

INSIDE: HLTA OUTLOOK \* CAROLE KAI'S GREAT ALOHA RUN

# HAWAII *hospitality*

LODGING & FOODSERVICE | JANUARY/FEBRUARY 2017



*Women in Lodging's*

# WOMAN OF THE YEAR

Barbara Campbell of  
Outrigger Enterprises Group

*Hawai'i Lodging & Tourism Association's*

27th Annual  
**Na Po'e  
Pa'ahana**

*Awards Recognition Luncheon*

**2017 WINNERS**

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## checking in

The 2017 Na Po'e Pa'ahana Awards celebrate the outstanding performers in Hawaii's heralded hospitality industry, and the winners in the various categories appear in this issue. Also inside is a special section on the annual awards, with lists of finalists and the 300 nominees.

One of the fastest-growing organizations in Hawaii—and almost half of the U.S. Mainland—is the Women in Lodging & Tourism chapter, which boasts 400 members. WIL-Hawaii was formed only two years ago, attracting 100 members at its inaugural gathering. We take a look at WIL's 2016 achievements as well as the chapter's plans for 2017, beginning with the unveiling of its Woman of the Year.

Few people have done more to enrich lives in Hawaii than Carole Kai. Since the 1970s she's been arranging fundraisers and events, including the world-famous Great Aloha Run, to support hundreds of local charities. We take a look back at her adventurous career as an entertainer and philanthropist.

And be sure to read our report on how local entrepreneurs are pushing hotel suites to travelers seeking to save money while getting expanded perks during their stay in the Islands. One such company, suite3sixty.com, operates entirely online.



Carole Kai

Aloha!

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# HAWAII hospitality

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# Living the American Dream in Hawaii

**Danny Chounramany** was 10 that day he walked into a fifth-grade class at Ala Wai Elementary School, not knowing a soul or a word of English. He and his mother **Nimonth** and four other siblings had recently fled Laos after his father **Chantahla**, a three-star lieutenant colonel in the Royal Lao Air Force, was shot down during the Vietnam War, captured by the communists and sent to a concentration camp.

Danny recalls of those early days in Hawaii: "I got nobody to look up to."

Ironic how the American dream can work out, because today Danny, 48, an engineer at the Princess Kaiulani Hotel in Waikiki, is someone others look up to. He was just named Starwood's Engineering Associate of the Year—worldwide. And he's been nominated for the Hawaii Lodging & Tourism Association's Na Po'e Pa'ahana Hospitality Awards this month.

There was, however, one day his colleagues could have looked down at him—into 10 feet of dark-as-ink water—if anyone else had been there. Which there wasn't.

In a scenario more suited to an action film than back-of-the-house hotel matters, Danny was on his way home from serving with the Hawaii Air National Guard at Bellows when he got an alert on his phone that there was a problem with the pump that provides 50 percent of the water for the Princess Kaiulani, Moana and Royal Hawaiian hotels. He called his boss **Eric Au** for confirmation, and got it: "There's a flood over there."

The pump caps a well located near Danny's alma mater, Kaimuki High School, and the water line from there runs below the Ala Wai Golf course, Ala Wai Canal and International Market Place.

"I was the first responder," Danny says. "I was having a hard time opening the door (to the pump house) because the water was so high—and when I got the door open the water just came gushing out. And the water was still shooting up. I guessed that pump motor was built to run underwater—I didn't want to get shocked, so I ran to the back, turned off the pump.



Danny Chounramany of Starwood Hotels

But the water is still shooting up."

The valve to stop the flood was now located under 10 feet of cold water, all the lights were necessarily off and there was only one thing for one man to do.

"I have to go down into the pit," Danny says matter-of-factly. "But I know the exact location of the valve and everything. It's a gate valve. I can only hold my breath so long, so I go down (fighting against the current rushing up from the well), do a couple of turns (of the valve), come back up, go down, do a couple of turns . . . several dives like that, I don't know how long . . . I just want to secure that water line so it stops and we save thousands of gallons of water, and make sure any contamination doesn't get syphoned back into our well—that would destroy everything."

At last he stanchied the flow, and as you might suppose that's a big reason he's being honored internationally by Starwood and nominated by his peers for the HLTA award. But both are based on more than engineering skill and daring actions. Community service also is a consideration. As the Na Po'e Pa'ahana nominating form says: "Whether he's taking the lead on fundraising at the hotel, promoting a healthy lifestyle with his colleagues, or reducing electrical use at home, Danny is always seeking ways to improve lives. He is a regular blood donor, volunteers at the Hawaii Foodbank and even volunteers as a

designated driver with Airmen Against Drunken Driving."

See, after eight years in the Army (which followed three years of JROTC at Kaimuki High), Danny spent more than 20 years with the Air Guard. The driving program offers airmen who've had too much to drink a safe and free ride home.

Of his military service, he says: "I just want to give back something to the country that took us in and gave us a chance. . . . We all turned out OK."

There is one more detail in Danny's family story that needs to be wrapped up, regarding his father, lest you think he was abandoned.

"We found out he tried to escape one time, but the guards shot the truck he was driving and blew out a tire, and it flipped and he broke his leg," Danny says. "But he apologized, said he was sorry and wouldn't do it again. He was an engineer himself, he helped them (communist leaders) build bridges, so they trusted him. . . . He lived off the land, worked for them. . . . They started to trust him more, they'd let him come into town to pick up materials, supplies. . . . When my relatives in Laos heard this, they got in touch with my mom . . . she can speak seven languages, so she'd gotten a job at Immigration."

A plan hatched among the family. Papers for his father to come to America were drawn up.

"My sister and brother-in-law flew up," Danny continues, "and they found out what day he would be doing this again, going back and forth (for supplies) . . . and they got him out and flew him back here. . . . That was the second time he tried to escape. We reunited in 1991, that's how many years I haven't seen my dad, no news for like 10 years before we got that news from our relatives, and from there we're just planning how we can extract him out of Laos."

Chantahla would live another 20 years in Hawaii, surrounded by a family that never forgot him.

You could say it was a mission well-engineered.

*Know a good story about a good person in Hawaii's hospitality industry? Please contact me at [chapman001@hawaii.rr.com](mailto:chapman001@hawaii.rr.com).*



# 33RD GREAT ALOHA RUN Sharing Hawaii's Spirit

## Runners, walkers, marchers and strollers toe the line for annual charity fundraiser

The Kaiser Permanente Great Aloha Run, staged by Carole Kai Charities and touted as Hawaii's largest participatory sporting event, once again has thousands of runners and walkers signed up for the charity fundraiser.

This year marks the 33rd incarnation of the GAR, and at 7 a.m. on Feb. 20, participants will embark on an 8.15-mile course that begins on Nimitz Highway in front of Aloha Tower, runs under the H-1 Freeway viaduct and winds up at Aloha Stadium.

Kai credits much of the GAR's success over the years to its myriad sponsors, saying they "are sooo important because they help to keep us 'sharing aloha' with the people of Hawaii. We give to 50-plus Hawaii organizations annually, plus the military here, and without our sponsors that would not be possible.

"We thank them and are most grateful for their giving spirit. Hawaii has the most generous people in all of the United States. *Mahalo pumehana!*"

The GAR has gifted more than \$12 million to 150 Hawaii charities since its founding in 1985. More than 24,000 entrants participated in last year's GAR.

"Carole Kai is a local treasure, and has been tirelessly working for charitable organizations for decades," says Chad Karasaki, president of AON Risk Services. "Anything we can do to support Carole is something we want to do."

AON Risk Services is one of the sponsors of the Sounds of Freedom entrants—men and women from units of America's five military branches who

run-march in formation, calling out cadence—thus the name "Sounds of Freedom." Last year 5,700 SOF personnel participated.

"Hawaii and the military have such a special relationship," says Karasaki, "and we have a great deal of respect and empathy for the sacrifice our best and brightest give to all of us with their service. They are prepared to give the ultimate sacrifice, so we can all enjoy the freedoms and privilege with being American, and especially living in Hawaii."

Lynne Kinney, a principal at CKW Financial Group—also a Sounds of Freedom sponsor—says "GAR is a part of Hawaii's history where people gather and participate, promoting a healthy lifestyle and sense of community. The three partners at CKW have themselves participated over the years with our families and continue to sponsor and encourage our staff.

"The Great Aloha Run's success is in bringing people together from not only Hawaii, but also from around the world and welcoming all participants, regardless of capabilities. In addition," Kinney adds, "the Great Aloha Run has supported countless nonprofit organizations throughout Hawaii for over three decades. CKW Financial Group appreciates the thoughtfulness that goes into their efforts in choosing where the monies can do the most good for the community, and that we're participating in benefiting those organizations."

The event has expanded to include Great Aloha Run Sports, Health and Fitness Month. A major draw is the KP-GAR Expo at Blaisdell Exhibition Hall that is scheduled for Feb. 17 from 4-9 p.m., Feb. 18 from 9 a.m. to 7 p.m., and Feb. 19 from 9 a.m. to 5 p.m. Runners come to pick up entry packets with their race numbers and timing microchips,



Carole Kai



Lynne Kinney



Chad Karasaki



## Signing Up

- To register for the Great Aloha Run, and for more information on the other events, go to [greatealoharun.com](http://greatealoharun.com).
- For more information on the 2017 Keiki Great Aloha Run, go to [kahoomiki.org](http://kahoomiki.org).

and vendors offer fitness and health goods, services and activities. There are participatory activities and demonstrations, children's activities, prize giveaways and food and entertainment.

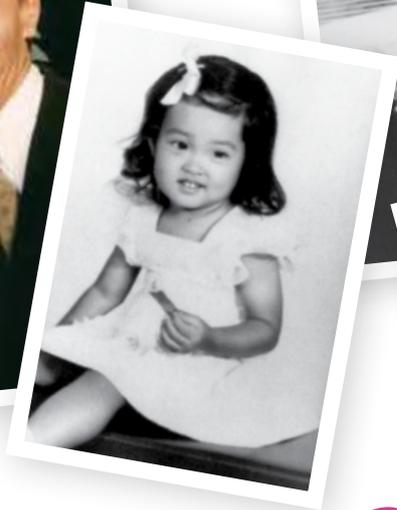
The lineup also includes the 28th annual Silver Streaks Sunrise Walk for Seniors on Feb. 18 at 7:30 a.m. at Ala Moana Beach Park, and the untimed 1.5-mile Keiki Great Aloha Run for youths 12 and under that runs around the Blaisdell Center and McKinley High on Feb. 18 beginning at 8 a.m.

There is also an in-race high school challenge and a seven-member team challenge, plus a costume contest. Along the way, participants are offered refreshments and entertained by a variety of live music.

But GAR day itself remains the centerpiece, with runners and joggers, huffers and puffers, not to mention stroller pushers, lining up for the race.

And, yes, for the more serious runners they do keep score. Last year, the first runner to cross the finish line at Aloha Stadium was Jacob Alplund, a student at Hawaii Pacific University, with a time of 43:38.

*Don Chapman contributed to this report.*



# A Bow to Carole Kai

## One of Hawaii's favorite stars gives back with talent and an abundance of aloha

BY DON CHAPMAN

Looking back, it seems almost preordained that Carole Kai Charities and its biggest event—the Great Aloha Run—would gift more than 150 Hawaii charities with more than \$12 million since 1985. It's just such a good idea.

But growing up, that was never part of Carole Kai's dreams and plans. At least since her days at McKinley High School—just a couple of blocks away from where her mother Ethel ran Kapiolani Barber Shop—becoming a singing star was the dream. And she was well on her way. She played all of Honolulu's top venues in the 1970s and wowed audiences as far away as Singapore. She even opened for Don Rickles in Las Vegas and for George Carlin in Reno, both in 1979.

And she was catching the eyes of Hollywood talent scouts.

One agency wanted to make her an international star, “the next Rita Moreno,” with her exotic looks and promised to get her on the popular TV game show “Hollywood Squares.” She just first had to meet with a Vegas big shot.

“Sure, I'll bring Grandma Ewing along,” she said eagerly, referring to the grandmother of a friend in Vegas she was staying with. The reply was no,

no, no—Kai should show up alone. To which her response was no, no, no—and before long she was back home.

“Just like that I went from making \$5,000 a month in Vegas to making \$600 a month writing a local entertainment column for *This Week* magazine,” she recalls. “But I was happier, and I didn't have to compromise my values. . . . That set me on a course to here.”

She'd already been involved with the Carole Kai Bed Race since 1974. For the uninitiated, teams consisted of several PJ-wearing runners-pushers and one bed rider (often lingerie-clad). It was for a good cause—the Variety School—and was a hoot whether participating or spectating. But it made only about \$50,000 “because there was a finite amount of beds,” she says. “So I had this idea to start a little run to help support the bed race.”

Kai enlisted the help

of cardiologist Jack Scaff, an early proponent of running for health who had helped found the Honolulu Marathon. They proposed a charity fun run along Diamond Head. “But the city turned us down because it would disturb a bunch of rich people,” Kai recalls.

Enter Buck Buchwach, editor of the *Honolulu Advertiser*





and a patient of Scaff's, who told Kai he had a concept for a run from Aloha Tower to Aloha Stadium—the Great Aloha Run.

That first one in 1985 drew 12,000 participants, proving an instant success. It remains the only GAR that did not happen on a Presidents Day.

“The first run was on a Sunday,” Kai recalls, starting to blush, “and I got a call from my pastor, Mel Schmeiser of Faith Fellowship. He asked if I wanted to take people away from Jesus. I said of course not. And he said, ‘Show me you’re committed, hold it on another day.’”

That day turned out to be the third Monday in February—which falls this year on the 20th. “The Lord blessed it,” Kai says.

Not that Kai gave up show biz. Back home she’s known multi-generationally as the co-host with Kimo Kahoano of the TV karaoke hit “Hawaii Stars,” as well as “a cook-

ing show, a keiki show, a teen show . . . and in 2009 we started doing documentaries (such as ‘Kama’aina Business Success Stories’). I’m very proud of that.”

The Great Aloha Run has experienced similar growth and diversification, even as the Bed Race ceased its, well, run after 20 years, in 1994. “Two events was too much,” she says.

The Great Aloha Run has grown so much that it relies on the efforts of more than 4,000 volunteers. “And not just regular volunteer-volunteers,” Kai says, “we have really good volunteers. . . . They boss me around, and I let them—because they’re smarter than I am!”

She’s being humble: She’s also an unpaid volunteer.

“We only have one full-time person, Claire Nakamura,” Kai says, “and she has to get paid because she has to know everything. . . . That’s one of the best things about the Great Aloha Run, only 5 to 6 percent of entry fees go to administrative costs. The rest goes to charity.”



# A Suite CONCEPT

## New Hawaii-based website assists hoteliers in selling high-priced rooms

BY CATHY CRUZ-GEORGE

A troika of Hawaii executives has launched Suite3Sixty.com, a website selling hotel suites—and nothing else. The site opened in October and already is undergoing major tweaks to better accommodate travelers looking to book suites.

The fledgling company has “temporarily closed the website . . . to completely overhaul, redesign and relaunch the marketplace,” says co-founder and CEO Doug Hesley. “From its inception, we knew we would iterate through multiple versions of the website. Fortunately we are able to do so faster than expected.”

Suite3Sixty has been working with Colorado-based Newmedia/RiotLabs to upgrade the website, scheduled to relaunch in March. The revamped site will be faster, social-media enabled and will work across multiple platforms.

The company promises customers exclusive inventory, membership perks and speedy transactions. From a

room-inventory standpoint, Suite3Sixty tackles two major issues facing hoteliers worldwide:



Justin Kimble

says Justin Kimble, Asia/Pacific regional director for Suite3Sixty. Often, “the highest-priced inventory are heavily discounted for sales, or are used as free upgrades for randomly selected customers,” he says.

Industry researchers predict that in 2017, nearly 44 percent of hotel reservations worldwide will be made online. More than 52 percent of that will be through online travel agencies such as Expedia.com, booking.com and hotels.com.

- The ongoing price wars between online travel agencies and hotel brands.
- The challenge of selling higher-priced hotel rooms to mass markets.

Suites are difficult to sell,

## Who is Behind Suite3Sixty?

- Douglas Hesley is the chief executive officer with extensive experience in



Douglas Hesley

revenue strategy and hospitality management. He also is president of Associa Hawaii, a community management group.

- Tena Parker is chief marketing officer with a strong background in film and television.

- Justin Kimble is the Hawaii and Asia / Pacific regional director and boasts a diverse background in film and television, accounting and service in the United States Marine Corp.

## How Does Suite3Sixty Work?

Suite3Sixty users must sign up for free membership. According to Suite3Sixty.com, this private membership allows hotels to grant Suite3Sixty special rates that are lower than those offered by hotels themselves. Members book suites using “VIP Instant Reservation Purchasing,” a technology not used by any other travel booking website. Advance payment is required and is 100 percent refundable up to 30 days prior to checkin, minus a few dollars for credit-card company processing fees. Already, Suite3Sixty is on track to reach 1,000 members by early 2017.



## Some Popular Suites in Waikiki

- The Sheraton Waikiki recently converted some of its oceanfront rooms to “Ohana Suites,” featuring two full-sized beds in one room, a king-sized bed in the adjoining room and two full baths. Designed to accommodate six adults, the suites are popular with families.

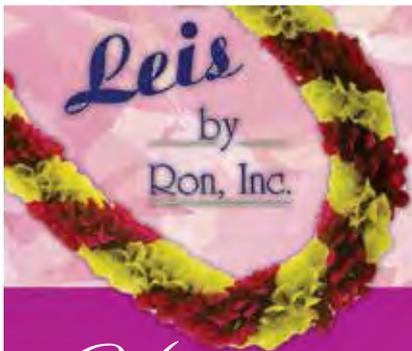
- At the Moana Surfrider, A Westin Resort & Spa, also known as the “First Lady of Waikiki,” the 21st floor Penthouse Suite offers magnificent views of Waikiki Beach. The suite’s soothing colors of blue and gray symbolize different hues of the ocean.

- At the Outrigger Reef Waikiki Beach Resort, the Voyager 47 Club 1 Bedroom Oceanfront Suite boasts over 1,000 square feet of separate living room area with a queen sofa sleeper, two bathrooms with a whirlpool bath and separate shower. Guests have VIP access to the Voyager 47 Club Lounge, directly overlooking Waikiki Beach.



- At the Outrigger Waikiki Beach Resort, the one-bedroom Diamond Head Oceanfront Suite boasts exclusive glass railings, stunning panoramic views of Waikiki Beach and iconic Diamond Head, and over 685 square feet with 2 separate bathrooms. A spacious separate living room area holds a queen-sized memory-foam sleeper, while another bedroom houses a king-sized bed.

(Left) The Ohana suite at the Sheraton Waikiki. (Above) A suite at the Outrigger Waikiki Resort. PHOTOS COURTESY OUTRIGGER RESORTS AND HOTELS AND STARWOOD



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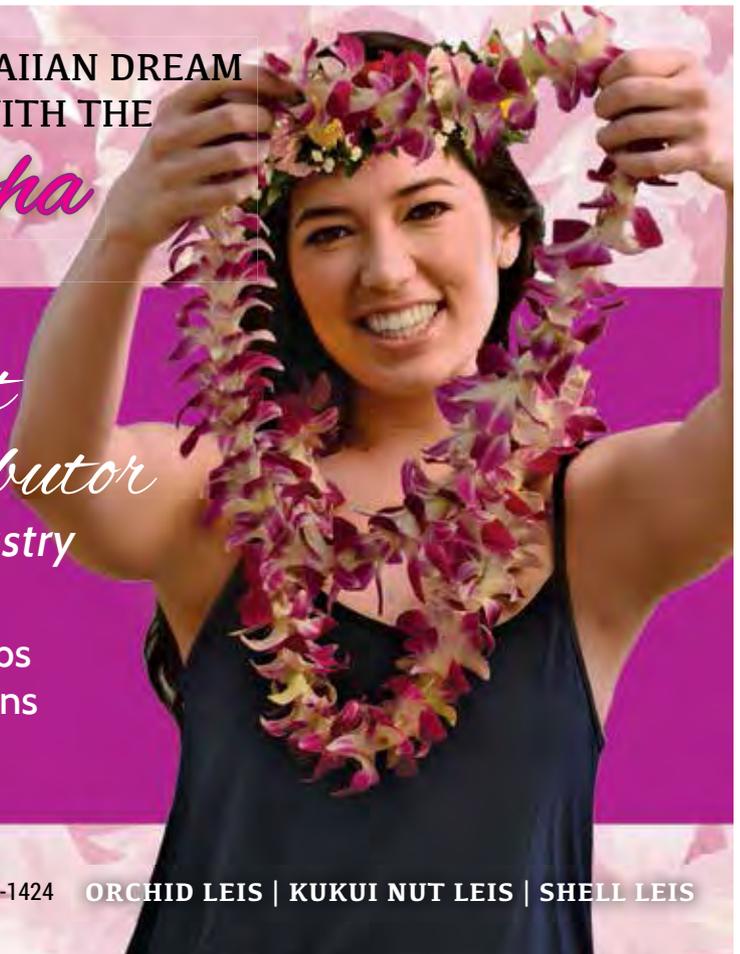




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## Online Trends

- **One-on-one personalization.** Using personalized deals, mobile alerts and the VIP treatment, brands will stay in touch with their regular customers.
- **Online travel agencies take reign.** Approximately 44 percent of U.S. hotel reservations will be made online in the year 2017. Of that, 52 percent will be through online travel agencies.
- **Easy use across all devices.** Customers will book hotel rooms—and save their profiles for later—using mobile devices, desktop sites and third-party apps. One-click checkout will become more common.
- **Helpful humans at the other end.** While booking hotel rooms online, customers will chat online with a concierge or call on the phone and immediately speak to a person.

*SOURCES: Travel Market Report, Nielsen for Google*



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“Well-known OTAs are battling over customers and fighting over market share,” Kimble notes.

Suite3Sixty drops the standard commission structure and charges hotels a set fee. Hotel brands are drawn to the fee-based concept. Suite3Sixty initially developed partnerships with Starwood Resorts and Hotels Hawaii and Oberoi Hotels & Resorts. In December, the company inked deals with The Keating Hotel in San Diego and Outrigger Resorts & Hotels (the partnership involves only one Outrigger property).

Starwood executives say they are thrilled with the partnership. “We



**Kelly Sanders**

jumped at the chance to work with this innovative company,” says Kelly Sanders, area general manager for Marriott International, new owner of Starwood.

“They truly are doing something that speaks to our core value of creating experience,” Sanders adds. “While new, we believe that many guests of today are looking for the hidden jewels in each of our resorts, and this is a great way to get these to general vacation audience.”

# 27th Annual Na Po'e Pa'ahana

Awards Recognition Luncheon

## Baybayan, Burbano Win 'Hospitality Oscars'

### Winners chosen from a record 300 nominations by Hawaii's hotels and resorts

BY DAVID PUTNAM

Lisalani Baybayan firmly believes that “every day is an opportunity to learn,” and for the past 33 years has used that approach to welcome guests at the Hyatt Regency Maui Resort & Spa.

The Regency Club concierge has been voted Most Outstanding Employee of the Year by the Hawaii Lodging & Tourism Association while Precy Burbano of the Mauna Lani Bay Hotel & Bungalows was named Manager of the Year.

They joined winners in six other categories at the HLTA's 27th annual Na Po'e Pa'ahana Awards luncheon on Jan. 12 at the Sheraton Waikiki. The 2017 winners were chosen from a record 300 nominees for what HLTA President and CEO Mufi Hannemann calls the “Hospitality Oscars.”

“We congratulate all the well-deserved nominees of the 2017 Na Po'e Pa'ahana Awards,” he says. “These men and women have been selected for their exceptional job performance, contributions to their community and especially their embodiment of the spirit of aloha.”

“This year's finalists are a phenomenal group of individuals that have gone above and beyond to create lasting memories and authentic relationships with the visitors that come to our islands. These are the very moments and experiences that continuously support the success of Hawaii's visitor industry.”

The Hyatt Regency Maui Resort & Spa, in its nomination form, says Baybayan “is positive and resilient in the face of change and challenges. Her personality and style allows her to be like bamboo, easing with the ebbs and flows of the day to day. She shares her knowledge and wisdom freely, and feels enriched when others are exposed to the beauty of new



Lisalani Baybayan



Precy Burbano

positive experiences.”

Baybayan routinely goes beyond the normal call of duty, the hotel says. “One example of her exemplary professional service occurred when she took guests to her family's sustainable farm on Maui called Pae Loko (hidden pond). She and the other club concierges utilized their days off to make a trip with the guests to the farm for an educational and fun-filled day, creating lifelong memories for all.”

Baybayan is also involved in many charitable activities, ranging from the Visitor Industry Charity Walk, to Earth Day and Adopt-a-Highway cleanup events to helping promote the Susan B. Komen breast cancer awareness drive.

Following Baybayan in the voting for Most Outstanding Employee of the Year were Alyssa Lende Kane of Aulani, A Disney Resort & Spa and Rosie Newton of the Westin Maui Resort & Spa.

Burbano, the director of housekeeping at the Mauna Lani Bay Hotel & Bungalows, typifies “living and sharing aloha,” says the hotel in its nomination form,” adding that “her motivation comes from the joy in making others happy and she always gives without expecting anything in return. Her reward is seeing others achieve their goals.”

She joined the hotel as a room attendant in 1983 and has worked her way up the chain of command and now leads the housekeeping department of 69 employees.

“There is a natural aura about Precy that lets everyone know how genuine and giving she is,” according to the hotel. “Caring comes easily for her, even as a leader of one of the most demanding departments in the hotel. She has a natural

ability to understand people and she makes positive interaction a primary concern.”

Along with Burbano, other finalists for Manager of the Year were **Eric Au** of the Sheraton Princess Kaiulani and **Kenneth Duane Sparkman** of the Westin Maui Resort & Spa.

The HLTA also honored **Jerome Agrusa** of Hawaii Pacific University as Hospitality Educator of the Year, **Roy Yamaguchi** as Restaurateur of the Year and Oahu Publications Inc. as HLTA Allied Member of the Year. The Sheraton Princess Kaiulani received the Leader in Sustainability Award and the Society of Seven was selected for the Na Po'e Pa'ahana Legacy Award.

## Other 2017 Na Po'e Pa'ahana winners include:

- **Kawika Maeda** of the Outrigger Reef Waikiki Beach Resort was named Bell/Valet Person of the Year. As Senior Bellman he is “one of those people who makes everyone’s life around him easier,” the hotel says in its nomination form. “He is one of best hosts when it comes to training new team members with operational procedures and brand standards. He has a pure desire to provide the best possible service to the guests.”

Other finalists were **Ernesto Cabrera** of the Maui Beach Hotel and **Ross Ramelb** of Aulani, A Disney Resort & Spa.

- **Danny Chounramany** of the Sheraton Princess Kaiulani was awarded Engineer Maintenance Person of the Year. Chounramany, a 24-year veteran of the hospitality industry, is a “superhero,” says his manager, Eric Au. “Superheroes come in all sizes and professions, and while an engineer might not be the first person to come to mind when thinking about a hero who saves the day, it’s Chounramany and his fellow engineers who end up responding to the call for duty for guests and fellow employees alike,” he says.

Other finalists were **Michael Sakaida** of The Royal Hawaiian, A Luxury Collection Resort, and **Myron Yamamoto** of Mauna Lani Bay Hotel & Bungalows.

- **Mark Gonsalves** of the Hilton Hawaiian Village Waikiki Beach Resort was tabbed Food and Beverage Person of the Year. As the Senior Banquet Captain at Hilton Hawaiian Village, where he has been for 29 years, Gonsalves “has the rare gift and ability to work with all types of customers, from the high-powered meeting planner, to the nervous bride and

groom,” according to the hotel’s nomination statement. “He is a humanitarian at heart and his peers often teasingly refer to him as ‘Mother Theresa’ because he gives from his heart with no expectation of receiving anything in return.”

Other finalists were **Alona Watson** of The Westin Kaanapali Ocean Resort Villas and **Yuen Nam Wong** of The Royal Hawaiian, A Luxury Collection Resort.

- **Sherrie Smith** of the Waikiki Resort Hotel was honored as Front Office Person of the Year. She has been in Hawaii’s hospitality industry for more than 27 years, including the past 12 at the Waikiki Resort Hotel where she serves as Reservation Agent. In its nomination statement, the hotel says: “If it weren’t for Sherrie, we would not have the volume of return guests that we have. Year after year, and even multiple times a year, our return guests continue to ask for Sherrie to book their reservations. Sherrie exudes the special warmth and friendly personality that our guests are so delighted with, and her way of making them feel important keeps them coming back to our hotel.”

Other finalists were **Nancy Jones** of the Hilton Hawaiian Village Beach Resort and **Iwalani Segovia** of the Ala

Moana Hotel.

- **Eddie Macoco** of Moana Surfrider, a Westin Resort & Spa was named Housekeeper of the Year. “I wish that I could clone Eddie,” jokes his manager, Joanne Iwamoto, “then the hotel would always be in perfect condition.” A former sailor, Macoco has been at the Moana Surfrider for 12 years and in that time has become known as the “go-to person” to get things done.

Other finalists were **Irene Abordo** of The Royal Hawaiian, A Luxury Collection Resort, and **Nenilia Eugenio** of the Trump International Hotel Waikiki.

- **Jose Castellanos** of the Hilton Hawaiian Village Beach Resort was chosen Security Officer of the Year. He recently rescued a guest out of the ocean fronting Duke Kahanamoku Lagoon and another time performed CPR on an elderly guest. “Compassion and the ability to handle medical emergencies every day and to stay calm under pressure, coupled with a heart full of aloha, is what makes Jose an exemplary security officer and team member,” the resort said.

Other finalists were **Curtis Aiwohi** of Moana Surfrider, a Westin Resort & Spa, and **Jarrett Hew** of the Sheraton Princess Kaiulani.

# 27th Annual Na Po'e Pa'ahana AWARD WINNERS



**Kawika Maeda**



**Danny Chounramany**



**Mark Gonsalves**



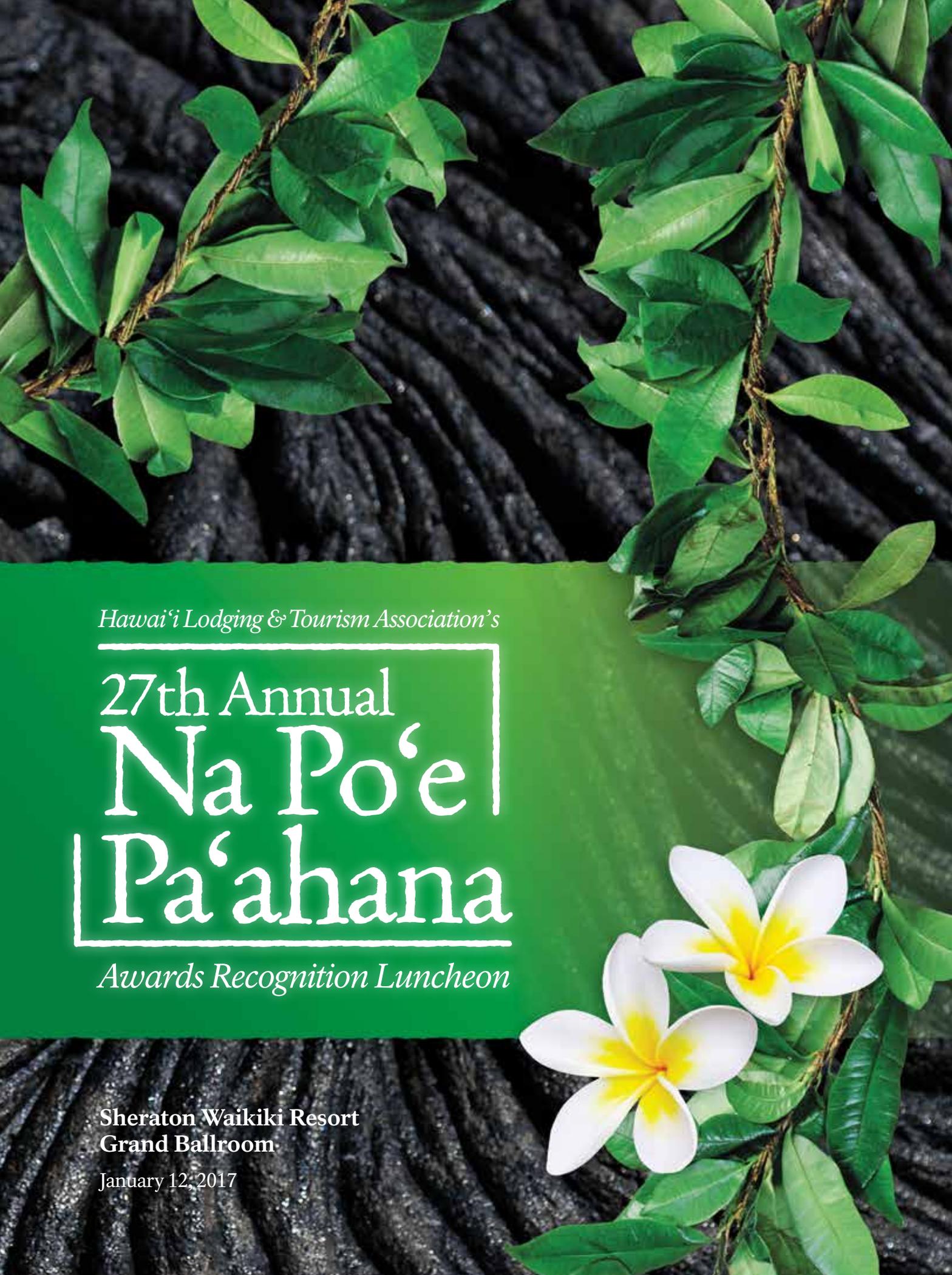
**Sherrie Smith**



**Eddie Macoco**



**Jose Castellanos**



*Hawai'i Lodging & Tourism Association's*

27th Annual  
**Na Po'e  
Pa'ahana**

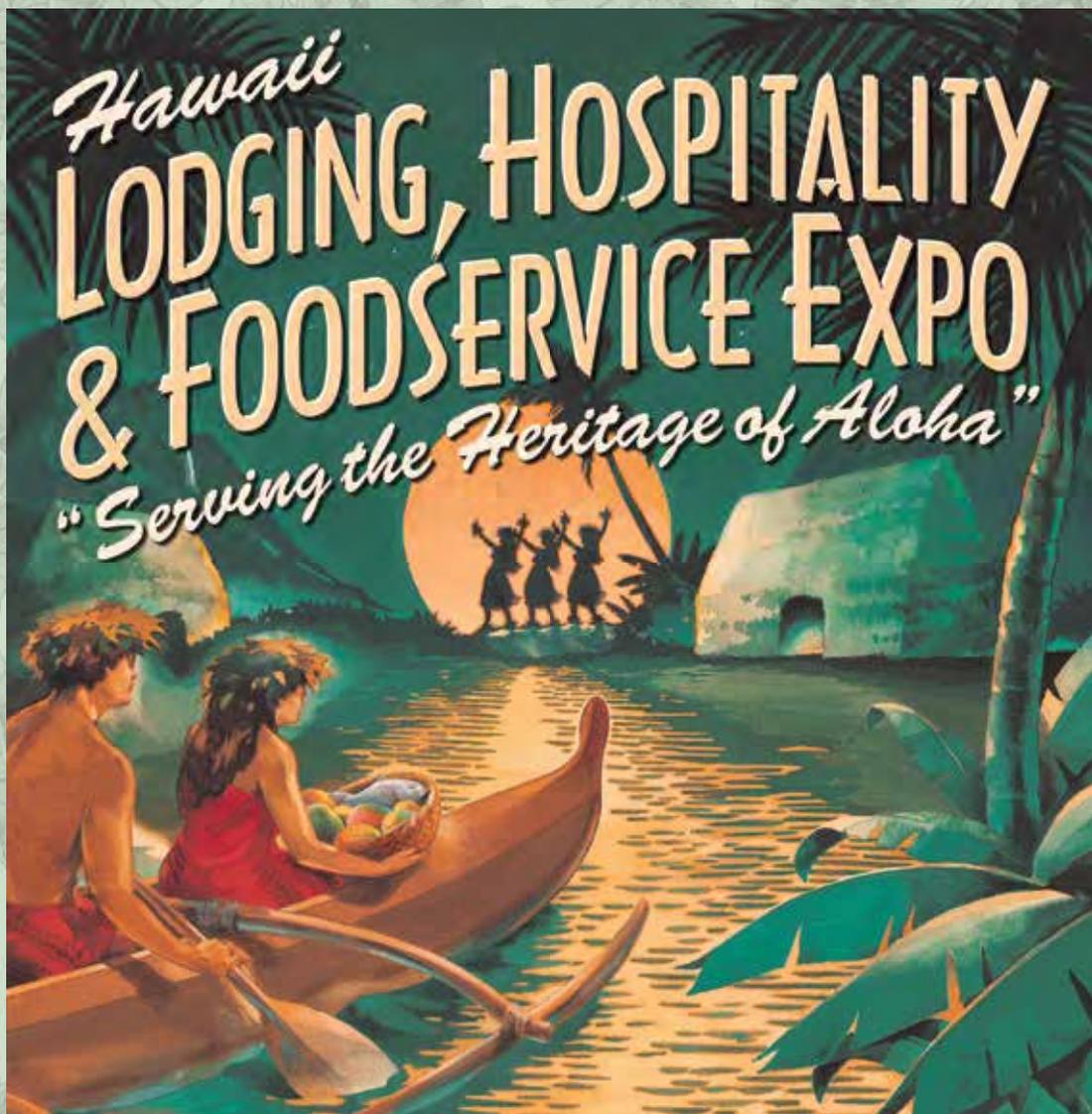
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**Sheraton Waikiki Resort  
Grand Ballroom**

January 12, 2017

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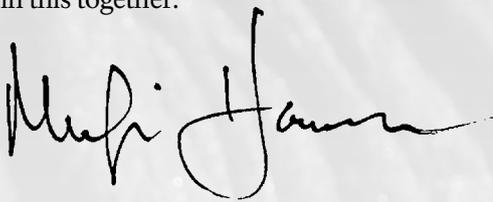
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# ALOHA

On behalf of the Hawai'i Lodging & Tourism Association, I commend and congratulate our Na Po'e Pa'ahana Award nominees. Our hospitality industry is enjoying record-setting success, an achievement attributable to the exceptional professionals selected for this special honor. The Na Po'e Pa'ahana Awards recognize the hardworking and often unsung heroes representing our industry; today is your day to shine. To all who make Hawai'i no ka oi, mahalo nui loa for your dedication, teamwork, and aloha spirit. We're all in this together.



**Mufi Hannemann**  
*President & CEO*  
*Hawai'i Lodging & Tourism Association*

## Special Thanks

Sheraton Waikiki  
Marriott International Hotels  
The Orchid Lei Company  
Oahu Publications Inc.  
Hawaii.com  
Alaska Airlines

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*Hawai'i Lodging & Tourism Association's*

27th Annual  
**Na Po'e  
Pa'ahana**

*Awards Recognition Luncheon*

# PROGRAM

**10:30 am – Registration**

**11 am – Doors Open**

**11:10 am – Opening Remarks by Emcees**

- Senator Glenn Wakai – *Chair, Senate Committee on Economic Development, Tourism and Technology*
- Alexandra Roth – *HLTA Director of Communications & Special Projects*

**11:15 am – Oli/Blessing**

Monte McComber  
*Royal Hawaiian Center, Cultural Director*

**11:15 am – Lunch**

- 2017 Charity Walk Awards

**11:45 am – Program Starts**

- Mufi Hannemann, *HLTA President & CEO*

**Na Po'e Pa'ahana Awards**

- Allied Member of the Year
- Restaurateur of the Year
- Educator of the Year
- Leader in Sustainability
- Legacy Award
- Women In Lodging & Tourism:  
Woman of the Year Award
- Bell/Valet
- Engineer/Maintenance
- Front Office
- Food & Beverage
- Housekeeper
- Security Officer
- Manager
- Outstanding Lodging Employee of the Year

**1:45 pm – Finalists Group Photo**

**1:50 pm – Closing Remarks**

**2 pm – Off-stage Photo Opportunities**

# TOGETHER, WE'RE *better!*

Congratulations to all our team members for being recognized as Na Po'e Pa'ahana finalists. We're proud of your accomplishments and all that you do, both at our hotels and in the community.

#### Engineer Maintenance Person of the Year

Danny Chounramany, Sheraton Princess Kaiulani  
Michael Sakaida, The Royal Hawaiian,  
a Luxury Collection Resort

#### Food & Beverage Person of the Year

Alona Watson, The Westin Kā'anapali Ocean Resort Villas  
Yuen Nam Wong, The Royal Hawaiian,  
a Luxury Collection Resort

#### We are proud of all of our nominees and honored to work with you.

##### Kauai Marriott Resort & Beach Club

Richard Alao, Manager  
Marla Davis, Front Office  
Ernest Desilva, Outstanding Lodging Employee  
Jerelyn Guerrero, Housekeeper  
Tyrone Kua, Food & Beverage  
Justin Kanoho, Security Officer  
Mike Perlas, Bell/Valet

##### Moana Surfrider, A Westin Resort & Spa

Eduardo Crisostomo, Food & Beverage  
Marian Lima, Front Office  
Bryan Louis, Engineer/Maintenance  
Ruby Palafox, Human Resources  
Roxanne Hashim, Manager  
Guy Tatsuno, Bell/Valet

##### The Royal Hawaiian, a Luxury Collection Resort

Roland Bustamante, Front Office

#### Housekeeper of the Year

Irene Abordo, The Royal Hawaiian,  
a Luxury Collection Resort  
Eddie Macoco, Moana Surfrider, a Westin Resort & Spa

#### Manager of the Year

Eric Au, Sheraton Princess Kaiulani  
Kenneth Duane Sparkman, The Westin Maui  
Resort & Spa

#### Most Outstanding Employee of the Year

Rosie Newton, The Westin Maui Resort & Spa

#### Security Officer of the Year

Curtis Aiwohi, Moana Surfrider, a Westin Resort & Spa  
Jarrett Hew, Sheraton Princess Kaiulani

Wakako Freepartner, Outstanding Lodging  
Employee  
Colin Hazama, Manager  
Daniel Nomura, Bell/Valet

##### Sheraton Kona Resort & Spa

Ruben Akana, Outstanding Lodging Employee  
George Gomes, Manager  
Augustine Puamaile Kimitete, Front Office  
Roger Maghanoy, Engineer/Maintenance  
Jeffrey Ortiz, Housekeeper  
Ariel Rosenbloom, Security Office  
Peggy Szelinski, Food & Beverage

##### Sheraton Maui Resort & Spa

Imelda Casio, Housekeeper  
Ivy Ralar, Front Office  
Eric Recolizado, Engineer/Maintenance  
Jayare Sabalo, Food and Beverage  
Ramil Saribay, Bell/Valet  
Kyuin Yi, Manager

##### Sheraton Princess Kaiulani

Vanessa Dela Pena, Housekeeper  
Caro Hayashida, Front Office  
David Komine, Outstanding Lodging Employee  
Imelda Tungpalan, Food & Beverage

##### Sheraton Waikiki

Priscilla Gaoiran, Housekeeper  
Lucy Kato, Bell / Valet  
Manami Lewis, Front Office  
Casey Obatake, Manager  
Lori Sasahara-Lozano, Outstanding Lodging  
Employee  
Ernesto Tagata, Food & Beverage  
Jon Taniguchi, Engineer/Maintenance  
Richard Wilbur, Security Officer

##### Wailea Beach Resort

Terry Harris, Food & Beverage  
Virgilio Nerona, Engineer/Maintenance  
Judy Purdy, Front Office

Jose Salazar, Security Officer  
Alma Siangco, Housekeeper

##### Waikiki Beach Marriott Resort & Spa

Eugene Foki, Bell/Valet  
Jon Kanaiaupuni, Security Officer  
Rosito "Chito" Lazo, Engineer/Maintenance  
Ha Le, Manager  
Lea Liwanag, Front Office  
Kim Mamiya, Food & Beverage  
Helen Purugganan, Housekeeper  
Jeannie Wright, Outstanding Lodging  
Employee

##### The Westin Maui Resort & Spa

Edward Ferreira, Security Officer  
Lindel Puha, Front Office

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# Stewards & Storytellers

## Na Po'e Pa'ahana award-winners create Hawaii's 'Best Practices'

BY BRETT ALEXANDER-ESTES

**H**earth-pounding excitement. Beaming pride. Tears of joy. When Na Po'e Pa'ahana Awards are announced, winners experience emotions like those overwhelming Emily Arcangel when she became 2016's "Outstanding Lodging Employee of the Year."



**Emily Arcangel**

and Spa. "Winning that prestigious award afforded me the opportunity to share what I already possessed: my love and confidence in this industry."

Mufi Hannemann, president and CEO of the Hawaii Lodging and Tourism Association, the awards' sponsor, says that for Arcangel and her industry cohorts, the awards are "an incentive to do what they do and then share that with others."

Arcangel grew up in a small plantation village, and hospitality—*hookipa*—was everywhere. "My dad worked in the machine shop at the sugar mill and my mom worked in the pantry at the Maui Hilton Hotel," she says. "We grew up sharing everything—mangos, chores, slippers, anything and everything between families, neighbors, friends and strangers."

At the Maui Hilton, Arcangel says, "*malahini* made me look at our island's splendor through their eyes. And what an amazing sight—and how proud I was!—to share our *aina* with one and all."

Fred Orr, Sheraton Princess Kaiulani

general manager, sees *hookipa* every day in the industry. "We are a tight-knit group," he says, and are focused on



**Fred Orr**

the same thing: "making sure our visitors have the best, most memorable experiences while in our Islands. Each year, the Na Po'e Pa'ahana Awards bring out the most heartwarming stories about sharing our aloha with our visitors," Orr says of those who share the real Hawaii—and in so doing, create Hawaii's best hospitality practices.

"The Na Po'e Pa'ahana Awards present the hospitality industry with an invaluable opportunity . . . to elevate their services," says Eileen Caldwell, The Westin Maui Resort & Spa human resources director. Elevated service, she says, be-



**Eileen Caldwell**

come pathways for Westin associates to "raise the quality of what the Hawaii hospitality industry offers visitors." Often, those pathways lead to better stewardship of the land.

"Our landscaping manager Duane Sparkman is one of the three finalists selected for the Manager of the Year award in 2017," says Caldwell. "In addition to

managing his work responsibilities, he shares his passion for preserving the environment by introducing an innovative Mauka to Makai Botani-



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

cal Tour within the resort for guests to learn more about the traditional Hawaiian *ahupuaa* system, as well as partners nonprofit and local organizations in other initiatives such as reef preservation, restoration of a Hawaiian settlement in Honokowai and more."

Best practices like these position

Hawaii as a premier resort destination, but to Arcangel and to many in the industry, they mean much more. Arcan-

gel's desire to be part of the visitor industry began in her childhood, she says: "Plantation living gave me the heart to give of myself."

*Plantation living gave me the heart to give of myself.*

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## Person of the Year BELL/VALET

### **Victor Ascuena**

*Grand Hyatt Kauai  
Resort and Spa*

### **Jeffery Avis**

*DoubleTree by Hilton  
Alana Waikiki Beach Hotel*

### **Danilo Balantac**

*Aqua Pacific Monarch*

### **Ronald Baybado**

*Marriott's Maui  
Ocean Club*

### **Ernesto Cabrera**

*Maui Beach Hotel*

### **Gabriel Coit**

*The Modern Honolulu*

### **Wallace Coleman**

*The Kahala Hotel  
& Resort*

### **Juanito "JD" Daquip**

*Hale Koa Hotel*

### **Elpidio Pete Delacruz**

*Turtle Bay Resort*

### **Eugene Foki**

*Waikiki Beach Marriott  
Resort & Spa*

### **Jonathan Gelacio**

*Holiday Inn Resort  
Waikiki Beachcomber*

### **Mark Hanley**

*Wyndham Vacation  
Resorts Royal Garden  
at Waikiki*

### **Chelsea-Lee Kaluhiokalani-Glackin**

*Marriott's Ko Olina  
Beach Club*

### **Keith Kanaiaupuni**

*Pacific Beach Hotel*

### **Lucy Kato**

*Sheraton Waikiki*

### **Jiro Kim**

*Outrigger Waikiki  
Beach Resort*

### **Rogelio Lim**

*Marriott's Waiohai  
Beach Club*

### **Kawika Maeda**

*Outrigger Reef Waikiki  
Beach Resort*

### **Randal Mahiai**

*Hyatt Regency Maui  
Resort & Spa*

### **Sam Matola**

*The Westin Princeville  
Ocean Resort Villas*

### **Daniel Nomura**

*The Royal Hawaiian, A  
Luxury Collection Resort*

### **Lloyd Okumura**

*Ala Moana Hotel*

### **Michael Perlas**

*Kauai Marriott Resort  
& Beach Club*

### **Miles Quartero**

*Hilton Hawaiian Village  
Waikiki Beach Resort*

### **Amado Racasa**

*Aston at the Waikiki  
Banyan*

### **Ross Ramelb**

*Aulani, A Disney  
Resort & Spa*

### **Ramil Saribay**

*Sheraton Maui Resort & Spa*

### **Kenton Shimomi**

*Ambassador Hotel Waikiki*

### **Saipele Siatini**

*The Surfjack Hotel  
& Swim Club*

### **Alan Tallman**

*Waikiki Parc Hotel*

### **Guy Tatsuno**

*Moana Surfrider,  
A Westin Resort and Spa*

### **Travis Waltman**

*The Lotus Honolulu  
at Diamond Head*

### **Joe Zazzaro**

*The Westin Ka'anapali  
Ocean Resort Villas*

## Person of the Year ENGINEER/MAINTENANCE

### **Joby Amaral**

*Hapuna Beach  
Prince Hotel*

### **Nelson Antalan**

*The Surfjack Hotel  
& Swim Club*

### **Arnold Bala**

*The Lotus Honolulu at  
Diamond Head Hotel*

### **Pablo Balboa**

*Hyatt Regency Maui  
Resort & Spa*

### **Franco Begonia**

*The Kahala Hotel  
& Resort*

### **Rayelani Boots**

*The Modern Honolulu*

### **Rodel Callorina**

*Hyatt Place  
Waikiki Beach*

### **Le Chen**

*Hilton Waikiki Beach*

### **Danny Chounramany**

*Sheraton Princess Kaiulani*

### **Edmundo Coloma**

*Aqua Bamboo Waikiki*

### **Jerry Corpuz**

*Trump International  
Hotel Waikiki*

### **Eugene Dicion**

*Turtle Bay Resort*

### **Darell Driggers**

*Aston at the  
Executive Centre*

### **Ernesto Ecraela**

*Hawaii Prince  
Hotel Waikiki*

### **Jezer Gadiano**

*Marriott's Ko Olina  
Beach Club*

### **Sandy Gallardo**

*Hilton Hawaiian Village  
Waikiki Beach Resort*

### **Kevin Hotema**

*Hale Koa Hotel*

### **Shannon Jacinto**

*Marriott's Kauai  
Lagoons - Kalanipu'u*

**Emer Justo**  
*Mauna Kea Beach Hotel*

**Henry Kali**  
*Lawai Beach Resort*

**Rosito "Chito" Lazo**  
*Waikiki Beach Marriott  
Resort & Spa*

**Patrick Lopez**  
*The Westin Princeville  
Ocean Resort Villas*

**Bryan Louis**  
*Moana Surfrider, A  
Westin Resort & Spa*

**Roger Maghanoy**  
*Sheraton Kona  
Resort and Spa*

**Alani Malafu**  
*Aston Maui Hill Resort*

**Ronald Manuel**  
*Grand Wailea,  
A Waldorf Astoria Resort*

**Viriglio Nerona**  
*Wailea Beach Resort –  
Marriott Maui*

**Erwin Ramos**  
*Grand Hyatt Kauai  
Resort and Spa*

**Eric Recolizado**  
*Sheraton Maui  
Resort & Spa*

**Michael Sakaida**  
*The Royal Hawaiian, A  
Luxury Collection Resort*

**Kelly Spencer**  
*Hilton Grand Vacations*

**Steve Stiller**  
*The Westin Ka'anapali  
Ocean Resort Villas*

**John Sumang**  
*Aulani, A Disney  
Resort & Spa*

**Jon Taniguchi**  
*Sheraton Waikiki*

**Randy Udaundo**  
*Aston at Poipu Kai*

**Richard Valencia**  
*Aston Kaanapali Shores*

**Edgar Visitacion**  
*Marriott's Waiohai  
Beach Club*

**Myron Yamamoto**  
*Mauna Lani Bay Hotel  
& Bungalows*

## Person of the Year FOOD & BEVERAGE

**Robert Bidigare**  
*The Surfjack Hotel  
& Swim Club*

**Roldan Blando**  
*Marriott's Ko Olina  
Beach Club*

**Romulo Bungcayao**  
*The Westin Princeville  
Ocean Resort Villas*

**Jeff Cho**  
*Pacific Beach Hotel*

**Eduardo Crisostomo**  
*Moana Surfrider, A  
Westin Resort and Spa*

**Jantzen Kainoa  
Darval-Chang**  
*The Kahala Hotel  
& Resort*

**Mark Gonsalves**  
*Hilton Hawaiian Village  
Waikiki Beach Resort*

**Teresa Harris**  
*Wailea Beach Resort –  
Marriott Maui*

**Kiha Kaina**  
*Montage Kapalua Bay*

**Tyrone Kua**  
*Kauai Marriott Resort  
& Beach Club*

**Nansi Lundgren**  
*Aulani, A Disney  
Resort & Spa*

**Kim Mamiya**  
*Waikiki Beach Marriott  
Resort & Spa*

**Shanelle Ann Martin**  
*Marriott's Waiohai  
Beach Club*

**Rowena Mendoza**  
*Hale Koa Hotel*

**Keola Morgan**  
*Turtle Bay Resort*

**Les Nagashima**  
*Grand Hyatt Kauai  
Resort and Spa*

**Tsubasa Ogura**  
*Trump International  
Hotel Waikiki*

**Bernadette Pleimann**  
*Hawaii Prince  
Hotel Waikiki*

**Rebecca Prendergast**  
*Hyatt Regency Maui  
Resort & Spa*

**Jay-are Sabalo**  
*Sheraton Maui  
Resort & Spa*

**Myles Sakai**  
*Hilton Waikiki Beach*

**Jorge Salvador**  
*Hyatt Place  
Waikiki Beach*

**Derek Suzukawa**  
*The Modern Honolulu*

**Margaret "Peggy"  
Szelinski**  
*Sheraton Kona  
Resort and Spa*

**Janell Tabon**  
*Andaz Maui at Wailea*

**Ernesto Tagata**  
*Sheraton Waikiki*

**Imelda Tungpalan**  
*Sheraton Princess  
Kaulani*

**Mia Valenciano**  
*Aston Waikiki  
Beach Hotel*

**Alona Watson**  
*The Westin Ka'anapali  
Ocean Resort Villas*

**Yuen Nam Wong**  
*The Royal Hawaiian, A  
Luxury Collection Resort*

**Justin Wulbrecht**  
*Grand Wailea,  
A Waldorf  
Astoria Resort*

# Person of the Year FRONT OFFICE

**Susan Akutagawa**

*Aston Islander  
on the Beach*

**Dolores Kaleolama  
Bento**

*Hale Koa Hotel*

**Roland Bustamante**

*The Royal Hawaiian, A  
Luxury Collection Resort*

**Marla Davis**

*Kauai Marriott Resort  
& Beach Club*

**Marquis Dawkins**

*Grand Hyatt Kauai  
Resort and Spa*

**Kristere Annie Esposo**

*Lawai Beach Resort*

**Donna Ferreira**

*Outrigger Reef Waikiki  
Beach Resort*

**Talumani Finau**

*Maui Lea at Maui  
Hill Resort*

**Ryan Funamura**

*Aqua Oasis Hotel*

**Dione Ku'ulei Hamberg**

*Marriott's Kauai  
Lagoons - Kalanipu'u*

**Caro Hayashida**

*Sheraton Princess Kaiulani*

**Dawn Johnson**

*Aston Kaanapali Shores*

**Nancy Jones**

*Hilton Hawaiian Village  
Waikiki Beach Resort*

**Blake Shingo**

**Kauahiokaleponi Ka'ahu**  
*White Sands Hotel*

**Angel Kaohelauli'i**

*Marriott's Waiohai  
Beach Club*

**Apelila Kauo**

*Aqua Waikiki Pearl*

**James Kepa**

*The Kahala Hotel  
& Resort*

**Augustine P. Kimitete**

*Sheraton Kona  
Resort and Spa*

**Matt Koike**

*Hyatt Place  
Waikiki Beach*

**Manami Lewis**

*Sheraton Waikiki*

**Marian Lima**

*Moana Surfrider, A  
Westin Resort & Spa*

**Lea Liwanag**

*Waikiki Beach Marriott  
Resort & Spa*

**Linh Ly**

*Hilton Grand Vacations  
at Hilton Hawaiian  
Village*

**Branden Lokahi Mimms**

*Aqua Bamboo Waikiki*

**Cherae Moea'i**

*Turtle Bay Resort*

**Donald Mazingo**

*Aston Waikiki Sunset*

**Darlene Nakago**

*Hilton Waikiki Beach*

**Kat Pahulu**

*The Westin Ka'anapali  
Ocean Resort Villas*

**Veronica Paige**

*The Modern Honolulu*

**Solomon Kalani Park**

*Aston Waikiki  
Beach Tower*

**June Praigg**

*Hyatt Regency Maui  
Resort & Spa*

**Lindel Puha**

*Westin Maui Resort  
& Spa*

**Laurie Punzal**

*Kauai Beach Resort*

**Judy Purdy**

*Wailea Beach Resort -  
Marriott Maui*

**Ivy Ralar**

*Sheraton Maui  
Resort & Spa*

**Ronnie Rodriguez**

*Marriott's Ko Olina  
Beach Club*

**Loihi Samuseva**

*Aulani, A Disney  
Resort & Spa*

**Iwalani Segovia**

*Ala Moana Hotel*

**Brian Sherman**

*Aqua Skyline at  
Island Colony*

**Sherrie Smith**

*Waikiki Resort Hotel*

**Reiko Stiver**

*Holiday Inn  
Resort Waikiki  
Beachcomber*

**Carissa Suguitan**

*The Lotus Honolulu at  
Diamond Head Hotel*

**Larissa Sulliban**

*Aston at the  
Waikiki Banyan*

**Kent Tamashiro**

*Pagoda Hotel*

**Sarah Torres**

*Aston Kona by the Sea*

**Jared Welch**

*Marriott's Maui  
Ocean Club*

**Michelle Wu**

*DoubleTree  
by Hilton  
Alana Waikiki  
Beach Hotel*





# C O N G R A T U L A T I O N S

**to our Hilton Hawaiian Village team members who have been nominated for the Na Po'e Pa'ahana Awards.**

You were selected because of your focus on excellence in everything you do. Mahalo from your 'ohana at Hilton Hawaiian Village.



**CONNIE DEGUAIR**  
Manager of the Year

**FRANCISCA AMADO**  
Outstanding Employee of the Year

**JOSE CASTELLANOS**  
Security Officer of the Year

**LUZ BALDONADO**  
Housekeeper of the Year

**MARK GONSALVES**  
Food & Beverage Person of the Year

**MILES QUARTERO**  
Bell/Valet Person of the Year

**NANCY JONES**  
Front Office Person of the Year

**SANDY GALLARDO**  
Engineer/Maintenance Person of the Year



**Hilton**

HAWAIIAN VILLAGE®  
WAIKIKI BEACH RESORT

[f/HiltonHawaiianVillage](https://www.facebook.com/HiltonHawaiianVillage)

[@HawaiianVillage](https://twitter.com/HawaiianVillage)

[/hawaiianvillage](https://www.youtube.com/channel/UC...)

[@hiltonhawaiianvillage](https://www.instagram.com/hiltonhawaiianvillage)

[HiltonHawaiianVillage.com](http://HiltonHawaiianVillage.com)

# Person of the Year HOUSEKEEPING

**Renato Ababa**  
*Hale Koa Hotel*

**Marlyn Abalos**  
*Grand Hyatt Kauai  
Resort and Spa*

**Irene Abordo**  
*The Royal Hawaiian, A  
Luxury Collection Resort*

**Tranquilino Alonzo**  
*The Kahala Hotel & Resort*

**Evelyn Apalla**  
*Aston Islander  
on the Beach*

**Marciana Ayento**  
*The Pagoda Hotel*

**Luz Baldonado**  
*Hilton Hawaiian Village  
Waikiki Beach Resort*

**Editha Batinga**  
*Hilton Grand Vacations  
Club - Lagoon Tower*

**Jeffrey Bautista**  
*The Modern Honolulu*

**Wilma Bautista**  
*Ilikai Hotel &  
Luxury Suites*

**Anita Cabulera**  
*Holiday Inn Resort  
Waikiki Beachcomber*

**Josephine Carig**  
*Aqua Aloha Surf Waikiki*

**Imelda Casio**  
*Sheraton Maui  
Resort & Spa*

**Avelino Castillo**  
*Marriott's Maui  
Ocean Club*

**Philip Cortado**  
*The Westin Princeville  
Ocean Resort Villas*

**Glenda Cruz**  
*Turtle Bay Resort*

**Gloria Daoang**  
*Outrigger Waikiki  
Beach Resort*

**Vanessa Dela Pena**  
*Sheraton Princess  
Kaiulani*

**Liesel Duldulao**  
*Aston Waikiki Sunset*

**Denish Dumlaog**  
*Marriott's Waiohai  
Beach Club*

**Jerome Dumpit**  
*Aqua Pacific Monarch*

**Marisa Edra**  
*DoubleTree by  
Hilton Alana Waikiki  
Beach Hotel*

**Nenilia Eugenio**  
*Trump International  
Hotel Waikiki*

**Encarnita Galarce**  
*Hawaii Prince Hotel  
Waikiki*

**Nelita Ganaden**  
*Lawai Beach Resort*

**Priscilla Gaoiran**  
*Sheraton Waikiki*

**Jerelyn Guerrero**  
*Kauai Marriott Resort  
& Beach Club*

**Chin Shiao Joe Hwang**  
*Halekulani*

**George Julian**  
*The Lotus Honolulu at  
Diamond Head Hotel*

**Everlyn Kidani**  
*Aqua Oasis*

**Shirlann Levita**  
*Mauna Kea Beach Drive*

**Nida Longboy**  
*Maui Beach Hotel*

**Jun Li "Jenny" Lu**  
*Courtyard by Marriott  
Waikiki Beach*

**Jose Lucas**  
*Hyatt Place  
Waikiki Beach*

**Eddie Macoco**  
*Moana Surfrider, a  
Westin Resort and Spa*

**Mark Anthony Madriaga**  
*Kings' Land by Hilton  
Grand Vacations*

**Marilyn Magno**  
*Sheraton Kauai Resort*

**Lorna Mangay-Ayam**  
*Aulani, A Disney  
Resort & Spa*

**Sylvia Martin**  
*Aston Waikiki  
Beach Hotel*

**Danica Moral**  
*Hyatt Regency Maui  
Resort & Spa*

**Jeffery Ortiz**  
*Sheraton Kona  
Resort and Spa*

**Enriqueta Paguirigan**  
*Hyatt Regency Waikiki  
Beach Resort & Spa*

**Angelita Paige**  
*Grand Naniloa Hotel*

**Maria Pascual**  
*Waikiki Resort Hotel*

**Aurelia Pelayre**  
*Waikiki Parc Hotel*

**Sub Pinpherk**  
*Hapuna Beach  
Prince Hotel*

**Helen Purugganan**  
*Waikiki Beach Marriott  
Resort & Spa*

**Sylvia Rara**  
*Aqua Waikiki Pearl*

**Eileen Rosaro**  
*Outrigger Reef Waikiki  
Beach Resort*

**Jocelyn Rubonal**  
*Marriott's Ko Olina  
Beach Club*

**Catherine Sablay**  
*Aston Mahana*

**Pedro Sanchez**  
*The Westin Ka'anapali  
Ocean Resort Villas*

**Janet Santos**  
*The Surfjack Hotel  
& Swim Club*

**Alma Siangco**  
*Wailea Beach Resort -  
Marriott Maui*

**Eulyn Valdez**  
*Grand Wailea,  
A Waldorf Astoria Resort*

**Teresita Visitacion**  
*Ewa Hotel Waikiki*

**Joselyn Yadao**  
*Maui Lea at Maui  
Hill Resort*



# CONGRATULATIONS!

2017 Nā Po'e Pa'ahana Finalists



**Renato  
Ababa**  
HOUSEKEEPING



**Kaleolama  
Bento**  
FRONT OFFICE



**Juanito  
Daquip**  
BELL DESK



**Kevin  
Hotema**  
ENGINEERING



**Rowena  
Mendoza**  
FOOD & BEVERAGE



**Keoni  
Solidum**  
MANAGEMENT



**Levana  
Solidum**  
MANAGEMENT

*Employees that best displayed exemplary service,  
leadership, community giving & aloha spirit.*



HALE KOA HOTEL

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# Person of the Year MANAGEMENT

**Natalie Aczon**

*The Surfjack Hotel  
& Swim Club*

**Richard Alao**

*Kauai Marriott Resort  
& Beach Club*

**Cheryl Amsbary**

*Kohala Suites by  
Hilton Grand Vacations*

**Eric Au**

*Sheraton Princess Kaiulani*

**Marjorie Awai**

*Aulani, A Disney  
Resort & Spa*

**Precy Burbano**

*Mauna Lani Bay Hotel  
& Bungalows*

**Clarita Cacho**

*Maui Lea Timeshare*

**Roxy De La Garza**

*Marriott's Maui  
Ocean Club*

**Connie Deguair**

*Hilton Hawaiian Village  
Waikiki Beach Resort*

**Zach Evans**

*Marriott's Waiohai  
Beach Club*

**Micha Forbes**

*Grand Hyatt Kauai  
Resort and Spa*

**George Gomes**

*Sheraton Kona  
Resort and Spa*

**Michelle Harrison**

*Hapuna Beach  
Prince Hotel*

**Roxanne Hashim**

*Moana Surfrider, A  
Westin Resort and Spa*

**Colin Hazama**

*The Royal Hawaiian, A  
Luxury Collection Resort*

**Joselito Ibarra**

*The Kahala Hotel  
& Resort*

**Mikilani Ikalani**

*Turtle Bay Resort--*

**Rodel Juan**

*Luana Waikiki Hotel  
and Suites*

**Miho Kamanao-Espiritu**

*Park Shore Waikiki*

**Paul J. Karanik**

*Marriott Maui  
Ocean Club*

**Tracey Kupihea**

*The Westin Princeville  
Ocean Resort Villas*

**Shirley Lau Chan**

*Hawaii Prince Hotel  
Waikiki and Golf Club*

**Ha Le**

*Waikiki Beach Marriott  
Resort & Spa*

**John Leota**

*Kauai Beach Resort*

LAWAI BEACH RESORT   
*on Sunny Poipu*

**Congratulations to our team!**

**Henry Acosta** **Eltomer Dullaga**  
**Annie Esposito** **Nelita Ganaden**  
**Henry Kali** **Susan Magallanes**

5017 Lawai Rd. HI Koloa 96756 808-240-5100

**La Verne Ling**

*Pacific Beach Hotel*

**Carol Lopes**

*Embassy Suites by Hilton  
Waikiki Beach Walk*

**Alex Loughran**

*The Westin Ka'anapali  
Ocean Resort Villas*

**Jesusa "Susan" Magallanes**

*Lawai Beach Resort*

**Ruthy Makaena**

*Hilton Waikiki Beach*

**Rocky Miyagi**

*Waikiki Parc Hotel*

**Casey Obatake**

*Sheraton Waikiki*

**Brandi Peralta**

*Paradise Bay Resort*

**Gina Reeves**

*Outrigger Reef Waikiki  
Beach Resort*

**Justin Simpson**

*Montage Kapalua Bay*

**Silofa Singh**

*Aqua Waikiki Pearl*

**Levana Solidum**

*Hale Koa Hotel*

**Kenneth D. Sparkman**

*Westin Maui Resort & Spa*

**Craig Tanaka**

*Grand Wailea, A Waldorf  
Astoria Resort*

**Joy Tomita**

*The Modern Honolulu*

**Kyu Yi**

*Sheraton Maui Resort & Spa*

**Nicole Yoshimoto**

*Aqua Bamboo Waikiki*

**CONGRATULATIONS**  
on sharing your passion to serve



Prince Resorts Hawaii



OUR  
NOMINEES

**Mauna Kea Beach Hotel**

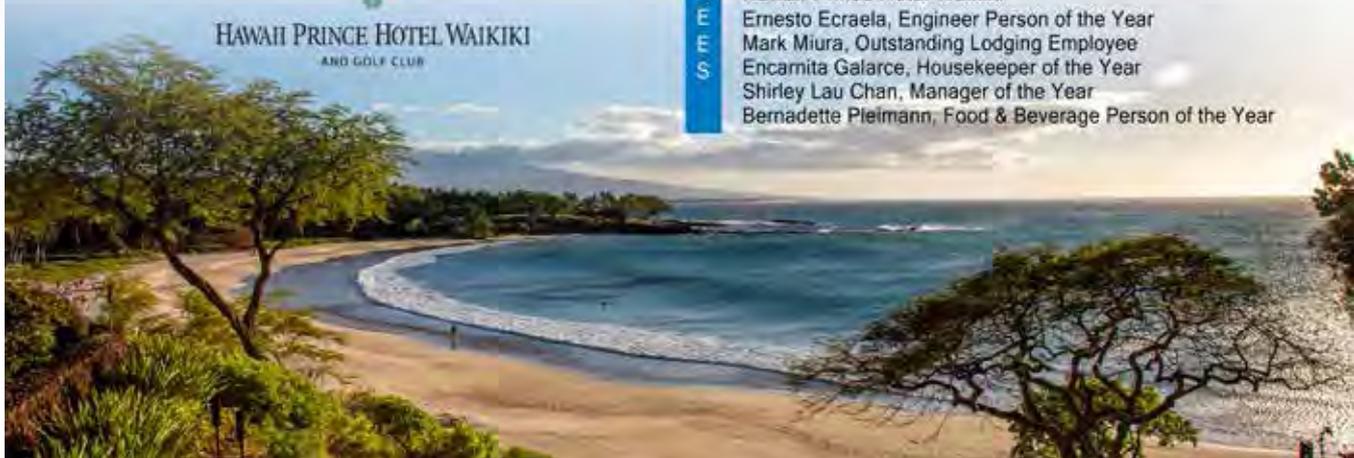
Shirlann Levita, Housekeeper of the Year  
Judy Itzig Heine, Outstanding Lodging Employee  
Emer Justo, Engineering Person of the Year

**Hapuna Beach Prince Hotel**

Sub Pinpherk, Housekeeper of the Year  
Shariann Drummondo, Outstanding Lodging Employee  
Joby Amaral, Engineering Person of the Year  
Michelle Harrison, Manager of the Year

**Hawaii Prince Hotel Waikiki**

Ernesto Ecraela, Engineer Person of the Year  
Mark Miura, Outstanding Lodging Employee  
Encarnita Galarce, Housekeeper of the Year  
Shirley Lau Chan, Manager of the Year  
Bernadette Pleimann, Food & Beverage Person of the Year



# Person of the Year SECURITY

**Henry Acosta**  
*Lawai Beach Resort*

**Ace Adams**  
*Grand Hyatt Kauai  
Resort and Spa*

**Curtis Aiwohi**  
*Moana Surfrider, A  
Westin Resort and Spa*

**Jose Castellanos**  
*Hilton Hawaiian Village  
Waikiki Beach Resort*

**Rhoda Clark**  
*The Westin Ka'anapali  
Ocean Resort Villas*

**Micheal Colber**  
*The Kahala Hotel  
& Resort*

**Peter Keone Colburn**  
*Marriott's Ko Olina  
Beach Club*

**Edward "Eddie" Ferreira**  
*Westin Maui Resort  
& Spa*

**Jarrett Hew**  
*Sheraton Princess Kaiulani*

**Marcial Huliganga**  
*Hyatt Regency Maui  
Resort & Spa*

**Jon Kanaiaupuni**  
*Waikiki Beach Marriott  
Resort & Spa*

**Justin Kanoho**  
*Kauai Marriott Resort  
& Beach Club*

**Jeffrey LaFond**  
*The Modern Honolulu*

**Apolosi Lauhingoa**  
*Turtle Bay Resort*

**Gregory Queyquep**  
*Aston at the  
Executive Centre*

**Ariel Rosenbloom**  
*Sheraton Kona Resort  
and Spa*

**Lane Sakamoto**  
*Grand Wailea,  
A Waldorf Astoria Resort*

**Jose Salazar**  
*Wailea Beach Resort -  
Marriott Maui*

**Brandon Keoni  
Solidum**  
*Hale Koa Hotel*

**Richard Wilbur**  
*Sheraton Waikiki*

**Byron Wong**  
*The Lotus Honolulu at  
Diamond Head Hotel*

# Outstanding Lodging Employee of the Year

**Adrienne Foa Afalava**  
*Turtle Bay Resort*

**Reuben Akana**  
*Sheraton Kona Resort  
and Spa*

**Francisca Amado**  
*Hilton Hawaiian Village  
Waikiki Beach Resort*

**Reggie Baraoidan**  
*The Westin Ka'anapali  
Ocean Resort Villas*

**Lisalani Baybayan**  
*Hyatt Regency Maui  
Resort & Spa*

**Hoanoaiwa Brun**  
*Grand Hyatt Kauai  
Resort and Spa*

**Christopher Choi**  
*The Modern Honolulu*

**Ernie DeSilva**  
*Kauai Marriott Resort  
& Beach Club*

**Shari Ann Drummond**  
*Hapuna Beach  
Prince Hotel*

**Eltomer Dullaga**  
*Lawai Beach Resort*

**Wakako Freepartner**  
*The Royal Hawaiian, A  
Luxury Collection Resort*

**Amy Honey**  
*Outrigger Waikiki  
Beach Resort*

**Judy Itzig Heine**  
*Mauna Kea Resort*

**Alyssa Lende Kane**  
*Aulani, A Disney  
Resort & Spa*

**Marsha Kapu**  
*Embassy Suites by Hilton  
Waikiki Beach Walk*

**Tanya Kealoha-Schafer**  
*Marriott's Maui  
Ocean Club*

**David Komine**  
*Sheraton Princess Kaiulani*

**Wilbert Martes**  
*Halekulani*

**Mytra McKeague**  
*The Westin Princeville  
Ocean Resort Villas*

**Mark Miura**  
*Hawaii Prince Hotel  
Waikiki*

**Rosie Newton**  
*Westin Maui Resort & Spa*

**Ruby Palafox**  
*Moana Surfrider, A  
Westin Resort & Spa*

**Pat Radona**  
*Marriott's Ko Olina  
Beach Club*

**Hazel Sagaysay**  
*Aston Waikiki Sunset*

**Cory Sakamoto**  
*The Kahala Hotel  
& Resort*

**June Salanoa**  
*Paradise Bay Resort*

**Lori Sasahara-Lozano**  
*Sheraton Waikiki*

**Mario Siatris**  
*Aston Kaanapali Shores*

**Carol E. Sibayan**  
*Aston Islander  
on the Beach*

**Rosanna Sumibcay**  
*Grand Wailea,  
A Waldorf Astoria Resort*

**Lehua Swezey**  
*Montage Kapalua Bay*

**Gary VanZandt**  
*Aston Maui Hill Resort*

**Jeannie Wright**  
*Waikiki Beach Marriott  
Resort & Spa*

**Elizabeth Yago**  
*Kauai Beach Resort*

# Congratulations

## Na Po'e Pa'ahana Award Finalists

*Thank you for your hard work,  
passion and dedication to our industry,  
visitors from around the world and fellow employees.  
You are truly an inspiration to all those whose lives you touch.*

### Our Nominees:

Wilbert Martes, Laundry Worker – Outstanding Lodging Employee, Halekulani

Chin Shiao 'Joe' Hwang, Housekeeper – Housekeeper of the Year, Halekulani

Alan Tallman – Bell / Valet Person of the Year, Waikiki Parc Hotel

Aurelia Pelayre – Housekeeper of the Year, Waikiki Parc Hotel

Rocky Miyagi – Manager of the Year, Waikiki Parc Hotel



## HALEKULANI CORPORATION

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# THE 2017 FINALISTS

**Bell/Valet  
Person of the Year**



**Ernesto Cabrera**  
*Maui Beach Hotel*



**Kawika Maeda**  
*Outrigger Reef  
Waikiki Beach  
Resort*



**Ross Ramelb**  
*Aulani, A Disney  
Resort & Spa*

**Engineer/  
Maintenance  
Person of the Year**



**Danny Chounramany**  
*Sheraton Princess  
Kaiulani*



**Michael Sakaida**  
*The Royal  
Hawaiian,  
A Luxury  
Collection Resort*



**Myron Yamamoto**  
*Mauna Lani Bay  
Hotel & Bungalows*

**Food & Beverage  
Person of the Year**



**Mark Gonsalves**  
*Hilton Hawaiian  
Village Waikiki  
Beach Resort*



**Alona Watson**  
*The Westin  
Ka'anapali  
Ocean Resort Villas*



**Yuen Nam Wong**  
*The Royal Hawaiian,  
A Luxury Collection  
Resort*

**Front Office  
Person of the Year**



**Nancy Jones**  
*Hilton Hawaiian  
Village Beach Resort*



**Iwalani Segovia**  
*Ala Moana Hotel*



**Sherrie Smith**  
*Waikiki Resort Hotel*

**Housekeeper  
of the Year**



**Irene Abordo**  
*The Royal  
Hawaiian,  
A Luxury  
Collection Resort*



**Nenilia Eugenio**  
*Trump  
International  
Hotel Waikiki*



**Eddie Macoco**  
*Moana Surfrider,  
A Westin Resort  
& Spa*

**Manager  
of the Year**



**Eric Au**  
*Sheraton Princess  
Kaiulani*



**Precy Burbano**  
*Mauna Lani Bay  
Hotel &  
Bungalows*



**Kenneth Duane  
Sparkman**  
*Westin Maui  
Resort & Spa*

**Outstanding  
Employee  
of the Year**



**Lisalani Baybayan**  
*Hyatt Regency  
Maui Resort & Spa*



**Alyssa  
Lende Kane**  
*Aulani, A Disney  
Resort & Spa*



**Rosie Newton**  
*Westin Maui  
Resort & Spa*

**Security Officer  
of the Year**



**Curtis Aiwohi**  
*Moana Surfrider,  
A Westin Resort  
& Spa*



**Jose Castellanos**  
*Hilton Hawaiian  
Village Beach  
Resort*



**Jarrett Hew**  
*Sheraton Princess  
Kaiulani*

**Individual  
Awards**

Allied Member of the Year: **Oahu Publications Inc.**

Hospitality Educator of the Year: **Jerome Agrusa, Hawaii Pacific University**

Leader in Sustainability: **Sheraton Princess Kaiulani**

Restaurateur of the Year: **Roy Yamaguchi**

Na Po'e Pa'ahana Legacy Award: **Society of Seven**

F I N A L I S T



**Kawika Maeda**  
Bell / Valet  
Person of the Year

N O M I N E E S



**Jiro Kim**  
Bell/Valet



**Jonathan Gelacio**  
Bell/Valet



**Mark Hanley**  
Bell/Valet



**Anita Cabulera**  
Housekeeper



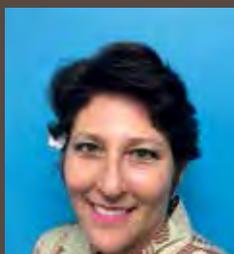
**Ellen Rosaro**  
Housekeeper



**Gloria Daoang**  
Housekeeper



**Donna Ferriera**  
Front Office



**Reiko Stiver**  
Front Office



**Amy Honey**  
Lodging



**Marsha Kapu**  
Lodging



**Carol Lopes**  
Manager



**Gina Reeves**  
Manager

# A heartfelt congratulations

to all the finalists and nominees  
of the 2017 Na Po'e Pa'ahana Awards.

We are so proud of your dedication  
to sharing the spirit of Ke 'Ano Wa'a  
(the Outrigger Way) with our guests  
from around the world.



**OUTRIGGER**  
ENTERPRISES GROUP

# 2016-2017 Hawai'i Lodging & Tourism Association BOARD OF DIRECTORS

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At Large Director	<b>Craig Anderson</b>	<i>Mauna Kea Beach Hotel</i>
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At Large Director	<b>Kelvin Bloom</b>	<i>AHR Hospitality Partners, LLC</i>
At Large Director	<b>Barbara Campbell</b>	<i>Outrigger Enterprises Group</i>
At Large Director	<b>David Carey</b>	<i>Outrigger Enterprises Group</i>
At Large Director	<b>Harris Chan</b>	<i>Starwood Hotels &amp; Resorts</i>
At Large Director	<b>Bill Countryman</b>	<i>Marriott's Maui Ocean Club</i>
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At Large Director	<b>Wade Gesteuyala</b>	<i>Hampton Inn &amp; Suites, Kapolei</i>
At Large Director	<b>Jerry Gibson</b>	<i>Hilton Hawaiian Village Beach Resort &amp; Spa</i>
At Large Director	<b>Gerald Glennon</b>	<i>The Kahala Hotel &amp; Resort</i>
At Large Director	<b>Rob Gunthner</b>	<i>Hilton Grand Vacations @ Waikoloa Beach Resort</i>
At Large Director	<b>Rodney Ito</b>	<i>Mauna Lani Bay Hotel &amp; Bungalows</i>
At Large Director	<b>Kyoko Kimura</b>	<i>Aqua Aston Hospitality</i>
At Large Director	<b>Bonnie Kiyabu</b>	<i>Hyatt Regency Waikiki Beach Resort &amp; Spa</i>
At Large Director	<b>Chris Luedi</b>	<i>Fairmont Orchid Hawaii</i>
At Large Director	<b>David Nadelman</b>	<i>Hyatt Regency Waikiki Beach Resort &amp; Spa</i>
At Large Director	<b>Dean Nakasone</b>	
At Large Director	<b>Gregg Nelson</b>	<i>Napili Kai Beach Resort</i>
At Large Director	<b>Angela Nolan</b>	<i>Westin Ka'anapali Ocean Resort Villas</i>
At Large Director	<b>Douglas Okada</b>	<i>Aston Waikiki Sunset</i>
At Large Director	<b>Fredrick Orr</b>	<i>Sheraton Princess Kaiulani Hotel</i>
At Large Director	<b>Rob Robinson</b>	<i>Pacific Beach Hotel</i>
At Large Director	<b>Chris Tatum</b>	<i>Waikiki Beach Marriott Resort &amp; Spa</i>
At Large Director	<b>Denise Wardlow</b>	<i>The Westin Princeville Ocean Resort Villas</i>
At Large Director	<b>David Wong</b>	<i>Marriott's Ko Olina Beach Club</i>
At Large Director	<b>Tetsuji Yamazaki</b>	<i>Sheraton Maui Resort &amp; Spa</i>
At Large Director	<b>Steve Yannarell</b>	<i>Waikoloa Beach Marriott</i>
At Large Director	<b>Charles Young</b>	<i>Hyatt Centric Waikiki Beach</i>
Smaller Properties	<b>Jean-Pierre Cercillieux</b>	<i>The New Otani Kaimana Beach Hotel</i>
Smaller Properties	<b>Earl Nakachi</b>	<i>Paradise Bay Resort</i>
Smaller Properties	<b>Marilyn Verner</b>	<i>The Imperial Hawaii Resort of Waikiki</i>
AH&LA Director	<b>Glenn Nakamura</b>	<i>BRYCL Resorts International</i>
Allied Member	<b>Daniel Chun</b>	<i>Alaska Airlines</i>
Allied Member	<b>Sandi Kato-Klutke</b>	<i>Dow Agro Science</i>
Allied Member	<b>Daniel Kim</b>	<i>Bank of Hawaii</i>
Allied Member	<b>Lester Kodama</b>	<i>Honolulu Star Advertiser</i>
Allied Member	<b>Chris Sbarbaro</b>	<i>Alamo Rent a Car, National Car Rental &amp; Enterprise Rent A Car</i>
Allied Member	<b>Carol Shimomura</b>	<i>Pacific Guardian Life Insurance Company, Ltd.</i>
Allied Member	<b>Donald Takaki</b>	<i>HawkTree International, Inc.</i>



# CONGRATULATIONS

Thank you to all our finalists and nominees  
that make Hawaii a World Class Destination.

Susan Akutagawa  
Evelyn Apalla  
Marciana Ayento  
Arnold Bala  
Danilo Balantac  
Wilma Bautista  
Ernesto Cabrera  
Clarita Cacho  
Josephine Carig  
Edmundo Coloma  
Darrell Driggers  
Liesel Duldulao  
Jerome Dumpit  
Talumani Finau  
Ryan Funamura  
Dawn Johnson  
Rodel Juan

George Julian  
Blake Kaahu  
Miho Kamao-Espiritu  
Apelila Kauo  
Everlyn Kidani  
Nida Longboy  
Alani Malafu  
Sylvia Martin  
Lokahi Mimms  
Donald Mazingo  
Kalani Park  
Gregory Queyquep  
Amado Racasa  
Sylvia Rara  
Catherine Sablay  
Hazel Sagaysay  
Brian Sherman

Saipele Siatini  
Mario Siatris  
Carol Sibayan  
Silofa Singh  
Larissa Sulliban  
Carissa Sutguitan  
Kent Tamashiro  
Sarah Torres  
Randy Udaundo  
Richard Valencia  
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Gary Van Zandt  
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# HLTA Gears Up for 70th Anniversary

BY MUFI HANNEMANN

2016 was a good year for Hawaii's tourism industry, celebrating the fifth record year of visitor arrival and visitor spending increases. The Hawaii Lodging & Tourism Association also had a productive year in 2016 with continued success of our traditional events, as well as the introduction of several new initiatives.

In February, we presented the first Tourism Day at the Capitol to educate members about Hawaii's leading industry through an educational seminar, a hospitality-driven expo and a legislative meet-and-greet. In April, HLTA launched a new committee called HYPE (Hospitality's Young Professionals and Entrepreneurs) to give the millennial generation a means to network and build professional relationships. In May, our visitor industry topped the Charity Walk record by raising over \$2.2 million statewide for over 350 charities.

In July, we 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. In September, HLTA debuted Generational Mentoring, a program that pairs a dozen local college students with our dedicated hotel general managers for a seven-month mentorship that helps them gain first-hand insights from tourism partners.

Finally, in December we brought back a tradition with the HLTA Holiday Party, which was held at SKY Waikiki this year.

HLTA has a lot to look forward to in 2017 as we celebrate our 70th anniversary as an association. We kicked off the year with the Na Po'e Pa'ahana Awards in which we recognized a record 300 nominees for our "Hospitality Oscars." We also introduced a brand-new allied awards category,

"Restaurateur of the Year," to recognize a leader in Hawaii's fast-growing culinary industry.

Some of the initiatives HLTA plans to bring to the table this year include at least one board meeting outside of our general membership meeting on a neighbor island, coupled with a membership event on that island. HLTA will also be adding three new committees: agriculture, housekeeping and technology.

For the 39th annual Charity Walk, we will be rolling out a new online crowd-funding platform to allow participants to register and donate entirely online. This will be a change from years past and we are optimistic that this shift will eventually be a win-win for everyone as it will open up the possibility for additional funds to be raised to help more nonprofit organizations throughout the 808.

Lastly, look out for events tied to HLTA's 70th anniversary. There will be many exciting

things in store for our members and Hawaii's hospitality industry at large.

From all of us at HLTA, we wish you a very prosperous and successful 2017 and look forward to working with you. After all, we're all in this together.

*Mufi Hannemann is president and CEO of the Hawaii Lodging and Tourism Association (HLTA). For more on the HLTA, visit [www.hawaiilodging.org](http://www.hawaiilodging.org).*



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# Mufi's 'To-Do' List

## Community support, airport authority top HLTA efforts

BY BRETT ALEXANDER-ESTES

2017 marks the Hawaii Lodging & Tourism Association's 70th anniversary, and the Islands' visitor industry champion has a full schedule of events and activities planned for the new year.



Mufi Hannemann

"We're never satisfied," says HLTA President and CEO Mufi Hannemann.

In 2016, the HLTA Charity Walk raised at least \$2.2 million in donations—a record. But, Hannemann says, "we're going to initiate an online crowd-funding platform this year" to raise even more.

"It's a way to help organizations that are short of funding, that are not getting as much support from the community at large," says Hannemann of HLTA's annual statewide event. "We step up, we provide the funding."

Crowd-funding platforms report a nearly 30 percent success rate, and Hannemann hopes this "will open up new opportunities for more donations and get more people involved" in supporting Hawaii's nonprofits.

*"We'd really like to see the creation of an airport authority."*

In 2016, Charity Walk funds went to more than 350 Hawaii agencies, with donations raised on each island going to local groups. Oahu recipients include Big Brothers and Big Sisters of Hawaii, Women of Waianae and Hawaii Meals on Wheels.



**HAWAII LODGING  
& TOURISM**  
ASSOCIATION

Hannemann says these nonprofits "come back and say, 'Thank you, we are finally able to initiate a new project,' and 'Thanks to your funding, we are able to provide expanded social services.'"

Hawaii hotel and restaurant workers

are the heart of the Charity Walk. But before they give their all to the May event, many of them will showcase their industry at the state Legislature.

"Tourism Day at the Capitol," tentatively scheduled for Feb. 21, made its debut last year. "It was so well-received," says Hannemann. "The feedback and reaction were so positive, that obviously we're going to effect an annual 'Tourism Day at the Capitol' to convey our message on the hospitality industry to our lawmakers."

Hannemann says the HLTA's message has always been collaboration, with government and the private sector working together. A perfect example, he says, is Waipahu High School's Culinary Academy—"one of the big hits of 'Tourism Day' last year. We were

*Continued on Page 42*

## Tourism's New HYPE

Alex Roth and Jared Higashi, young directors at the Hawaii Lodging & Tourism Association, have advice for other industry go-getters:

"Think like an entrepreneur."

That's the founding principle of HYPE (Hospitality's Young Professionals and Entrepreneurs), an HLTA networking platform for visitor industry professionals in their 20s to 40s.



Alex Roth

"Network Like a Boss," HYPE's first educational seminar last summer, presented a panel of young industry leaders and lightning rounds

"where the participants got a chance to practice" successful tactics, Roth says.

Mufi Hannemann, HLTA president and CEO, says he started HYPE last year because "I'm a big believer in mentoring." HLTA provides seasoned feedback,

Hannemann says, but HYPE members "set up a board and committees that they actually run.

They propose their new programs and initiatives that really do come through them."

HYPE has been so successful that in 2017 "we will be



Jared Higashi

looking at helping establish different HYPE chapters throughout the Neighbor Islands," says Higashi. "Kauai will most likely be the first model out of the gate, but we will work with the different HLTA chapter chairpersons in identifying and building strong HYPE leadership teams in each county."

Who will be HYPE's new recruits? "We want to find people who are going to be really engaged," says Roth, "and like to learn more about who's who in the industry—and how they can work on becoming a leader."



Outrigger's Barbara Campbell Named  
**Woman of the Year**

Whether in hardhat and jeans or dressed for the board room, winner of WIL honor is known for her 'perseverance and passion'

BY DAVID PUTNAM

**B**arbara Campbell of Outrigger Enterprises Group says she was “surprised, delighted and honored” when told she had been chosen 2017 Woman of the Year by the Women in Lodging & Tourism–Hawaii Chapter.

Campbell, vice president of retail leasing and property management for Outrigger Enterprises Group, oversees retail development and leasing for Outrigger’s commercial and hotel properties, including the entertainment-retail portion of its \$460 million Waikiki Beach Walk project. She also is among the founders of the Hawaii Lodging & Tourism Association Women in Lodging & Tourism chapter.

“Receiving this recognition is proof that striving to make a difference in Hawaii and in our industry truly pays dividends,” she says, “and to have the perseverance and passion to create positive change can go a long way toward achieving your goals.”

“Throughout my career I’ve had the privilege of being able to find ways to give back to the community as well as contribute to the hospitality industry. I hope to lead by example and inspire others to do the same.”

Mufi Hannemann, president and CEO of the HLTA, says Campbell is “an excellent and superb choice” for the Woman of the Year Award.

“She is a proven tourism executive, superb role model for women and men and is involved in a plethora of community activities where her leadership has made the difference in the success of many of those organizations,” he says. “She has been an exceptional HLTA board member and has been involved in myriad activities of our association.”

“Barbara has developed a reputation as someone we can always count on no matter what the task may be,” Hannemann adds. “Outrigger has benefitted from her exceptional skills in areas of her *kuleana* dealing with retail development and leasing.”

“As a former mayor heavily involved in the transformation of the Lewers Street redevelopment project, I appreciated the critical role she played in the emergence of Beach Walk as a quality first-class development in the heart of Waikiki.”

The award is given to a woman in the industry who “demonstrates excellent leadership in her profession

and community and serves as a role model for other women,” according to the group’s website. Lynette Eastman, general manager of the Surfjack Hotel and Swim Club, received the award last year.

Campbell has been in commercial leasing and property management for the past 30 years with companies in Washington, D.C., California, Denver and Hawaii.

---

*“Receiving this recognition is proof that striving to make a difference in Hawaii and in our industry truly pays dividends.”*

---

Prior to joining Outrigger, she was president and CEO of DGM Group Inc., responsible for the leasing, management and marketing of office buildings and shopping centers in Hawaii and Guam, including Waikele Center and Guam Premium Outlets.

In 2006, Campbell received Outrigger’s Chairman’s Award, the highest honor given by the company, in recognition of her work in opening the Waikiki Beach Walk project. She also is a founder of the annual Waikiki Spam Jam, which benefits the Hawaii Foodbank, Visitor Aloha Society and the Waikiki Community Center.

Campbell’s nomination for the WILWoman of the Year award gained support from community leaders.

“When nonprofit organizations look for board members, we have a saying that members need to contribute one of the ‘three Ts’—time, talent or treasure. Barbara has generously given of all three,” says Caroline Hayashi, executive director of the Waikiki Community Center.

“Despite the significant demands of her professional life, she has been proactive in finding ways to leverage resources, strategies and ideas to propel

the center forward.

“Due in large part of her leadership, the center has gone from being on the brink of closing its doors to a thriving, growing oasis in the middle of Waikiki.”

Julie Arigo, general manager of the WaikikiParc Hotel and 2014-2016 WIL chairperson, recalls her first meeting with Campbell.

“My first personal introduction to Barbara was during the development of the Beach Walk project on Lewers Street in 2007,” Arigo says. “She was in a hardhat and jeans, as she proudly toured our company’s executive management team through the project and explained the details of the plans with such ownership and pride.”

“I could tell that with this woman at the helm, there was no doubt it would open successfully—and that it did.”

Hannemann says Campbell is “sincere, caring, dependable, humble, personable and she knows how to have fun. Check out the highly popular, fun-filled Spam Jam festival on Kalakaua Avenue in which she clearly has been the driving force.”

“We congratulate Barbara for this well-deserved honor and wish her continued success in the years to come.”

Campbell is a past president of the Building Owners and Managers Association (BOMA) and the Institute of Real Estate Management (IREM) and has served on the boards of a number of civic and community organizations, including the Waikiki Community Center and Friends of the Waikiki Aquarium.

Campbell says WIL is proving to be a solid resource for women in Hawaii’s hospitality industry.

“Women generally have been under-represented in the industry, and with the formation of WIL in 2014, women now have an organization that supports advancement, builds confidence, addresses in a positive way important issues for women and opens opportunities for women in upper level and management positions,” she says.

“Professional development, promoting long-term careers in hospitality and enhancing professionalism are just some of the ways we set women up for success in this industry.”

“WIL has accomplished a tremendous amount in the last two years,” Campbell adds, “and we’re poised to do even more for both women and the entire industry in moving forward.”



The HLTA's 2016 Charity Walk raised more than \$2.2 million in donations.

*“So I think right now, one our main objectives should be that we not be complacent, that we not rest on our laurels. We want to make sure that Hawaii remains no ka oi.”*

*Continued from Page 39*

able to cook some *ono* grinds for our legislators, and also, through the HLTA, to work for development. We’d like to see Waipahu become the first nationally accredited culinary academy in the state of Hawaii.” The Oahu public school, Hannemann notes, already has a great reputation for its other nationally accredited programs, “and we have to make hospitality and culinary right up there.”

In 2017, Hannemann says, an airport authority and homelessness are two other major HLTA priorities, among others.

“We’d really like to see the creation of an airport authority,” he says.

“That was one of our priorities last year. It didn’t quite make it out of conference. But we’re very pleased with the work that has been done by the state Department of Transportation in terms of making sure that this bill will meet with success. They’ve hired a consultant team that I had an opportunity to meet with. And I think its prospects for passage are a lot better this session.”

Hannemann says the HLTA is also “strategizing right now on how we can get state support for certain areas of the state impacted by homelessness.”

Tourism, says Hannemann, is “the

state’s number one industry, responsible for lots of jobs.” So, he says, it’s critical for the HLTA to support the industry through the Na Po’e Pa’ahana Awards celebrating employee achievement, HLTA networking groups like HYPE (Hospitality’s Young Professionals and Entrepreneurs) and WIL (Women in Lodging & Tourism)-Hawaii Chapter and new HLTA committees—agriculture, housekeeping and technology—that can respond to tourism’s speed-of-light changes.

“There’s increasing competition out there,” Hannemann says. “Cuba now is the latest entry into the market. So we have to continue what we do, but at the same time be aware of new opportunities—in the Asian market and with Chinese visitors, and keep our strength with the U.S. market that comes here primarily from the West Coast.”

Hannemann says that “we’ve been very fortunate that we’ve had five straight years of visitor increases,” he says. But, he notes, “it’s been highly volatile.”

“So I think right now, one of our main objectives should be that we not be complacent, that we not rest on our laurels. We want to make sure that Hawaii remains no ka oi.”

## The HLTA in the 2016 Legislature

Record arrivals aside, Hawaii tourism is facing big new challenges. Mufi Hannemann, Hawaii Lodging & Tourism Association president and CEO, says through submission of testimony, the HLTA supported 2016 measures aimed at:

- Preventing sex trafficking
- Funding the World Conservation Congress (WCC)
- Implementing a study for the super ferry
- Prohibiting the sale of any part or product from various animal and marine species

# A FORCE OF 400

Women in Lodging & Tourism in Hawaii has seen its membership quadruple in only two years, and plans a full slate of networking and educational events in 2017

BY DAVID PUTNAM

The Women in Lodging & Tourism-Hawaii chapter, a committee of the Hawaii Lodging & Tourism Association, has seen its membership expand 400 percent since it was launched two years ago, and today comprises 20 percent of the total WIL membership nationally.

According to Rosanna Maietta of the American Hotel & Lodging Association, a national association representing the U.S. lodging industry, there are approximately 2,000 members at 23 active state WIL chapters.

Women in Lodging & Tourism, the state chapter of the American Hotel & Lodging Association Women in Lodging program, launched with 100 members in 2014 and now reports more than 400 members.

“The goal for 2017 is to reach Neighbor Island members through events on Kauai, Hawaii and Maui,” says Karen Wataru-Nakaoka, the outgoing HLTA vice president who has been serving as staff adviser to the WIL. “WIL also will strive to continue to provide quality education to members and opportunities for networking and mentoring.”

WIL began the new year by honoring Barbara Campbell of Outrigger Enterprises Group as Woman of the Year. Also in January, WIL, in partnership with HLTA, made its first scholarship award.

During the past year, WIL took part in myriad programs, such as support-

## How to Join

Membership in Women in Lodging & Tourism is free and open to all women employed by HLTA and AHLA members. Men also may apply to become members. For more information visit the HLTA website at [www.hawaiilodging.org](http://www.hawaiilodging.org)

ing Ho Ola Na Pua, a nonprofit that helps victims of human trafficking, and became a member of its “1,000 for 1,000” campaign. Additionally, WIL sponsored a workshop featuring Chris Malone, a customer loyalty expert and author of “The Human Brand.”

Wataru-Nakaoka says members “were enlightened and inspired to discover how and why we make the choices we do, as well as what it takes for companies and brands to earn and keep our loyalty in the digital age.”

Another educational event staged by WIL featured Bank of Hawaii Senior Vice President Danny Kim who offered advice on how leaders can use self-exploration and skill development to encourage and empower. “Danny taught us that our own unforced errors may be contributing to challenges in our personal and professional lives and how self-sabotaging behaviors are more common than we might think,” says Wataru-Nakaoka. “He shared why these behaviors show up in our lives, and what we can do to overcome them.”

WIL members were also treated to the HLTA’s panel discussion on “building a dynamic team through employee recruitment and retention in today’s fast-paced world.” The panel consisted of Gregory Dunn, president and CEO of the Better Business Bureau; Judy Bishop of Bishop & Co.; Mike Vasper of Hawaii Employers Council; and Kat Lin Hurtibise, founder and president of Gourmet Events Hawaii.

In October, WIL partnered with HYPE (Hospitality’s Young Professionals and Entrepreneurs) on a workshop presented by Cindy Sakai, co-founder THINK LLC, on meeting the needs of a diverse workforce.

Other activities that members of the women’s group took part in include the Ho Ola Na Pua Golf Tournament, the HLTA’s back-to-school drive, the Native Hawaiian Hospitality Association’s “Spread Aloha” initiative and the Salvation Army Waikiki’s Red Kettle Challenge and Angel Tree projects.

## 2017 Women in Lodging & Tourism Officers

**President:** Pam Yagi,  
Hilton Grand Vacations

**Lodging Member Co-Chairperson:** Sheryl Tsugawa, Embassy Suites Waikiki Beach

**Allied Member Co-Chairperson:** Josilyn Bantilan, Enterprise Rent A Car

**Oahu Representative:** Karen Fowler, Cintas

**Maui Representative:** Lisa Paulson, Maui Hotel & Lodging Association

**Hawaii Island Representative:** Jaisey Jardine

**Kauai Representative:** Denise Wardlow, Westin Princeville Resort Villas



Pam Yagi

**Advisory Council Representatives:** Chelsea Tsuchida, Nella Media Group; Carrie Takahama, Hawaii Employers Council; Jo Ann Perreira Machiguchi, Hawaii Prince Hotel

**Past President:** Julie Arigo

# HLTA Holiday Party

PHOTOS BY  
NATHALIE WALKER

With entertainment led by Ellsworth Simeona, the Hawaii Lodging and Tourism Association held its annual Holiday Party for HLTA members and their guests on Dec. 14 at SKY Waikiki.



Jim Braman, Barry Wallace, Karen Wataru-Nakaoka, Robin Graf



Consuela Rodriguez, Anne Murata, Barry Redmayne



Chris Sbarbaro, Chandler Pearson, David Tumilowicz



Pierre Daguzan, Kenix Lau, Koichi Takahashi, Moses Nakao



Darin Auyoung, Barney Brennan, Travis Yanagida



Doug Goto, Julie Arigo, Kyoko Kimura, Lisa Paulson, Justine Gronwald, Alan Hornstein



David Jenkins, Jon Tavares, Carol Shimomura, Lisa Reddinger, Calvin Shimomura



Janey Bullock, Nanci Santoro



Joe Hillje, Greg Valen, Silvana Shull



David Begley, Jamie Choi



Allison Lakomski, Terri Racine, Berit Aljand, Kevin Rivera



Matt Bailey, Nancy Wallace, Vince Mitchell, Teddi Anderson



Emi Espinda, Heather Weis, Kaleo Schneider, Tracey Gernenz



Michelle McGuinness, Mike Hernandez-Soria, Ken and Karen Berry, Alex Roth



Earl Nakachi, Jill Kinoshita, Jason Nishimura, Joslyn Bantilan, Cody Assenmacher



Elle Zhang, Will Caraway, Suedona Hardy, Cathy Walker

# HRA Holiday Party

PHOTOS BY  
NATHALIE WALKER

The Hawaii Restaurant Association hosted its annual Holiday Party for members and guests at Bill's Sydney Waikiki on Dec. 5. Entertainment was provided by the Nohelani Cypriano Trio.



Lisa Miller, Michael Miller, Sharon Shigemoto, Roy Shigemoto, Carol Kramer, Colleen Paparelli



Huyen Bledsoe, Melisa Ampornpun, Rhonda Collins



Steven and Faye Falsetti, Allison Roberts



Lindsey and Karen Watanabe, Anhchi Ly, Ivan and Wendy Radosavljevic



Mits and Janelle Hamada, Lisa Nakagawa, Lester Lao



Alexander Lau, Karen Berry, Nicole Lueker, Dirk Koeppenkastrop, Tom Jones, Ken Berry



Frank Nagamine, Doug Harris, Chris Clark, Hide Sakurai, Tyler Roukema



Dianne Vicheinrut, Brian and Jessica Drover



Jessica Chiu, Leina Ijadic, Kili Spencer



Kawehilani Ballou, Jason and Lorrie No



Michael George, Dirk Koepfenkastrop, Santa, Alexander Lau, Tom Jones



Gabby Delapena, Jody Raposa, Fran Formoso, Ceresse Esteron



Warren Shon, Michael Miller, James Baloalao



Terri Ishii, Jim Cremins, Val Hata, Russell Hata, Grace Nushida



Paul Harada, Audrey Okaneku, Tyler Roukema, Naomi Azama, Bob Paparelli



Jon Youngs, Gregg Fraser, Donna Robinson, Brad Zurlinden

## KSL Acquires Outrigger Hotels

KSL Capital Partners LLC completed its acquisition of Outrigger Hotels & Resorts in December. The sale encompasses all of Outrigger's holdings, including its portfolio of 37 multi-branded hotels, condominiums and vacation resort properties in Hawaii, Guam, Fiji, Thailand, Mauritius and the Maldives.

Outrigger President and CEO **David Carey** will continue to lead the company

from its Waikiki headquarters. The current management team also will remain in place.

"Throughout our 70-year history, Outrigger has achieved tremendous success—growing



**David Carey**

from one property in Waikiki to 37 properties across 10 time zones, employing thousands of hosts and welcoming hundreds of thousands of guests every year," Carey says. "KSL's deep knowledge and experience in our industry, capital capacity and shared vision make it the perfect choice to lead Outrigger to still higher levels.

"With the deepest appreciation for the generations of wise stewardship of Outrigger by the Kelley family, we are truly looking forward to our next chapters with KSL."

KSL is a U.S.-based private equity firm focussing on investments in travel and leisure enterprises with offices in Denver; Stamford, Conn.; and London. Since 2005, KSL has raised over \$7 billion of capital and completed more than 30 investments in the travel and leisure industry.

## Drenker to Head HVCB Market Insights

**Michelle Drenker** has been promoted to director of market insights at the Hawaii Visitors and Convention Bureau (HVCB).

Drenker is responsible for analyzing trends affecting tourism in Hawaii and HVCB programs. Her evaluation of customer, economic, business and general travel trends will help generate research-based recommendations for marketing Hawaii as a leisure and meetings destination.



**Michelle Drenker**

Drenker moves up from manager of market insights at HVCB. Previously she served as the research specialist for Tourism Whistler and was an assistant planner to Metro Vancouver's regional transportation authority.

She also will direct marketing effectiveness, research and analysis, digital analytics and foundational research for HVCB's annual brand marketing plan.

## Milstead Heads Marketing for Fairmont Kea Lani Maui

**Shannah Milstead** has been named director of sales and marketing at the Fairmont Kea Lani Maui. She will oversee the 450-key all-suite and villa resort's group and leisure sales divisions, conference services and catering sales, revenue management and marketing and public relations efforts.



**Shannah Milstead**

Raffles and Swissôtel brands.

In 2015, she was recognized by the Hospitality Sales and Marketing Association International as one of the Top 25 Most Extraordinary Minds in Sales & Marketing.

Most recently, she served as executive director of sales programs for FRHI Hotels & Resorts International where she headed the worldwide sales programs strategy for all hotels and global sales teams within the Fairmont,

## Kiyabu to Head Retail Operations at Pualeilani Atrium Shops

**Bonnie Kiyabu** was recently named director of retail operations for Pualeilani Atrium Shops at the Hyatt Regency Waikiki Beach Resort and Spa. The shops occupy the first three floors of the resort and consist of over 60 retail spaces including Hawaii's only

Urban Outfitters and UGG stores.

Kiyabu is returning to Hyatt Regency



**Bonnie Kiyabu**

Waikiki Beach Resort and Spa after having served as general manager at Waikiki's first Hyatt Place where she oversaw the opening and transition of ownership of the property. She began her 40-year career with Hyatt in 1976 as a concierge at Hyatt Regency Beach Resort and Spa.

Kiyabu also is Oahu Chapter chairperson of the Hawaii Lodging & Tourism Association for 2017.

with Hyatt in 1976 as a concierge at Hyatt Regency Beach Resort and Spa. Kiyabu also is Oahu Chapter chairperson of the Hawaii Lodging & Tourism Association for 2017.



## Hilton's Grand Naniloa Opens in Hilo

With a \$30 million renovation finalized, The Grand Naniloa Hotel Hilo—a DoubleTree by Hilton debuts its transformed oceanfront 70-acre property along Hilo Bay. The hotel's renovation includes 320 fully refurbished guest rooms and suites.

Each guestroom includes complimentary Wi-Fi, a work desk, microwave, refrigerator, in-room safe and DoubleTree Sweet Dreams sleep experience beds. Suites offer a separate living area and ocean views from the balcony. The Lobby Lounge offers sweeping vistas of Hilo Bay from the outdoor deck. The hotel's showroom provides nightlife and a space to showcase local musicians.

The property's 13,000 square feet of indoor and outdoor event space includes a wedding gazebo able to accommodate up to 400. An updated sound system and AV equipment are also available, as well as a 24-hour business center and a catering facility.

# Honor Hokule'a's Return This Summer

One of the most incredible feats the world has ever seen is the ancient Polynesians sailing across the vast Pacific to settle the Hawaiian Islands, then establishing a beloved culture and way of life embraced by people everywhere today.

The bravery of those voyagers is unimaginable, the faith in their quest undaunted.

This summer we will see the culmination of perhaps the greatest accomplishment in modern Hawaiian history when Hōkūle'a returns home after completing its around-the-world four-year voyage, Mālama Honua.

The Polynesian Voyaging Society, Master Navigator Nainoa Thompson and Hōkūle'a's crewmembers deserve all of Hawaii's accolades for fulfilling a mission that will resonate with generations to come.

The significance of this monumental achievement goes far deeper than navigating the world aboard a traditional Hawaiian vessel.

Mālama Honua has shown people worldwide the core of Hawaii's spirit—our respect for indigenous people, our commitment to perpetuating native culture and our concern for protecting the environment that gives us life.

Mālama Honua has reminded everyone what matters most to our future.

A memory I will carry with me forever occurred last May when I watched Hōkūle'a enter Washington, D.C. from the Potomac River.

I had the honor of witnessing the welcoming ceremony at the Washington Canoe Club and it was filled with emotion, happiness, pride and admiration.

Nainoa Thompson's words that day were riveting as he described Mālama Honua's impact on people around the world. He spoke eloquently about the significance of perpetuating the Hawaiian culture and preserving our ocean resources.

As we begin a new year, it's imperative all of us in tourism heed the message of Mālama Honua. More than any other destination, Hawaii's appeal to travelers worldwide relies on how we continue to share the Hawaiian culture and care for

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POLYNESIAN  
VOYAGING  
SOCIETY



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our environment.

These two qualities, Hawaiian culture and Hawaii's natural resources, are what separate our Islands from every other destination worldwide. They are the primary reasons first-time visitors dream about coming to Hawaii and why repeat visitors keep coming back.

Perpetuating Hawaiian culture and preserving our natural resources are of paramount importance to the mission we fulfill at the Hawaii Tourism Authority. In fact, the first goal of the strategic plan we follow is: Improve the integrity of the destination.

We are committed to leading the state's marketing initiatives to support tourism and are proud of how this helps feed more businesses and families in Hawaii than any other industry.

At the same time, Hawaiian culture is ingrained into every component of our marketing efforts, and we support dozens of programs annually that help preserve our natural resources.

All of us at HTA care deeply about maintaining this balance—of promoting Hawaii's qualities to the world while preserving its legacy for the benefit of everyone's future.

Hōkūle'a is coming home. Let's all join together in celebrating its arrival and continue honoring its mission for generations to come.



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



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# Nakasone Joins HLTA as VP

## Hotel veteran can help take the organization 'to the next level'

Dean T. Nakasone, former general manager of the Outrigger Reef Waikiki Beach Resort, has been named vice president of the Hawaii Lodging & Tourism Association.

Nakasone replaces Karen Wataru-Nakaoka, who has taken a position as membership director for the Hawaii Visitors and Convention Bureau.



Karen Wataru-Nakaoka

all phases of hospitality operations, a seasoned professional like Dean will

"We're delighted that Dean Nakasone is joining our team," says Mufi Hannemann, HLTA president and CEO. "With more than 35 years of experience in the industry, in



Dean Nakasone

be part of an organization that prides itself on giving back to the community in so many ways. I am looking forward to working with Mufi Hannemann and being part of his hard-working team in continuing HLTA's mission of being a leading advocate and voice for the state's number one industry."

A graduate of the University of Hawaii School of Travel Industry Management, Nakasone has held various general manager and executive posts. Prior to being the GM at the Outrigger Reef Waikiki Beach Resort he headed the Holiday Inn Waikiki Beachcomber Resort and OHANA Waikiki Beachcomber. He also has worked at the

hit the ground running. He not only will make immediate contributions to the work of the HLTA but will help take us to the next level."

Nakasone says he is "honored to

Halekulani, Waikiki Parc Hotel, Hawaii Prince Hotel and Sheraton properties on Hawaii Island.

"We expect him to add his personal insights into the challenges facing the visitor industry, and the hotel sector in particular, before legislative bodies and the community. Moreover, Dean is very familiar with our organization because he's served and led many of our committees, chaired the board of directors, chaired the Oahu Chapter and was the chair of the most recent statewide Visitor Industry Charity Walk," Hannemann says.

Nakasone is on the boards of the UH School of TIM and Kapiolani Community College's Hospitality and Tourism Education Department, among his community service activities.

Wataru-Nakaoka's "departure is a great loss" for the HLTA, Hannemann says. "I hired her in 2011 to oversee our membership recruitment and retention efforts and she's done a remarkable job of boosting our numbers and becoming a top-flight executive who's accomplished so much for the HLTA."

HRA | Gregg Fraser

## More Growth, New Challenges in 2017

The coming of a new year always brings about reflection of the past year. 2016 was a year of growth for many, and perhaps setbacks for a few. With the recent presidential election, the state of our country is uncertain. What will happen to the minimum wage? What about the Affordable Care Act (ACA)? Will the incoming administration be supportive of the food service industry?

The Hawaii Restaurant Association, in conjunction with the National Restaurant Association, will be working to address any issues that may have a negative impact on the food service industry and communicate those issues back to you, the industry leaders.

Currently, the food service industry as a whole continues to grow, generating over \$780 billion nationally. With a million-plus restaurant locations across the country, it is projected that almost 2 million new restaurant jobs will be created by 2026.

Hawaii is on pace to hit over \$4.5 billion of restaurant-generated revenue in 2016, with approximately 6,000 restaurants in the state. Currently, Hawaii employs over 90,000 food service workers, which represents 15 percent of employment in the state. In the next 10 years, Hawaii is projected to increase to nearly 100,000 food service employees.

All you need to do is drive down Ala Moana Boulevard and through Kakaako to see that Hawaii is experiencing huge growth. With all of the new buildings comes new restaurants. In addition, Waikiki continues to reinvent and add new culinary concepts from around the world.

But with growth comes challenges. The need for staff, reduced operating expenses and enhanced marketing opportunities has made it difficult for some to compete. As more dining options arrive, an operator needs to be more savvy so as not to have menu prices create a

negative reaction for customers.

Restaurants need to take the focus off of prices and look toward cuisine and enhanced customer service to attract and retain a healthy customer base. People don't mind paying a little more for exceptional service and a culinary experience that they tell all their friends about.

The HRA and the HRA Educational Foundation have some great things planned in support of the industry in this new year. 2017 will be a very exciting year for all of us in the food service industry.

*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.hawaii-restaurant.org](http://www.hawaii-restaurant.org).*





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