malama Learning Center. It was an opportunity to have breakfast with the remarkable youth being served there and learn more about the incredible programs being offered under the direction of Executive Director Pualani Enos. Truly inspiring.

I hope you'll make plans to join us for our 189th General Membership Meeting in 2016 on Kauai. We'd enjoy the opportunity to connect with you and bring you even closer to our hospitality community. After all, "we are all in this together."



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

...continued from page 13

plant," says Small. "All Simmons bed models made for contract hospitality feature the EnduroTech foundation, which is designed to be 100 percent recyclable and last in a hotel room for 20 years."

Small says these models offer a solid base that supports the mattress far better than a traditional box spring. "Simmons Beautyrest products are also pre-treated with a high-performance stain protection technology adding to the life and cleanliness of the product," he says.

American Hotel Register offers "local representation and a sophisticated Oahu distribution center (DC) servicing properties on all islands," says Korompilas, and adds that the company offers substantial discounts to hospitality properties that regularly place bulk orders. "American Hotel is an approved partner with all major

GPOs," she says, "and our Paradise Procurement Program caters to independent properties."

Green Restorations

When hotel beds do need to be replaced, it's a major operation. "Sheraton Hotels just put in 1,200 new beds this year," says Palmer, and adds that Green Bed Company picks up unwanted beds and other "FF&E" (fixture, furniture and equipment) from Hawaii hotels at no charge. "We're the only company in Hawaii that provides this service," Palmer says, and points out that Green Bed Company keeps discarded beds out of Island landfills.

After pickup, the beds go to the Green Bed factory where "we tear down the mattresses, and build them back up. People know that Green

Beds have been completely refurbished—from top to bottom—and that they can trust us."

Refurbished beds, says Palmer, are used in group accommodations throughout the state—at Hawaii hotels, B&Bs and dormitories, to name a few.

A Marketing Mandate

As a hospitality professional, you know the value of comfort in marketing your property.

A guest's luggage may be lost, his rental car may be cramped and his kids may be screaming—but when he opens his hotel room door and sees that inviting expanse of premium mattress and linen, he knows he's home free.

Because even here in paradise, his main reason for booking a hotel room is getting a good night's sleep.

Year's End: A Busy Time for Hawaii

HAWAII TOURISM
AUTHORITY

2015 has been a busy year for our visitor industry. Hawaii is on track for a fourth consecutive year of record-breaking growth in spending and arrivals. This has largely been supported by the increase in air seats to the Hawaiian Islands.

This year, we are projecting a record 11.8 million air seats will service the state, which is a 6 percent jump compared to last year. Two new airlines will enter the Hawaii market before the end of the year: Virgin America will fly from San Francisco to both Honolulu and Kahului in November and December, respectively, and Jin Air from Seoul, South Korea to Honolulu in December.

AirAsia X, based out of Kuala Lumpur, Malaysia, is also expected to begin service to the state in 2016. This is an exciting new route that will provide air access to the Hawaiian Islands from a new emerging market

in Southeast Asia.

Collectively, the four new routes are projected to provide an estimated \$43 million in visitor spending for the state.

For us to maintain this level of air seats, we must ensure that there is sufficient demand for travel to the state. It is important that we work with our global marketing contractors and our visitor industry partners to ensure that Hawaii is positioned as both a leisure and business destination.

We also hope to highlight Hawaii as a premier sports destination. The HTA is pleased to support numerous sporting events across the state that draw both visitors and residents. The Diamond Head Classic, Hawaii Bowl and Maui Invitational will all take place during the fourth quarter of 2015. And this December, Hawaii will welcome the U.S. women's national soccer team to play for the first

time against Trinidad and Tobago at Aloha Stadium. The game will be broadcast on Fox Sports and highlight the Hawaiian Islands during the traditionally colder months.

We know that the end of the year is a busy time for everyone, especially as we enter peak travel season. On behalf of the HTA, I would like to personally thank all of you in the visitor industry and our industry for your dedication and hard work. It is everyone's collective effort that makes our industry a success. We hope that all of you have a safe and

happy holiday season.



George Szigeti is president and CEO of the Hawaii Tourism Authority (HTA), the state's tourism agency.



Closing Out 2015 with a Bang

Where has the year gone? The holiday season is upon us and with it comes the opportunity to offer your guests that feeling of home at your establishment through a holiday menu. We don't have the snow and our trees don't change colors, but we sure do have the holiday spirit here. People tend to dine out more and many businesses host parties throughout the holidays.

Nationally, the restaurant industry is projecting to increase 3.8 percent over last year, with a total of more than \$700 billion in industry sales by year's end, based on research by the National Restaurant Association.

In Hawaii, the strength of our economy is a positive sign that this season will see record numbers of people dining out, locals and visitors

alike. The visitor numbers to Hawaii are up through the first eight months by more than 4 percent, with the visitor spending increasing to more than \$10 billion, based on reports from the Hawaii Tourism Authority.

Let us help you get more business. The Hawaii Restaurant Association is an extension of our members' marketing tools. Log on to www.hawaiirestaurant.org and see the events that we will be suggesting to our extensive list of members and industry partners.

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 alike. HRA also has

a number of facts and resources that will help you be more productive and prosperous in your business.

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

Mahalo for your support.



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.



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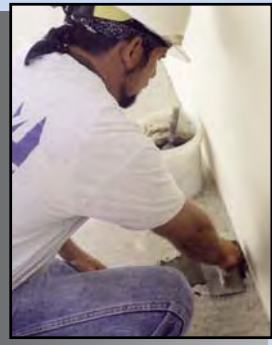
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