

INSIDE: HLTA CHARITY WALK \* PEARL HARBOR 75TH \* KA MAKANA ALI'I

# HAWAII *hospitality*

LODGING & FOODSERVICE | NOVEMBER/DECEMBER 2016

## FARE *game*

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by Industry Bandits,  
Predatory Pricing

Howard Higa  
President and CEO  
TheCAB

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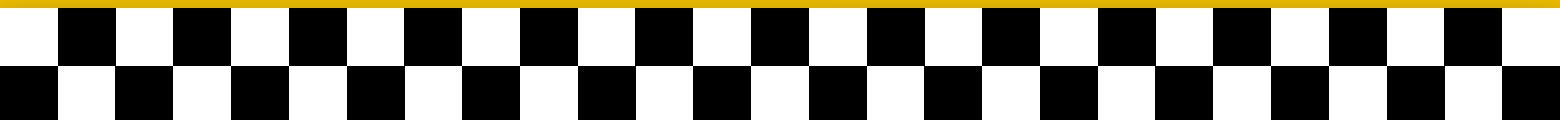


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# contents

november/december 2016\_vol. 31/no. 6

- 6 Hookipa: HRA
- 8 Hospitality People: Don Chapman
- 10 HLTA Awards \$2M Raised by Annual Charity Walk
- 16 HLTA Plans 2017 Na Po'e Pa'ahana Awards
- 18 Mall Fever: Ka Makana Ali'i opens
- 22 Fare Game: What Drives TheCAB's Howard Higa?



- 26 Dining Options for Tourists
- 28 Four Seasons Resort Oahu Renews Legacy of Leeward Coast
- 31 Hawaii Honors Pearl Harbor's 75th Anniversary
- 34 Lanai Resurrected
- 36 Holiday Light: Tips from a Pro
- 38 News Briefs
- 40 HRA: Gregg Fraser
- 41 HTA: George Szigeti
- 42 HLTA: Mufi Hannemann



## checking in

Howard Higa, CEO and president of TheCAB, speaks candidly to *Hawaii Hospitality* about the battle being waged to get companies like Uber and Lyft to pay their fair share of general excise taxes in Hawaii. "All we're saying is to level the playing field and (for Uber and Lyft to) follow the rules, because we do," he says. Meanwhile, TheCAB continues to operate at full speed, and if you need a ride, well, you know the number: 4-2-2 2-2-2-2.

The recent Visitor Industry Charity Walk attracted 13,570 walkers statewide who raised \$2 million that was awarded to 346 charities by the Hawaii Lodging & Tourism Association. Read our report on the HLTA-sponsored Walk, along with two pages of pictures from the award presentations and a complete list of the winning charities across the state.

In this issue we preview the 2017 Na Po'e Pa'ahana Awards scheduled for Jan. 17. The awards, hosted by HLTA, honor employees and managers for their exceptional contributions to the visitor industry through service, professionalism and aloha spirit.

We also report on how catering to busy and money-savvy visitors with a full range of "grab-and-go" grinds and delivery services is paying off for Hawaii foodservice businesses.

And be sure to take in some of the events scheduled to mark the 75th anniversary of the bombing at Pearl Harbor. Be sure to peruse the list of activities in this issue. During the 11 days of activities you might catch sights of celebrities ranging from President Obama to actor Tom Hanks.

Aloha!

*David Putnam*

Editor  
david@tradepublishing.com

# HAWAII hospitality

## Editor

David Putnam

## Assistant Editor

Brett Alexander-Estes

## Contributing Editors

Don Chapman, Cathy Cruz-George

## Associate Editor

Priscilla Pérez Billig

## Construction Editor

Alfonso Rivera

## Director of Advertising

Barry Redmayne

## Advertising Manager

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## Senior Account Executives

Jennifer Dorman,  
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## Advertising Administrator

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Abe Popa

## Senior Press Operators

Dean Onishi

## Post Press Manager

Chris Castelli

## Chairman & President

Carl Hebenstreit

## Publisher & CEO

Ken Berry

## Associate Publisher

Barry Redmayne

## Associate Publisher

Karen Sayuri Berry

287 Mokuaea St., Honolulu, Hawaii 96819  
Tel: (808) 848-0711 | Fax: (808) 841-3053  
[www.tradepublishing.com](http://www.tradepublishing.com)

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# HRA Hall of Fame & Dine Around



John Morton, John Doty, Blane Ahquin, Paul Yokota

PHOTOS BY  
HAWKINS BIGGINS

The Hawaii Restaurant Association celebrated its 10th annual Hall of Fame induction and hosted its "Chefs of Aloha" Dine Around on Sept. 19 at Dole Cannery's Pomaikai Ballrooms.



Jasmine Tanioka, Mel Tanioka, Lynn Tanioka, Ethan Lum



Christine French, Bob French, Hoku Gordines, Mandy Gordines



John McCabe, Mark Shishido



Nick Roschi, Michael Miller, Conrad Nonaka, David Lessner



Lei Ching, Ric Maiava, Debbie Ching-Maiava



Tina Doty, David Doty, Hannelore Doty, Maureen Doty Taylor, Hal Taylor



Debbie Hashimoto, Robert Nagaishi, Mitzuko Nagaishi, Wendy Nagaishi, Kahoku Haverly, Kealii Haverly





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# Generations of Greenness

Twenty-four years ago, I wrote in another publication about **Mike Dailey's** pioneering work in bringing green technology to Waikiki:

"Retrofitting the Driftwood Hotel in Waikiki for energy-saving lighting was 'one of my best strictly business decisions,' says Mike Dailey, owner and general manager. As a founding member of the North Shore Environmental Coalition, Dailey admits, 'I probably see things different than most hotel executives. But you don't have to be an environmentalist to appreciate this. It's not just good PR, it's good business. There was a 20-month investment recovery period and everything since then has been gravy. We've made our investment back several times in energy bill savings.'"

He also switched to low-flow plumbing fixtures, and The Driftwood was the first Hawaii hotel to join Green Hotels.

In those days, his daughter **Mariah**, then about 6, was often hanging around the hotel.

"She's really good at counting steps," Mike says. "When they (Mariah and older brother **Devon**) were really little and I had stuff to do (and mom **Becca** was busy working as an interior designer and photographer), to distract them, 'I need you to go count the stairs.'"

"And paint lines," Mariah adds.

By 14 she was working the front desk, and now it's Mariah's time to be the eco pioneer. In her fourth year as general manager of the family-owned The Equus, a polo-themed boutique hotel (67 rooms) on Ala Moana across from Hawaii Prince, she brings both heartfelt passion and solid experience.

After graduating with an international baccalaureate diploma from Mid-Pacific, Mariah attended prestigious Trinity College in Dublin, Ireland, majoring

in philosophy and political science, and working part-time in hotels and restaurants, including a stint at a Basque restaurant in Spain: "I learned to make some really delicious tapas." Following graduation, she spent a couple of years in Chicago, where her Irish banker husband **Michael Gallagher**, who she met at Trinity, has family. Under her leadership as "green manager" of the restaurant Uncommon Ground, it was named "The Greenest Restaurant in America" by the Green Restaurant Association (just beating out Kona Brewing Co.).

Even with those bonafides, she wants to take it further at The Equus. Thus Mariah is enrolled in Hawaii Pacific University's masters program in Global Leadership and Sustainable Development.

"We have a recycling program, for example, but it could be even better," she says. "That's why I really wanted to go back to school, to learn what else can we be doing, and how else can we make a difference with our building as a whole."

"My focus going forward is to make us a sustainable leader in Waikiki and set an example if we can . . . even more for Waikiki to set an example because this should be the most sustainable destination in the world."

She's implemented the Green Star Energy Saving System, a key card system with features that include turning off the air-conditioning when a guest leaves the room.

And they've been recognized among TripAdvisor's GreenLeaders.

"I definitely think there is a huge market for it," Mariah says. "We've gotten feedback from TripAdvisor, 'We love that you're a green property, and what you're doing.' . . . There are a lot of sustainable-minded people in the world."

And as her father points out, "the fastest-growing segment of the travel industry is millennials, and they're more tuned in to this." In fact, Forbes magazine reports 25 percent of travelers consider a hotel's green-ness in choosing where to stay.



Fred Dailey at the blessing of The Waikikian

You could say green is here to stay.

A closing note: While Mariah is following in the footsteps of her father as well as her grandfather **Fred Dailey**, who built The Waikikian Hotel (with its legendary Tahitian Lanai restaurant) in 1956, located between Chinn Ho's Ilikai and Henry Kaiser's Village, so is brother Devon—just in a different business. See, Fred was also a polo player and founded the Hawaii Polo Club at Mokuleia, and passed along his love of ponies to Mike. Today, Devon, a Punahou grad, manages the polo club (popular for weddings and other special events), leads horsemanship lessons and camps, and operates Hawaii Polo Beach Rides, offering a variety of horseback rides along the scenic North Shore.

"Mariah is very social, she just kind of gravitated to the job," says Devon. "I can't think of a better personality for hospitality and management." As for himself: "I always liked horses, and I'm not crazy about city life."

(Mariah never got into the horsey thing and preferred water sports—swimming, kayaking, outrigger paddling and playing varsity water polo at Mid-Pac.)

That they are third-generation in each of their fields is a double statistical anomaly. According to The Family Firm Institute, only about 30 percent of businesses survive into the second generation, 12 percent last into the third generation, with just 3 percent of all family businesses operating into the fourth generation or beyond.

*Have a good story about a good person in the Hawaii hospitality industry? Please e-mail me at [chapmanurite@hawaii.rr.com](mailto:chapmanurite@hawaii.rr.com).*



Mariah Dailey





Harry & Jeanette  
Weinberg  
Foundation, Inc.

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The money raised by the Charity Walk was presented by the HLTA to nonprofits across the Islands at an awards event held at Blue Note Hawaii.

# JACKPOT!

## Record Charity Walk generates \$2 million, benefitting 346 charities

BY DON CHAPMAN

**M**edical science is very clear on this: Walking is good for you, in lots of ways. But who knew your walking could be good for thousands of other people as well?

That, however, is exactly the case with the Visitor Industry Charity Walk. Sponsored by the Hawaii Lodging & Tourism Association (HLTA), the 38th annual Walk happened on Oahu, Kauai, Maui and the Big Island in May, and the numbers are, well, staggering—not that anyone was staggering to the finish line of this “fun walk.”

Statewide, 13,570 walkers raised \$2 million for 346 charities—all records.

On Kauai, 1,790 walkers raised \$264,411 for 62 charities. George Makalii Thronas of Grand Hyatt Kauai was the chair.

On the Big Island, 2,750 walkers raised \$305,000 for 49 charities. Co-chairs were Rob Gunthner of Hilton Grand Vacations at Waikoloa Beach Resort and Spa and Steve Yannarell of Waikoloa Beach Marriott Resort & Spa.

And on Oahu, about 6,600 walkers helped raise \$330,000 that was distributed to 120 nonprofits—also records.

Impressive as those numbers are, “Maui embarrasses the heck out of Oahu every year,” says Mufi Hannemann, HLTA president and CEO. “They raised a million bucks this year! Next year we want to encourage Oahu to crack \$500,000.”

For the record, 2,929 Maui walkers raised \$1,095,455 for 115 charities. Richard Holtzman of Montage Kapalua Bay was the chair.

“We also had a record number of charities apply for Charity Walk funding this year, and they were all very deserving,” Hannemann says. “The good these charities do for our communities is why we continue this ‘tradition of giving.’”

Many of the recipient charities were represented on Sept. 28 at the Blue Note nightclub (ahem, it was a breakfast event) for the presentation of checks. Group after group walked up to the stage to be greeted by Hannemann as well as 2016 Oahu Visitor Walk chairman Dean Nakasone, a former

Outrigger executive; 2017 co-chairman Scott Ingwers, Trump Hotel Waikiki general manager; and statewide coordinator Jared Higashi of HLTA.

Winning charities ran the gamut, but they all perform vital tasks. And you couldn’t help thinking that as those groups walked off the stage with those checks, good works would soon follow all across the island.

Hannemann says grant recipients include several longtime beneficiaries such as Red Cross, Hawaii Foodbank and Mental Health Kokua. But he was especially impressed with three first-time applicants and the work they do.

### Impressive Recipients

One of them is the Honolulu Community Action Program.

Michael Hane, director of planning, program development and communications, says the new funds will be used at HCAP’s Kumuhonua Transitional Living Center at Kalaeloa. It provides support services for single adults and couples who are homeless or at-risk of homelessness.





Hane describes Kumuhonua as a safe, secure, temporary shelter that offers individualized case-management services. The shelter is comprised of 65 furnished units, as well as community facilities including kitchens, a computer center, meeting rooms and gardens. The shelter can house up to 130 people. Residents may stay at Kumuhonua for up to two years, during which time they must meet regularly with their case manager, attend financial literacy training and other services, set and meet goals and address challenges and barriers in order to obtain stable, permanent housing.

In the 2014-15 program year, 68 residents secured housing. Kumuhonua collaborates with U.S. VETS and the Advanced Hawaii Women's Program, which serves homeless female veterans. Kumuhonua serves about 43 vets annually.

"We found out about the charity aspect from another agency that had previously participated in the Walk and also received a grant through the Walk," Hane says. "In fact, we participated in the Walk, more than 80 staff and supporters. Everyone had a great time and we plan to do it again next year. Of course, we were very excited and appreciative of

the support."

"Obviously, homelessness is a huge problem," Hannemann says, "and it's something HLTA is concerned about, in Waikiki for sure, but it's a statewide problem, too. It's a problem that is not going away, and government can't come up with all the solutions. HPAC is a very worthy recipient for their daily goal of getting people into their own homes."

## Raising Awareness

Another first-time applicant and recipient was Hoola Na Pua, which translates to "New Life for Our Children." Connie Sizemore, development director, says HNP's goal is to address the needs of Hawaii's children who have been victimized by commercial sexual exploitation.

The mission is "the renewal of trafficked lives through health, education, advocacy and reintegration, and we're committed to the healing and empowerment of victims through comprehensive care services." She adds that research indicates specific mentoring models and programs can improve young lives, and eventually adult productivity.

Victims say that having even one safe and trusted adult in their life gave them hope to go on. Mentors and mentees meet for a minimum of two hours a week for a minimum of one year. Expected out-

comes include healthy relationships, increased self-worth and decision-making skills, healing, restoration and successful social reintegration.

"This program has been a major priority for Women in Lodging, but now this gives all of HLTA a chance to help," Hannemann says. "It's an issue for us because sex trafficking happens in our hotels. We think this program has great potential. They'd like to build a shelter, and while our check won't cover all of that, hopefully it will get them closer and help raise awareness."

## Hospitality School

Great things are happening in Hawaii public schools, and one of the finest examples is The Academy of Hospitality & Tourism at Waipahu High School, led by instructor Todd Nakayama. Established in 1993 to help provide high school students the opportunity to get an education that extends beyond the classroom, its focus is "giving students a head start in gaining experience to build their resume, learning from successful members of the industry, and making educated decisions to prepare them for college and career." (WHS, under former principal of the year Keith Hayashi, also runs an award-winning Culinary Academy.)

"One of our priorities as an organization is to ensure the next generation of hospitality workers is prepared," Hannemann says. "This is an excellent program, and we're working with the school to become the first in Hawaii to receive national accreditation.

Our award helps move them closer to that goal."



Scott Ingwers, Mufi Hannemann  
and Dean Nakasone



## Topping a Record Year

While the Charity Walk happens on just one day in May, it takes months to plan.

"I believe our first meeting was in October," says

outgoing chair Nakasone.

"My initial thought was how to exceed the previous year's amount—pressure! The \$2 million mark was on the ambitious side, in my opinion, but if the stars aligned properly, definitely achievable.

"Every year, the Walk generates favorite memories and 2016



**Hoola Na Pua**

were the new route which allowed walkers to stroll on the ocean side of Kalakaua fronting Waikiki/Kuhio Beach, having Tom Moffatt as the celebrity honorary chair, and an exciting starting line with public officials, aerobics warmup and Alaska Airlines boarding announcements. Of course, the announcement at the end of the Walk that \$2 million was raised was the highlight at the post-Walk celebration."

Nakasone says the 2017 Walk is in good hands, but offers a bit of advice:

"Scott Ingwers and Gregg Nelson (general manager of Napili Kai on Maui) are industry veterans and between them have lots of Charity Walk experience. My only advice: Start early, solicit help and welcome feedback and new ideas from all those interested in being part of a great tradition of giving."

Indeed, Ingwers says he's "been a participant in the Charity Walk since 1992, and have walked 15 times on Maui and seven times on Oahu. I was a two-time past chair of the Maui Charity Walk, which always has tremendous participation, and I look forward to supporting this year's walk on Oahu."

And he's hoping to have another record-setting Walk, and experience another "chickenskin moment (like) when it was announced that our collective efforts had exceeded \$2,000,000 for the first time in the history



**Honolulu Community Action Program**

of the Charity Walk."

Only next year the number has to be higher.

As Nakasone can attest: Pressure!



**Waipahu High School**

## 38th Annual Charity Walk

# RECIPIENT LIST



### OAHU

#### AGENCY NAME

- AccesSurf Hawaii
- Adult Friends for Youth
- African American Diversity Cultural Center Hawaii
- After-School All-Stars Hawaii
- Aloha Harvest
- Aloha Independent Living Hawaii
- Aloha Medical Mission
- Aloha Week Hawaii Inc.
- Alzheimer's Disease and Related Disorders Association Inc.
- American Diabetes Association Inc.
- American Lung Association of the Mountain Pacific
- American Red Cross, Hawaii State Chapter
- Arthritis Foundation Inc.
- Assistance League of Hawaii
- Assistive Technology Resource Centers of Hawaii
- Big Brothers Big Sisters Hawaii Inc.
- Bobby Benson Center
- Boys & Girls Club of Hawaii
- Catholic Charities Hawai'i
- Center for Strategic and International Studies Inc.
- Central Oahu Youth Services Association Inc.
- Common Grace of Hawaii
- Corvette Center Ministries
- Domestic Violence Action Center
- Easter Seals Hawaii
- ECOS
- Epilepsy Foundation of Hawaii
- Family Programs Hawaii
- Family Promise of Hawaii
- Feeding Hawaii Together.Org
- Franciscan Care Services – HBMDR
- Friends of Diamond Head Clubhouse
- Girl Scouts of Hawaii
- Gregory House Programs
- Hale Kipa Inc.
- Hawaii Alliance for Arts in Education dba Hawaii Arts Alliance
- Hawaii Autism Foundation
- Hawaii Branch of the International Dyslexia Association
- Hawaii Children's Action Network (formerly Good Beginnings Alliance)
- Hawaii Council on Economic Education
- Hawaii Ecotourism Association
- Hawaii Fi-Do Service Dogs
- Hawaii Foodbank
- Hawaii Literacy Inc.
- Hawaii Meals on Wheels Inc.
- Hawaii Opera Theatre
- Hawaii Symphony Orchestra
- Hawaii Theatre Center
- Healthy Mothers, Healthy Babies Coalition of Hawaii
- Helping Hands Hawaii
- Hoola Na Pua
- Hoomau Ke Ola
- Hoomaka Hou Learning Center
- Honolulu Community Action Program Inc. (HCAP)
- Honolulu Habitat for Humanity
- Honolulu Theatre for Youth
- Hospice Hawaii
- HUGS (Help, Understanding & Group Support) for Hawaii's seriously ill children and their families
- IHS (Institute for Human Services Inc.)
- Island Pacific Academy Inc.
- Japan-America Society of Hawaii
- Junior Achievement of Hawaii Inc.
- Kick Start Karate
- Kids Hurt Too Hawaii
- Kokua Kalihi Valley Comprehensive Family Services
- Kupu
- Lanakila Pacific
- Legal Aid Society of Hawai'i
- Make-A-Wish Hawaii Inc.
- Making Dreams Come True Valley of Rainbows Inc.
- Making Ends Meet
- Manoa School Association of Parents and Teachers (APT) as chartering organization of and on behalf
- March of Dimes Foundation
- Mental Health Kokua
- Moanulua Gardens Foundation Inc.
- National Kidney Foundation of Hawaii
- ODKF Support Inc.
- Operation Homefront Inc.
- Opportunities and Resources Inc.
- ORI Anuenue Hale Inc.
- PARENTS Inc.
- Pacific and Asian Affairs Council
- Pacific Region Baseball Inc.
- Papakolea Community Development Corporation
- Partners in Development Foundation
- PATCH (People Attentive to Children)
- Planned Parenthood of the Great Northwest and the Hawaiian Islands
- Project Hawaii Inc.
- Project Vision Hawaii
- Projets Inspired by Teens Changing Hawaii
- Rainbow Aquatics Swim Team Inc.
- River of Life Mission
- Ronald McDonald House Charities of Hawaii Inc.
- Samaritan Counseling Center Hawaii
- SEEQS FOUNDATION
- Special Olympics Hawaii Inc.
- Sports Culture Academy Foundation Inc.



Surfing The Nations  
 Sutter Health Pacific Kahi Mohala  
 Talk About Curing Autism  
 Teach For America Inc.  
 The Arc in Hawaii  
 The Compassionate Friends Inc.  
 The Private Sector  
 The Salvation Army Hawaiian  
 & Pacific Islands Division  
 United Cerebral Palsy Association  
 of Hawaii  
 United Church of Christ Transition House  
 USS Missouri Memorial Association Inc.  
 Visitor Aloha Society of Hawaii  
 Waianae District Comprehensive Health  
 and Hospital Board Inc.  
 Waikiki Community Center  
 Waikiki Health  
 Waipahu High School  
 Winners at Work Inc.  
 dba Abilities Unlimited  
 Winners Camp Foundation  
 Women in Need WIN  
 Women of Waianae  
 YMCA of Honolulu  
 Youth for Christ USA Inc.  
 YWCA of Oahu

## HAWAII

AdvoCats  
 Aloha Club of Hilo (Hale Oluea Clubhouse)  
 Aloha Independent Living  
 American Youth Soccer Organization  
 Arc of Kona  
 Brantley Center, Inc.  
 Catholic Charities – Hawaii  
 Child and Family Service  
 Deep and Beyond  
 Easter Seals  
 Family Programs of Hawaii  
 Friends of the Children's Justice  
 Center of East Hawaii  
 Friends of the Future (Baby Steps)  
 Friends of the Palace Theater  
 Girl Scouts of Hawaii  
 Habitat for Humanity – West Hawaii  
 Hale Aikane dba The Kona Paradise Club  
 Hamakua Athletic Association  
 Hamakua Cougars Pop Warner Football  
 Hamakua Youth Foundation/  
 Hamakua Youth Center  
 Hawaii County Economic  
 Opportunity Council  
 Hawaii Fi-Do Service Dogs  
 Hawaii Island Adult Care Inc.  
 Hawaii Island HIV/AIDS Foundation  
 Hawaii Island Home for Recovery Inc.  
 Hawaii Sober Living & Recovery Center  
 Hawaii Youth Rugby (Waimea Rugby Club)  
 Hospice of Hilo  
 Hospice of Kona  
 Kids Matter – Friends of the Children's  
 Justice Center of West Hawaii  
 Kona Adult Care Center Inc.  
 Make-A-Wish Hawaii  
 Mango Medical Foundation  
 Mental Health Kokua  
 More Than Enough Ministries  
 North Hawaii Hospice Inc.  
 North Kohala Student Cultural  
 Enrichment Program  
 PATCH  
 Ronald McDonald House  
 Charities of Hawaii  
 SKEA (Society for Kona's

Education & Art)  
 Special Olympics Hawaii – East Hawaii  
 Special Olympics Hawaii – West Hawaii  
 Teach for America Hawaii Island  
 The Salvation Army Hawaiian  
 & Pacific Islands Division  
 VASH Hawaii  
 Waimea Country School  
 Waimea Cowboys  
 Waimea Wranglers Rough Rollers  
 West Hawaii Mediation

## KAUAI

ACF Kauai Chapter  
 Aha Hui E Kala  
 dba Lawai International Center  
 Aloha School Early Learning Center  
 Alzheimer's Disease and Related  
 Disorders Association, Aloha Chapter  
 American National Red Cross  
 dba ARC of Hawaii  
 Big Brothers Big Sisters of Kauai  
 Boys & Girls Club of Hawaii – Kauai  
 Catholic Charities of Hawaii – Kauai  
 Child & Family Service (CFS)  
 CKTV Media Productions – Chiefess  
 Kamakahelei Middle School  
 Easter Seals Hawaii – Lihue Service  
 Center  
 Excel! Dance Studio  
 Friendship Club  
 Girl Scouts of Hawaii  
 Hale Kipa Inc.  
 Hale Opio Kauai Inc.  
 Hawaii Children's Theatre  
 Hawaii Foodbank – Kauai Branch  
 Hawaiian Community Assets Inc.  
 Hui O Mana Ka Puuwai  
 Outrigger Canoe Club  
 Junior Achievement of Kauai  
 Kapaa Middle School (KMS) Choir  
 Booster Club  
 Kauai Academy of Creative Arts  
 Kauai Community College Campus  
 Wellness Center  
 Kauai Community College Nursing Program  
 Kauai District, Aloha Council,  
 Boy Scouts of America  
 Kauai Economic Opportunity Inc.  
 GIRC&D – Kauai Forest Bird  
 Recovery Project  
 Kauai Habitat for Humanity  
 Kauai High School Academy  
 of Hospitality and Tourism  
 Kauai Hospice Inc.  
 Kauai Independent Food Bank  
 Kauai Lifeguard Assn.  
 Kauai Museum Association Ltd.  
 Kauai Native Hawaiian Chamber  
 of Commerce  
 Kauai North Shore Community Foundation  
 Kauai Planning & Action Alliance  
 Kauai Search and Rescue  
 Kumu's Cupboard  
 Leadership Kauai  
 Life's Bridges Hawaii Inc.  
 Lihue Lutheran Church  
 Love the Journey  
 Mahelona Hospital Auxiliary  
 Make A Wish Hawaii  
 Malama Pono Health Services  
 Mental Health Kokua  
 Na Keiki O Halelea  
 (Inter-Nation Cultural Foundation)  
 PATCH (People Attentive to Children)  
 Retro Farms

Ronald McDonald House  
 Charities of Hawaii  
 Special Olympics Hawaii – Kauai Area  
 Supporting the Language of Kauai Inc.  
 The Koloa Early School  
 The Pooku Organic Community Garden  
 (The Church of the Pacific Council)  
 The Salvation Army Hawaiian & Pacific  
 Division – Kauai Corps  
 The Storybook Theatre of Hawaii  
 The W of Kauai  
 Visitor Aloha Society of Kauai (VASK)  
 Waimea High School JROTC  
 Women In Need  
 YWCA of Kauai

## MAUI

Academy of Hospitality & Tourism  
 Akaku - Maui County Community Television  
 Aloha House  
 Aloha Independent Living  
 American Red Cross  
 ARC of Maui  
 Assistance for Dogs of HI  
 Baldwin High School – AOHT  
 Best Buddies Hawaii  
 Big Brothers/Big Sisters of Maui  
 Catholic Charities Hawaii  
 Central Maui Hawaiian Civic Club  
 Child & Family Service  
 Christ the King Church  
 East Maui Animal Refuge (Boo Boo Zoo)  
 East Maui Watershed Partnership c/o  
 Tri-Isle RC&D  
 Easter Seals Hawaii  
 Family Life Center  
 Feed my Sheep  
 Festivals of Aloha, Maui Nui Style  
 c/o Tri-Isle RC&D  
 Frank DeLima's Student Enrichment  
 Program  
 Friends of the Children's Justice Center  
 of Maui

Girl Scouts of Hawaii  
 Habitat for Humanity - Maui  
 Halau Kealaokamaile  
 Halau Kekuaokala'au'iliahi  
 Hale Kau Kau  
 Hale Kau Kau  
 Hale Makua Health Services  
 Haliimaile Community Garden  
 Hawaii Animal Rescue Foundation  
 Hawaii Animal Rescue Foundation  
 Horizon's Academy  
 Hospice Maui  
 Imua Family Services  
 Ka Hale a Ke Ola  
 Ka Lima O Maui  
 Kamaaina Care Inc. (Maui Preschool)  
 Keiki Cupboard  
 Kiffman Tae Kwon Do  
 Lahaina Arts Association  
 Lahainaluna High – AOHT  
 Make a Wish Hawaii  
 Malama Family Recovery Center  
 Maui Academy of Performing Arts  
 Maui Adult Day Care Centers  
 Maui Aids Foundation  
 Maui County Council Boys Scouts of  
 America  
 Maui County Council Boys Scouts  
 of America  
 Maui Deaf Friends  
 Maui Economic Opportunity  
 Maui Family Support Services

Maui Family YMCA  
 Maui Family YMCA  
 Maui Farm  
 Maui Food Bank  
 Maui High School – AOF/DECA  
 Maui High School – AOHT  
 Maui High School – Band Boosters  
 Maui High School Foundation –  
 Graphics/Cheerleaders  
 Maui Humane Society  
 Maui Memorial Medical Center  
 Foundation  
 Maui Taiko Drummers  
 Maui Waena Band Booster  
 Maui Youth & Family Services  
 Mediation Services of Maui  
 Mental Health Kokua  
 Montessori Hale o Keiki  
 Na Hoaloa – Maui Interfaith Volunteer  
 Caregivers  
 Napili Bay & Beach Foundation  
 National Kidney Foundation  
 Organ Transplant Maui (OTM)  
 PACT (Parents And Children Together)  
 PATCH (People Attentive To Children)  
 Ronald McDonald Charities of Hawaii  
 Roselani Place  
 Salvation Army  
 South Maui Learning Center (Kihei  
 Charter Track)  
 Southside Boxing Club of Maui  
 Sparks Basketball Maui  
 Special Olympics Maui  
 St. Anthony Jr., Sr. High School  
 St. Joseph Church  
 St. Rita's Church/St. Joseph Church  
 Teens On Call  
 Theatre Theatre Maui  
 West Maui Improvement Foundation  
 Westside Hoops  
 Wounded Warrior Wave Riders Assn.

## MOLOKAI

Akaula School  
 Alu Like Inc.  
 Friends of Molokai High & Middle  
 School Foundation  
 Habitat of Humanity Molokai  
 Heart of Aloha  
 Hospice Hawaii Molokai  
 Hospice Hawaii Molokai  
 Ierusalem Hou Church Youth Group  
 Kaunakakai Elementary School  
 King's Chapel Molokai  
 Ho'okakako'o Corporation  
 Maui Economic Opportunity – Molokai  
 Molokai Cancer Fund  
 Molokai Filipino Community Council  
 Molokai Island Foundation  
 Special Olympics – Molokai

## LANAI

Hospice Hawaii Lanai  
 Lanai Academy of Performing Arts  
 Lanai Art Center  
 Lanai Cat Sanctuary  
 Lanai High & Elementary  
 School Foundation  
 Maui Economic Opportunity – Lanai  
 Na Puuwai – Lanai Cancer Fund  
 Na Puuwai (Four Seasons Lanai)  
 Special Olympics Lanai

# HLTA Distributes Charity Walk Funds

PHOTOS BY ANJJ LEE

The Hawaii Lodging & Tourism Association, through its nonprofit arm, the Hawaii Hotel Industry Foundation (HHIF), distributed nearly \$330,000 across 120 charities on Oahu at its annual post-Visitor Industry Charity Walk presentation ceremony on Sept. 28 at Blue Note Hawaii. The funds were raised in May when 6,600 walkers enjoyed food, refreshments and entertainment along a 5.25-mile route through Waikiki. Statewide, the 38th annual Charity Walk raised over \$2 million for 346 charities.



(Seated) Ken Zeri (Hospice Hawaii), Jill Takasaki Canfield (PAAC), Cristina Arias (Domestic Violence Action Center), (standing) Mufi Hannemann (HLTA), Jessica Lani Rich (Visitor Aloha Society), Lawrence "L J" Duenas (American Diabetes Association)



Keith Hayashi, Elizabeth Higashi (Waipahu High School)



Cassidy Inamasu, Stephanie Shim (YMCA)



Mary Ellen Apostol, Sue Yamane-Carpenter (Women of Waianae)



David Livingston (Winner's Camp), Josh Heimowitz (Teach for America Hawaii)



Quinn Ogawa (Kahi Mohala), Lucy Ahn (Ronald McDonald House Charities), Michael Hane (Honolulu Community Action Program)



Sergio Alcubilla, Elise Von Dohlen (Legal Aid Society), Ron Brandvold (Easter Seals Hawaii), Jim Murphy (Honolulu Habitat)





**Susan Furuta, Jan Harada (Helping Hands Hawaii),  
Cordulla Diaz (Mental Health Kokua)**



**Shari Chang (Girl Scouts of Hawaii), Cyn-dy Saunders (Hawaii Int'l Dyslexic Assoc.)**



**Nancy Usui (Boys & Girls Club), Thomas Lum  
(Aloha Independent Living), Renee Chung  
(Hawaii Bone Marrow Donor Registry)**



**Maryellen Markley (Project Vision Hawaii), Kristin Hamada,  
Mary Saunders (Family Promise of Hawaii)**



**Katelyn McIntosh, Lisa Kimura (Healthy Mothers Healthy Babies),  
Kathleen Stofocik (Epilepsy Foundation of Hawaii)**



**John Leong (Kupu), Steve Kaaa (First Hawaiian  
Bank and board member of multiple charities),  
Matthew Bower (Kupu)**



**Jay Jarman, Kathryn Lee  
(Common Grace)**



**Gerald Teramae, Rhona Slingerland  
(Island Pacific Academy)**



**Rick Egged, Karen Wataru, Sam Shenkus (Aloha Festivals)**



**Suzanne Skjold  
(Hawaii Literacy),  
Sara and  
Sam Alimoot  
(Parents Inc.)**



**Charlie Lorenz  
(Feeding Hawaii  
Together),  
John Cheung  
(Waianae Coast  
Comprehensive  
Center), Meg  
Miguel (UCC  
Transition House)**

# Embracing & Spreading Aloha

## HLTA to host 2017 Na Po'e Pa'ahana Awards in January

BY BRETT ALEXANDER-ESTES

Being chosen the Front Office Person of the Year at the 2016 Na Po'e Pa'ahana Awards "has been a positive impact in both my career and my personal life," says Pamela Keppler, the concierge at the Royal Hawaiian Hotel.

Keppler says she regards her award as a symbol of the years of dedication she shares with her hard-working team, and of her dedication to the community.

Concierge service "is one of the pillars" in a luxury resort like the Royal,

Keppler says, adding that she strives "to be the positive light to inspire and encourage others around me" both on and off the property. On Jan. 12, a new group of

award-winners will be celebrated at the 2017 Na Po'e Pa'ahana Awards, which recognizes outstanding achievement by Hawaii hospitality professionals and staff during the past year. The event will be held at the Sheraton Waikiki's Grand

banner year, with total visitor arrivals expected to reach 8.8 million, a 1.9 percent increase from 2015. While Hawaii's storied attractions play a part in this success, the men and women in the Islands' hospitality industry "play a

**"These are the individuals who pour their lives into their job and community."**

—MUFI HANNEMANN

Ballroom.

"The Na Po'e Pa'ahana Awards is Hawaii's hospitality industry's premier awards event," says Mufi Hannemann, president and CEO of the Hawaii Lodging and Tourism Association (HLTA), which sponsors the award program.

**"Winning the Na Po'e Pa'ahana Award has been a positive impact in both my career and my personal life."**

—PAMELA KEPPLER

Na Po'e Pa'ahana, Hannemann says, has served to recognize and honor the hard-working and dedicated individuals of the hospitality industry since the awards' inception in 1991.

The Department of Business, Economic Development & Tourism reports that Hawaii tourism is posting another

critical role," Hannemann says.

"These are the individuals who pour their lives into their job and community, day-in and day-out; they truly embrace and spread the *aloha* spirit," he adds.

Eight categories of hospitality service will be recognized this year: housekeeping, front office, security, engineering and maintenance, food and beverage, bell/valet and management. The HLTA's deadline for receiving nominations is Nov. 18.

Hannemann says the 2017 awards ceremony is a chance for the state to come together and celebrate its stars. "The real significance of the awards is that it tells the stories and shares the spotlight with those who are often the unsung heroes of our visitor industry,"



Mufi Hannemann

he says.

In considering all aspects of a visitor's lodging and accommodations experience, Hannemann says, "the Na Po'e Pa'ahana Awards honor those who make *Hawaii no ka oi*."







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# MALL *fever*

Ka Makana Ali'i opens in West Oahu  
to a new generation of shoppers and tourists



The entrance to Ka Makana Ali'i in Kapolei.



BY CATHY CRUZ-GEORGE

One of the first things you'll notice about the area surrounding West Oahu's new shopping center, Ka Makana Ali'i, is that it's . . . quiet. No honking horns. No traffic noises from the freeway. Not a hint of road and building construction. For a major mall with over a hundred stores and restaurants, the neighborhood is nearly silent.

Then again, the tranquility is a dramatic change from Oahu's vibrant retail scene, typically clustered in the sometimes-obnoxiously loud neighborhoods of Kakaako, Waikiki and Ala Moana. For off-island visitors, the open-air Ka Makana Ali'i offers a sleek new alternative to beaches and sightseeing.

The Oct. 21 grand opening of Ka Makana Ali'i drew thousands of people to the area. The day began early with a blessing and ribbon-cutting, welcome remarks by officials and Hawaiian entertainment in the sun-drenched courtyard. Festivities stretched into the weekend with fireworks shows and more entertainment. Not all of the stores were ready for business, but the ones that were open lured customers with perks and giveaways.

The biggest draw on opening day was fashion retailer H&M. By 10:30 a.m., more than

300 people waited in line outside the store—scheduled to open at noon. An hour prior to opening, H&M employees handed out cold, bottled water to customers, winding around the block. Top 40 hits blared from exterior loudspeakers to keep people alert and awake.

A smaller crowd—mostly senior citizens—gathered at the farmers' market, a smattering of stalls selling local produce and homemade treats. The farmers' market had a dozen picnic benches facing a makeshift stage with 24 Hour Fitness coaches leading a group-exercise demonstration. The gym, scheduled to open in December, recruited potential hires that weekend.

Uniformed security guards moved all over the shopping center, weaving in and out of large crowds, or observing from afar. There wasn't much crowd-control—this group was tame, even the antsy people waiting three hours for H&M to open.

As the first regional shopping center to be built on Oahu in three decades, Ka Makana Ali'i caters to a brand-new

generation of local shoppers and visitors. No doubt social media generated the excitement of grand-opening day. Throughout the weekend of Oct. 21, Twitter, Instagram and Facebook posts lit up with the hashtag #kamakanalii.

Internet and cell phones weren't even mainstream when Windward Mall (the last regional mall built on Oahu) opened in 1982.

Even without the help of tweets, it's a no-brainer that Ka Makana Ali'i will find success with local customers.

Stephanie England, general manager of Ka Makana Ali'i, is confident of that. "We'll fulfill the great demand for more shopping, dining and entertainment offerings in West Oahu, Hawaii's fastest growing community," she says.

The Makana Kids program will offer fun, educational activities for children, and live entertainment will happen in the courtyard several times per week, she adds.

Ka Makana Ali'i will be the playground for West Oahu residents. They'll gravitate to familiar brands California Pizza Kitchen (the Friday night

## Attracting the Shopper

*What will draw the out-of-town shopper to Oahu's newest mall? To catch the attention of Oahu visitors, Ka Makana Ali'i boasts the following features that are unique to Hawaii and the region:*

wait was 2½ hours), Panda Express, Old Navy and Macy's. They'll brunch at Koa Café and catch Hollywood flicks at Olina by Consolidated Theaters, the luxe, new movie house with reclining chairs and gourmet snacks. For the holidays, they might buy specialty items at Lids (baseball style caps), Tricked Out Accessories (add-ons for mobile devices) and Red Pineapple (unique gifts). And if Ka Makana Ali'i is like other malls on Oahu, local teenagers will be spotted at Hot Topic.

The long-awaited West Oahu mall has been built. And locals will come.

On the other hand, it's too early to tell if Ka Makana Ali'i will find success with Oahu visitors.

The nearest cluster of hotels is at Ko

## Oahu's Major Venues

*Where do Oahu visitors spend their money and time? Here are the venues:*

- **Ala Moana Center**, the world's largest open-air mall with over 2 million square feet and 340 stores. For the past two years, AMC has expanded sideways and skyward with a new Ewa Wing and luxury condominiums.
- **Royal Hawaiian Center**, a 310,000-square-foot complex with more than 100 high-end stores and international restaurants in the heart of jam-packed Waikiki. RHC offers complimentary Hawaiian cultural programming ranging from hula shows to lei-making workshops.
- **Ward Village Shops**, a 60-acre neighborhood of stores, restaurants and a movie theater tucked between downtown Honolulu and Waikiki. Once completed, the master-planned community will include condominiums and a Whole Foods.
- **International Marketplace**, which opened last August with 75 high-end stores, chef-driven restaurants and Saks Fifth Avenue. Construction of the 345,000-square-foot venue razed the

former marketplace but kept the iconic banyan tree.

- **Luxury Row**, a 111,000-square-foot venue featuring luxury collections, some that can be found at Ala Moana Center and Royal Hawaiian Center. Luxury Row is at 2100 Kalakaua Ave. at the entrance of Waikiki.
- **Kahala Mall and Windward Mall**—both neighborhood shopping centers—are marketed to local shoppers but receive their share of Oahu tourists exploring the island by car. Shuttle services from Waikiki to Kahala Mall are available.
- **Waikale Premium Outlets**, a factory-outlet venue with over 50 brand-name stores and an open-air food pavilion. Shuttle services run between Waikiki, Ko Olina Resort and the factory outlets, located in West Oahu.
- **Pearlridge Center**, the largest enclosed shopping center in Hawaii, offers more than 170 shops and eateries at its Pearlridge Uptown and Pearlridge Downtown sites.

The opening of H&M attracted scores of people waiting to get inside.





- A strong Hawaiian identity: Ka Makana Ali'i is built on 67 acres of leased Department of Hawaiian Home Lands. Its Hawaiian name, meaning "The Royal Gift," honors Prince Jonah Kuhio Kalaniana'ole, who conceived of the Hawaiian Homes Commission Act allotting hundreds of thousands of acres of government land to Native Hawaiians.

- Hawaiian programming and marketing: Ka Makana Ali'i offers a weekly line-up of hula dancers and other Hawaiian culture-driven entertainers. The shopping center's marketing logo is a trio of ti leaves,

symbols of good luck and prosperity. Ti leaves were handed out to people as part of grand-opening festivities.

- A weekly farmers' market: Oahu visitors seeking fresh, local produce might appreciate the mall's "Farmlovers Market," held Wednesdays from 3:30 to 7:30 p.m. The bounty ranges from cheeses and smoothies to locally grown vegetables.

- Firsts In Hawaii: Ka Makana Ali'i is the first Hawaii location for a number of retailers, such as Lindberg, an aviation-themed menswear

store, and b.young, a fashion retailer from Europe. Restaurants new to Hawaii include country-themed Rascal Flatts, award-winning Peruvian restaurant Limon Rotisserie, and fast-growing franchise Five Guys Burgers & Fries.

- Complimentary technology: Ka Makana Ali'i provides free Wi-Fi and charging stations for mobile device-toting owners. And visitor-industry leaders know that free access to the internet is essential for Oahu tourists.

Olinia Resort. As of press time, there were no shuttle services to and from the beachfront resort. But a partnership between the two destinations might be in the future, say mall officials.

The 180-room Hampton Inn & Suites recently was built next to Ka Makana Ali'i, offering amenities tailored to business and leisure travelers. The Hilton-branded hotel houses a pool, business center and gym. As part of the grand opening, the hotel offered locals and military special rates of \$151 per night or a 20 percent discount off standard rates.

But Ka Makana Ali'i isn't exactly the Mall of America, where people cross the international border to shop and stay in nearby hotels.



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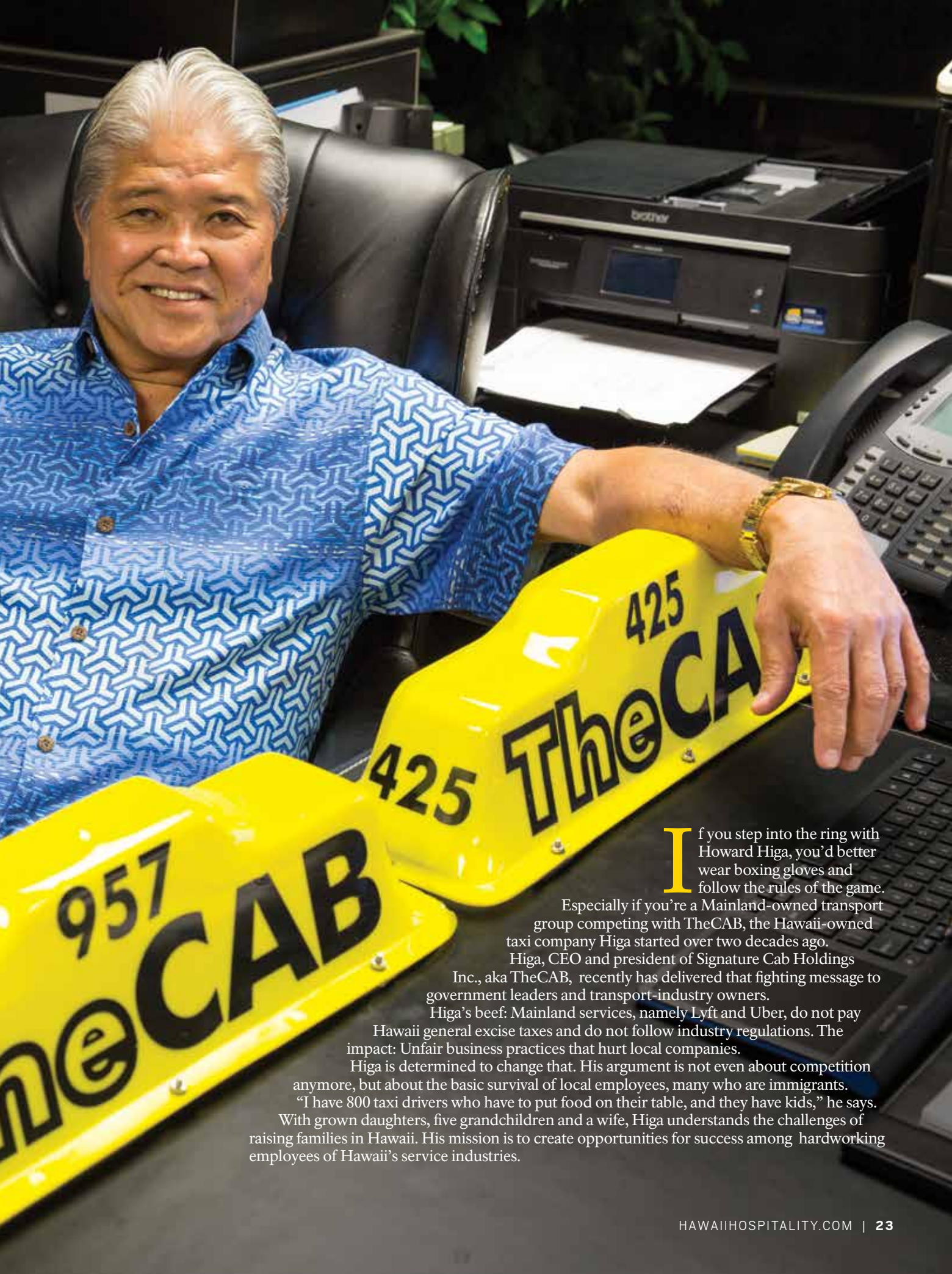


# FABE *game*

What drives Howard Higa,  
president and CEO  
of TheCAB?

BY CATHY CRUZ-GEORGE  
PHOTOS BY NATHALIE WALKER





If you step into the ring with Howard Higa, you'd better wear boxing gloves and follow the rules of the game.

Especially if you're a Mainland-owned transport group competing with TheCAB, the Hawaii-owned taxi company Higa started over two decades ago.

Higa, CEO and president of Signature Cab Holdings Inc., aka TheCAB, recently has delivered that fighting message to government leaders and transport-industry owners.

Higa's beef: Mainland services, namely Lyft and Uber, do not pay Hawaii general excise taxes and do not follow industry regulations. The impact: Unfair business practices that hurt local companies.

Higa is determined to change that. His argument is not even about competition anymore, but about the basic survival of local employees, many who are immigrants.

"I have 800 taxi drivers who have to put food on their table, and they have kids," he says. With grown daughters, five grandchildren and a wife, Higa understands the challenges of raising families in Hawaii. His mission is to create opportunities for success among hardworking employees of Hawaii's service industries.



*“If I have to fight you, and I got boxing gloves on, but you have no gloves, I’m going to get hurt.”*

—Howard Higa, president & CEO, TheCAB

**Hawaii Hospitality: Tell us about TheCAB’s numbers.**

**Higa:** TheCAB manages 800 cars driven by independent contractors. Local market-wise, we have about 85 percent of the market and give 2 million rides a year. We also have 50 staff members, and most of them are dispatchers. We run 24/7 with 10 or 11 on staff per shift. We were told at one time that we were the third- or fourth-largest taxi service in the nation. Whether we are fifth or sixth, our goal is to be the biggest and best service to local Hawaii people, with military and tourists as our secondary market.

**HH: What is TheCAB’s position as regards Uber and Lyft?**

**Higa:** The Uber App is excellent. What I’m against is that they’re not following any regulations. They’re the bandits of the industry, setting their own pricing, doing everything a bandit would do.

They’ve convinced our legislators that this is the way to go, this is high-tech, the millennial age, great for Hawaii. They’re in the business of predatory pricing, charging below market value.

Why are the politicians that we support, who get their pay from the local market, supporting companies like that? They don’t pay taxes. At one of the local hearings I attended, they didn’t know what GET was. Can you imagine that? A multibillion-dollar company saying they don’t pay GET in Hawaii?

*This is the tip of the iceberg ... I believe the*

*politicians don’t understand and are enamored by Uber’s \$68 billion in stock.*

**HH: How does this affect locally owned taxi companies?**

**Higa:** I can’t follow and will not follow Uber’s (and Lyft’s) predatory pricing. We know what can happen. We already saw that with Go, Aloha and Hawaiian Airlines. Everybody started following Go’s predatory pricing. In those days, we averaged 50 to 60 bucks round fare. Today, I was talking to someone who paid \$220 for a round-trip ticket to the Big Island. I told him, “You should just go to Las Vegas.” This is exactly the direction we are going in, not only in Hawaii but nationwide and worldwide.

**HH: What are TheCAB and other locally owned taxi services doing to stay afloat?**

**Higa:** Every month, we have city council meetings that I have attended for over a year now. We are trying to defend our position, not taking anything away from Uber and Lyft. They can do their thing. All we’re saying is to level the playing field and follow the rules, because we do, too.

*If I have to fight you, and I got boxing gloves on, but you have no gloves, I’m going to get hurt.*

Whatever is spent in Hawaii should stay in Hawaii. We need to give that money back to the local market. With anybody else coming to Hawaii, that money is collected and goes elsewhere. The money doesn’t stay in the Islands.

Taxi companies like us are not supported by the feds or state, unlike The Bus or Handi-Van, which are supported by government funding.

We taxi companies operate 24/7 on our own steam. We get no funding, and yet we, as an industry, have to fight government to stay alive, to protect ourselves. The taxi industry is highly regulated.

**HH: Has that changed TheCAB’s mission?**

**Higa:** When I created this company, my thought was to be a local company for the local people. This is not just for profit.







There are so many people in the service-based industry who work for \$10 to \$15 per hour. We have hotel housekeepers trying to get to their Waikiki hotels at 4 a.m., and they don't want to use transportation services, so they walk or get rides from family members. We transport so many people to Waikiki to get them to their jobs between 1 and 5 o'clock in the morning. People say we handle all the drunken people. That's true, but that's a small part of our business. We really support the local people, and that's what we're here for.

#### HH: What drives and motivates you?

**Higa:** I am a serial entrepreneur. I'm in my 70s. I should be out fishing. I like coming to work at 7:30 a.m., 8 a.m., and staying here until 6 or 7. I enjoy being here. I enjoy cultivating management, I enjoy talking to our vendors and coming up with different ideas, protecting ourselves from companies that come into town and don't follow rules and regulations. What's my future plan for myself? I can't tell you. That's a secret (Higa laughs).

#### HH: No retirement plans?

**Higa:** I will probably die at the office. I enjoy work. I've been working since I was 20 years old.

#### HH: You're a fan of music. Do you sing karaoke?

**Higa:** No singing. I sang in a college band called, *Three of a Kind*, three girls and three guys. I don't sing anymore, but I'm a director of Hawaii Public Radio. I love classical music, rock, folk, the music of my generation. I don't think today's young kids know what folk music is all about. John Dillon (of Ozark Mountain Daredevils fame). Peter, Paul and Mary. I don't think they know who they are. I'm from the folk music period. Every generation had its sound. It's quite interesting, the '70s disco, '80s and '90s music. Today's music? I don't understand it (laughs).

#### HH: After 40-plus years in business, what have you learned?

**Higa:** I learned at an early age that if people perceive you as a loser, or a nothing, you're going to be a nothing person. If people perceive you as a winner, you're a winner. And doors open for you.

When I was in college (running my own landscape business on the side), I didn't have great grades, but professors perceived me as being quite the entrepreneur. How did that happen? Through perception. They saw me, this guy working hard, making a landscape business that was my own, and making a lot of money. The perception of me changed. He's an interesting guy: he's smart. I'm not smart! It's all perception.

The way you dress, speak, your hobbies, how you're influenced by all these things—perception is everything.

#### HH: How does perception translate to TheCAB?

**Higa:** In this taxi business, people perceive us through comedian Frank DeLima (who plays grandmotherly figures in radio and TV ads for TheCAB). Someone you can trust, who is grandma or a kupuna's age. It's all perception. We're no different from the other cab companies struggling, trying to make a living. We have domes that are the same, drivers that are dressed in the same style. We try to look organized and professional.

And the perception out there? People think you're a winner.



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The menu at ABC Stores' Island Deli includes, from left, Spam musubi in assorted flavors, fried rice and a triple croissant sandwich.

# Dining Options for Tourists

**Eating out takes a new twist for guests seeking cost-saving options**

BY DAVID PUTNAM

“Grab-and-go” foods are a key part of the visitor experience in Hawaii for tourists whose budgets grow strained by frequent feedings at high-end hotel restaurants as well as eateries within walking distance.

“At ABC Stores we listen to the needs and wants of our customers and endeavor to fulfill them,” says Warren Ishii, director of culinary services for the chain which was founded in 1949

er selection of grab-and-go food items which we have graciously accommodated to satisfy our valued customers.”

At ABC Stores' new Island Deli outlets, customers—locals and tourists—can create their own salads, build their own sandwiches or consume a healthy acai honey banana ranch.

Business is best, Ishii says, when tourist numbers increase.

“Our food sales roller-coaster up and down accordingly with visitor arrivals to Hawaii,” he says. “Naturally we love it when tourists choose Hawaii as their vacation destination, and for the past several years we have been blessed with good fortune in a having a robust economy and a healthy tourist industry.”

More tourists also are stocking their

***“Savvy vacationers are realizing that while in their own neighborhood, a trip to the grocery store may take an hour and a half. However, a trip to an unfamiliar grocery store can really get confusing, more expensive and simply turn into a mess of too many of one thing and not enough of another.”***

— LAURA BLUMENSHEIN

and today has more than 70 stores throughout Hawaii, Guam, Saipan and Las Vegas. “Many have asked for a wid-

hotel and resort rooms with groceries—an option that can save money and the time it takes to dress up and go



Laura Blumenshein, right, shops for a client.

out to dinner.

“I have been in business now for approximately six to seven years and I have seen a great upswing, especially in the resort areas as well as the remote areas,” says Laura Blumenshein of LauraMae's Shopping Service, which shops and delivers food and other household items to customers at hotels, condos, homes—even picnics and reunions. “While most people have always realized that time is money, more and more are realizing the value of vacation time and not wasting it on chores like grocery shopping.”

She adds that many vacationers





pre-order food and “other comfort items. They are really getting smart in calculating how simply having two beach chairs bought and delivered from a local store at around \$10 each can save them over \$50 alone in beach-chair rentals, and that pre-ordering a case of bottled water can save them money.

“So much money and time is saved, and they are realizing this money can be used on excursions, shows or whatever they have in mind for their dream vacation.”

Blumenshein says shopping and delivery services “make it much simpler for everyone, not only the guest but we can make the beach-house owners, GMs and concierges look better. We are an amenity. To be able to call and have more than just groceries delivered to you—in some cases in a couple of hours—is a big ‘wow’ factor.”

Ishii notes that some ABC Stores “have a full service deli where we will be happy to cater to special requests for small gatherings. A few of these locations also have a coffee barista station where one can enjoy a wide selection of coffee, tea, smoothies and gourmet pastry items.”

What are some of the most popular dishes?

“Visitors may have heard about local favorites such as Spam musubi, *poke* and Loco Moco, or they may have fallen in love with it from a previous visit,” Ishii says. “Their visit to Hawaii allows them to indulge in these regional comfort foods that they normally don’t get back home.”



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## Four Seasons Resort Oahu at Ko Olina renews the legacy of Oahu's leeward coast

BY BRETT ALEXANDER-ESTES

In 2015, speculation swirled around the renovation—reported at \$250 million—of the former JW Marriott Ihilani by Four Seasons Hotels and Resorts on Oahu's leeward coast.

Would the existing site be demolished? Was there a market for a luxury hotel way, way past Waikiki? And most important, could a west side property live up to Four Seasons' world-class reputation?

The world's *cognoscenti* apparently thought so. Bookings for the new hotel began months in advance and, in June, the new five-star Four Seasons Resort Oahu at Ko Olina opened to international acclaim.

De Reus Architects (Hawaii and Sun Valley), G70 (architects/designers, Hawaii and internationally), Philpotts & Associates Inc. (interior designers, Honolulu) and MZA Luxury Hospitality (manufacturers' representative, Los Angeles) collaborated on Ko Olina's refreshment.

As with all projects of this magnitude, all parties had to be on the same page—and meet the lofty standards of the client, The Resort Group.

Four Seasons offers one-of-a-kind experiences to the global luxury market, and at the new resort, says Sanjiv Hulugalle, Four Seasons Ko Olina's general manager, “our goal and our vision has been to create an authentic sense of place.”



Sanjiv Hulugalle

*Ko olina* translates as “a place of joy,” says Hulugalle, adding that its rugged coastline and sheltered coves were Queen Kaahumanu's favorite retreat, and that the area is still home to “all the cultural storytellers and some of Hawaii's most fascinating living legends—from watermen to kupuna to artisans.

“There's a profound spirituality that

connects the mountains to the ocean here. We're recreating the natural landscape that connects the past to the present and reflects some of the sacredness of the place.” The resort's iconic building, he adds, also has “this incredible *mana*.”

Part of the building's power derives from the international renown of its architect, Edward Killingsworth, who used the structure's strong horizontal framework to create a sense of serenity and ease.

On such a fabled site, Hulugalle says, Four Seasons' guiding principle was to build “a legacy for the future. And architecturally, this was our intent: to honor the classical work of Edward Killingsworth.”

De Reus Architects, charged with preserving that legacy, aimed to “enhance the Hawaiian sense of aloha” throughout the property, and to “achieve a gracious atmosphere with the elegance of simplicity and quiet restraint,” says Mark de Reus, partner and project manager.

While work included expanding the lobby, adding 55 luxury guestrooms, two new pools and new landscaping that enhanced the original muliwai (streambeds) meandering through the grounds,





Ko Olina's new 123-foot-long Adult Pool.  
PHOTOS COURTESY CHRISTIAN HORAN/  
FOUR SEASONS RESORTS AND HOTELS

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“very little demolition and reconstruction had to be done,” de Reus says.



**Mark de Reus**



**Francis Oda**

Says G70 Principal-In-Charge Francis Oda:

“First impressions are often critical to guest experience. Thus the transformation began with opening up the existing lobby to the scenic ocean views that draw you to the new 2,250-square-foot Kohola deck.”

Furnishings and major decorative elements, which evoked the area’s traditional materials (e.g., sisal weavings) and motifs (e.g., guardian statues, tapas) were chosen and often custom-made by Philpotts and MZA.

Mary Philpotts’ tapa pattern artwork was used as a custom bathroom wall covering and in the guestroom corridors, says Marion Philpotts-Miller, the firm’s principal interior designer.



**Marion Philpotts-Miller**

Guestroom mini-bars and nightstands, Philpotts-Miller says, “were custom-designed by Philpotts based on a vintage Martin & MacArthur model.”

By most accounts, Ko Olina’s most striking new feature is the restored “Adult Pool,” a 123-foot-long infinity pool with cabanas and spectacular sunset views.

“It’s quite magical,” Hulugalle says of the new Four Seasons Ko Olina. “Rather than overdesign, we enhanced the architecture and interiors with an authentic sense of aloha.”

“I’ve had many guests walk in and say, ‘I feel like I’m in an oasis.’”



PHOTOS COURTESY CHRISTIAN HORAN/FOUR SEASONS RESORTS AND HOTELS



Next Design redecorated the Sheraton Waikiki Leahi Club Lounge.

PHOTO COURTESY SHERATON WAIKIKI

# Designing Local

When a project calls for high-end Hawaiiana, the technical chops and sharp eyes of Hawaii’s local designers deliver spot-on authenticity.

Karen Sakamoto, principal-in-charge at Next Design LLC, offers some tips on successful Island luxury décor.

“There’s always a key element that is part of what makes up the property’s personality,” says Sakamoto, adding that general managers can define that key element based on the property’s owner, customers and location. The result, she says, allows her to customize décor, select art and create spaces that reflect the

project’s personality—as Next Design has done at hospitality properties including the Sheraton Waikiki and the Royal Hawaiian Mailani Tower.

Sakamoto’s first decorating choice for an Island project is usually an Island artisan.

“We always recommend using local artists for our projects,” Sakamoto says.



**Karen Sakamoto**

“Why would you hire an artist in New York for a property in Hawaii? Local artists, designers, materials, energy, history—everything should work together in harmony.”

Occasionally a project needs some offshore expertise, and in those situations, Sakamoto says, “Next Design works with product representatives such as MZA who assist designers by providing extensive product selections.” If, like MZA, the product rep is highly sensitive to Island design considerations, Sakamoto and the rep collaborate by discussing products that reflect the culture, lifestyle, weather and needs of the project.

“Luxury is exemplified by simplicity,” Sakamoto says. “Quiet elegance should speak volumes without being ‘loud.’”



PEARL HARBOR 75TH ANNIVERSARY



# TRIUMPH & SACRIFICE



Hawaii salutes Pearl Harbor's heroes and looks  
to the future with a sweeping schedule of events

BY BRETT ALEXANDER-ESTES





PHOTOS COURTESY WORLD WAR II VALOR IN THE PACIFIC,  
75TH PEARL HARBOR COMMEMORATION COMMITTEE

At Pearl Harbor's Kilo Pier on Dec. 7, a special service will begin at 7:45 a.m., three minutes shy of the moment in 1941 when Japanese bombs dropped on U.S. battleships and World War II began.

President Barack Obama, First Lady Michelle Obama and Tom Hanks, actor and national honorary celebrity chairman of the Pearl Harbor Memorial Fund, are expected to attend this and other commemorations of Pearl Harbor's 75th anniversary.

From Dec. 1-11, Pearl Harbor's valor during the attack and its vital role in the war that

followed will be remembered in events that will be "Honoring the Past, Inspiring the Future" and are attracting visitors from around the world—including Japan.

One Japanese visitor, Dr. Hiroya Sugano, director general of the Zero Fighter Admirers' Club, a group of Japanese WWII fighter plane enthusiasts, is marking the anniversary with an unlikely partner. On Dec. 6, Sugano and the Pacific Aviation Museum Pearl Harbor will conduct the Blackened Canteen Ceremony as a tribute to the fallen on both sides.

Ceremony participants will bow in silent prayer as bourbon whisky from the scorched canteen of a downed American aviator is poured into the waters entombing the *USS Arizona*.

Not everyone in Hawaii will attend private gatherings like the Blackened Canteen Ceremony. But commemoration organizers of "a day that will live in infamy" are rolling out tributes from Dec.

1 through Dec. 11 that mark its place in world history, speak to all generations and are "Free/Open to the Public" or "Ticketed" as seen on the following page:



*USS Arizona*, Dec. 7, 1941

PHOTO COURTESY WORLD WAR II VALOR IN THE PACIFIC,  
75TH PEARL HARBOR COMMEMORATION COMMITTEE



# Free Events

## DECEMBER 1-6

**U.S. Air Force Band of the Pacific Jazz Combo-Papana Performance (Dec. 1)**  
Classic and contemporary jazz with original arrangements by gifted soloists.

**25th Infantry Division Band Performance (Dec. 2)**  
Stirring melodies by the most highly decorated band in the U.S. Army.

**Military Band Performance (Dec. 3)**  
A distinguished military band (TBA) plays patriotic favorites.

**Royal Hawaiian Band Performance (Dec. 4)**  
Playing grand and festive island songs and standards.

**U.S. Pacific Fleet Band Performance (Dec. 5)**  
Presenting a popular military repertoire.

**U.S. Marine Corps Forces Pacific Band Performance (Dec. 6)**

Performing parade and ceremonial favorites. All performances: 8:45-10 a.m. Pearl Harbor Visitor Center Lanai.

## DECEMBER 2

**USS Arizona Reunion Association Wreath Laying Ceremony**  
Solemn tribute from 1:30-2 p.m. National Memorial Cemetery of the Pacific (Punchbowl).

## DECEMBER 2, 4, 5, 8, 9

**Movies On Waikiki Beach "Twelve O'Clock High" (Dec. 2)**  
Award-winning WWII film depicts U.S. air raids over Europe.

**U.S. Navy Themed Movie-TBA (Dec. 4)**

**"From Here to Eternity" (Dec. 5)**  
Celebrated drama portrays Pearl Harbor's impact on U.S. Army soldiers. Gary Sinise and the Lt. Dan Band open with an 'Honor Gratitude Rock & Roll' concert.

**"Sands of Iwo Jima" (Dec. 8)**  
This John Wayne classic follows U.S. Marines to the Battle of Iwo Jima.

**"The Guardian" (Dec. 9)**  
This PG-13 action-adventure charts a dangerous Arctic mission. All shows: 5:30 (live entertainment, food

and beverage venues); 7:30-10 p.m. (movie). Waikiki Outdoor Theater. May be inappropriate for preteens and children.

## DECEMBER 3, 5

**The Swingin' Blue Stars Performance**  
A rousing USO-style revue. 1-3 p.m. (Dec. 3); 2-4 p.m. (Dec. 5). Pearl Harbor Visitor Center.

## DECEMBER 4

**Ford Island Aerological Tower Dedication**  
View restored tower and portion of archival area. Contact Elissa Lines at 445-9069 or via Elissa.Lines@PacificAviationMuseum.org. 1-2 p.m. Pacific Aviation Museum Pearl Harbor.

**Hawaii Remembers - Block Party**  
Revisit Honolulu's WWII bars and beer gardens. 5-9 p.m. Home of the Brave Museum & Brewseum.

## DECEMBER 6

**8th Annual Ewa Field Battlefield Commemoration**  
Views and mementos from a Dec. 7 battlefield. 9:30-11 a.m. Ewa Field/Ewa Plain Battlefield.

**Freedom Bell Opening Ceremony**

Welcome the Spirit of Liberty Foundation Freedom Bell. 10-11 a.m. USS Bowfin Submarine Museum & Park.

**Beneath Pearl Harbor**  
View the *USS Arizona* in dramatic underwater images. 10:30 a.m.-2:30 p.m. Pearl Harbor Visitor Center Education Classroom.

## DECEMBER 6, 8-10

**Freedom Bell Ringing**  
Ring the Freedom Bell in memory of a loved one's service. 10 a.m.-5 p.m. (Dec. 6, 8-10). USS Bowfin Submarine Museum & Park.

## DECEMBER 7

**Attack on Hickam Field Ceremony & Reception**  
Parallels Kilo Pier Pearl Harbor ceremony. ID card access/media ID required. 7:50 a.m. Atterbury Circle, Hickam AFB.

**Annual Wreath Presentation**  
Commemorates the Dec. 7 attack on the Kaneohe Marine Corps Base. 8 a.m. Marine Corps Base Hawaii.

**Freedom Bell Ringing**  
Ring the Freedom Bell in memory of a loved one's service. 11 a.m.-1 p.m. (special Dec. 7 schedule). *USS Bowfin* Submarine Museum & Park.

*Continued on Page 37*



Machine gun nest made from bomb crater and motors from destroyed planes, Hickam Air Base, Dec. 7, 1941.

PHOTO COURTESY WORLD WAR II VALOR IN THE PACIFIC, 75TH PEARL HARBOR COMMEMORATION COMMITTEE



Visitors to Lanai are staying longer and spending more per day since Larry Ellison refurbished the Four Seasons Lanai.

# Lanai

## RESURRECTED

### Visitor spending rises 191% as Ellison reopens his luxury hotels

BY DAVE DONDONEAU

Riley Coon calls it a “cool situation” the island of Lanai is now entering.

“Any sort of change can be difficult for some,” Coon says, “but the renovations Mr. (Larry) Ellison has made to his hotel have been amazing. At the end of the day, we’re happy to see the interest he is putting into the island and his assets.”

I think he has a very good vision of what this needs to be, to be successful.”

Indeed.

The Hawaii Tourism Authority recently announced that August marks the 19th consecutive month of tourism growth in the state. The most impressive numbers came from Lanai, where visitor spending was up 191 percent from a year ago, and daily visitors were up nearly 70 percent from 10,831 to 18,390.

Lanai visitors are also staying longer (3.05 days compared to 2.37 in 2015) and spending more per day (\$547.5 from \$318.90, a 71 percent increase from 2015).



Riley Coon

*“At the end of the day, we’re happy to see the interest (Ellison) is putting into the island and his assets.”*

— RILEY COON





The huge surges are attributable to the reopening of Ellison's luxurious Four Seasons Lanai, where the average room rate is \$1,075 and the Ali'i Presidential, a three-bedroom masterpiece, is priced at \$21,000 per night (Pampering included. Lots.).

The extravagant 213-room hotel includes 47 suites and recently received the AAA Five Diamond Award.

It reopened in February after closing in January 2015 for renovations.

Four Seasons Resort Lanai, The Lodge at Koele has also been closed since January 2015 and is also expected to reopen by the end of this year, says Lori Holland, director of public relations for the Four Seasons Resort Lanai.

"We will release more details as we get them," she says.

Many residents and business owners wondered what kind of impact Ellison would have on the tiny island when he purchased more than 98 percent of it in 2012. The Oracle billionaire has been praised and criticized. And when he closed both hotels for renovations all of last year, it put stress on residents and businesses to simply survive.

Now, Coon says, business is on the upswing.

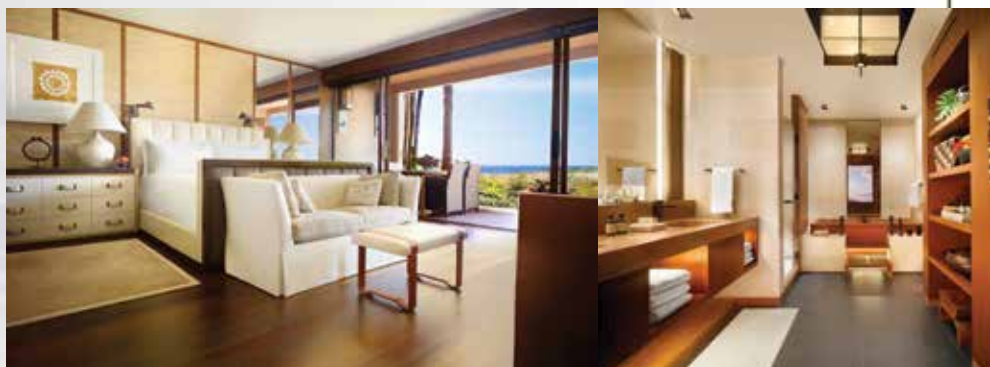
"When they closed for renovations it was tough," says Coon, director of operations for Trilogy Excursions. He and his family have been in business for more than four decades, and among the companies they own are the Manele General Store and a gas station.

"We employ about 30 families, and we lost some staff to other jobs during that time," he says. "We also had to sell one boat because we couldn't afford to keep it. We need tourism here to survive and it was a hard transition time. Now, some of our old staff have come back and we're looking at bringing in another boat. I'd say Mr. Ellison's team has been great. They've been working with us to create new products and experiences specifically for their guests."

One unique experience offered is the chance for guests to fly planes with an instructor by their side. Another is "Hikes with History," which can take anywhere from two to six hours to complete and gives visitors a chance to experience 88,000 acres of virtually untouched wildlife and ocean coast.

Visiting Lanai isn't cheap. A bag of chips can cost \$9, but Coon believes Ellison has the right approach to sustain tourism success.

"Because of the size of the island, this has to be a small-scale business with a



small amount of rooms, so you're going to need a high price point," he says. "I know Mr. Ellison comes here a lot, but he never makes grand entrances. He prefers to walk around and just blend in."

Coon says the Lanai economy got a boost recently when several corporations moved their conventions/getaways/meetings to Lanai from other countries over concerns about security and the Zika virus.

"All of a sudden we went from a few residents to a few hundred (visitors)," Coon says. "It helped out all of us."

Holland says kamaaina rates are available for the hotel and activities and that the hotel staff continues to search for ways to enhance stays by adding new spa experiences, couples' suites, new décor and a new menu.

All are expected to be implemented by the end of the year.

"We also opened the Island Adventure Center, offering horseback riding, UTV tours and more, and will be

opening up Lanai Shooting Range and Archery very soon," she says. "It will be a 14-station clay shooting course and archery course. Expeditions will be debuting experiences with ferry, transportation and activities soon as these activities are available to guests and visitors alike."

The resort now has five restaurants and features locally grown venison (deer meat). Among the offerings at the Sports Bar & Grill is venison pizza, and at One Forty, a high-end steak and Hawaiian seafood house, Lanai Venison is a featured dish. Other trendy spots are Nobu Lanai, Malibu Far and VIEWS at Manele Golf.

"We at Four Seasons have been working with a number of great partners to develop unique experiences for guests and we will continue to build upon that in future," Holland says.

*Dave Dondoneau is a freelance journalist based in Honolulu. Reach him at [writingbydd@gmail.com](mailto:writingbydd@gmail.com).*

# Holiday Lighting: Tips from a Pro

For a festive season indoors and outdoors, the No. 1 priority is safety

BY MEREDITH ENOS

In creating the perfect holiday season experience, properties have to balance creating a festive experience for guests with safety and practicality.

Stephanie Lake, whose company Platform designs and installs small- and large-scale displays for commercial spaces—including holiday decorations for Ala Moana Center—offers some tips to keep holiday decorations safe, organized and looking great, year after year.



Stephanie Lake

## Safety First

Fresh-cut trees have been banned from the common areas of hotels and apartment buildings since 2010 in Hawaii, as they dry out quickly and pose a fire risk. On the plus side, Lake says, because faux trees last longer, “my clients purchase commercial-grade holiday decor and are able to amortize the life of their holiday décor: seven to 10 years. I have some properties whose holiday trees are almost 20



years old.” Look for products labeled IFR (inherently flame retardant).

- Before hanging anything overhead, find out the total weight of the product, and use cables and clips that will handle the total load.
- Hang points for overhead décor should be a closed “eye”—meaning a loop, rather than a hook. Wind and other factors could cause wreaths or garlands to move or become disengaged.
- Make sure the tree does not block any exits. There should be at least 3 feet of clearance between decorations and a heat source, including upright decorations that may be housed under trees or large props.
- Older spotlights use halogen bulbs that give off a lot of heat. Switch to LED, which has minimal heat output and will last longer.
- Lights are designed for indoor or outdoor use, and should not be mixed up. For exterior-grade lights, use an electrical lubricant for sockets to prevent corrosion and to keep moisture out.
- Replace any string of lights with worn or broken cords, or loose bulb connections. Also, read the manufacturer’s instructions for the number of light strands that can be connected end to end: Incandescent lights can handle a maximum of three, 50-bulb strands, while about five LED strands can be linked.
- Add a timer to the tree, to automatically turn off lights.

## Planning for Next Year and Beyond

Most exterior décor used for commercial properties should be a UV-treated product. Typically, Hawaii has about a three-season cycle for exterior décor, due to sun and salt exposure.

- Bring outdoor electrical lights inside after the holidays, and add grease to sockets to help prevent corrosion.
- If possible, store trees with the lights and decor on it, using shrink wrap to wrap tightly.
- Hang wreaths high on a wall or overhead, as the wreath’s weight can crush lights, causing strands to go out.

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Continued from Page 33

### 75th Anniversary Pearl Harbor Mass Band Performance

1,000 musicians present "A Gift of Music" from the Battleship Missouri. Noon-1 p.m. Battleship Missouri Memorial.

### USS Oklahoma Memorial Ceremony

On Dec. 7, the USS Oklahoma suffered the second greatest loss of life. Public attendance via bus from the Pearl Harbor Visitor Center. 1-2:30 p.m. USS Oklahoma Memorial, Ford Island.

### 25th Infantry Division Commemoration Ceremony

The 25th Infantry Division Commander honors Schofield and Wheeler Army personnel serving on Dec. 7. 3-3:30 p.m. Fort DeRussy.

### Pearl Harbor Memorial Parade and Public Ceremony

This is the largest public event commemorating Pearl Harbor's 75th Anniversary. Parade traverses Waikiki and ends at Kapiolani Park. 6 p.m. (parade begins). Kalakaua Ave.

## DECEMBER 8

### Doris Miller Bust Rededication Ceremony

Mess Attendant Second Class Doris "Dorie" Miller was the first African-American to be awarded the Navy Cross. 1:30-2:30 p.m. Doris Miller Housing, 3007 Curtis Dr.

## Ticketed Events

### DECEMBER 3

### "For Love of Country—Pass It On" Opening Gala

10th Anniversary gala includes cocktails, dinner, show and auction. Contact 441-1006 or via Carol@PacificAviationMuseum.org. 6-10 p.m. Pacific Aviation Museum Pearl Harbor.

## DECEMBER 4

### "Remember Pearl Harbor"

#### Documentary Film Premiere

Relive Pearl Harbor through the stories of 36 WWII veterans. Contact 445-9069 or Elissa.Lines@PacificAviationMuseum.org. 2-4:30 p.m. Pacific Aviation Museum Pearl Harbor.

## DECEMBER 5

### Fighting Two Wars: Japanese American Veterans Tribute

Honors AJA veterans of the 100th Infantry Battalion, 442nd Regimental Combat Team, Military Intelligence Service and 1399th Engineer Construction Battalion. 11 a.m.-2 p.m. Hawaii Convention Center.

## DECEMBER 6

### "December 7th Remembered"—

#### An Evening of Honor and Tribute

Gala honors Pearl Harbor survivors, WWII veterans and government leaders at VIP reception, dinner and tribute. 5:30-10 p.m. Hilton Hawaiian Village, Coral Ballroom.

## DECEMBER 7

### National Pearl Harbor Remembrance Day Commemoration

The Navy's official Dec. 7 commemoration. Photo ID required; strict security measures. Parking for the general public at Aloha Stadium. 7:45-9:15 a.m. Kilo Pier, Joint Base Pearl Harbor-Hickam.

## DECEMBER 9

### "Righteous Revenge"

Depicts America's heroic "Doolittle Raid." Contact 447-1794 or Vangie.Villa@PacificAviationMuseum.org. 6-9 p.m. Pacific Aviation Museum Pearl Harbor.

### A Salute to Dorie Miller: The Heroic Reflection of Bravery & Service

Mess Attendant Second Class Doris "Dorie" Miller was the first African-American to be awarded the Navy Cross. Contact Ginger Knowles at 720-3110.

## DECEMBER 10

### "Garth Brooks Salutes Pearl Harbor" Concert

Garth Brooks' first Hawaii performance. Tickets only through Ticketmaster Express at 1-866-448-7849 or 1-800-745-3000, ticketmaster.com/garthbrooks or ticketmaster.com. 6:30 (doors open)-10 p.m. Neil Blaisdell Arena.

## DECEMBER 11

### 2016 Honolulu Marathon

(Honoring the Past, Inspiring the Future) 26.2 miles in paradise. Open to all runners and walkers. 5 a.m. (no time limit).

PHOTO COURTESY WORLD WAR II VALOR IN THE PACIFIC, 75TH PEARL HARBOR COMMEMORATION COMMITTEE



## 'Honor • Gratitude • Rock & Roll'

Gary Sinise & The Lt. Dan Band  
Dec. 5, Waikiki Beach

On Dec. 5, celebrated actor and performer Gary Sinise and his Lt. Dan Band will open that evening's memorable film, "From Here to Eternity," honoring the U.S. Army as part of the 75th Pearl

Harbor Commemoration's 'Movies On Waikiki Beach' series.



## 'Garth Brooks Salutes Pearl Harbor'

Dec. 10, Neil Blaisdell Arena

Garth Brooks, second only to The Beatles in the total number of U.S. record sales, makes his first Hawaii concert appearance in honor of America's service men and women at two shows

at Blaisdell Arena. Net proceeds from the performances will benefit four organizations that support the mission of Pearl Harbor and WWII Pacific Theater parks and monuments.



## Ingwers to Chair HLTA Board

Hawaii Lodging & Tourism Association's 2016-2017 chairperson is **Scott Ingwers**, regional vice president and managing director of Trump International Hotel Waikiki.

"Scott comes with a wealth of experience in the hospitality industry not only on Oahu but on the Neighbor Islands as well," says Mufi Hannemann, HLTA president and CEO. "He has been an active member of HLTA and his leadership will serve as a great asset for our association. We look forward to having him as our chair."

Ingwers previously was the Maui Hotel & Lodging Association's Charity Walk chairperson.

Napili Kai Beach Resort General Manager **Gregg Nelson** is chairperson-elect and **Glenn Vergara**, general manager of Waikiki Resort Hotel, is the vice chairperson while continuing to hold the position of Oahu Chapter chair.

Chapter chairs for Hawaii Island, Kauai and Maui are **Steve Yannarell** of Waikoloa Beach Resort & Spa, **Jim Braman** of Poipu Shores Oceanfront Vacation Rentals on Kauai and **Angela Nolan** of Westin Kaanapali Ocean Resort Villas, respectively. **Stephen Kaaa**, First Hawaiian Bank vice president and area manager, continues to serve as treasurer.

## WIL Seeks Woman of Year Nominees

Nominations for the 2017 Woman of the Year Award are being accepted by the Women in Lodging & Tourism – Hawaii Chapter through Dec. 1.

Candidates from the lodging and allied membership categories of the Hawaii Lodging & Tourism Association are eligible. WIL, a committee of the HLTA, is seeking a woman who demonstrates excellent leadership in her profession and community and serves as a role model for other women.

A nominee must work for a lodging or allied member of HLTA, be a member in good standing of HLTA and WIL,

demonstrate achievement in her career in the tourism/hospitality industry, have community service involvement (chairing an event or drive) and show support of women in her industry (examples of mentoring women or offering internships).

Nominations should be sent to **Karen Fowler**, WIL Membership Committee Chairperson, at [fowlerk@cintas.com](mailto:fowlerk@cintas.com) with the subject line: Woman of the Year Award Nomination. Applications are available at [hawaiilodging.org/WIL](http://hawaiilodging.org/WIL).

## Hilo Hawaiian Hotel Completes Upgrades

Hilo Hawaiian Hotel, a Castle Resorts & Hotels, recently completed a \$500,000 renovation of its ballroom, meeting room and swimming pool.

"We pride ourselves on delivering the highest level of customer service, and we're confident these renovations to Hilo Hawaiian Hotel will do just that while enhancing our guests' experiences," says **Alan Mattson**, president and COO.

Upgrades to the 286-room hotel include having the oceanfront, freshwater swimming pool re-plastered and equipped with new drains, skimmers and concrete. Both the Mokuola Ballroom and the Mala Ikena Meeting Room boast new carpeting, drapery, chairs and paint.

## Martin Joins Hyatt Regency

Hyatt Regency Waikiki Beach Resort and Spa announces the hire of **Stacey Martin** as guest services manager. Martin will oversee areas with the highest level of



**Stacey Martin**

and competitive.

Most recently Martin was director of integrated marketing at [travAllaiancemedia.com](http://travAllaiancemedia.com). Her career in global tourism and hospitality includes 17 years as the director of travel sales at the Oahu Visitor Bureau. Martin

launched her career 28 years ago in New York working for international tourism brands including the Nice Convention & Visitors Bureau, L'Horset Hotel France, Lido de Paris, Pullman Sofitel Hotels, Accor Resorts, L'Habitation (St. Martin) and Manapany Cottages (St. Barts).



## Fairmont Kea Lani Wins Big

Fairmont Hotels & Resorts Americas has named the Maui's Fairmont Kea Lani, nestled on the pristine white sands of

Wailea's Polo Beach, the "2015 Hotel of the Year." The all-suite and villa luxury resort achieved best overall operating performance along with outstanding guest satisfaction.



**Charles Head**

The Maui resort was also

recognized for launching a guest problem resolution initiative aimed at empowering colleagues to minimize the steps involved in resolving guest issues. All Fairmont hotels subsequently adopted this initiative as a best practice.

"We are extremely proud to earn the distinguished recognition of Fairmont Hotels & Resorts 2015 Hotel of the Year," says **Charles Head**, general manager of Fairmont Kea Lani on Maui. "It is rewarding to see the resort meet success in each of our brand pillars following the completion of our \$70 million renovation and considerable investments in the areas of sustainability and guest experience. Our colleagues are passionate about providing the highest level of service as well as sharing the traditions and culture of Hawaii with our guests."



# HLTA Launches 'Generational Mentoring'

## Hotel general managers and university students link up for new mentoring program

The Hawaii Lodging & Tourism Association (HLTA) and Here and Now Consulting introduced "Generational Mentoring," a program which pairs hospitality students in Hawaii with general managers from hotels across the state.

"Mentoring our next generation of hospitality leaders in Hawaii is critical," says Art Sarkissian, founder and CEO of Here and Now Consulting. "This program not only partners high potential students with some of the most outstanding industry leaders, it also allows them to learn from each other. This truly is generational mentoring."

"This program will help develop and train future generations of industry leaders, much like many of our HLTA initiatives including our HYPE (Hospitality's Young Professionals & Entrepreneurs) and Women in Lodging & Tourism committees and our college scholarships," says Mufi Hannemann, HLTA president and CEO. "Major kudos to Art Sarkissian and our excellent cadre of general managers throughout the state for stepping up to the plate to help us launch such an important initiative."

The seven-month mentoring program allows students to learn a variety of skills such as leadership, emotional intelligence, personal branding and leading through change.

Twelve GMs will link with 12 students from travel industry management programs at the University of Hawaii at Manoa, Hawaii Pacific University and Brigham Young University.

"We very much appreciate HLTA taking the lead on this project. It's a wonderful opportunity for our students, and the mentors that are participating are absolutely top-notch," says Thomas Bingham, dean of the school of Travel Industry Management at UH-Manoa. "By bringing in the three bachelor programs on the island, our students will not only benefit from meeting the mentors but from meeting the students at the other programs as well. This kind of experience is priceless."



The 2016 cohort of HLTA's Generational Mentoring Program pictured with Mufi Hannemann of the HLTA, Art Sarkissian of Here and Now Consulting, Thomas Bingham of UH-Manoa, Jerry Agrusa of HPU and Steven Lundgren of BYU.

The students were selected by their professors. "I'm excited for the opportunity to meet and gain a strong connection with people within the industry, and the opportunities that hopefully may come from (the program) after graduation," says Derek Lin, a TIM student at UH-Manoa. Adds Isabella Brostrom of Sweden, an HPU student: "I'm very excited and looking for new opportunities and the ability to gain more knowledge on the hospitality management industry."

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Hotel, with Kareezma Rodriguez, University of Hawaii at Manoa.

- **Julie Arigo**, Waikiki Parc Hotel, with Mai Endo, Brigham Young University.
- **Phyllis Branco**, Naniloa Hotel, with Grace Alvares, Hawaii Pacific University.
- **Lynette Eastman**, The Surfjack Hotel, with Toetu Lepule, BYU.
- **Thomas Foti**, Wailea Beach Marriott Resort & Spa, with Trang Nguyen, UH-Manoa.
- **Kelly Hoen**, The Modern Honolulu, with Derek Lin, UH-Manoa.
- **Niel Mason**, Ohana East, with Isabella Brostrom, HPU.
- **Charles Young**, Hyatt Centric, with Gabriella Andrade, HPU.
- **Angela Nolan**, Westin Kaanapali Ocean Resort Villas, with Ederin Caraang, UH-Manoa.
- **Paul Toner**, Kauai Marriott Resort & Beach Club, with Jasmine Ogata, UH-Manoa.
- **Denise Wardlow**, The Westin Princeville Resort Villas, with Jaclyn Young, HPU.
- **Cheryl Williams**, The Royal Hawaiian, A Luxury Collection Resort, with Estelle Thach, UH-Manoa.

## Hotels & Resorts, Maui Win Big

Condé Nast Traveler's 2016 Readers' Choice Awards rank Oahu and Maui hotels and resorts with top scores and names Maui the Best Island in the U.S. The awards were tabulated from more than 300,000 readers who participated in a 2016 survey.

The Modern Honolulu wins fourth place



Kelly Hoen

in Hawaii's "Top 5 Hotels" category. "We are delighted to be honored by Condé Nast Traveler's prestigious Reader's Choice Awards," says Kelly Hoen, The Modern Honolulu

general manager. "We strive to provide our guests with a memorable experience and these awards are a testament to the level of service and product we deliver day in and day out."

On Maui the Kaanapali Beach Hotel came in No. 5 on the list of "Top 5 Hawaii Hotels." Other Maui hotels and resorts also placed among the 30 Best Resorts in Hawaii category, including the first five positions: Andaz Maui at Wailea Resort,



Travaasa



The Modern Honolulu



Kahului, Maui

Montage Kapalua Bay, Wailea Beach Villas, Hotel Wailea Maui and Travaasa Hana.

Readers of *Condé Nast Traveler* also voted Maui the Best Island in the U.S.



Sherry Duong

"For Maui to be recognized by the readers of *Condé Nast Traveler* as the Best Island in the U.S. for 23 years in a row is a tremendous honor and recognition of the incredible work our industry partners proudly put into their products and guest services,"

says **Sherry Duong**, executive director of the Maui Visitors and Convention Bureau. "I extend my congratulations and appreciation to everyone on Maui who ensures that travelers are greeted with aloha and a lifetime of unforgettable memories and experiences found nowhere else in the world."

## Sheraton Maui Welcomes Chef Lederer

**Christopher Lederer** is the new executive sous chef for Sheraton Maui Resort & Spa dining establishments, focusing primarily on the resort's Black Rock Kitchen. He will work alongside Executive Chef Greg Gaspar and Executive Sous Chef Les Barayuga in culinary operations.



Christopher Lederer

HRA | Gregg Fraser

# Finding, Training, Keeping a Top Staff

We talk a lot about rising employee costs, with minimum wage going up each year until it reaches \$10.10 by Jan. 1, 2018. In addition, other employee-related costs are also going up. But that is only part of the problem when it comes to restaurant staffing. The first concern is where to find them. And then finding qualified employees and retaining them with so many new restaurants opening.

Oahu is seeing huge growth in many segments, which gives an individual more options for either part-time or full-time employment. With a shrinking pool of candidates and more and more restaurants opening every month, where will these candidates come from? Will they be trained? Are how long will they stay on? All are questions that plague the recruiting for restaurants.

In a highly competitive labor market, employers are forced to use creative ways to find qualified employees. Candidates want to be courted, much like dating, and they are much more technically savvy than ever. Quite often,

they are already involved and will need to be lured away from a current job. That means the candidate that you are looking for is most likely not looking for you. They are probably happily employed and do not know that you are looking for them. The top 10 percent of candidates in each profession do not actively seek out employment, meaning that you have to go out and get them.

The five most commonly reported themes by effective business owners to attract and retain top employees are:

- Recognition
- Professional growth opportunities
- Clear expectations
- Trust and autonomy
- Fair compensation

Employees are looking to come on board with companies that provide consistent and frequent reviews, have an opportunity to further their career and clearly define job duties and performance expectations, but still allow for flexibility without micromanagement.

Fair compensation is listed as the

fifth-most important attribute, so without the top four needs being met by the employer, there is only one option: overpay for performance.

The Hawaii Restaurant Association is working on efforts to increase the amount of candidates working within the industry. HRA is in the works with an online job portal and instituting the HRA Educational Foundation, training high school students through the ProStart Program to work in the foodservice industry.

This dilemma will continue if we don't start our future candidates at an early age.

*Gregg Fraser is executive director of the Hawaii Restaurant Association. He can*



*be reached at [gregg.fraser@hawaii-restaurant.org](mailto:gregg.fraser@hawaii-restaurant.org) or 944-9105. For more information about the HRA visit [www.hawaiiirestaurant.org](http://www.hawaiiirestaurant.org).*



# Expanded Tourism Conference Moves Industry Forward

Mahalo to everyone who supported the 2016 Hawaii Tourism Conference. It was a wonderful week that brought the tourism industry together to network, collaborate and plan for the future.

We took some aggressive steps to expand this year's conference, restructure its format and provide attendees with a broad base of industry insight, while encouraging them to voice their opinions about the direction of Hawaii's tourism future.

The new format energized the conference. We had 2,100 attendees, by far the most ever, with 18 countries represented, including 200 industry partners from Japan and 65 travel agencies from China.

There were 79 sessions and special events, also the most ever, including 10 sessions devoted to Hawaiian culture. Another first was having exhibit booths at the conference, with 59 exhibitors total.

Most importantly, the feedback has been overwhelmingly positive. Attendees appreciated the opportunities to interact, engage with travel partners and develop new business.

## Honoring Buff and Uncle George

The highlight event for me was the Tourism Legacy Awards and the special tribute for two surfing legends, Buffalo Keaulana and George Downing, and their ohana, for all they have meant to Hawaii.

Buffalo and George are two original ambassadors of aloha, caring and generous men who fostered a love for surfing and the ocean in countless visitors. They were heroes of mine growing up surfing and it was touching to see them recognized for their lifetime of achievements.

## New Global Marketing Initiatives

We introduced two new cutting-edge initiatives at the conference to promote Hawaii: Virtual reality and facial recognition in partnership with Expedia,



Surfing legends Buffalo Keaulana (seated, left) and George Downing (seated, right), were honored by the HTA with Tourism Legacy Awards at the Hawaii Tourism Conference. With them are (standing, from left), George Kam, Quiksilver Ambassador of Aloha; George Szigeti, HTA president and CEO; and Keone Downing, son of George Downing.

both of which will expand awareness of our Islands' beauty and culture to travelers worldwide.

Hawaii VR combines cinematic virtual interactivity with live-action footage, a unique differentiation in virtual reality content, especially for promoting destination travel. Download it for HTC Vive on Steam at [store.steampowered.com](http://store.steampowered.com) and on the iOS App Store for iPhone using the search: Hawaii VR.

Facial recognition marketing is a one-of-a-kind global campaign highlighting the natural beauty, culture and diversity of our Islands through video. Users opt in to the program and their facial reactions are measured as they view the imagery through their computer or mobile device web camera. Recommendations about Hawaii are then offered based on what generates the most favorable responses.

## Happy Holidays

The 2017 Hawaii Tourism Conference is scheduled for Sept. 19-21 at the Hawaii Convention Center. Plan to join us for an invigorating three days of networking, collaboration and seeking new ways to improve Hawaii tourism.

The holiday season is here, a favorite time for many of us as we gather with family and friends to celebrate, reflect on the past year and give thanks for our blessings.

It's been a wonderful year for Hawaii tourism, and the future looks bright going into 2017.



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

# More Ahead for HLTA Members

When autumn rolls around, that means it's time for the Hawaii Lodging and Tourism Association's annual General Membership Meeting. Once held up to four times a year, GMM is now an annual event that rotates through the Islands and is hosted by one of our outstanding member hotels. It also provides the perfect networking opportunity that often leads to long-lasting connections with fellow industry colleagues.

HLTA's 189th GMM was held at the Sheraton Kauai Resort on Oct. 13-16. Over the course of the conference, members learned about the association's past accomplishments and future initiatives, as well as tips and trends in today's hospitality landscape.

This year's educational sessions were exceptional, bringing up themes such as generational diversity, leadership building and hospitality in the media.

Guest speaker Cindy Sakai, training resultant and executive coach of TH!NK LLC presented on meeting the needs of a diverse workforce. Larry Mogelonsky, founder of LMA Communications, delivered the top 10 tools of energizing in-house experience and marketing capabilities for hotels. Art Sarkissian, founder and CEO of Here and Now Consulting LLC, discussed the true dynamics of building a strong leadership team.

Senate President Ron Kouchi and Kauai Mayor Bernard Carvalho also spoke to members about the importance of government working proactively in partnership with tourism to keep the state's number-one industry vibrant and strong. Our keynote speaker was Rick Blangiardi, general manager of Hawaii News Now, who shared the social responsibility media has in the absence of bold leadership to tackle controversial issues that are in dire need of solutions, like homelessness.

Homelessness has been a priority item among HLTA's philanthropic initiatives. At last year's GMM on Maui, HLTA worked with Mayor Alan Arakawa and IHS to donate \$25,000 to the Maui Family Life Center to support its airline relocation program and help reconnect homeless transplant individuals with their families on the Mainland. This year we continued



**HLTA raised \$25,000 for the Kauai Economic Opportunity Inc.**

our tradition of giving by presenting \$25,000 to Kauai Economic Opportunity Inc. which has worked closely with the Carvalho administration to help alleviate Kauai's homelessness situation. In the same month, HLTA also co-sponsored the Hilton Hawaiian Village's Hawaii for Hawaii Benefit Concert, raising millions of dollars to continue our laser-like focus with IHS and government on our homelessness challenges in Waikiki.

There was plenty to announce at the general membership meeting on Saturday, as the HLTA has ramped up its initiatives in engaging members and supporting future leaders of our industry. We launched HYPE (Hospitality's Young Professionals and Entrepreneurs) this year to give the millennial generation a means to network and build professional relationships. We recently debuted our Generational Mentoring program that pairs college students with hotel general managers. We also introduced a monthly Hospitality Industry Pau Hana to stimulate networking among our membership, as well as to recognize a hospitality employee who exemplifies "selfless generosity" with the coveted Kahiau Award.

Attendees were also given a preview on what kind of activities and initiatives are in store in 2017 when HLTA celebrates its 70th anniversary. In addition

to expanding HYPE to the Neighbor Islands, HLTA plans to establish three new committees: agriculture, technology and housekeeping. We plan to create an additional tier to allied membership for members who are willing to step up their membership dues for added value and benefits. We're also creating 10 new scholarship awards to ensure that we are doing all we can to develop the next generation of leaders in hospitality.

Other festivities of this year's GMM included a '60s Beach Party, golf shamble, tour of Kauai Coffee Estate and a fabulous *paniolo*-themed reception at Omao Ranch. Saturday's farm-to-table *paniolo* barbecue featured locally grown *ono* grinds, fresh from the Garden Island, and top-notch country and western entertainment.

Overall, the 189th GMM was a huge success, and members had a fantastic time enjoying the beauty and hospitality of a place that Elvis Presley described in "Blue Hawaii" as an "island of love."



**Mufi Hannemann**

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



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