

INSIDE: CULINARY TRENDS * 'SMART' IRRIGATION * FEND OFF FRAUD

HAWAII *hospitality*

LODGING & FOODSERVICE | MARCH/APRIL 2016

HULA'S BIG SHOW

Merrie Monarch and Major
Triathlon draw Big Island visitors

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ON THE COVER: The annual annual Merrie Monarch Festival gets underway in late March.

checking in

Hotels and resorts rank among Hawaii's top consumers of water. To make the best use of every drop, resorts design their landscapes to reflect the Island's ecosystems, from its beaches to its tropical forests. Our report takes a look at ways hotels and resorts are taking advantage of technology to maintain their lush grounds while improving their irrigation systems.

From the Merrie Monarch Festival to the Lavaman Waikoloa Triathlon and the Kau Coffee Festival, the Big Island of Hawaii has a lot to offer residents and visitors this spring. In this issue of Hawaii Hospitality, we recap many of the activities scheduled across the Big Isle.

What's the latest cool beverage at the bar? The trendiest dish from the kitchen? We take a look to see what travel-savvy customers are asking for these days.

In their efforts to be more "green," Hawaii's hotels have adapted clever and money-making strategies. We take a look at some of the methods being utilized.

And we salute two vacation hotspots—the Waikiki Beach Marriott Resort & Spa and the Four Seasons Resort Lanai—who recently completed major upgrades to guestrooms, lobbies and recreation areas.

Aloha!

A handwritten signature in black ink, reading "David Putnam".

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HAWAII hospitality

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Na Po'e Pa'ahana Awards

PHOTOS BY
HAWKINS BIGGINS

The Hawaii Lodging & Tourism Authority (HLTA) presented the 2016 Na Po'e Pa'ahana Awards during a Jan. 14 ceremony that attracted 840 attendees to the Coral Ballroom at the Hilton Hawaiian Village Waikiki Beach Resort.



Ben Rafter, HLTA chairperson; Emily Arcangel, 2016 Outstanding Lodging Employee of the Year; Mufi Hannemann, HLTA president and CEO



Palaie Tia, Josef Lopez, Dante Luana, Jerome Gania, James Asuncion, Sony Balcobero, Jerry Cardenas, Rommel Cruz



Patricia Abad, Todd Nakayama, Elizabeth Higashi, Cary Miyashiro



Julie Leong, Kimberly Agas, Richard Desforge, Angela Morales, Janelle Sanqui



Jamie Kauwe, Lance Kauwe, Judy Ransford



Janet Li, Melissa Ferreira, Erica Gideon, Fleance Ramos, Maika Matas, Masami Oh



Karen Nakaoka, Lynette Eastman



Angela Flores, Samantha Bouffard, Susan Makio, Sally Salcedo, Erica Ralos, Ina Yzarri, Rowena Saoit



Kueni Maka, Lisa Feleunga, Jonathan Mouniga, Lata Vanisi, Lorna Barbosa Bennett Medeiros, Romel Alcantara, Puna Vanisa



Danny Pinkos, Stephanie Murray, Stacey Agcaoili, David Miller



Gary Lopez, Ian Laguatan, Elory Farias, Noralyn Opalek, Darlene Ruiz Farias, Brenda Josa, Elsa Lopez, Jen Laguatan



Lynn Gratz, Penny Carter, Heidi Maxwell, Kim Asuncion



Tracy Kupihea, Dante Dolor, Wayne Chow, Denise Bautista, Denise Wardlow, Marc Bennor, Flodeliza Martines, Dan Burns, KarLyn Flores, Leimomi Lum



Nerony Slade, Kahulu Santos, Carlos Ong, Nona Page, Lou Ching

HRA, HFIA Greet Legislators

PHOTOS BY
HAWKINS BIGGINS

The Hawaii Restaurant Association and the Hawaii Food Industry Association teamed up to host a Legislator Meet & Greet networking opportunity on Feb. 18 at Square Barrels Restaurant.



Gregg Fraser, Tracy Nakashima, Paul Tower



Tom Jones, Rep. Ken Ito, Gary Hanagami



Rep. Marcus Oshiro, Rich Turbin, Melissa Paulicek



Lyra Johnson, Sen. Will Espero, Melissa Takaaze



Rep. Nicole Lowen, Scott Glenn, Rep. Mathew Lo Presti



Rep. Beth Fukumoto, Rep. Tom Brower, Colleen Paparelli



Jerry Linville, Rep. Mark Hashem, Rep. Scott Saiki



**Robert Paparelli, Sarah Nguyen,
Brian Nishida**



**Rep. Ryan Yamare, Samantha Haas,
Dirk Koeppenkastrop**



Jamie Brown, Eric Aakhus, Michael Miller



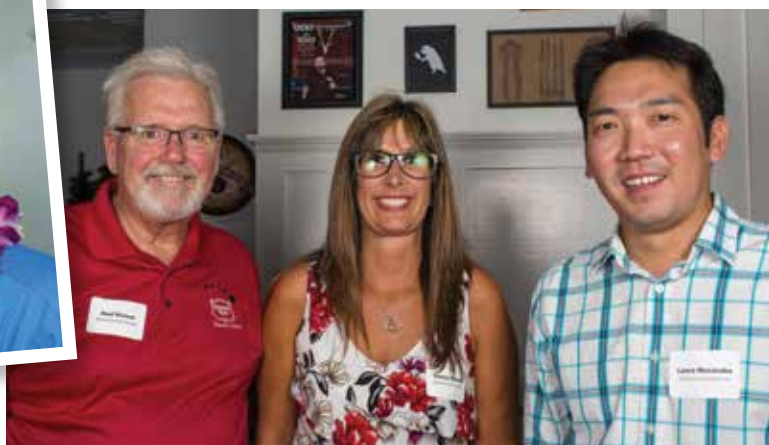
Rep. Chris Lee, Linda Yadao, Joy Gold



Rep. Ken Ito, Glenn Muranaka, Speaker Emeritus Calvin K.Y. Say



**Rep. Scott Nishimoto, Rep. Lynn Decoite,
Rep. Richard Onishi**



Neal Slocum, Stacy Slocum, Lance Muranaka



Lauren Zirbel, State Sen. Brian Taniguchi, Derek Kurisu



Rep. Joy San Buenaventura, Bonny Amemiya, Rep. Clift Tsuji

Marathons, Merrie Monarch & Cups o' Joe

The Big Island beckons with its iconic hula
competition, hearty outdoor races and festivals

Keiki hula performers at the
Laupahoehoe Music Festival

PHOTO BY SARAH ANDERSON PHOTOGRAPHY





BY PRISCILLA PÉREZ BILLIG

Amid a breathtaking combination of upcoming Big Island activities popular with both visitors and residents, 25 halau will compete in Hilo's world-famous Merrie Monarch Festival, beginning March 27.

A weeklong event beginning at the Afook Chinen Civic Auditorium, the Merrie Monarch culminates in a prestigious finale—a three-day hula competition featuring more than two dozen elite halau, or hula schools. The festival concludes on April 2.

The annual event honors King David Kalakaua, dubbed the Merrie Monarch for his love of the arts and cultural traditions. Daytime entertainment at the Hilo Naniloa Hotel is featured weekdays at noon and at the nearby Hilo Hawaiian Hotel at 1 p.m.

First introduced by Hawaii County in 1964 following a devastating tidal wave, the Hilo's business community needed an economic boost. The new festival consisted of a King Kalakaua beard look-alike contest, a barber-shop quartet contest, a relay race, the Holoku Ball and a re-creation of King Kalakaua's coronation.

Despite poor attendance in its early years, the festival began attracting large audiences when hula competition was added in the early 1970s. By the mid-70s, hula competition had been opened to men, attracting even more enthusiastic fans.

Today the weeklong celebration of hula and Hawaii culture is the biggest event of the year in Hilo, attracting visitors from around the world. On Thursday night, women compete for the soloist title of Miss Aloha Hula. Friday is the group hula kahiko competition, and Saturday is the night of hula 'auana and the presentation of awards.

In addition to the internationally acclaimed hula competition, the festival includes an invitational Hawaiian arts fair, hula shows and a grand parade through Hilo town.

www.merriemonarch.com

For hearty outdoorsmen and lovers of the arts, the Big Island is the place to be this spring. With a concentration of eco-climes and extraordinary



Cyclists bike along Kohala Coast.
PHOTO COURTESY BIVB/KIRK LEE AEDER



Kau coffee cherries

ecological diversity, natural wonders and rich cultural heritage, Hawaii Island lures the adventurous and the artistic to explore and discover.

- The Big Island International Marathon kicks off on March 20 at Bayfront, Hilo. Approximately 750 runners are expected to participate in a full marathon, half marathon, a 5K (3.1 miles) run/walk and an untimed fun walk.

A Boston Marathon qualifying race, the Big Island International Marathon course runs along the coast of old Hawaii, on historic roads with ocean views, scenic waterfalls, lush tropical forests and sugarcane fields.
www.hilomarathon.org

- The 20th annual Lavaman Waikoloa Triathlon is set for April 10 at the Waikoloa Beach Resort.

The triathlon includes a 40-kilometer off-road bike trek on a portion of the Ironman World Champion Bike Course. The Lavaman's 10-kilometer (6.2 miles) off-road run is one of the triathlon's most scenic with a portion of the course run on the ancient Kings Trail. The swim course is a 1,500-meter (.9 miles) ocean swim that starts at Anaehoomalu Bay at Waikoloa Beach.

Prior to the triathlon is a festival beginning April 8 with the Lavaman

Family, Health, Sports & Fitness Expo and the Lavaman 5K Sunset Run starting at Queens' Marketplace. The Expo continues April 9 along with the 15th annual Lavakids Aquathlon offshore of the Hilton Waikoloa Village.
www.lavamantriathlon.com

- The Laupahoehoe Music Festival, set for April 23 at Laupahoehoe Point Beach Park, serves as a fundraiser for local school children and kupuna along the Big Island's Hamakua coast. The festival offers games for kids, local food, craft vendors, a silent auction and a mixture of music styles, including Hawaiian slack key and halau performances.

Celebrating its 11th year, the music festival has generated more than \$35,000 in scholarships for the children in the community, including the students of Laupahoehoe Community Public Charter School, which presents the festival. www.laupahoehoemusicfestival.org

- Coffee lovers can enjoy a cup of Joe, grown in the rich volcanic soils on the Big Island, at the 2016 Kau Coffee Festival May 13-22. The festival's 10 days in Kau country includes visits to farms and roasters, coffee tasting and local cuisine.

Baristas prepare award-winning coffees during the Kau Coffee

Experience at the seventh annual Hoolaulea, which offers coffee tasting, music, dance, arts, crafts and food on May 21 at the Pahala Community Center. Farmers will introduce a variety of Kau coffees, ranked among the top 10 coffees in international and statewide competitions.

www.kaucoffeefest.com

- The 11th annual Big Island Film Festival premieres May 26-30 at the Fairmont Orchid, Hawaii located within the Mauna Lani Resort on the Kohala Coast.

Celebrating indie films, with shorts and features from Hawaii and around the world, the festival has been named twice in *MovieMaker* magazine's "Top Film Festivals Worth the Entry Fee," and received a special award from the Hollywood Foreign Press.

Filmmaker workshops are set for May 27-29 at the Lehua Theater at the Fairmont Orchid, Hawaii. Advance registration required. A "Best of the Fest" outdoor concert by Hawaiian musical entertainers is scheduled for May 30 followed by an audience choice feature and short film at the Plantation Estate. This final event includes a silent auction for Fisher Houses of Tripler Army Medical Center.

www.bigislandfilmfestival.com



Local performers at the Laupahoehoe Music Festival



The Big Island Film Festival at the Fairmont Orchid, Hawaii

2016 HRA EMPLOYEE APPRECIATION & EXCELLENCE AWARDS

HRA Honors Winners of Employee Excellence Awards

The Hawaii Restaurant Association (HRA) on March 8 announced the winners of its 2016 Employee Appreciation & Excellence Awards, which honor exceptional performance in the restaurant and foodservice industry.

The awards, for members and allied members, were presented at a luncheon at The Hawaii Prince Hotel in Waikiki. The 24 finalists include:

Front of House, Restaurant Member:

Antonio Espinosa, bartender, Cholo's; **Nalani Naughton-Quilit**, bartender/server, Outback Steakhouse; **Yazmyn Rodrigue**, lead server, Square Barrels;

Melissa Nakamura, barista, Bread N Butter; **Lina Atis**, cashier, Sunrise Café; **Leah Winkler**, bartender, Kona Brewing Company.

Back of House, Restaurant Member:

Michael Gaviola, chef, IL Gelato; **Kevin Ulep**, cook, Bread N Butter; **Allan Calubaquib**, storeroom clerk, Marriott's Maui Ocean Club; **Bronson Fernandez**, prep cook, Buho Cocina & Cantina; **Joe Wengu**, line cook, Shokudo Japanese Restaurant; **Thomas Johnston**, kitchen supervisor, Kona Brewing Company.

Front of House, Allied Member:

Leah Kane, wait staff, Gourmet Events Hawaii; **Silvia Yu**, wait help, Pacific Beach Hotel Oceanarium; **Mira Nakamoto**, server, Waikiki Parc Hotel; **Raina Cabanilla**,



Winners were honored at last year's HRA Employee Appreciation and Excellence Awards luncheon with (seated, from left) Dirk Koeppenkastrop, 2015 president, and Gregg Fraser, executive director.

**Congratulations to all the
HRA 2016 Award Winners**

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**Congratulations
Lloyd Luis for being nominated
for the HRA 2016 Employee
Appreciation & Excellence Awards**



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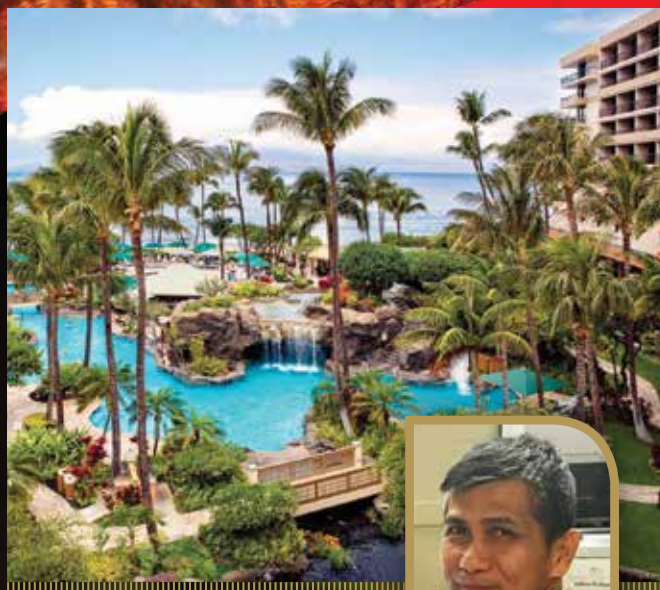
**Hawai'i
Restaurant
Association**

customer service representative, Y. Hata & Co. Ltd.; **Lisa Marana**, bartender, Gourmet Events Hawaii; **Agner Duque**, banquet wait help, Hawaii Prince Hotel Waikiki.

Back of House, Allied Member:

Jime Worachit, night order selector, Y. Hata & Co. Ltd.; **Lloyd Luis**, tile setter, Trinity Tile Contracting; **Carlito Dela Cruz**, stewarding, Pacific Beach Hotel; **Eduardo Conde-Santos**, delivery driver, Premium Inc.; **Mark Miura**, cook, Hawaii Prince Hotel Waikiki; **Dean Masui**, warehouse, Gourmet Events Hawaii.

Tyler Roukema served as chair of the committee tasked to evaluate nominations. He was joined by **Sharon Shigemoto**, **Gerda Tom**, **Naomi Azama**, **Jon Muranaka**, **Rob Mora**, **Derek Conselva** and **Mari Suyama**.



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Prepare a Battle Plan Against Chargebacks

Growing adoption of EMV prompts hotels, restaurants to prepare to fend off fraudulent transactions

BY STEVE BLIDNER

On Oct. 1, 2015 EMV (Europay, Visa, MasterCard) flipped the switch and moved liability for fraudulent chargebacks from the card-issuer to the merchant. Issuers have rushed to get Chip cards out the door, consumers have been subjected to new processes when they are paying their bills and iPOS (integrated point-of-sale) providers have been scrambling to provide compliant solutions.

Hotels and restaurants have been slow adopters of EMV. In many cases it's a costly capital outlay, with little perceived return. And, while not a mandate, today the liability shift continues to affect merchants. There have been cases where a guest checks out of a property or dines in a restaurant, does not dispute the charge, yet the hotel or restaurant receives a chargeback. Why is this happening and how can you defend your property against issuer-driven chargebacks?

The rules are fairly complex, and neither MasterCard or Visa can agree on the protocols which should be utilized for EMV. Depending on the card brand your guest uses, the rules may vary. If you have not implemented an EMV solution, and continue swiping credit cards, you could be issued chargebacks against EMV cards—even when the guest is not disputing the charges.

Can you defend your property? Absolutely, is the short answer. By implementing a variety of processes and systems, you can defend a non-guest-initiated chargeback.

First, you should plan your EMV strategy. You will need to identify a

solution to accept Chip cards (also known as Chip and PIN). This can be either an integrated solution provided by many terminal manufactures or it can be a semi-integrated solution provided by gateways and banks. Both integrated and semi-integrated solutions will provide EMV compliance for the liability shift.

Second, arm your front desk with ID/passport scanners which can be used to capture comprehensive guest data, inserting the ID information from the proper fields right into your property management system. ID/passport scanning solutions also allow you to record an image (and keep it on file) while it captures the card-owner's signature.

Finally, as you review your processes and how your front office, accounting team and others interact with your data, it is important to ensure easy retrieval of guest information including full name, address, birthdate and ID document number. ID/passport scanning solutions allow you to quickly pull the information necessary to dispute chargebacks.

Also, scanned electronic files improve office organization and simplify tax and auditing procedures by giving fast and easy access to information, resulting in improved client satisfaction, lower costs and improved profitability. Whether you need to fight a non-guest initiated chargeback, or you want to improve your customer target specific marketing, scanning solutions give you the opportunity to build accurate files and records.

"Initially, we purchased ID/passport scanners to add a layer of protection against fraudulent activity," says Rob Robinson, general manager of the Pacific Beach Hotel. "Having the ID scanned into our system helps to verify identities and reduces exposure with respect to credit card disputes.

"Now that we have them installed,

we are equally impressed with the efficiency they create during the check-in process and the ease of data collection to enhance our marketing database."

EMV isn't going away. The world of data and identity theft isn't going away either. As a property owner or a restaurateur, it's incumbent upon you to initiate the measures necessary to not only protect your guests' information (personal and credit), but also to ensure your property is able to defend itself against nonconsumer-driven chargebacks.

While no solution can prevent a chargeback occurrence, putting secu-

rity measures in place, including ID/passport scanning solutions, will give your property the back-up necessary to protect your assets.



Steve Blidner

Steve Blidner is founder and CEO of TTI Technologies. He can be reached at steve@ttitel.com or 646-218-2700 x201.

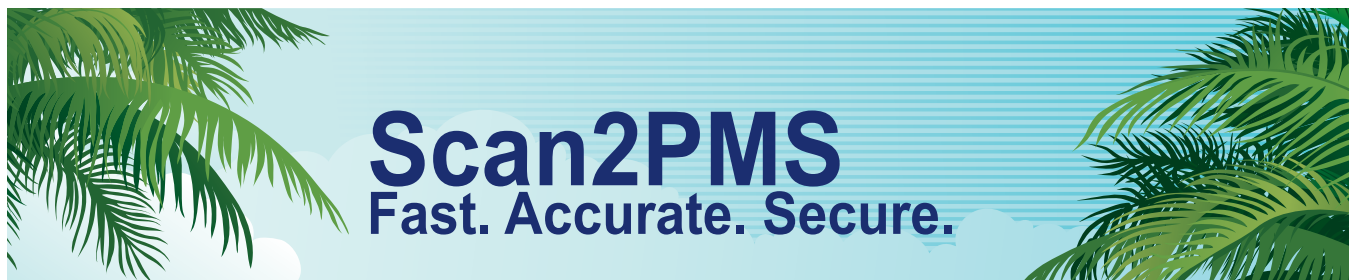




Scanner Points

When you implement an ID/Passport Scanning solution you:

- Securely store and manage guest identity and increase data privacy.
- Scan documents like passports, visas, other government ID cards like driver's license, resident card, TAX identification cards, etc. for future use.
- No longer have to manually update guest ID details on the Property Management System or guest check-in register in case hotel doesn't use any software; improving front office efficiency.
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PHOTO BY STEVE DUNLEAVY

Hot Culinary Trends for 2016

Industry professionals highlight what's on the menu and what's ahead

BY PRISCILLA PÉREZ BILLIG

The National Restaurant Association surveyed professional chefs, members of the American Culinary Federation, on which food, cuisines, beverages and culinary themes will be hot trends on restaurant menus in 2016. Hawaii chefs add their own local spin to the national trends.

Francois Milliet, executive chef at The Westin Kaanapali Ocean Resort Villas on Maui says the resort's top food trend is "maintaining a healthy lifestyle with nutritious food that is also delicious by introducing a variety of vegetables into our dishes."

Milliet's veggie-centric dishes offer a blistered shishito pepper dish that is served with kabayaki sauce (a sweet sauce made with mirin, sugar and soy sauce) and toasted macadamia nuts as



Francois Milliet

kale and a tempura shrimp with a spicy house-made TNT sauce. There is a house-smoked Kona kampachi, a fermented Maui onion and fennel kraut and smoked pork.

"As the aging baby boomer population leads us into a healthier diet and style of living, fruits and vegetables are becoming the main focus of our menus," Executive Chef Wayne Hirabayashi at The Kahala Hotel &

well as a flashed Brussels sprouts with pomegranate, surfing goat cheese and pancetta.

His kitchens also serve up hot honey sriracha chicken wings with kimchi

New Top Trends in 2016

- Chef-driven fast-casual concepts
- Fresh/house-made sausage
- Home delivery meal kits
- Protein-rich grains/seeds
- Small plate menus/restaurant concepts

Resort says. "Not only are fruits and vegetables the main ingredient on plates, but natural and organically grown is becoming a must also. We work more closely with farmers and seafood suppliers to get the freshest and safest products."

Hirabayashi adds that besides the smoking of meats, his kitchens use the new technology of slow cooking in a combi oven, or combination steam-convection oven, and sous vide (under vacuum) methods for "cuts of



Wayne Hirabayashi

The NRA's "What's Hot 2016 Culinary Forecast" highlights the following trends nationally.

What's Hot in the Kitchen

Veggie-centric: More restaurants and culinary professionals are championing fresh produce as the star-of-the-plate items, serving up vegetable-centric meals that are often vegetarian without being advertised as such. And even when animal proteins are included in the dish, the vegetable is still the main attraction.

Sriracha = the new ketchup: The Thai red sauce is followed in popularity by a range of other condiments and spices from various global cuisines applied to create brand new flavor combinations. Examples include chimichurri, an herb-infused green sauce originally from Argentina and used for grilled meat; Portuguese peri peri hot sauce; the Middle Eastern za'atar, a spice blend of sumac, sesame seed and herbs; and Indian raita, a seasoned yogurt and vegetable side dish.

African flavors: International cuisines have become ingrained in our everyday diets but Africa is still relatively under-explored when it comes to culinary experiences in the U.S. African flavors are a fast-growing trend that include berbere, harissa,

dukkah, ras el hanout and tsire.

Restaurant stores: Grocerants—grocery stores with foodservice—have been around for a few years. Restaurants are beginning to adapt that idea by considering fresh food retail operations. Hybrid concepts like food halls and market restaurants are leading the way.

Simple is key: Simplicity, back to basics cooking, and classic dishes focus on stripping down recipes to fewer ingredients to let them shine in all their glory. Venerable preparation methods like pickling, fermenting

and smoking are back, and traditional recipes are being refreshed for today's palates.

Kale salads & gluten-free: Kale salads and gluten-free cuisine, formerly hot trends, have been losing steam over the past couple of years. But these perennial favorites may evolve over time as kale is added to salads where other greens are traditionally used, like the Caesar and Cobb. Gluten-free items are becoming menu staples at many foodservice locations.

CONTINUED ON PAGE 24



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The renovated lobby at the
Waikiki Beach Marriott Resort & Spa

PHOTO COURTESY TYLER K. UCHIYAMA



Resorts in Paradise Get Beautified

Extensive facelifts unveiled at Waikiki and Lanai vacation spots

With little space for new hotels and resorts in Hawaii, constructing vacation spots from scratch is an expensive undertaking. Most existing hotels today opt instead to renovate and update their rooms, lobbies, grounds and pools—and everything in between.

In this issue of *Hawaii Hospitality* we take a look at two—the Waikiki Beach Marriott Resort & Spa and the Four Seasons Resort Lanai—vacation locations recently completing major upgrades.

Waikiki Beach Marriott Resort & Spa

“Full of light, full of life and full of energy is what sums up the completion of our beautification project,” says Chris Tatum, vice president and market general manager of Waikiki Beach Marriott Resort & Spa. “Every aspect of the transformation was made to keep in mind the next generation of travelers, the millennials. We are adapting to new travel trends.”

The hotel offers 1,310 guestrooms and suites. The work, with Lyle Hamasaki Construction Inc. as the

general contractor, began in January 2015 and wrapped up in December.

“We are keenly aware that the classic baby boomer traveler has different preferences from those of the millennial travelers who are technology-driven,” Tatum says. “Our hotel product today is the best there is to offer in Waikiki.”

The \$22 million transformation includes the newly named Nanea Lobby, porte cochere, front desk registration, new interior design and furniture, lighting fixtures, water features, main ballroom and meeting and special events rooms.

It also includes the 60-foot by 20-foot carved wooden artwork made by artist Kaiwi Nui Yoon of Honolulu called “Ka Maka Hinu” (the bright face) to reflect Queen Liliuokalani’s love for the people of her kingdom. Queen Liliuokalani was Hawaii’s last reigning monarch.

Other hotel amenities are the Kuhio Beach Grill, Sansei Seafood Restaurant & Sushi Bar and d.k Steak House; Arancino di Mare Italian Restaurant; Moana Terrace with live Hawaiian entertainment; Seattle’s Best Coffee; two heated swimming pools; the Royal Kaila Spa; a 24-hour fitness facility, high-speed and wireless Internet access; shops, boutiques and Hawaiian cultural activities.

Four Seasons Resort Lanai

Four Seasons Resort Lanai is now open to visitors. The newly styled Hawaiian luxury resort has undergone major renovations for nearly a year.

In a Hawaiian blessing ceremony, resort owner Lawrence J. Ellison and Isadore Sharp, founder and chairman

of Four Seasons Hotels and Resorts were joined by Maui Mayor Alan Arakawa, local dignitaries, community members and employees to officially open the resort.

“We are delighted to share a unique destination experience with rich culture, diverse landscapes and limitless

general contractor while the guestrooms’ updates were done by Hensel Phelps.

Interiors showcase walls of teak and zebra wood edging artisan-produced Nepalese lokta paper and floors of mahogany laid with woolen hand-woven area rugs. Fully integrat-

Every aspect of the transformation was made to keep in mind of the next generation of travelers.

options for relaxation and adventure here on Lanai,” says Tom Roelens, the resort’s general manager.

The new freshly renovated property features 217 guestrooms including 51 suites, lobbies and seating areas, dining experiences such as the signature One Forty American Steak, Nobu Lanai, Views at Manele Golf and Sports Bar as well as an immersive spa and wellness program. Luxury retail boutiques feature Missoni, Jimmy Choo and the Lanai Collection. The resort also is home to the 18-hole ocean-view Jack Nicklaus Signature Manele Golf Course.

The lobby and pool area renovations were done with Nordic PCL as

ed and intuitive lighting, temperature, service and privacy controls offer a highly responsive in-room technology experience featuring a 75-inch, platinum bezel LED television panel, along with wearable key wristbands to allow maximum flexibility during activities on-island, in-room iPad Airs and more.

Verdant botanical gardens and waterways showcase a lagoon-style, free-form central pool that features a cascading waterfall and two spas. Set apart is the adults-only Retreat, with waterfalls and lava rock grottos, which offers views of Hulopoe Bay.



Attending the opening of the Four Seasons Resort Lanai are, (from left) Riki Hokama, Maui City Council committee chair; Lawrence Ellison, owner; Tom Roelens, general manager; Isadore Sharp, founder and chairman; and Maui Mayor Alan Arakawa.



SUSTAINABLE BEAUTY

‘Green’ initiatives create energy savings and property impact

BY BRETT ALEXANDER-ESTES

Starwood Hotels & Resorts’ green initiative, “30/20 by 20,” calls for a 30 percent reduction in energy use and a 20 percent reduction in water consumption per built hotel room globally by 2020. Starwood’s 2009 landmark environmental initiative has already saved the company millions in maintenance and operating costs, and also serves to enhance the allure of its legendary properties.

Starwood’s steps to achieving the “30/20 by 20” goal include low-cost upgrades such as high-efficiency LED lighting and low-flow fixtures, as well as capital improvements like installation of energy-efficient air conditioning, heat pumps and exchangers. Starwood is also integrating sustain-

able and social responsibility practices into its guest services programs, food and beverage operations and meeting practices.

The company’s Hawaii properties are implementing “30/20 by 20,” initiatives across the board, and are adapting the mandate to the needs of each property in ingenious, profitable and often eye-popping ways.

The Royal Hawaiian, A Luxury Collection Resort

Hawaii’s iconic Pink Palace ranks first for energy efficiency among Starwood resorts nationwide, thanks to a \$60 million renovation completed as part of the hotel’s transformation into a Starwood Luxury Collection Resort

and the resort’s “Pink is the New Green” sustainability initiatives.

Energy upgrades include more energy-efficient appliances and a rooftop solar thermal system atop the new Mailani Tower. The solar system alone reduces energy consumption by 60 percent. Initiatives include a green room program with 30 to 50 percent of guests opting out of daily laundering to reduce water and energy use.

Sheraton Kauai Resort

During its \$16 million revitalization in 2012, the Sheraton Kauai Resort introduced energy-saving variable speed drives—used in various water features and in the resort’s ocean side chiller plant—motion-sensor lights and power-management systems that reduce energy use in maids’ closets



The Sheraton Kauai uses energy-saving variable speed drives at its various water features.

and low-flow showerheads to control water use in guest bathrooms. In-room air conditioners automatically power off when sliding-glass doors are open and adjust temperature settings based on arrival and departure times.

Other sustainability efforts include grooming the Maluhia Tree Tunnel annually and frequent beach cleanups. Every month, the resort's Table 53 program at RumFire Poipu Beach donates all food and beverage proceeds from this particular table to a different Kauai charity or nonprofit organization.

The Westin Princeville Ocean Resort Villas

In May 2015, Starwood's luxury

Kauai property achieved Gold status as one of that year's Tripadvisor GreenLeaders. The GreenLeaders program selects eco-friendly hotels and resorts that feature green practices such as recycling, local and organic food, and electric car charging stations.

One of Kauai's largest resorts, the Villas is reducing its carbon footprint with an onsite cogeneration plant that now supplies 90 percent of the resort's electricity and 100 percent of resort water heating. Completed in 2015, the combined cooling, heat and power system runs the 18.5-acre property's eight buildings. The system's five generators use the thermal-energy byproduct of power generation for heating and cooling throughout the resort—including the resort's clubhouse, four pools,



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Pools at The Westin Princeville Ocean Resort Villas are maintained by an onsite cogeneration plant.

three whirlpools and 346 guest villas. Starwood says the multimillion-dollar project has cut the resort's utility costs dramatically.

Sheraton Maui Resort & Spa

"Reuse, Recycle, Regenerate" is the motto at Starwood's oceanfront showplace nestled on Kaanapali's legendary Black Rock. The resort is committed to preserving its pristine white-sand beach and the purity of its offshore waters through daily sustainable practices.

The 23-acre resort's core energy efficiency and water conservation initiatives are supplemented by critical recycling efforts that protect the natural environment and give back to the community. All HI-5 and non-HI-5 recyclable items are picked up from guestrooms and sorted each day for recycling. Partially used bath amenities are donated to social welfare organizations and outdated bedding items are donated to the Maui Humane Society and Salvation Army. Cardboard and paper are recycled on a weekly basis and all landscape waste from continual upkeep is picked up weekly and recycled into mulch.

Hawaii's sparkling beauty—and the response it inspires in visitors worldwide—is tied to the strength of the land and its people. "We recognize



that the vitality of the resort is directly linked to the vitality of the community where it operates," says Denise Wardlow, Westin Princeville's general manager, and Starwood's green initiative is strengthening Hawaii's environment and its communities step by vital step.

CONTINUED FROM PAGE 19

What's Cool at the Bar

Whether on vacation or just out on the town, those who belly up to the bar usually ask for one or more of the following favorites. The National Restaurant Association's "What's Hot 2016 Culinary Forecast" determined the order of preference:

1. Craft or artisan spirits, brews produced by boutique-style distilleries.
2. Locally produced beer, wine and spirits.
3. Onsite barrel-aged drinks.
4. Culinary cocktails, often made to order using savory, fresh ingredients.

5. Regional signature cocktails, like the Blue Hawaiian.
6. Food-beer pairings.
7. Edible cocktails that use fresh garden ingredients, like elderflower, hibiscus and fruit nectars.
8. House-brewed beer.
9. Food-liquor/cocktail pairings.
10. Non-traditional liquors such as Korean soju, Japanese shochu and Brazilian cachaça.

A Snapshot of the Future

The National Restaurant Association engaged a panel of industry

leaders and experts to identify and analyze how restaurant industry challenges and opportunities will evolve in the future. Among the top most likely developments in 2020 are:

- Although new technologies will offer great benefits, successful operators will retain a personal touch element.
- Healthy eating will continue to grow.
- Convenience stores and grocery stores will continue to expand their foodservice offerings.
- Even higher levels of diversity will characterize the restaurant industry workforce.
- Electronic pay-at-table and mobile payments will be commonplace.



The Westin Princeville Ocean Resort Villas onsite cogeneration plant supplies 90 percent of the resort's electricity.

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Cut Maintenance Costs, Drop by Drop

Landscaping and profit margins grow with 'smart' irrigation

BY BRETT ALEXANDER-ESTES

Seven years ago The Westin Princeville Ocean Resort Villas installed its first “smart” irrigation system. Maintenance costs for the Kauai resort’s 17 landscaped acres immediately dropped, says Brian Harrier, the resort’s director of engineering. The system, Harrier says, coordinates input from the Westin Princeville landscaping management team “seven days a week.”

“The resort has a first-generation smart irrigation system that monitors rainfall,” says Harrier. “It sends current rainfall stats out to the different vegetation zones on the property, and each zone responds with its

irrigation needs.”

Hawaii’s resort landscapes—and their varied irrigation requirements—mirror Island ecosystems, which range from arid beaches to tropical forests. An oceanfront golf course, for example, has vastly different watering needs than a shaded flowerbed.

“Smart irrigation systems use a number of variables to calculate when to water and when not to,” says Roland Bredlau, landscape designer and project manager at No Ka Oi Landscape Services on Kauai. Bredlau says time- and site-specific watering “is key in saving money as overwatering is not only detrimental to certain plants, it’s basically money down the drain.”

Plug the Profit Drain

Hotels and resorts are among Hawaii’s top water consumers. The state’s Department of Business, Economic Development and Tourism’s *2014 State of Hawaii Data Book* includes five Waikiki hospitality properties in its list of Oahu’s top 25 water users from May 2013 to April 2014. In the fiscal years from 2013 to 2015, Honolulu’s Board of Water Supply (BWS) monthly commercial water use rates went up 9.65 percent per year. And as water rates go up, a property’s profit margins go down.

Some Hawaii hoteliers have taken heed and are successfully reducing their irrigation consumption. In 2009,

The Westin Princeville Ocean Resort Villas covers a wide spectrum of landscaping zones.

PHOTO COURTESY THE WESTIN PRINCEVILLE OCEAN RESORT VILLAS



Starwood Hotels & Resorts began its “30/20 by 20” initiative, which calls for a 20 percent reduction in water consumption per built hotel room globally by 2020. Starwood says its HydroPoint WeatherTRAK smart irrigation system at pilot hospitality sites has saved the company 307 million gallons and \$2.1 million so far.

Stop Leaks Instantly

“The biggest water loss on a large property doesn’t usually come from overwatering,” says Harrier. “It comes from leaks in the system.” The Environmental Protection Agency (EPA) says an irrigation system with a single leak 1/32nd of an inch in diameter—about the thickness of a dime—can waste about 6,300 gallons of water per month. Using BWS current commercial rates of \$4.96 per thousand gallons of water used, that works out to about \$31 per leak, per month, and about \$400 per year.

Bredlau says instant leak detection is a major advantage of a smart irrigation system, and notes Hawaii’s water officials will not always cancel extra charges incurred by a broken line. “Today’s (irrigation) controllers offer the ability to not only detect leaks in the irrigation system, but also shut down the irrigation at the point of connection via flow sensors and master valves.”

Improve Job Performance

“On large resort properties, you can accumulate costly man-hours checking irrigation in the field,” says Bredlau. “A smart controller that can be operated from phone or tablet makes field irrigation tests tremendously more efficient.”

A landscaping crew must also trim overwatered weeds, plants and trees. “A property absolutely saves man-hours of work by using a smart irrigation system,” says Harrier. “We’re not only saving on the cost of overwatering; we’re saving by keeping control of (plant) growth.”

Adjust Watering Windows

Turf at The Westin Princeville Ocean Resort Villas was specifically selected for its low-watering profile.

PHOTO COURTESY
THE WESTIN PRINCEVILLE
OCEAN RESORT VILLAS



Since all hotels and resorts have the occasional emergency and stage countless festivities, their irrigation systems must adjust accordingly.

Bredlau says No Ka Oi upgraded a large retail center's smart irrigation system by allowing the watering schedule to be adjusted from a device or the center's office to accommodate special events. "This particular property just had their parking lot repaved, and needed to have certain stations temporarily shut down," says Bredlau. "These adjustments were made from the office by the account manager without ever interrupting the onsite foreman or sending out an irrigation technician."

Top Irrigation Systems

On hospitality properties, Bredlau says, "we have had great success with Tumor, WeatherTrak HydroPoint, The Hunter ICORE, and the RainBird ESP-SMTe controllers." The two most commonly used irrigation controllers in the landscaping industry today, he says, are ET (evapotranspiration)-based and soil moisture-based.

ET second-generation irrigation systems are usually hooked up to weather monitoring equipment mounted on a property's buildings. "When considering an ET-based system you want to make sure that the weather data being collected to determine watering schedules are located as close as possible to the property, preferably on-site," says Bredlau.

Efficient Irrigation

The top 5 best management practices for installing and maintaining a landscape irrigation system, developed by the Landscape Industry Council of Hawaii in partnership with the State of Hawaii Commission on Water Resources Management, the City & County of Honolulu and the Honolulu Board



Poolside ground cover at The Westin Princeville Ocean Resort Villas includes low-water species like lauae fern, ti and palms.

PHOTOS COURTESY THE WESTIN PRINCEVILLE OCEAN RESORT VILLAS

These systems, says Harrier, "get the latest rainfall information from space stations and satellites."

The EPA, along with other partners, is developing a rating system for soil moisture-based irrigation sensors that is expected to be complete by the end of 2016.

Get 'Smarter'

"One of the most (common) inefficiencies of a basic system is watering while it's raining," says Bredlau, who says a basic system is easily upgraded to its brainier counterpart. "There are multiple upgrades that can take your basic system and convert it to a smarter system. One of the most common starting points for this transition is installing a rain sensor and/or weather station. These little steps

are great ways to begin saving money from your irrigation system, and are relatively inexpensive."

Lush Plants and Profit Margins

"Thanks to today's modern technology, we have the capability to factor in the different irrigation requirements for specific plant species as well as the type of soil in each planter and the amount of elevation change in each particular planting area," says Bredlau. "These variables can really allow the landscape contractor to hone in on the minimum amount of water necessary to maintain a healthy lush landscape." A drop of water saved is a penny saved, he notes—and is often much, much more.

of Water Supply (BWS):

1. Avoid watering lawns between 9 a.m. and 5 p.m. Water in the early morning, evening, or at night.
2. Adjust your irrigation schedule throughout the year according to current soil conditions and seasonal weather conditions.
3. Use water-saving irrigation components

such as rotary nozzles, pressure-regulated spray heads/valves, rain switches or high-efficiency nozzles.

4. Conduct monthly sprinkler inspections.
5. Use climate-based irrigation controllers (Smart Irrigation, Smart Controllers) to schedule watering based on weather conditions.

Hawaii's Hotel Engineers: PRICELESS

Toiling behind the scenes, they help keep guests happy by ensuring their properties function like well-oiled machines

BY ALBERT LANIER

A hotel, like a machine, needs to run smoothly and efficiently, and keeping the gears turning are the hotel engineers.

These back-of-the-house, mostly unseen-to-the-public employees utilize a number of skill sets to keep their hotels functioning perfectly.

Harzali Hashim, director of engineering for the Sheraton Waikiki, says that the function of a hotel engineer is “to look after the facility and ensure it looks the best for guests and visitors.” The job’s



Harzali Hashim

multiple aspects include “normal repair and maintenance, labor management, capital projects, budgeting, sustainability and union relations.”

David Miller, director of facilities for the Hyatt Regency Waikiki, also notes the multifaceted nature of being a hotel engineer, such as dealing



David Miller

with design aspects, the impact of upgrades to facilities and maintaining the physical plant of the hotel itself. The route to becoming a hotel engineer varies. Hashim was educated as an electrical engineer and previously was a design engineer. About a decade ago, a friend encouraged Hashim to apply for a position as the engineering manager

at the Moana Surfrider—and make the career move from design work to managing facilities as a hotel engineer.

Miller, on the other hand, studied political science in college and worked as a lifeguard for an apartment complex. It was while working at that job that he was approached about getting into the property management business. Miller soon found himself managing properties, followed by a move into the hospitality business where he worked for Hyatt.

At Hyatt, Miller has had a number of extensive training programs from learning about air conditioning systems by training with Trane and Carrier to learning how to be a locksmith and mastering hotel maintenance.

Overseeing both housekeeping and engineering at the Hyatt Regency. Its two towers and 1,230 rooms keep Miller and his staff on their toes. “You can’t get overwhelmed by it,” he says. “You don’t take it personally.”

Hashim says there is “never a dull moment at the hotel in the engineering world. You can have your day planned out in the morning, and then something breaks or goes down and then you have to spring into action to ensure minimal disruption to the hotel operations and guest experience.”

Hashim relies on a team of 60 engineers and four managers at the Sheraton. Miller has over 100 engineers on staff at the Hyatt.

Age of Technology

The hotel industry has seen its share of changes. In the past, Miller says, to facilitate maintenance, hotel room change and other tasks, work orders had to be filled out and turned

in. Now technology enables faster and more efficient methods for taking care of numerous hotel sections while also responding to unexpected issues and problems.

For example, hotels use a room expeditor app called Rex that can be uploaded to mobile devices and allows a housekeeping staff to keep tabs on whether a guest is in a room has checked out, whether a room is ready to be cleaned or still occupied. The app also displays guests’ names so that a member of the hotel staff can address guests personally.

Miller says the app is an improvement over grabbing a clipboard and knocking on the door of a room. “You don’t want to go knocking on a door at a resort at 8 in the morning,” he says.

Hotsos is another advance in helping hotels operate more effectively. Hotsos is a maintenance system that routes calls to a central dispatcher that then relays the call and messages to the appropriate party. Hotsos provides information about the rooms in question, including what work has been done, how it has been maintained and other details. The system can also be accessed via iPads, iPhones and iPods.

Computerized air conditioning systems also can provide important information, such as the temperature levels for the various rooms and a graphic representation of a room.

Hashim notes that “computerized work-order management systems help us expedite repairs around the hotel and ensure they get assigned to the correct trade. This system also helps us track issues to determine whether they are one-offs or recurring, which would need further investigation to determine the root cause.

“We are always looking at new technologies to ensure our central plant equipment is working as efficiently as possible and saving energy and water which has a direct effect on our bottom line.”

Adds Miller, “we’re working smarter.”

The Bottom Line

The octagonal shape and design of the Hyatt Regency stands apart from other hotels in Waikiki. The hotel

CONTINUED ON PAGE 32

HTA Appoints Three

The Hawaii Tourism Authority (HTA) recently announced three appointments to its management team. **Leslie Dance**



Leslie Dance

has been named vice president of marketing and product development, **Charlene Chan** was appointed director of communications and **Chris Sadayasu** is the brand manager.



Charlene Chan

The Honolulu-born Dance will direct HTA's global marketing program. Her background includes serving as vice president of worldwide brand strategy, management and communication for Eastman Kodak and corporate vice president and general manager of global marketing and communication for Motorola Mobile Device Business.



Chris Sadayasu

Chan brings 26 years of international business and marketing experience to HTA. She will serve as HTA's primary contact for media, industry stakeholders and the general public on communication issues. Chan has worked for the past decade in Honolulu, including seven years as executive vice president and chief operating officer for the public relations firm Bright Light Marketing.

Sadayasu is responsible for managing tourism marketing in Oceania and supporting HTA's leadership with project management of its sponsored Hawaii-based special events. A 1998 graduate of the University of Hawaii's William S. Richardson School of Law, he has worked with the City and County of Honolulu's Office of Strategic Development, the Hawaii Community Development Authority, the Aloha Tower Development Corporation and the Hawaii Housing Finance and Development Corporation.

Celebrity Cruises Hires Sales Manager

Celebrity Cruises appoints **Alexandra Shapiro** to the position of market sales manager, West Region. She is responsible for the development and execution of sales strategy in the San Diego, Hawaii and Las Vegas territory.



Alexandra Shapiro

Previously Shapiro was event specialist with Celebrity Cruises in Philadelphia and also has worked as field marketing specialist for Wolverine Worldwide, representing Merrell outdoor recreational products.

Shapiro holds a bachelor's degree in strategic and organizational communications from Temple University, where she played Division I lacrosse.

"We are looking forward to Alex's passion, creativity and drive for results making an impact in our efforts to grow our business and continue to excite travelers about our modern luxury brand's upscale culinary, service, wellness and destination experiences," says Scott Clifton, director of market sales, Celebrity Cruises.

DoubleTree Names Lasater Director of Sales

DoubleTree by Hilton Alana Waikiki Beach's new director of sales is **Marjella Undine Homena Lasater**.

Lasater has more than 15 years of sales and marketing experience in the hotel and resort industry. She has worked with local, regional and international hotel chains for inbound and outbound markets for leisure and corporate accounts.



Marjella Undine Homena Lasater

Most recently, Lasater was a manager in training at Anchorage Marriott Downtown, working in areas of front desk and sales. Previously,

she was director of sales for Hyatt Regency Hotel and Casino Manila, where she led the 11-person sales team. She also was regional sales manager for Marco Polo Hotels and established the Manila regional sales office for the hotel chain.

Lasater earned a bachelor's degree in tourism at the University of the Philippines in Manila. She has received the Marriott Award for Exemplary Commitment to Quality Service & Customer Satisfaction and Back-of-House Employee of the Month for Marriott Anchorage Downtown.

Starwood Promotes Carroll

Starwood Hotels & Resorts Worldwide Inc. has promoted **Ashley Carroll** to account director for group sales at the company's Maui Sales Complex. Carroll will oversee Sheraton Maui Resort & Spa and Westin Maui Resort & Spa group sales efforts in



Ashley Carroll

the U.S. Midwest. Carroll reports to Mike Masterson, Maui Sales Complex sales leader.

"Ashley possesses many of the qualities and skills you look for in a sales person and she applies those

skills effectively each and every day to the benefit of her customers and our Maui resorts," said Stan Hershenow, Starwood Hotels & Resorts (Hawaii) Group Sales regional director.

Carroll joined Starwood as a group sales manager in 2013. Her sales have exceeded annual goals and have earned national recognition from Starwood North America. Previously, Carroll held positions at the Maui Ritz-Carlton and Kapalua Land Company.

Carroll received a bachelor's degree in marine biology from California Polytechnic State University-San Luis Obispo.

New Culinary Team at Sheraton Kauai

The Sheraton Kauai Resort recently promoted **Michael Young** to executive chef and appointed **Cory Sargent** as chef de cuisine and **Gabe Balenzuela** as sous chef. Young will oversee all Sheraton Kauai



Michael Young

culinary operations including restaurants RumFire Poipu Beach, Lava's on Poipu Beach and the resort's banquets, catering events and luau.

Young first joined the resort in 2014 as chef de cuisine for RumFire Poipu Beach and in recent months served as acting executive chef. His more than 25 years of culinary experience include positions at Merriman's



Cory Sargent

Fish House on Kauai, The Grand Wailea on Maui and as a restaurant owner. Young trained under Michelin Star-rated chef Michael Mina at Aqua San Francisco and holds an A.O.S. from the California Culinary



Gabe Balenzuela

of Aspen's The Little Nell while Moscatello was at Denver's J.W. Marriott Hotel, as sous chef at Excelsior Restaurant in Telluride and as executive chef at the Madeline Hotel and Residences Telluride, overseeing Black Iron Kitchen + Bar and Rev.

As sous chef at Lava's on Poipu Beach, Balenzuela will focus on the poolside restaurant's dining experience. Balenzuela received his degree in culinary arts at Johnson and Wales University in Denver, Colorado, and has held positions at the award-winning Adegia Restaurant and Wine Bar, Mirepoix Restaurant in Cherry Creek, The Oceanaire Seafood Room, and the Madeline Hotel & Residences, Telluride.

Academy.

Sargent will oversee the RumFire Poipu Beach kitchen and the restaurant's Table 53 program. Previous positions include assisting acclaimed chef Bryan Moscatello

Marine Life Hale Debuts on Maui

Sheraton Maui Resort & Spa and Maui Ocean Center have created a Hawaiian Marine Life Hale at the resort. A Maui Ocean Center marine naturalist is available daily from 9 a.m. to noon to discuss marine life found along the Kaanapali coastline and on the Island of Maui.

Just steps from the Sheraton Maui Resort & Spa lies an underwater natural "amusement park" known as Puu Kekaa, or Black Rock. The area is home to many unique Hawaiian fish, invertebrates, *honu* (green sea turtles) and marine mammals.

The Hawaiian Marine Life Hale is located close to the ocean along the resort's beach path. The space also features small live animals such as sea cucumbers, sea stars, hermit crabs and brine shrimp, allowing guests to see and learn about the variety of ocean creatures found in waters fronting the resort.

Top Family-Friendly Properties

Disney-Area Accommodations Dominate U.S. Top 10

Aulani, the Disney Resort and Spa located in Kapolei, this month was ranked by TripAdvisor among the world's most family-friendly hotels. Unlike other hotel honors, TripAdvisor Travelers' Choice winners, including Aulani, are based on millions of reviews and opinions from travelers around the world.

Award winners were determined using an algorithm that took into account the quantity and quality of reviews from travelers on TripAdvisor gathered over a 12-month period with emphasis placed on reviews marked as a family stay.

"These Travelers' Choice award-winners make it easier for parents to find that perfect hotel for their next family trip," said Barbara Messing, chief marketing officer for TripAdvisor. "Travelers can enjoy a host of family-friendly amenities and activities that will keep everyone entertained, and without breaking the bank as these properties are bookable for an average of \$219 per night on TripAdvisor."

Top 10 Travelers' Choice Hotels for Families in the U.S.:

1. Floridays Resort Orlando – Orlando, Fla.: Bookable on TripAdvisor for an average rate of \$214 per night. Most affordable month to visit: September (\$184)

2. Staybridge Suites Lake Buena Vista – Orlando, Fla.: Bookable on TripAdvisor for an average rate of \$170 per night. Most affordable month to visit: April (\$160)

3. Woodloch Pines Resort – Hawley, Pa.: This all-inclusive resort is bookable on TripAdvisor for an average rate of \$642 per night. Most affordable month to visit: December (\$473)

4. Howard Johnson Anaheim Hotel and Water Playground – Anaheim, Calif.: Bookable on TripAdvisor for an average rate of \$213 per night. Most affordable month to visit: May (\$201)

5. Disney's Art of Animation Resort – Kissimmee, Fla.: Bookable on TripAdvisor for an average rate of \$339 per night. Most affordable month to visit: November (\$299)

6. Disney's Wilderness Lodge – Orlando, Fla.: Bookable on TripAdvisor for an average rate of \$406 per night. Most affordable

month to visit: August (\$348)

7. Marriott's Cypress Harbour – Orlando, Fla.: Bookable on TripAdvisor for an average rate of \$297 per night. Most affordable month to visit: September (\$246)

8. Candy Cane Inn – Anaheim, Calif.: Bookable on TripAdvisor for an average rate of \$181 per night. Most affordable month to visit: March (\$165)

9. Aulani, a Disney Resort & Spa – Kapolei: This resort is bookable on TripAdvisor for an average rate of \$576 per night. Most affordable month to visit: May (\$463)

Set on 21 lush acres just steps from the shores of Oahu, the Aulani offers 350 luxurious rooms, as well as 480 spacious villas ideal for families. Guests will enjoy the pool, waterslides and lazy river, while those in need of downtime can visit the "Laniwai" spa or head to one of the magnificent beaches. A TripAdvisor reviewer gushed, "Yes! That's all I can say if you have little kids. Our children loved 'Aunty's Beach House' kids club and we loved it because it gave us time to relax at the pool."

10. Rocking Horse Ranch Resort – Highland, N.Y.: This all-inclusive resort is bookable on TripAdvisor for an average rate of \$625 per night. Most affordable month to visit: May (\$507)

CONTINUED FROM PAGE 29

is designed with fewer rooms per floor—18 compared to the usual 30 or so rooms per floor at most hotels. However, Miller notes that "we were designed pretty much the same as any hotel that was built in 1976."

The Sheraton and its ancillary properties are what Hashim calls "trade-based," meaning it employs "licensed electricians and plumbers along with journeyman painters, carpenters, locksmiths, masons, upholsterers and AC refrigeration and mechanics."

Having licensed personnel allows Sheraton "to do a lot of projects in-house rather than outsourcing to contractors," Hashim says. "Doing

projects in-house is often cheaper and provides a better quality of work due to the ownership that the associates take as they are the ones who have to maintain it."

Does an effective engineering staff make a difference in terms of a hotel's financial bottom line? Hashim believes so. "The more efficient your major equipment in the central plant, the more energy and water you save and thus your utility expenses decrease," he says.

"Utilities are one of the biggest expenses that an engineering department has, and the slightest of changes in usage can create savings in the long term. On the public side of things, you want to make sure everything is looking its best to create the best

impression on our guests and visitors.

"If the public areas are poorly maintained, the guests will perceive this as not getting value for the price they are paying which may result in them choosing another hotel to stay at next time," Hashim adds.

Ultimately, he says, a hotel engineer's various functions and duties all relate to the guest experience: Having a visitor check in and enjoy the facilities with a minimum of fuss and bother.

Miller notes that experience is a "huge" bonus. Hotel engineers who have weathered power failures and a litany of other game-changing problems will know how to deal with whatever issues come their way. "It's not so devastating," he says.

Year's End: A Busy Time for Hawaii

Anyone who knows me knows I'm all about individuals working as a team to achieve goals benefiting everyone.

Emphasizing teamwork and putting the group's needs above individual interests leads to successes we can all celebrate together. It's the philosophy I preached in the private sector and in my message to our tourism industry stakeholders.

Hawaii is a much stronger destination when everyone collaborates to support our tourism industry and, most importantly, the families who rely on the industry's success. Collaboration is an absolute necessity given the fact that Hawaii competes against international destinations with far greater funding for tourism marketing.

Our team at the Hawaii Tourism Authority became stronger on Jan. 5 when three highly skilled professionals joined us to strengthen our

global marketing efforts for Hawaii's tourism industry. Leslie Dance was appointed vice president of marketing and product development, Chris Sadayasu as brand manager and Charlene Chan as director of communications.

- Leslie is directing HTA's global marketing program. Born in Honolulu and having worked in public relations on Hawaii Island and Oahu early in her career, she has strong local ties.

Leslie held executive marketing positions for high-profile corporations, including Motorola and Kodak, in London, Chicago, Rochester and Seattle.

- Chris is directing HTA's tourism efforts in Oceania, and managing sports and special events we sponsor statewide aimed at generating international exposure for Hawaii's brand.

A former collegiate tennis player, his experience includes 14 years plan-

ning large-scale community projects for the City and County of Honolulu's Office of Strategic Development, and the state's Hawaii Community Development Authority and Hawaii Housing Finance and Development Corporation.

- Charlene is HTA's primary contact for news media, industry stakeholders and the general public.

A strategic communications professional, she will ensure we fulfill our pledge to be open and transparent with tourism's stakeholders and the general public.

Mahalo for your continued support.



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

HRA | Gregg Fraser

New Year, New Opportunity

The days are flying by and before you know it, another month will have gone by. When do we get the time to stop and really take a look at what we need to do to grow our business? The answer is . . . never.

So it's more important now to look toward our partnerships in the industry to feed us information, ideas and even help us plan for the future. The Hawaii Restaurant Association is always here to help but we also recommend that you connect with the National Restaurant Association and other industry associations for even more support.

Every restaurant operator is concerned with what is going to happen at the current legislative session, HRA will keep you up to speed on how we are addressing issues that impact the entire foodservice industry.

But there's more to it than that. As

times get tough, money is a little tight and you need ways to promote your business that don't cost much. There are many options that have proven to be successful, one of the most popular being Facebook.

The world's largest social network has more than 1.15 billion global users. The behemoth network is only nine years old and attracts users from a wide range of demographics, gender, race and age levels.

The brilliant thing about Facebook from a marketing standpoint is that users provide all of the data that allows you to target them. Additionally, Facebook has the largest share of mobile engagement, meaning you can target users before they get out of bed, during their morning commute or while they are watching television at night—those times they are not at

their home or office computers.

Most operators have their restaurant's business page set up on Facebook. A business page is your restaurant's main presence and the key way for customers to interact with your brand on Facebook. Let us know if you need help getting your restaurant's page up and running.

The Hawaii Restaurant Association is an extension of your marketing tools. Log on to our website for helpful tips and ideas to help you grow your business.



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

Legislative Priorities for 2016

As we make our way through 2016, we remind ourselves of the great fortune we've had as a prosperous hospitality industry these past several years. Through 2015 the state of Hawaii has been blessed with its fourth consecutive record-breaking year in visitor arrivals and visitor spending, and Hawaii tourism officials are projecting a fifth this year. With this upward trend in record years, it is imperative that we not rest on our laurels, but rather focus our attention on keeping the momentum moving forward.

This brings me to the topic of Hawaii Lodging & Tourism Association's mission, "to provide advocacy and education to the hospitality industry." Over the past two months the 2016 Hawaii legislative session has been in full swing as over 2,300 bills have been introduced for consideration. As tourism is our number one economic driver, it is important that we advocate for measures that will help build our industry in both the private and public sectors. As the state focuses its attention on the big square building in Honolulu, let me share with you the legislative priorities of the HLTA.

Our No. 1 priority this legislative session can be summarized in three simple words: transient vacation units, or TVUs. With respect to TVUs, our goal is to



work toward a level playing field for all visitor accommodations, from traditional brick and mortar hotels to the alternative accommodations offered on popular websites such as VRBO and Airbnb. Given the millions of dollars that are not being collected on transient accommodations taxes, we believe the state and county governments should collaborate on collecting the huge sums of monies being avoided by the thousands of TVUs in our state. We offer our support as an industry to implement a process that will make this happen.

Our second priority this legislative session is to strengthen our tourism industry by supporting the establishment of a sports and entertainment authority. The point can be made that Hawaii has not capitalized on its potential as a major sports venue, with recent botched events such as the U.S. women's soccer game and the NFL Pro Bowl, not to mention several missed opportunities in the world of entertainment and sports. We are in dire need of a single, statewide authority. This proposal, however, is about more than just keeping the Pro Bowl in Hawaii; the long-term goal of the sports authority will be to provide leadership, focus and a voice for strengthening existing sports and attracting new events to the Islands.

Our third major priority this legislative session is supporting the International Union for Conservation of Nature's World Conservation Congress (IUCN WCC) and its organizers' request for state funding. This global event, often referred to as the "Olympics of Conservation," will be convening in Hawaii in September. This will be the first time that this prestigious

event will be held on U.S. soil since its inception in 1948. As it currently stands, the Congress is underfunded, and as an international event held once every four years, the World Conservation Congress is a golden opportunity for Hawaii to demonstrate its capability in accommodating large international gatherings (much like APEC), to showcase our indigenous host culture and to reaffirm our role as a leader in the Pacific for conservation and sustainability.

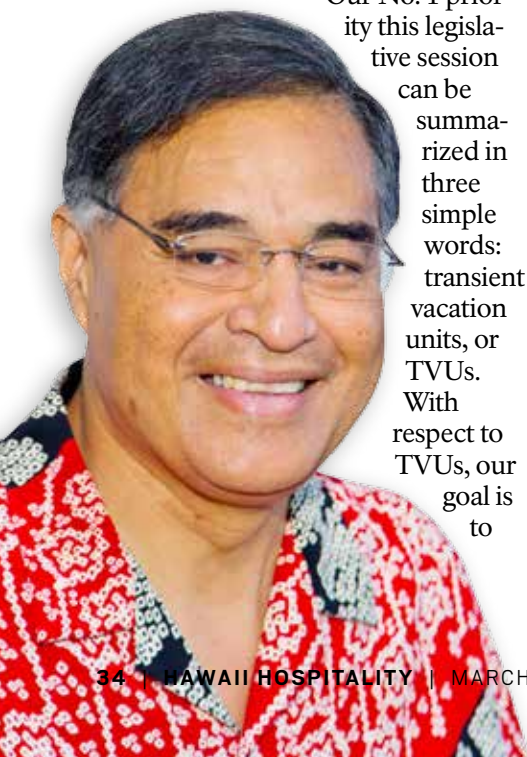
We are also prioritizing the need for an airport authority to oversee all aspects of our airport system in the state of Hawaii which recently came under fire in a national survey, and funding for an environmental study as a first step to reviving interisland ferry service. Every survey done on this subject shows at least eight out of 10 people want to see a ferry service operating between our counties.

As we go about our business at the capitol, it is essential that we constantly look for ways to educate and engage our government leaders with the hospitality industry.

On Feb. 23, HLTA held the first "Tourism Day" at the Hawaii State Capitol. Legislators, city councilmembers, legislative staff and the general public congregated on the fourth floor of the State Capitol as tourism-related exhibitors and educational institutions offered food, drinks, logo items and information on our No. 1 industry. The event was open to the public and included an educational seminar and a meet-and-greet luncheon, where government leaders met with industry executives and stakeholders. The event was well-received, and will definitely be an annual event sponsored by HLTA.

It was another example of our mantra in action: We're all in this together.

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





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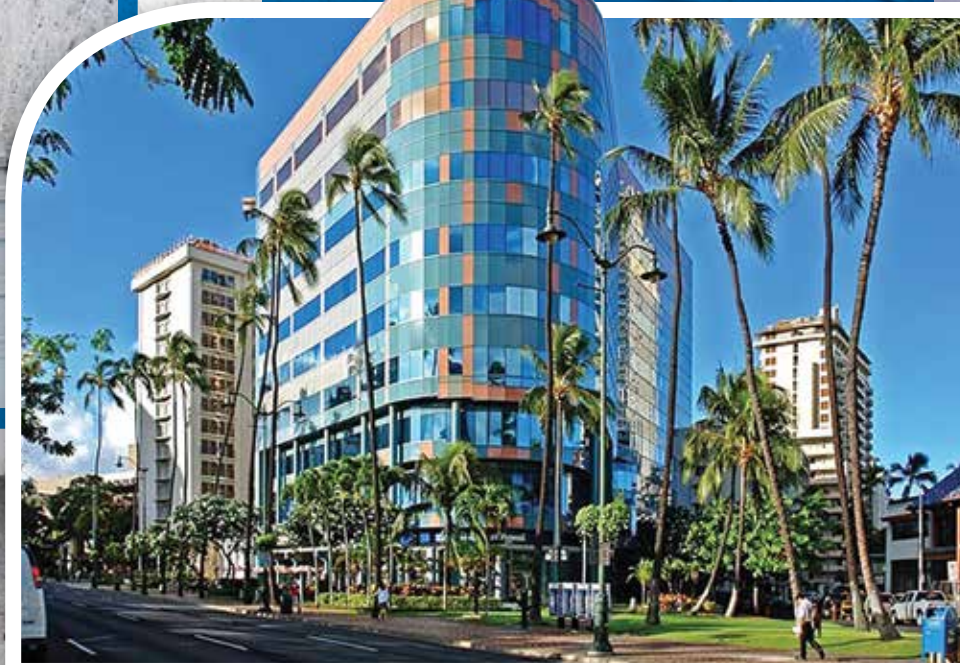
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