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*Women in Lodging's*

## WOMAN OF THE YEAR

Teri Orton of Hawaii  
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Na Po'e  
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*Awards Recognition Luncheon*

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## checking in

## Orton Boosts Convention Center

She is at the heart of the Hawaii Convention Center's transformation from being only a venue for trade shows, craft fairs and conventions into a growing hub for major sports events in Honolulu. Already there has been a major rise in revenue for the facility. Teri Orton, who spearheaded this change after taking over as general manager of the HCC, has been selected Woman of the Year by the Women in Lodging & Travel.

The Hawaii Lodging & Tourism Association recognizes those who make the Islands' travel industry No. 1 in the world at its 2018 Na Po'e Pa'ahana Awards luncheon on Jan. 11. See the special Na Po'e Pa'ahana section inside this issue, which includes the awards day program, a complete list of finalists and a message from HLTA's Mufi Hannemann—and this year's winners.

Waikiki is gearing up for the 34th running of the Great Aloha Run and Brent Imonen, the event's director, extends a warm welcome to tourists to join in the fun walk on Feb. 17-19. "It's a good cultural exchange and it's fun," he tells Hawaii Hospitality. See details inside on registering your team or yourself.

Associate Editor Brandon Bosworth goes behind the foliage to reveal how hotels are using landscaping to create a physical barrier and enhance guests' safety. Here's a hint: Have you tried squeezing through a healthy bougainvillea lately? Burglars and such aren't likely to try it, either.

Aloha!

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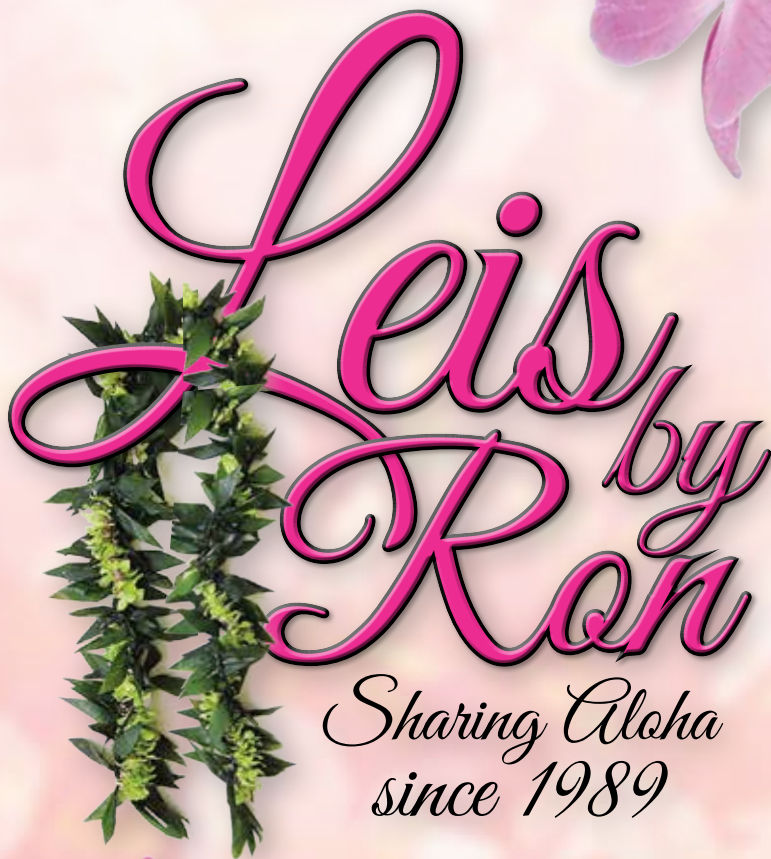
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# Saying Aloha to Some Dining Faves

## As doors close on longtime eateries, new year promises to bring tasty new options

There are a number of ways to judge whether a year is a good one or not, and by most of them 2017 was terrific from my perspective, filled as it was with friends, good food and chilled beverages from a wide variety of Honolulu eateries.

But by another measure it was a bummer. That would be the number of favorite restaurants that shuttered their doors, or announced that they will be doing so in the near future.

It started with Longhi's at Ala Moana in July, continued shortly after with Kincaid's at Ward Warehouse, and as of Jan. 19 will include Ryan's Grill at Ward Centre.

There are underlying reasons, of course, and I understand those from the owners' perspectives. The restaurant business is always and ever a business.

At Longhi's, the rise of surrounding high-rises at Ala Moana Center cut off the sublime ocean views, as well as the free flow of fresh air.

"Our view is gone," **Peter Longhi**, son of the founder, my late pal **Bob Longhi**, said at the time. "We're an open-air restaurant and depend on that airflow. We would've had to close it off and put air conditioning in ... we wouldn't see a payoff for it."

(One estimate to install AC, according to a fellow former regular who's in the biz, was a quarter-million bucks. Tough to make that up with F&B sales. And you still lose the view.)

At Kincaid's, the shopping center is being demolished for another high-rise in the new Kakaako. So many business lunches conducted there overlooking Kewalo Basin over the years, so many birthdays and anniversaries celebrated, so many lunches-with-the-girls. And it was as close to perfect for a first date as you could get.



Manager Janice Viera (left) and bartender Karri Craven Burnett are among the longtime Ryan's staffers who will be missed by patrons.

PHOTO BY DON CHAPMAN

At Ryan's, where an untold number of romances began at the bar, and birthdays, anniversaries and retirements were celebrated on a daily basis, there are lease and refrigeration issues. Can't blame the owners for walking away.

But there is a bigger issue here too.

"Ryan's is mom and dad's restaurant. It's been around 34 years. That's a whole generation," real estate analyst **Stephany Sofos** told the *Star-Advertiser* in December. "When we all started going there in the '80s it was the happening place. Now the millennials are the ones driving the whole game in retail and restaurants. They'll go to boutique restaurants."

Longhi's, Kincaid's, Ryan's—each for me was especially a lunch favorite, at Ryan's to the point that there is/was a brass plate with my name on it at the far end of the bar.

The first sting, of course, is losing several favorite dishes that cannot be replicated elsewhere. At Longhi's, pizza

bread and the portobello mushroom with pesto sauce appetizer. At Kincaid's, the bouillabaisse and beef carpaccio. And those are just for starters. At Ryan's, well, its darn near the whole menu.

But the bigger loss is missing the people who worked at these places and, over time, became friends—I've been to a graduation party, a wedding, a housewarming. And because I like to take lunch at the bar—there's always something interesting or entertaining happening at the bar—these folks were often bartenders.

So fare thee well and most of all thanks to **Tommy** from Longhi's, **Ron** and **Shane** from Kincaid's, **Zach** and **Karri** from Ryan's. Hope to see you down the road from another stool somewhere.

(This also helps explain why I'm not much lamenting the passing of another 2017 dining casualty, The Pineapple Room at Macy's-Ala Moana. Despite being a semi-regular for lunch, and always ordering the same thing, I always felt like a first-time stranger. And while many will be sorry to see the nightclub Rumours at the Ala Moana Hotel pass into another existence, I have to admit it's been a couple of decades since I set foot inside—or anywhere else—to boogie down.)

Then there are the fellow patrons you get to know at these establishments because they, too, are regulars, and you get to know a bit of their stories. They, too, can enrich our lives.

The positive news is that I still have other favorites on my restaurant rotation, and expect that new bistros and watering holes will come into my life this year to fill the void. (Suggestions gladly welcome.) Where they are, and who will be behind the bar, remains to be seen. But the eternal optimist in me expects it to be tasty and good.



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



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# Running with (and for) Hawaii

## The annual Great Aloha Run offers visitors a unique local experience

BY BRANDON BOSWORTH

Now in its 34th year, the annual Hawaii Pacific Health Great Aloha Run (GAR) is an event with strong local flavor that offers much to visitors and the hospitality industry.

“We are members of the Hawaii Visitors and Convention Bureau and we have many partners in the hospitality industry,” says Claire Nakamura, administrator and event coordinator. “We partner with many the tour bus companies like VIP Transportation, Enoa Tours, The Waikiki Trolley, Roberts Hawaii, Polynesian Hospitality and more who help us each year to move our runners to and from the start line. Our official airlines for the GAR is Alaska Airlines.”



Claire Nakamura

In addition to providing transportation, Roberts Hawaii is a longtime sponsor of the event. “Roberts Hawaii began sponsoring the Great Aloha Run since 1985,” says Percy Higashi, president and COO. “We’re really pleased to have been a part



Percy Higashi

of this wonderful event for so long.

“We are deeply rooted in the islands and feel strongly that the 50 charities supported by the Great Aloha Run are important to our local communities. Our drivers love working on the Great Aloha Run event because it’s all about community service.”

Higashi says he would “definitely” recommend sponsorship of the Great Aloha Run to other companies. “It’s a well-run and successful community event that ultimately benefits so many people right here in Hawaii.”

While about 90 percent of Great

### Great Aloha Run

The GAR is an 8.15-mile event over a relatively flat course. Runners gather at McCoy Pavilion at Ala Moana Beach Park. The run starts on Nimitz Highway fronting Aloha Tower in downtown Honolulu, winds its way along the historic harbor, down Nimitz Highway, Kamehameha Highway and to Aloha Stadium.

#### Event categories include:

- Feb. 17:** 29th Silver Streaks Sunrise Walk for Seniors (2-plus miles), 7:30 a.m.
- Feb. 17:** Keiki Great Aloha Run (1.5 miles), 8 a.m.
- Feb. 19:** GAR High School Challenge, 1:30 p.m.
- Feb. 19:** Sounds of Freedom (military units), 6 a.m.
- Feb. 19:** Lucky 7 (team competition), 7 a.m.
- Feb. 19:** Presidents’ 100 Club (companies and organizations teams), 7 a.m.

Aloha Run participants are Hawaii residents, Brent Imonen, the race director, says visitors are welcome to join in “and be part of a local community experience. It’s a good cultural exchange and it’s fun.” He adds that “we can help provide transportation from their hotel to the race and back.”



Brent Imonen

and just about anyone can do it!”

In addition to the actual run, another element of the Great Aloha Run is the

Nakamura invites visitors to take part in the “largest local participatory footrace that is put on for the people of Hawaii by the people of Hawaii,” adding, “you are not required to run,

GAR Sports, Health and Fitness Expo to be held at the Neal Blaisdell Exhibition Hall on Feb. 16 from 4-9 p.m., Feb. 17 from 9 a.m. to 7 p.m. and Feb. 18 from 9 a.m. to 5 p.m.

“I would invite visitors to include the Great Aloha Run as part of their vacation plans to do the run and to attend our expo... the largest, most comprehensive sports, health and fitness expo in Hawaii,” Nakamura says. “The expo is a place where people can find their fitness regimen, get the latest in health and fitness products and services and come together with other fit-minded people.”

While most participants register for the run online at [grealoharun.com](http://grealoharun.com), people can register in person at the expo up until the day before the race.

Plenty of visitors do make the Great Aloha Run part of their visit to Hawaii.

“We thank the people of Hawaii, our precious visitors from the Mainland and the Far East and our treasured volunteers for making the Great Aloha Run a truly international event,” says Carole Kai Onouye, the run’s co-founder and promoter.



Carole Kai Onouye

“This 34-year-old event has maintained its 20,000-plus entrants numbers because our volunteers care, we take care of our visitors, plan for a safe and easy-to-do event and because folks know that all the proceeds go back to 50 charities in Hawaii.”

New things are planned for the 2018 GAR and expo. “For this year’s expo, we will host our first Miss Great Aloha Run and Miss Teen Great Aloha Run pageant competition, with the winners having an automatic entry into the Miss Hawaii and Miss Teen Hawaii USA pageants,” Nakamura says.

The GAR also plans a Snow Day at the Blaisdell on Sunday, Feb. 18.

Nakamura has been with the Great Aloha Run since 1988. “There have been lots of changes since I started back in the ’80s,” she says. “We are so thankful for the thousands—over 4,000 on race day alone—of volunteers, our very generous sponsors and contributors who annually support the Great Aloha Run.”





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# FLOORING YOUR GUESTS

## From carpeting to hardwood, floors at hotels must impress and protect travelers

BY BRETT ALEXANDER-ESTES

**G**reeting your guests in style or with scuffs, your floor says your hotel is a star—or not.

“Flooring for a hotel has to be many things,” says Roz Zurko at azcentral.com, a *USA Today* news site. “It needs to be attractive, durable, easy-to-maintain and cost-effective. You want the high-volume traffic areas to withstand the daily pounding, and the flooring to still look as good as it did the day it was installed.”

### Foiling Footprints

Carpet, usually required in high-traffic areas, probably has hotel flooring’s toughest job: long-lasting traction for thousands of visitors with nary a slub or a stain.

Dara Jilla, president and CEO of

Embassy Carpets, a leading U.S. carpeting supplier, says Embassy’s dense carpets resist



Dara Jilla

footstep impact with 110 stitches per square inch. Moreover, Embassy’s solution-dyed, two-ply carpet yarns are bleach-proof, colorfast, and are guaranteed not to fade for the life of the carpet—a “quantum leap in technology,” says Jilla, adding: “All of our carpets qualify for ‘LEED Certification - Green Label Plus.’”

### Plush Pile

For public spaces in Hawaii hotels like corridors and ballrooms,

“the latest and greatest hot product on the market is the 15-foot-wide, solution-dyed nylon (carpet) run on a machine named Itron,” says Lowell Tom, designer at Philpotts Interiors, a Hawaii design firm. “This product is just now being specified for custom and in running lines.”



Lowell Tom

The Sheraton Waikiki Ballroom, Royal Hawaiian Monarch Room, and the Royal Hawaiian guestroom corridors have recently installed Itron weaves as an alternative to the 80/20 axminster that is the standard for luxury properties, he says.

### Guest Request

For guestrooms, solution-dyed nylon with a loop-cut construction up to 15 feet wide is still the most commonly specified carpet, Tom says. The product of choice for luxury hotel brands, he adds, tends to be “a Shifting Needle Scroll, (installed at the) Royal Hawaiian Guest Rooms and Four Seasons Guest Rooms, offering more design options and more colors.”

### Open Air

When Hawaii hotels blend indoor and outdoor spaces, hard flooring is usually required for both.



Mark de Reus

“We use Ipe hardwood for exterior applications, as this wood holds up best in extreme sun conditions,” says Mark de Reus, partner at de Reus Architects, a design firm practicing in Hawaii and Idaho. “For interior wood, we use minimum 1/8-inch solid hardwood veneers, both top and bottom, with engineered core.”

In hotel interiors today, he says, “the trend seems to be in the direction of lighter atmospheres,” including lighter tones in wood flooring.

“Rustic, modern, matt-type finishes” are de Reus’ first choice, “because





Guestrooms at Four Seasons Oahu at Ko Olina feature solution-dyed nylon carpets.

PHOTO COURTESY CHRISTIAN HORAN PHOTOGRAPHY

there is great value in appearance, with low-maintenance practical up-keep. It's a forgiving finish."

## Sound Advice

Most hard flooring withstands vacation assaults—sun, rain, seawater and sand—with ease. Sounds and skids are the exceptions.

"Noise reduction with a sound mat under wood flooring is better than a stone surface for flooring on a multi-level situation," de Reus says.

***"All of our carpets qualify for 'LEED Certification – Green Label Plus.'"***

— DARA JILLA

Creating a non-skid wood surface depends on the finish of the wood, and in hotels, is always carefully considered. "Water resistance is always considered, too," he says.

This is because Hawaii hospitality properties—including restaurants—have a "duty of care," which means hard flooring and carpets must do more than invite the eye to linger. Hotel flooring must also support a property's safety regulations and liability coverage.

The best flooring products, says Tom, include safety features like increased durability, decreased drying time and increased bacterial resistance.

"Regulations always evolve as the (flooring) industry learns from lessons," says de Reus, "with motivation toward protecting the public more."



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## 28th Annual Na Po'e Pa'ahana

Awards Recognition Luncheon

# Yee, Lopes Capture Top Hospitality Honors

## 20 winners chosen from among 299 nominations by Hawaii's lodging leaders

BY DAVID PUTNAM

Clarence Yee of Mauna Lani Bay Hotel & Bungalows was hired almost four decades ago, before the resort even had built its golf course. He was the hotel's 10th hire and, in its heyday, it employed 800.

Yee, a journeyman tradesman at the hotel, is the 2018 Outstanding Lodging Employee of the Year by the Hawaii Lodging & Tourism Association. Carol Lopes of the Embassy Suites by Hilton Waikiki Beach Walk was named Manager of the Year in HLTA's 14th annual Na Po'e Pa'ahana Awards.

Yee and Lopes will join winners in a total of 20 categories at an awards luncheon on Jan. 11 at the Hilton Hawaiian Village Waikiki Beach Resort & Spa's Coral Ballroom. The HLTA received 299 award nominations.

"I just do my job," says Yee, now the senior member of the staff at the Mauna Lani Bay Hotel & Bungalows, often called the Mauna Lani Resort. "I've been doing it for 38 years. I like what I do and enjoy working at Mauna Lani Resort."

In its nomination letter, the resort wrote: "Clarence is a teacher and shares his expertise with others. As a young man working at Kohala Sugar Plantation, he had to learn a lot of things on his own to move ahead. In those days, the elder workers didn't train or disclose what they knew. Clarence didn't like that feeling of exclusion and remembers how it felt. Now Clarence is the master and helps others grow."

When told he was going to be nominated for the HLTA award, the hotel says Yee responded in typical humble fashion: "I no more chance."

Following Yee in the voting for Most Outstanding Em-



Clarence Yee



Carol Lopes

ployee of the Year are **Branden Gaspar** of Waikiki Resort Hotel and **Juanito Tomas** of Marriott's Ko Olina Beach Club.

Lopes, according to Embassy Suites by Hilton Waikiki Beach Walk, "continues to be a stellar example to her fellow managers, hosts and family as a true aloha ambassador of hospitality."

She was with Outrigger Resorts for more than 30 years and helped to open Embassy Suites by Hilton Waikiki Beach Walk 10 years ago.

Finalists for Manager of the Year include **Brandon Maeda** of The Westin Ka'anapali Ocean Resort Villas and **Anderson Almario** of Sheraton Waikiki Hotel.

The HLTA also honored Alaska Airlines as Allied Member of the Year, Charlene Navarro of Kauai High School as Hospitality Educator of the Year and Chef Colin Hazama of The Royal Hawaiian, a Luxury Collection Resort, as Restaurateur of the Year. The Kahala Hotel & Resort received the Leader in Sustainability Award while the Na Po'e Pa'ahana Legacy Award was given to The Brothers Cazimero. A new honor, the Community Service Award, went to Marriott International/Starwood Hotels & Resorts Waikiki.

## Other 2018 Na Po'e Pa'ahana winners, by category:

### Bell & Valet

**Large Property (450+ rooms):** **Patricio "Peter" Santiago**, a 44-year veteran of The Westin Maui Resort & Spa, formerly the Maui Surf Hotel, "exudes a positive attitude



# 28th Annual Na Po'e Pa'ahana THE 2018 AWARD WINNERS

and unwavering work ethic, which sets the resort's bell and valet desk team for success," the resort wrote in nominating him for the award.

**Medium Property (200-449 rooms):** With 36 years in the hospitality industry, **Oren Yamagata** of Waikoloa Beach Marriott "truly knows how to make a personal connection with each guest," according to the hotel.

**Small Property (under 200 rooms):** **Rexie Butihi** of Maui Beach Hotel is called "Mr. Aloha." He has a great big smile and shares his aloha spirit with all those who are fortunate to cross his path," the hotel reports. "He is always happy, has a positive attitude and will take care of our guest with 100 percent satisfaction."

## Engineer & Maintenance

**Large Property (450+ rooms):** With his "positive outlook, encouraging attitude and willingness to help others," **David Rickard** of The Westin Maui Resort & Spa took top honors in this category. The resort adds that "his supervisors find him reliable and entrust him with various projects as he always gets each done most efficiently."

**Medium Property (200-449 rooms):** At Mauna Lani Bay Hotel & Bungalows for 21 years, **Terence Yamasaki** began his career as a kitchen utility steward, transferred to engineering as a maintenance 2nd class and advanced to his current position of journeyman foreman. "Terence's positive attitude is incredible and he is always calm, focused and committed," the hotel reports.

**Small Property (under 200 rooms):** **Xing Lin**, reports the Hokulani Waikiki by Hilton Grand Vacations Club, "flew high above and far beyond to assure that the Hokulani Waikiki continues to make great impressions on our guests and owners. . . . Xing is the epitome of selflessness and dedication, all in the name of creating great experiences for our guests."

## Food & Beverage

**Large Property (450+ rooms):** **Roger Arrieta** of The Westin Maui Resort & Spa "anticipates the needs of associates and ensures that each meal is presented with delicious selections," the

hotel reports. "His notable acts of kindness and compassion include taking on additional duties at work, being the first to sign up and assist in special events."

**Medium Property (200-449 rooms):** The Waikoloa Beach Marriott notes that **Sharon Pacheco-Escobar** "is one of the friendly faces you will meet in Akaula Lanai lobby coffee shop. She has guests that return each year who comes back to see her. She is genuine in every interaction and responds to guests' cues."

**Small Property (under 200 rooms):** **Robert Bidigare**, bar supervisor at Surfjack Hotel & Swim Club's Mahina & Sun's, arrives to work early every day to ensure par levels are in line and that the bar staff continues to be educated in this specialty area. "Staying innovative, creative but laid back is not the vibe easy to create, yet Robert has done this," the hotel said.

## Front Office

**Large Property (450+ rooms):** Of her role at The Royal Hawaiian, a Luxury Collection Resort, **Melani Akuna** said, "it is imperative that I bring an awareness of our rich history, strong Ambassador loyalty and a connection to Hawaiian culture—showing them that Hawaii is a place of real people, with a surviving culture and many accomplishments. My focus is to touch their hearts in each encounter, so that they can truly experience the genuine 'aloha' that permeates throughout our land."

**Medium Property (200-449 rooms):** **Rebecca "Beccs" Kaneapua-Alexander** has been the "foundational presence in our front office operations for three decades," said the Aston at The Whaler on Kaanapali Beach. "She has established and maintained friendly, warm and genuine relationships with our owners and visitors over the years, while providing that heartfelt service with aloha that makes Hawaii so captivating."

**Small Property (under 200 rooms):** **Tracy Pinnow** of the Ewa Hotel Waikiki is "not only a wonderful guest service agent," reports the hotel, "but also a dedicated night auditor who brings his outstanding interpersonal skills and warm nature each and every day."

## Housekeeper

**Large Property (450+ rooms):** **Wilfredo "Willy" Galicha** has been a member of the housekeeping team at Hilton Hawaiian Village Waikiki Beach Resort for 27 years. When asked by the resort how he manages to do his job so well for so many years, he said: "You need to be a team player and be a good example. You need to help everyone and know that what you are doing is contributing to the greater good of your department."

**Medium Property (200-449 rooms):** **Delia Bernal** "never loses sight of how important her position is to impacting our guests," according to The Kahala Hotel & Resort. "Over her 27 years at the property, she has filled many important positions and will step in at any time to assist."

**Small Property (under 200 rooms):** For 17 years, **Remedios Castillo** has worked for the Pagoda Hotel, "sharing her gifted talents with our guests, from mending their clothes to altering and resizing the guest party clothing. Guests are overheard saying that Remedios has saved their day."

## Security Officer

**Large Property (450+ rooms):** **Marvin Rabara** of The Westin Kaanapali Ocean Resort Villas took top honors in the Large Property division. "Every day, Marvin puts his heart and soul into his work and truly goes above and beyond his role in all capacities," the resort noted in nominating the 14-year security veteran.

**Medium Property (200-449 rooms):** **Shawn Maxwell**, a security officer at The Westin Princeville Ocean Resort Villas, "goes beyond his daily responsibilities to ensure guests have the best vacation possible," reports the resort, "whether it's getting on his hands and knees to help a guest find a lost wedding ring or helping to carve out a memorable vacation itinerary while helping to unload luggage."

**Small Property (under 200 rooms):** **Mark Pasion** of Lawai Beach Resort made the switch to security from his post as a house attendant and "diligently trained to become an excellent addition to the security team," the resort wrote in its nomination letter.





*Hawai'i Lodging & Tourism Association's*

28th Annual  
**Na Po'e  
Pa'ahana**

*Awards Recognition Luncheon*

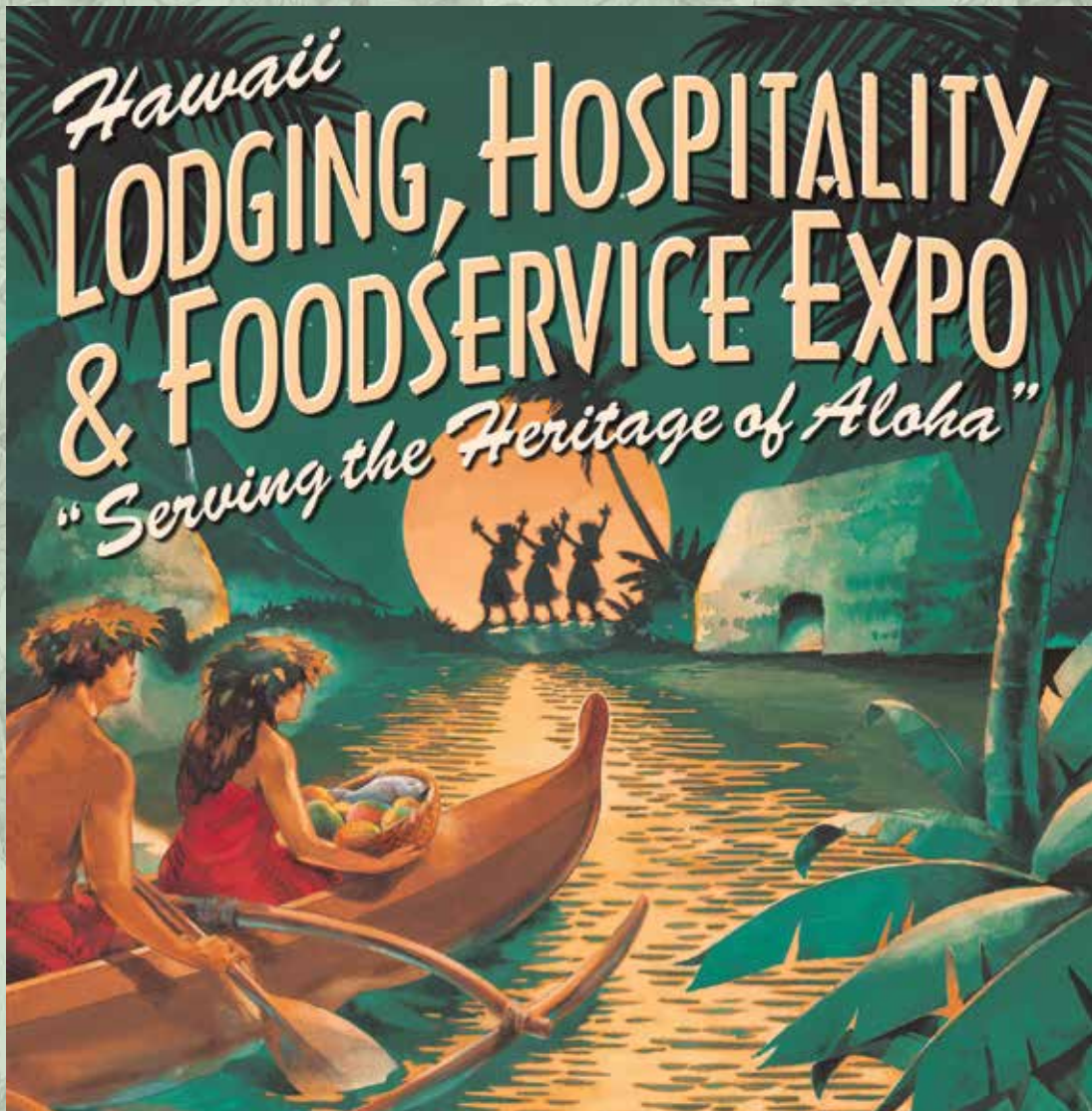
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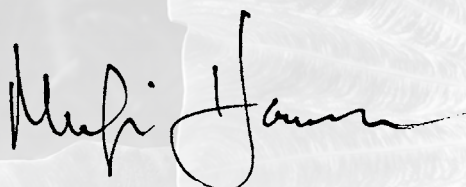
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# ALOHA

Na Po'e Pa'ahana can't begin to describe the men and women we are honoring today. They are the finest representatives of the hospitality industry and the people of the Islands, the most dedicated and exemplary professionals, the embodiment of aloha and hospitality, and the reasons Hawai'i continues to beckon visitors from throughout the globe, year after year. The Hawai'i Lodging & Tourism Association salutes the honorees and thanks them for their invaluable service and contributions to tourism, our industry and the Hawaiian Islands. *We're all in this together!*



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

## Special Thanks

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*Hawai'i Lodging & Tourism Association's*

# 28th Annual Na Po'e Pa'ahana

*Awards Recognition Luncheon*

## PROGRAM

**10:30 a.m. – Registration**

**11 a.m. – Doors Open**

**11:10 a.m. – Opening Remarks by Emcees**

- Howard Dashefsky – *Anchor, KHON2 News*
- Marisa Yamane – *Anchor, KHON2 News*

**11:15 a.m. – Oli/Blessing**

**11:15 a.m. – Lunch**

**11:45 a.m. – Program Begins**

- Mufi Hannemann – *HLTA President & CEO*

## Na Po'e Pa'ahana Awards

- Allied Member of the Year
- Chef Restaurateur of the Year
- Educator of the Year
- Leader in Sustainability
- Women In Lodging & Tourism:  
Woman of the Year Award
- Excellence in Community Service
- 2018 Na Po'e Pa'ahana Legacy Award
- Bell & Valet
- Engineer & Maintenance
- Front Office
- Food & Beverage
- Housekeeper
- Security Officer
- Manager of the Year
- Outstanding Lodging Employee of the Year

**1:50 p.m. – Closing Remarks**

**2 p.m. – Finalists Group Photo**

**2:15 p.m. – Off-stage Photo Opportunities**





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



# 'Like inviting them into my home'

## Na Po'e Pa'ahana award-winners perpetuate Hawaii's legacy of love and acceptance

BY BRETT ALEXANDER-ESTES

**L**isalani Baybayan, the 2017 Na Po'e Pa'ahana Outstanding Lodging Employee of the Year, says that when she won, her colleagues at the Hyatt Regency Maui Resort & Spa, "were so happy for me. Everybody was so positive. And it showed how much they care about me."

Maybe that's because the Hyatt Regency Club concierge shows how much she cares about everybody in her hotel 'ohana—particularly her guests.

Baybayan, who recently hosted three visiting Hyatt Regency couples at her sister's Maui farm, says introducing her guests to cracking macadamia nuts and pounding *kapa* showed "what we can share with them. It was like inviting them into my home."

"They said they would have never experienced this in their lifetime," Baybayan reports, adding that many Hyatt Regency Maui guests tell her that it is the staff's warmth and care that keep them coming back, year after year. Two of the three couples at Baybayan's sister's farm, for example, have been visiting the resort every year for "at least 20 years now ... and stay for at least a month or two."



Mufi Hannemann

The 2018 Hawaii Tourism & Lodging Association Na Po'e Pa'ahana Awards honor those individuals who, like Baybayan, "have contributed to



*"(My parents) instilled in me to share whatever I could."*

— Lisalani Baybayan

the visitor industry through their exceptional service, professionalism and aloha spirit each year," says Mufi Hannemann, president and CEO of the HLTA. "These are the employees who have continued to make Hawaii a premier destination."

Their achievements are seen in the Isles' record-breaking number of visitors, which topped nine million last year.

Employees at all Hawaii hotels, big and small, which attract visitors from across the globe and cater to many diverse markets, play a vital role in tourism's success

"This year, we are revising the (award) format for the first time to ensure that representatives among all hotels are recognized fairly for their outstanding contribution to our industry," says Hannemann. "Instead of having one overall winner in each category, we will have the three finalists represent the best of the best among small, medium and large hotels, respectively."

Reflecting on this change, Hannemann notes that "over the past 27 years, there have been three finalists selected in each category among all the submitted nominations, with one overall winner. With this (new) format, the only hotel categories that remain the same as in years past include Manager of the Year and Outstanding Lodging Employee of the Year."

"Of course, I always emphasize that each nominee and finalist is a winner in their own respect, as they are specifically chosen among their managers as the best representative of their property."

For Baybayan, striving to be the best by sharing all she has is her family's legacy. "We had a lot of wealth in love and caring for each other," she says. "(My parents) instilled in me to share whatever I could."



# Heartfelt congratulations

to all the nominees of the 2018 Nā Po'e Pa'ahana Awards.

## FINALISTS



**Xing Lin**  
Engineer/Maintenance  
Person of the Year



**Darwin Van Antwerp**  
Front Office  
Person of the Year



**Carol Lopes**  
Manager of the Year



**Nathan Chun**  
Security Officer of the Year

## HONORABLE MENTIONS



**Dean Hashimoto**  
Bell/Valet



**John Thompson**  
Bell/Valet



**Manuel Nicolas**  
Bell/Valet



**Travis Barrett**  
Bell/Valet



**Antonio Salvador**  
Engineer/Maintenance



**Milton Kami**  
Engineer/Maintenance



**Ritchie Suico**  
Engineer/Maintenance



**Shane Tappe**  
Food & Beverage



**Kristina Arola**  
Front Office



**Michelle Chang**  
Front Office



**Pam Milligan**  
Front Office



**Rey Soriano**  
Front Office



**Sandra Kama**  
Front Office



**Feng Zhen Chen**  
Housekeeper



**Inocencio Agliam**  
Housekeeper



**Judy Lin**  
Housekeeper



**Susana Macadangdang**  
Housekeeper



**Junko Austin**  
Lodging



**Denise Torres**  
Manager



**Fernando Siliezar**  
Manager



**Ivy Kwok**  
Manager



**Jennifer Agdeppa**  
Manager



**So'o Tana**  
Manager



**Stanley Trueman**  
Manager





## Person of the Year **BELL & VALET**

### Large Property (450+ Rooms)

**Michael Acosta**

*Sheraton Waikiki Hotel*

**Jaren Adams**

*Aulani, A Disney Resort & Spa*

**Gil Alejo**

*Waikiki Beach Marriott Resort & Spa*

**Imihana Ampong**

*The Westin Ka'anapali Ocean  
Resort Villas*

**Kekoa Bargamento**

*Marriott's Maui Ocean Club*

**Travis Barrett**

*Holiday Inn Resort  
Waikiki Beachcomber*

**Romel Butihi**

*Wailea Beach Resort*

**Nathan Dong**

*Hale Koa Hotel*

**Lindsee Leigh Joseph**

*Marriott's Ko Olina Beach Club*

**Eric Leanio**

*Kauai Marriott Resort  
& Beach Club*

**Don McDonald**

*Sheraton Princess Kaiulani*

**Peter Santiago**

*The Westin Maui Resort & Spa*

**Benjamin Sarian**

*Sheraton Maui Resort & Spa*

**William Stamp**

*Hilton Hawaiian Village  
Waikiki Beach Resort*

**George Sumida**

*Prince Waikiki*

**Henry Tagay**

*Grand Wailea,  
A Waldorf Astoria Resort*

**Benjamin Takushi**

*Halekulani*

**John Thompson**

*Outrigger Reef Waikiki Beach Resort*

**Jennifer Tolentino**

*Grand Hyatt Kauai Resort & Spa*

**Miguel Valdovinos**

*Kings' Land by Hilton Grand  
Vacations Club*

**Yukio Yukawa**

*The Royal Hawaiian,  
a Luxury Collection Resort*

### Medium Property (200-449 Rooms)

**Arnold Castillo**

*Courtyard by Marriott Waikiki Beach*

**Yolanda "Yogi" Dean**

*Mauna Kea Beach Hotel*

**Morris Gomes**

*Andaz Maui at Wailea*

**Dean Hashimoto**

*Embassy Suites by Hilton  
Waikiki Beach Walk*

**Manuel "Manny" Nicolas**

*OHANA Waikiki Malia  
by Outrigger*

**Richard S. Obley**

*Aston at The Whaler  
on Ka'anapali Beach*

**Jonathan Rezada**

*Hilton Grand Vacations - Oahu*

**Craig Shimizu**

*The Kahala Hotel & Resort*

**Oren Yamagata**

*Waikoloa Beach Marriott*

**Darin Yamamoto**

*Hapuna Beach Prince Hotel*

**Reid Yoshida**

*The Westin Princeville  
Ocean Resort Villas*

### Small Property (Under 200 Rooms)

**Rexie Butihi**

*Maui Beach Hotel*

**Stephen Rivera**

*Aqua Oasis Hotel*

**Tiki Uikirifi**

*Surfjack Hotel & Swim Club*

**James Winston**

*Luana Waikiki Hotel & Suites*

## Person of the Year **ENGINEER & MAINTENANCE**

### Large Property (450+ Rooms)

**Arturo Balanza**

*The Royal Hawaiian, a Luxury  
Collection Resort*

**Sumithra Balraj**

*The Westin Maui Resort & Spa*

**Andrew Basuel**

*Waikiki Beach Marriott  
Resort & Spa*

**Darren Bonifacio**

*Aulani, A Disney Resort & Spa*

**Jaime Domingo**

*Grand Wailea,  
A Waldorf Astoria Resort*

**Milton Kami**

*Holiday Inn Resort  
Waikiki Beachcomber*

**Billy Kaupe**

*Hilton Hawaiian Village  
Waikiki Beach Resort*

**Dustin Letreta**

*Marriott's Ko Olina Beach Club*

**Brenda Makalena**

*Hale Koa Hotel*

**David Martinsen**

*The Westin Ka'anapali Ocean  
Resort Villas*

**Andrew Mason**

*Ala Moana Hotel*

**Mark Nagata**

*Sheraton Princess Kaiulani*



**Trudenio Ramirez**  
*Sheraton Waikiki*

**Robert Rubin**  
*Prince Waikiki*

**Taylor Sim**  
*Hilton Grand Vacations  
at Hilton Hawaiian Village*

**Jamieson Tani**  
*Moana Surfrider,  
A Westin Resort & Spa*

**Nelson Tomas**  
*Sheraton Maui Resort & Spa*

## Medium Property (200-449 Rooms)

**Gary Akima**  
*Hapuna Beach Prince Hotel*

**Christofer Arellano**  
*The Ritz-Carlton Residences,  
Waikiki Beach*

**Albert "Jojo" Helliangao Jr.**  
*Waikoloa Beach Marriott*

**Jonathan Ibanez**  
*The Westin Princeville  
Ocean Resort Villas*

**Jason Kim**  
*The Kahala Hotel & Resort*

**Eugene Medina**  
*Aqua Ohia Waikiki*

**Wayne Ohta**  
*Hapuna Beach Prince Hotel*

**Anacleto Sagucio**  
*Courtyard by Marriott Waikiki  
Beach*

**Antonio Salvador**  
*OHANA Waikiki Malia  
by Outrigger*

**Terence Yamasaki**  
*Mauna Lani Bay Hotel  
& Bungalows*

**Rodney Young**  
*Marriott's Waiohai Beach Club*

## Small Property (Under 200 Rooms)

**Florante Abitong**  
*Aston Waikiki Beach Tower*

**Ferdinand Lagundino**  
*Lawai Beach Resort*

**Xing Lin**  
*Hokulani Waikiki by Hilton  
Grand Vacations Club*

**Jon Malco Rendorio**  
*Surfjack Hotel & Swim Club*

**Ben Simao**  
*Marriott's Kauai Lagoons  
- Kalanipu'u*

**Ritchie Suico**  
*Wyndham at Waikiki Beach Walk*

# Person of the Year FOOD & BEVERAGE

**Aldrin Tadena**  
*AOAO Maui Hill Resort*

## Large Property (450+ Rooms)

**Leonardo Agliam**  
*Waikiki Beach Marriott  
Resort & Spa*

**Vito Ancheta**  
*Marriott's Maui Ocean Club*

**Willie Aniban**  
*The Westin Ka'anapali Ocean  
Resort Villas*

**Janice Araneta**  
*'Alohilani Resort Waikiki Beach*

**Jason Arlt**  
*Hilton Waikiki Beach*

**Roger Arrieta**  
*The Westin Maui Resort & Spa*

**Andergone Badua**  
*Sheraton Maui Resort & Spa*

**Eugene Bayudan**  
*Prince Waikiki*

**Eden Del Santos**  
*Grand Hyatt Kauai*

**Marites Duldulao**  
*Grand Wailea,  
A Waldorf Astoria Resort*

**James "Jimbo" Harris**  
*Aulani, A Disney Resort &*

**Dana Hasegawa**  
*Hilton Hawaiian Village  
Waikiki Beach Resort*

**Wes Lum**  
*Marriott's Kona Beach Club*

**Mark Mangaul**  
*Hilton Grand Vacations  
Waikoloa - Kings' Land*

**Kele Manguchei**  
*Kauai Marriott Resort  
& Beach Club*

**Alex Manog**  
*Moana Surfrider,  
A Westin Resort & Spa*

**Corey Nathan**  
*Hyatt Regency Maui  
Resort & Spa*

**Deborah Navas**  
*Sheraton Princess Kaiulani*

**Wilfreda "Freda" Presiados**  
*The Sheraton Kona Resort  
& Spa at Keauhou Bay*

**Thomas Rodrigues**  
*Sheraton Waikiki Hotel*

**Kelley-Jean Stone**  
*Halekulani*

**Richard Toshi**  
*Hale Koa Hotel*





## Medium Property (200-449 Rooms)

**Deborah Agdinaoay**  
*Andaz Maui at Wailea Resort*

**Erna Baquiel**  
*Waikiki Resort Hotel*

**Mary Jane Cardines**  
*Hapuna Beach Prince Hotel*

**Walker Crichton**  
*The Ritz-Carlton, Kapalua*

**Nancy Dearborn**  
*The Westin Princeville  
Ocean Resort Villas*

**Waikahe Kimura**  
*Marriott's Waiohai  
Beach Club*

**Rommel Mangrobang**  
*The Kahala Hotel & Resort*

**Mira Nakamoto**  
*Waikiki Parc Hotel*

**Sharon Pacheco-Escobar**  
*Waikoloa Beach Marriott*

**Shane Tappe**  
*Embassy Suites by Hilton  
Waikiki Beach Walk*

## Small Property (Under 200 Rooms)

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

## Person of the Year FRONT OFFICE

### Large Property (450+ Rooms)

**Melani Akuna**  
*The Royal Hawaiian,  
a Luxury Collection Resort*

**Kalae Araujo**  
*Waikiki Beach Marriott Resort & Spa*

**Linda Arias**  
*Marriott's Maui Ocean Club*

**Kristina Arola**  
*Holiday Inn Resort  
Waikiki Beachcomber*

**Michelle "Mikala" Chang**  
*Outrigger Waikiki Beach Resort*

**Mary Duldulao**  
*Prince Waikiki*

**Malaika Elsaieh-Rowe**  
*Grand Hyatt Kauai*

**Teresa Gonzales**  
*Kings' Land by Hilton Grand  
Vacations Club*

**Ana Jay**  
*Hale Koa Hotel*

**Yuko Jinno**  
*Hilton Grand Vacations - Oahu*

**Betty Kina**  
*Hyatt Regency Waikiki Beach  
Resort and Spa*

**Tiffany Lee**  
*The Westin Ka'anapali  
Ocean Resort Villas*

**Christina Ly**  
*Sheraton Princess Kaiulani*

**Byron "Keola" Makaiau**  
*Moana Surfrider,  
A Westin Resort & Spa*

**Gabriel Manriquez**  
*Sheraton Maui Resort & Spa*

**Chelsea Medeiros**  
*Marriott's Ko Olina  
Beach Club*

**Jonahlyn Montemayor**  
*Kauai Marriott Resort  
& Beach Club*

**Kristen Murata**  
*Hilton Hawaiian Village  
Waikiki Beach Resort*

**Akiko Otomaru**  
*Halekulani*

**Rey Soriano**  
*Outrigger  
Reef Waikiki  
Beach Resort*

**Aiko Storm**  
*Sheraton Waikiki*

**Kelly Stutzman**  
*Grand Wailea,  
A Waldorf Astoria Resort*

**Riley Tang**  
*Aulani, a Disney  
Resort and Spa*

**Lori Toberg**  
*The Westin Maui  
Resort & Spa*

### Medium Property (200-449 Rooms)

**Courtney Alama-Ota**  
*Courtyard Marriott Waikiki Beach*

**Emmy Bertlemann**  
*Mauna Kea Beach Hotel*

**Sandra Kama**  
*Embassy Suites by Hilton  
Waikiki Beach Walk*

**Rebecca "Becs"  
Kaneapua-Alexander**  
*Aston at The Whaler  
on Ka'anapali Beach*

**Monica Kawamata**  
*Waikiki Parc Hotel*

**Denise Mikasa**  
*The Kahala Hotel  
& Resort*

**Pam Milligan**  
*OHANA Waikiki Malia  
by Outrigger*

**Reena Montero**  
*The Westin Princeville  
Ocean Resort Villas*

**Lynelle "Luana" Nauka**  
*Hapuna Beach Prince Hotel*

**Eldy "HiwaHiwa" Pascubillo**  
*Waikoloa Beach Marriott*

**Craig Pohl**  
*The Ritz-Carlton, Kapalua*

**Marivic Remigio**  
*Marriott's Waiohai Beach Club*

**Randy Sakai**  
*Aston Waikiki Sunset*

**Dee Slaughter**  
*Fairmont Kea Lani*



# Congratulations

## Na Po'e Pa'ahana Award Nominees

Akiko Otomaru

*Front Office*

Benjamin Takushi

*Front Services*

Constancia Cabalo

*Housekeeping*

Kelley-Jean Stone

*In Room Dining*

Shaden Sato

*Culinary*

Monica Kawamata

*Front Office*

Mira Nakamoto

*Food & Beverage*

Jannette Lee

*Front Office*

Maria Gloria Dy

*Housekeeping*

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



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## Small Property (Under 200 Rooms)

**Elvee Gines**

*Maui Lea (Timeshare)*

**Jordyn Kilgore**

*Surfjack Hotel & Swim Club*

**Janine Pagador**

*Lawai Beach Resort*

**Tracy Pinnow**

*Ewa Hotel Waikiki*

**Elizabeth Toledo**

*Maui Beach Hotel*

**Darwin Van Antwerp**

*Wyndham Vacation  
Resorts Royal Garden  
at Waikiki*

## Person of the Year HOUSEKEEPING

### Large Property (450+ Rooms)

**Inocencio "Cencio" Agliam**

*Holiday Inn Resort  
Waikiki Beachcomber*

**Richard Agpalza**

*Marriott's Maui Ocean Club*

**Melde Arellano**

*The Sheraton Kona Resort  
& Spa at Keauhou Bay*

**Emmanuel "Manny" Artates**

*'Alohilani Resort Waikiki Beach*

**Brittany Bilbrey**

*Aulani, A Disney Resort & Spa*

**Homer Bustos**

*Trump International Hotel Waikiki*

**Estee Cadiz**

*Moana Surfrider,  
A Westin Resort & Spa*

**Romeo Casayuran**

*The Royal Hawaiian,  
a Luxury Collection Resort*

**Rizal Constantino**

*Grand Hyatt Kauai*

**Kyle Delaries**

*Kings' Land by Hilton Grand  
Vacations Club*

**Adela Dumayas**

*Hyatt Regency Maui Resort & Spa*

**Maria Gloria Dy**

*Halekulani*

**Flordelina Esteban**

*Sheraton Maui Resort & Spa*

**Wilfredo Galicha**

*Hilton Hawaiian Village  
Waikiki Beach Resort*

**Mary Jane Garcia**

*Grand Wailea,  
A Waldorf Astoria Resort*

**Laura Gramaje**

*Hilton Waikiki Beach*

**Judy Lin**

*Outrigger Waikiki  
Beach Resort*

**Susana Macadangdang**

*Outrigger Reef Waikiki  
Beach Resort*

**Dominador Melchor**

*Courtyard Marriott Waikiki Beach*

**Teresa Miao**

*Prince Waikiki*

**Maynette "Auntie Laurie" Nuuanu**

*Marriott's Ko Olina Beach Club*

**Susan Pajas**

*Waikiki Beach Marriott  
Resort & Spa*

**Catherine Rodden**

*Sheraton Princess Kaiulani*

**Domingo Sagudang**

*The Westin Ka'anapali  
Ocean Resort Villas*

**Yi Xiang Song**

*Sheraton Waikiki Hotel*

**Jacqueline Tacata**

*Kauai Marriott Resort & Beach Club*

**Makerita Tauanuu**

*Hilton Grand Vacations - Oahu*

**Regina Tolentino**

*The Westin Maui Resort & Spa*

**Arnel Tuazon**

*Hale Koa Hotel*

### Medium Property (200-449 Rooms)

**Michael Anuada**

*Marriott's Waiohai Beach Club*

**Delia Bernal**

*The Kahala Hotel & Resort*

**Leah Cacay**

*Waikiki Resort Hotel*

**Feng Zhen Chen**

*OHANA Waikiki Malia  
by Outrigger*

**Barbara Curry**

*Andaz Maui at Wailea Resort*

**Maria Dorer**

*Hapuna Beach Prince Hotel*

**Jeanette Ibus**

*Mauna Kea  
Beach Hotel*

**Robert Mandac**

*Waikoloa Beach  
Marriott*

**Lorna Marcos**

*Ilikai Hotel & Luxury Suites*

**Maribel Pre**

*Park Shore Waikiki*

**Ador Recaido**

*Aston Waikiki Sunset*

**Noridel Rosal**

*Aqua Ohia Waikiki*

### Small Property (Under 200 Rooms)

**Evelyn Apalla**

*Aston Islander on the Beach*

**Lucila "Nora" Baloalao**

*Lawai Beach Resort*

**Jocelyn Bato**

*Surfjack Hotel  
& Swim Club*

**Remedios Castillo**

*The Pagoda Hotel*

**Andrea Clemente**

*Aqua Oasis Hotel*

**Gen Langam**

*Maui Beach Hotel*

**Sylvia Santos**

*Marriott's Kauai Lagoons  
- Kalanipu'u*

**Gina Yadao**

*Aston Maui Hill Resort*



*When You Wish Upon a Star...*

**Ho'omaika'i to Aulani Resort's true stars!**



**Sonia Mendez**  
Outstanding Lodging Employee of the Year



**Brittany Bilbrey**  
Housekeeper of the Year



**Darren Bonifacio**  
Engineer & Maintenance Person of the Year



**James "Jimbo" Harris**  
Food & Beverage Person of the Year



**Riley Tang**  
Front Office Person of the Year



**Jaren Adams**  
Bell/Valet Person of the Year



**Nate Rhodes**  
Manager of the Year





## Person of the Year SECURITY OFFICER

### Large Property (450+ Rooms)

**Marie Alberti**

*The Westin Maui Resort & Spa*

**Jameson DeMello**

*Hale Koa Hotel*

**Florde Dumbrique**

*Kauai Marriott Resort & Beach Club*

**Vaea Iona**

*Kings' Land by Hilton Grand  
Vacations Club*

**Jason Kahoaka**

*Waikiki Beach Marriott  
Resort & Spa*

**Bronson Koki**

*Grand Hyatt Kauai*

**Anthony "Tony" Meno**

*The Sheraton Kona Resort  
& Spa at Keauhou Bay*

**Marvin Rabara**

*The Westin Ka'anapali  
Ocean Resort Villas*

**Israel Seumanu**

*Hyatt Regency Waikiki  
Beach Resort and Spa*

**Steven Sotelo**

*Hilton Hawaiian Village  
Waikiki Beach Resort*

**Shantel "Moana" Sue**

*Marriott's Ko Olina  
Beach Club*

**Mathias Wong**

*Sheraton Waikiki Hotel*

### Medium Property (200-449 Rooms)

**Nathan Chun**

*OHANA Waikiki East  
by Outrigger*

**Royce Lipp-Kryslor**

*Marriott's Waiohai Beach Club*

**Shawn Maxwell**

*The Westin Princeville  
Ocean Resort Villas*

**Avlyn Moniz**

*Mauna Kea Beach Hotel*

### Small Property (Under 200 Rooms)

**Mark Pasion**

*Lawai Beach Resort*

**Shawn Uyeda**

*Marriott's Kauai Lagoons  
- Kalanipu'u*

## MANAGER OF THE YEAR

**Jennifer Agdeppa**

*Hokulani Waikiki by Hilton  
Grand Vacations Club*

**Traci Aki**

*Aston Islander on the Beach*

**Anderson Almario**

*Sheraton Waikiki Hotel*

**Lei Andrade**

*Hale Koa Hotel*

**Elizabeth Bal**

*Mauna Lani Bay Hotel & Bungalows*

**Angela "Angie" Berkey**

*The Ritz-Carlton, Kapalua*

**Laverne Bissarra**

*The Westin Princeville  
Ocean Resort Villas*

**Joshua Blake**

*The Modern Honolulu*

**Claire Butler**

*Hilton Hawaiian Village  
Waikiki Beach Resort*

**Donna Carbonell**

*Aston Kaanapali Shores*

**Brenda Chung**

*The Kahala Hotel & Resort*

**Lani Cool**

*Hapuna Beach Prince Hotel*

**Paul Dun**

*Aqua-Aston Pagoda Hotel*

**Daniel Esaki**

*Kauai Marriott Resort  
& Beach Club*

**Simon Fronsdorff**

*Fairmont Kea Lani, Maui*

**Sarah Gadingan**

*Aqua Ohia Waikiki*

**Jeffrey Gaspar**

*Ala Moana Hotel*

**Kaipo Henrikson**

*The Ritz-Carlton Residences,  
Waikiki Beach*

**Owen Hoff**

*Lawai Beach Resort*

**Cristina Hunt**

*Aqua Pacific Monarch*

**Robert "Bobby" Imoto**

*Moana Surfrider,  
A Westin Resort & Spa*

**U'ilani Kanda**

*The Sheraton Kona Resort  
& Spa at Keauhou Bay*

**Ivy Kwok**

*Outrigger Waikiki Beach Resort*

**Jannette Lee**

*Waikiki Parc Hotel*

**Erik Leong**

*Surfjack Hotel & Swim Club*

**Carol Lopes**

*Embassy Suites by Hilton  
Waikiki Beach Walk*

**Brandon Maeda**

*The Westin Ka'anapali  
Ocean Resort Villas*

**Julian Martinez**

*Aqua Aloha Surf Hotel*

**Julien Michaud**

*The Westin Maui Resort & Spa*

**Chi Mok**

*Waikiki Beach Marriott Resort & Spa*



LAWAI BEACH RESORT



*on Sunny Poipu*

**Congratulations to our team!**



**Nora Baloaloe  
Owen Hoff  
Janine Pagador**

**Melissa Bukoski  
Ferdinand Lagundino  
Mark Pasion**



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**Laurie Planas**

Marriott's Waiohai Beach Club

**Vonnell Reiny**

Marriott's Ko Olina Beach Club

**Nathaniel Rhodes**

Aulani, A Disney Resort & Spa

**Lynn Saito**

'Alohilani Resort Waikiki Beach

**Turquoise Santos**

Aqua Kauai Beach Resort

**Shaden Sato**

Halekulani

**Fernando Siliezar**

Outrigger Reef Waikiki Beach Resort

**Jack Stone**

Sheraton Maui Resort & Spa

**William Suckoll Jr.**

Hawaii Prince Golf Club  
(Prince Waikiki)

**So'o Tana**

OHANA Waikiki Malia by Outrigger

**Milagrosinia Thomas**

The Royal Hawaiian,  
a Luxury Collection Resort

**Edwin Tokunaga**

Grand Wailea Resort

**Denise Torres**

OHANA Waikiki East by Outrigger

**Stanley Trueman**

Wyndham at Waikiki Beach Walk

**Sean Vaziri**

Trump International Hotel Waikiki

**Jennie Waiwaiole-Vega**

Poipu Shores

**Keiko Warner-Egami**

Hilton Grand Vacations - Oahu

## 2018 Outstanding Lodging EMPLOYEE OF THE YEAR

**Akala Aiwohi**

Kauai Marriott Resort & Beach Club

**Jillian Allen**

The Westin Princeville  
Ocean Resort Villas

**Celia Arcilla**

Sheraton Maui Resort & Spa

**Junko Austin**

OHANA Waikiki Malia by Outrigger

**Roseller "RB" Bala**

Mauna Kea Beach Hotel

**Constancia "Connie" Cabalo**

Halekulani

**Mary Joy Basuel**

Prince Waikiki

**Ivan Bennett-Mande**

Fairmont Kea Lani, Maui

**Melissa Bukoski**

Lawai Beach Resort

**Analiza**

**Cardenas-Pintor**

Ala Moana Hotel

**DeeDee East**

The Westin Ka'anapali Ocean  
Resort Villas

**Alicia Emayo**

Kauai Beach Resort

**Branden Gaspar**

Waikiki Resort Hotel

**Jazman "Anuhe" Haalilio**

The Sheraton Kona Resort  
& Spa at Keauhou Bay

**Laurie Ann Henriques**

The Royal Hawaiian,  
a Luxury Collection Resort

**Jason Jackson**

Hapuna Beach Prince Hotel

**David Komine**

Sheraton Princess Kaiulani

**Cherise Lee**

The Modern Honolulu

**Shaunte Liulama**

Grand Wailea,  
A Waldorf Astoria Resort

**Ludivina "Ludi" Matsuda**

Hyatt Regency Maui Resort & Spa

**Robert Mellor**

Moana Surfrider,  
A Westin Resort & Spa

**Sonia Mendez**

Aulani, A Disney Resort & Spa

**Clifford Nae'ole**

The Ritz-Carlton,  
Kapalua

**Kristi Nago**

Hilton Hawaiian Village  
Waikiki Beach Resort

**Felicidad Noda**

Grand Hyatt Kauai

**Aries Ocreto**

Surfjack Hotel  
& Swim Club

**Ellen Pierpoint**

Marriott's Kauai Lagoons  
- Kalanipu'u

**Nazario Rabino**

The Westin Maui Resort & Spa

**Mary Roberts**

Andaz Maui at Wailea Resort

**Candace Rutkowski**

Hilton Grand Vacations - Oahu

**Dean Takahashi**

The Kahala Hotel & Resort

**Amy Tanaka**

Kings' Land by Hilton Grand  
Vacations Club

**Juanito Tomas**

Marriott's Ko Olina  
Beach Club

**Mark Turina**

Hilton Waikiki Beach

**Kwai Yen Viquelia**

Marriott's Waiohai Beach Club

**Clarence Yee**

Mauna Lani Bay Hotel  
& Bungalows





# 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.

**Bell & Valet: Large Property (450+ rooms)**

Peter Santiago, The Westin Maui Resort & Spa  
Benjamin Sarian, Sheraton Maui Resort & Spa

**Bell & Valet: Medium Property (200 - 449 rooms)**

Oren Yamagata, Waikoloa Beach Marriott Resort

**Engineer & Maintenance:**

**Large Property (450+ rooms)**

Trudenio Ramirez, Sheraton Waikiki  
David Rickard, The Westin Maui Resort & Spa  
Nelson Tomas, Sheraton Maui Resort & Spa

**Engineer & Maintenance:**

**Medium Property (200 - 449 rooms)**

Wayne Ohta, The Westin Hapuna Beach Resort  
Rodney Young, Marriott's Waiohai Beach Club

**Engineer & Maintenance:**

**Small Property (under 200 rooms)**

Ben Simao, Marriott's Kauai Lagoons - Kalanipu'u

**Food & Beverage: Large Property (450+ rooms)**

Willie Aniban, The Westin Ka'anapali Ocean Resort Villas  
Roger Arrieta, The Westin Maui Resort & Spa  
Thomas "Tommy" Rodrigues, Sheraton Waikiki

**Food & Beverage:**

**Medium Property (200 - 449 rooms)**

Nancy Dearborn,  
The Westin Princeville Ocean Resort Villas  
Sharon Pacheco-Escobar, Waikoloa Beach Marriott

**Front Office: Large Property (450+ rooms)**

Melani Akuna,  
The Royal Hawaiian, a Luxury Collection Resort  
Byron "Keola" Makaiau,  
Moana Surfrider, A Westin Resort & Spa

**Front Office:**

**Medium Property (200 - 449 rooms)**

Craig Pohl, The Ritz-Carlton, Kapalua

**Security Officer: Large Property (450+ rooms)**

Marvin Rabara,  
The Westin Ka'anapali Ocean Resort Villas

**Security Officer:**

**Medium Property (200-449 rooms)**

Shawn Maxwell,  
The Westin Princeville Ocean Resort Villas  
Avlyn Moniz, Mauna Kea Beach Hotel, Autograph

**Security Officer:**

**Small Property (under 200 rooms)**

Shawn Uyeda, Marriott's Kauai Lagoons - Kalanipu'u

**Manager of the Year**

Anderson "Aki" Almario, Sheraton Waikiki  
Brandon Maeda,  
The Westin Ka'anapali Ocean Resort Villas

**2018 Outstanding Lodging Employee of the Year**

Juanito Tomas, Marriott's Ko Olina Beach Club

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

**Kauai Marriott Resort**

Akala Aiwohi, Outstanding Lodging Associate  
Eric Leano, Bell/Valet  
Kele Manguchei, Food & Beverage  
Johnahlyn Montemayor, Front Office  
Jacqueline Tacata, Housekeeping  
Daniel Esaki, Manager  
Floyd Dumbrique, Security Office

**The Ritz-Carlton, Kapalua**

Clifford Naeole, Outstanding  
Lodging Associate  
Walker Crichton, Food & Beverage  
Angela Berkey, Manager

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

Arturo Balanza, Engineering/Maintenance  
Laurie Ann Henriques, Outstanding  
Lodging Associate  
Mila Thomas, Manager  
Romeo Casayuran, Housekeeping  
Yukio Yukawa, Bell/Valet

**Sheraton Kona Resort & Spa**

Uilani Kanda, Manager  
Anuheha Haalilio, Outstanding  
Lodging Associate  
Anthony Meno, Security Officer  
Wilfreda Presiados, Food & Beverage  
Melde Arellano, Housekeeping

**Sheraton Maui Resort & Spa**

Gabriel Manriquez, Front Office  
Andergone Badua, Food & Beverage  
Flordelina Esteban, Housekeeping  
Jack Stone, Manager  
Celia Arcilla, Outstanding Lodging Associate

**Sheraton Princess Kaiulani**

Catherine Rodden, Housekeeping  
Christina Ly, Front Office  
Debbie Navas, Food & Beverage  
Don McDonald, Bell/Valet  
David Komine, Outstanding Lodging Associate  
Mark Nagata, Engineering/Maintenance

**Sheraton Waikiki**

Michael "Mike" Acosta, Bell/Valet  
Aiko Storm, Front Office  
Yi Xiang Song, Housekeeping  
Mathias Wong, Security Officer

**Waikiki Beach Marriott Resort & Spa**

Gil Alejo, Bell/Valet  
Andrew Basuel, Engineering/Maintenance  
Leonardo Agllam, Food & Beverage  
Kalae Araujo, Front Office  
Susan Pajas, Housekeeping  
Jason Kahoaka, Security Officer  
Chi Mok, Manager

**Waikoloa Beach Marriott Resort & Spa**

Robert Mandac, Housekeeping  
Albert "Jojo" Helliangao, Jr., Engineering/  
Maintenance  
Eldy "HiwaHiwa" Pascubillo, Front Office

**Wailea Beach Resort - Marriott, Maui**

Rommel Butihi - Bell/Valet

**The Westin Maui Resort & Spa**

Regina Tolentino, Housekeeping  
Marie Alberti, Security Officer  
Lori Toberg, Front Office  
Julien Michaud, Manager  
Nazario Rabino, Outstanding  
Lodging Associate

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

Alex Manog, Food & Beverage  
Estee Cadiz, Housekeeping  
Jameson Tani, Engineering/Maintenance  
Robert "Bobby" Imoto, Manager  
Robert "Bob" Mellor, Outstanding  
Lodging Associate

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# THE 2018 FINALISTS

## Bell & Valet Person of the Year

### Large Property (450+ Rooms)



**Patricio Santiago**  
*The Westin Maui  
Resort & Spa,  
Ka'anapali*



**Benjamin Sarian**  
*Sheraton Maui  
Resort & Spa*



**George Sumida**  
*Prince Waikiki*

### Medium Property (200-449 Rooms)



**Nathan Brovelli**  
*Aston at  
The Whaler on  
Ka'anapali Beach*



**Craig Shimizu**  
*The Kahala  
Hotel & Resort*



**Oren Yamagata**  
*Waikoloa Beach  
Marriott Resort  
& Spa*

### Small Property (Under 200 Rooms)



**Rexie Butihi**  
*Maui Beach Hotel*



**Tiki Uikirifi**  
*Surfjack Hotel  
& Swim Club*



**James Winston**  
*Luana Waikiki  
Hotel & Suites*

## Engineer & Maintenance Person of the Year

### Large Property (450+ Rooms)



**Trudenio Ramirez**  
*Sheraton  
Waikiki Hotel*



**David Rickard**  
*The Westin Maui  
Resort & Spa,  
Ka'anapali*



**Nelson Tomas**  
*Sheraton Maui  
Resort & Spa*

### Medium Property (200-449 Rooms)



**Wayne Ohta**  
*Hapuna Beach  
Prince Hotel*



**Terence Yamasaki**  
*Mauna Lani Bay  
Hotel & Bungalows*



**Rodney Young**  
*Marriott's Waiohai  
Beach Club*

### Small Property (Under 200 Rooms)



**Ferdinand  
Lagundino**  
*Lawai Beach Resort*



**Xing Lin**  
*Hokulani Waikiki  
by Hilton Grand  
Vacations Club*



**Ben Simao**  
*Marriott's Kauai  
Lagoons - Kalanipu'u*

## Food & Beverage Person of the Year

### Large Property (450+ Rooms)



**Willie Aniban**  
*The Westin  
Ka'anapali Ocean  
Resort Villas*



**Roger Arrieta**  
*The Westin Maui  
Resort & Spa,  
Ka'anapali*



**Thomas Rodrigues**  
*Sheraton  
Waikiki Hotel*

### Medium Property (200-449 Rooms)



**Debra Agdinaoay**  
*Andaz Maui at  
Wailea Resort*



**Nancy Dearborn**  
*The Westin  
Princeville Ocean  
Resort Villas*



**Sharon  
Pacheco-Escobar**  
*Waikoloa Beach  
Marriott Resort & Spa*

### Small Property (Under 200 Rooms)












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



# 28TH ANNUAL NA PO'E PA'AHANA AWARDS

## Front Office Person of the Year

<b>Large Property</b> (450+ Rooms)	 <b>Melani Akuna</b> <i>The Royal Hawaiian, a Luxury Collection Resort</i>	 <b>Byron "Keola" Makaiau</b> <i>Moana Surfrider, A Westin Resort &amp; Spa</i>	 <b>Kelly Stutzman</b> <i>Grand Wailea, A Waldorf Astoria Resort</i>
<b>Medium Property</b> (200-449 Rooms)	 <b>Rebecca Kaneapua-Alexander</b> <i>Aston at The Whaler on Ka'anapali Beach</i>	 <b>Denise "Dee Dee" Mikasa</b> <i>The Kahala Hotel &amp; Resort</i>	 <b>Craig Pohl</b> <i>The Ritz-Carlton, Kapalua</i>
<b>Small Property</b> (Under 200 Rooms)	 <b>Janine Pagador</b> <i>Lawai Beach Resort</i>	 <b>Tracy Pinnow</b> <i>Ewa Hotel Waikiki</i>	 <b>Darwin Van Antwerp</b> <i>Wyndham Vacation Resorts Royal Garden at Waikiki</i>

## Housekeeping Person of the Year

<b>Large Property</b> (450+ Rooms)	 <b>Brittany Bilbrey</b> <i>Aulani, A Disney Resort &amp; Spa</i>	 <b>Wilfredo Galicha</b> <i>Hilton Hawaiian Village Waikiki Beach Resort</i>	 <b>Arnel Tuazon</b> <i>Hale Koa Hotel</i>
<b>Medium Property</b> (200-449 Rooms)	 <b>Delia Bernal</b> <i>The Kahala Hotel &amp; Resort</i>	 <b>Leah Cacay</b> <i>Waikiki Resort Hotel</i>	 <b>Ador Recaido</b> <i>Aston Waikiki Sunset</i>
<b>Small Property</b> (Under 200 Rooms)	 <b>Jocelyn Bato</b> <i>Surfjack Hotel &amp; Swim Club</i>	 <b>Remedios Castillo</b> <i>Pagoda Hotel</i>	 <b>Andrea Clemente</b> <i>Aqua Oasis Hotel</i>

## Security Person of the Year

<b>Large Property</b> (450+ Rooms)	 <b>Jameson DeMello</b> <i>Hale Koa Hotel</i>	 <b>Marvin Rabara</b> <i>The Westin Ka'anapali Ocean Resort Villas</i>	 <b>Steven Sotelo</b> <i>Hilton Hawaiian Village Waikiki Beach Resort</i>
<b>Medium Property</b> (200-449 Rooms)	 <b>Nathan Chun</b> <i>OHANA Waikiki East by Outrigger</i>	 <b>Shawn Maxwell</b> <i>The Westin Princeville Ocean Resort Villas</i>	 <b>Avlyn Moniz</b> <i>Mauna Kea Beach Hotel</i>
<b>Small Property</b> (Under 200 Rooms)	 <b>Mark Pasion</b> <i>Lawai Beach Resort</i>	 <b>Shawn Uyeda</b> <i>Marriott's Kauai Lagoons - Kalanipu'u</i>	



# THE 2018 FINALISTS

## Manager of the Year



**Anderson Almario**  
*Sheraton Waikiki Hotel*



**Carol Lopes**  
*Embassy Suites by Hilton  
Waikiki Beach Walk*



**Brandon Maeda**  
*The Westin Ka'anapali  
Ocean Resort Villas*

## Outstanding Lodging Employee of the Year



**Branden Gaspar**  
*Waikiki Resort Hotel*



**Juanito Tomas**  
*Marriott's Ko Olina  
Beach Club*



**Clarence Yee**  
*Mauna Lani Bay  
Hotel & Bungalows*

### Individual Awards

HLTA Allied Member of the Year: **Alaska Airlines**

Hospitality Educator of the Year: **Charlene Navarro, Kauai High School**

Leader in Sustainability Award: **The Kahala Hotel & Resort**

Restaurateur of the Year: **Colin Hazama, Executive Chef,  
The Royal Hawaiian, a Luxury Collection Resort**

Na Po'e Pa'ahana Legacy Award: **The Brothers Cazimero**

Community Service Award: **Marriott International/Starwood Hotels & Resorts Waikiki**

Congratulations to All the 2018  
Na Po'e Pa'ahana Winners

We are proud to be a part of the HLTA 'ohana.

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# CONGRATULATIONS

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

Florante Abitong  
Traci Aki  
Evelyn Apalla  
Jocelyn Bato\*  
Robert Bidigare\*  
Nathan Brovelli\*  
Rexie Butihi\*  
Donna Carbonell  
Remedios Castillo\*  
Andrea Clemente\*  
Sam Delso Santos  
Paul Dun

Bae Emayo  
Sarah Gadingan  
Elvee Gines  
Cristina Hunt  
Rebecca Kaneapua-Alexander\*  
Jordyn Kilgore  
Glen Langam  
Erik Leong  
Julian Martinez  
Eugene Medina  
Aries Ocreto  
Tracy Pinnow\*

Maribel Pre  
Ador Recaido\*  
Jon Malco Rendorio  
Stephen Rivera  
Noridel Rosal  
Randy Sakai  
Turquoise Santos  
Aldrin Tadena  
Elizabeth Toledo  
Tiki Uikirifi\*  
James Winston\*  
Gina Yadao

*\*Finalist*

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# 2017-2018 Hawai'i Lodging & Tourism Association BOARD OF DIRECTORS

President & CEO	<b>Mufi Hannemann</b>	<i>Hawaii Lodging &amp; Tourism Association</i>
Chairperson	<b>Gregg Nelson</b>	<i>Napili Kai Beach Resort</i>
Chairperson Elect	<b>Glenn Vergara</b>	<i>Waikiki Resort Hotel</i>
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Past Chairperson	<b>Ben Rafter</b>	<i>Jororo LLC</i>
Past Chairperson	<b>Scott Ingwers</b>	<i>Trump International Hotel Waikiki Beach Walk</i>
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Oahu Chapter Chairperson	<b>Bonnie Kiyabu</b>	<i>Hyatt Regency Waikiki Beach Resort &amp; Spa</i>
At Large Director	<b>Kimberly Agas</b>	<i>Aulani, a Disney Resort &amp; Spa</i>
At Large Director	<b>Julie Arigo</b>	<i>Waikiki Parc Hotel</i>
At Large Director	<b>Craig Anderson</b>	<i>Mauna Kea Beach Hotel</i>
Kauai Chapter Chairperson	<b>Jim Braman</b>	<i>The Cliffs at Princeville</i>
At Large Director	<b>Kelvin Bloom</b>	<i>Aqua-Aston Holdings, Inc.</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, Marriott International</i>
At Large Director	<b>Bill Countryman</b>	<i>Marriott's Maui Ocean Club</i>
At Large Director	<b>Christina Gabriel</b>	<i>Marriott's Waiohai Beach Club</i>
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>Robin Graf</b>	<i>Castle Resorts &amp; Hotels</i>
At Large Director	<b>Rob Gunthner</b>	<i>Hilton Grand Vacations @ Waikoloa Beach Resort</i>
At Large Director	<b>Jak Hu</b>	<i>Courtyard by Marriott King Kamehameha's Kona Beach</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>Simeon Miranda</b>	<i>Embassy Suites Hotel - Waikiki Beach Walk</i>
At Large Director	<b>Douglas Okada</b>	<i>Aston at the Waikiki Sunset</i>
At Large Director	<b>Fredrick Orr</b>	<i>Sheraton Princess Kaiulani Hotel</i>
At Large Director	<b>Rob Robinson</b>	<i>Alohilani Resort Waikiki Beach</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>Cheryl Williams</b>	<i>The Royal Hawaiian, a Luxury Collection Resort</i>
At Large Director	<b>David Wong</b>	<i>Marriott's Ko Olina Beach Club</i>
At Large Director	<b>Pam Yagi</b>	<i>Hilton Grand Vacations Club</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>
AH&LA Director	<b>Glenn Nakamura</b>	<i>BRYCL Resorts International</i>
Allied Member	<b>Aaron Alter</b>	<i>Hawaiian Airlines Inc.</i>
Allied Member	<b>Daniel Chun</b>	<i>Alaska Airlines</i>
Allied Member	<b>Stephanie Iona</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>Sanj Sappal</b>	<i>Securitas Security Services USA Inc.</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>
Allied Member	<b>David Uchiyama</b>	



# **CONGRATULATIONS!**

*2018 Nā Po'e Pa'ahana Finalists*

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



**Lei  
Andrade**  
MANAGER



**Anna  
Jay**  
FRONT OFFICE



**Brenda  
Makalena**  
ENGINEERING



**Jameson  
Demello**  
SECURITY



**Richard  
Toshi**  
FOOD & BEVERAGE



**Arnel  
Tuazon**  
HOUSEKEEPING



**Nathan  
Dong**  
BELL DESK



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of Millennials **BELIEVE** direct  
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# Home Front Focus

## Hannemann says the HLTA plans to push state, community and hospitality initiatives in 2018

BY BRETT ALEXANDER-ESTES

Mufi Hannemann, president and CEO of the Hawaii Lodging & Tourism Association, steered the HLTA to some notable achievements in 2017—including \$2.27 million in Charity Walk receipts donated to 363 charitable organizations.

Both tallies broke records.

So have Isle visitor arrivals and spending, which through October topped last year's October totals by 4.7 percent and 6.8 percent, respectively.

Seeking to solidify these gains, Hannemann is tightening his focus on tourism's home front. "2018 is looking to be a busy and exciting year for HLTA," he says.

Since tourism is Hawaii's "number one industry," Hannemann says, he will ensure the state's top decision-makers take note at HLTA's third annual Tourism Day at the Capitol in February.



Mufi Hannemann

The HLTA's 2018 legislative priorities include creating an airport corporation to manage the state's travel hubs, streamlining the regulation of transient vacation rentals, addressing homelessness and bolstering public safety. The event "promises to be another fun and educational day to interact with our legislators," Hannemann says.

But first, the men and women who are the heart and soul of Hawaii's visitor industry will be celebrated at the HLTA's Na Po'e Pa'ahana Awards, held Jan. 11.

"HLTA's Na Po'e Pa'ahana Awards are always a great start to our year," Hannemann says. "The 28th annual awards will add more winners to the mix because we will recognize finalists from small, medium and large properties. We are also adding a new award by recognizing a property's commitment to exceptional community service."

Hawaii's communities can also

### 363 in 2017

\$2.27 million in 2017 Charity Walk receipts were donated to 363 non-profit community organizations in the state—a record. Receipts raised on each island were donated to organizations on that island, including:

#### On Oahu

- Youth For Christ
- Honolulu Community Action Program
- Hawaii Meals on Wheels
- Make a Wish Foundation

#### On Maui

- Westside Hoops
- Maui Memorial Medical Center Foundation
- Hale Makua Health Services

#### On Hawaii Island

- Catholic Charities – Hawaii
- Boys to Men Mentoring Network
- Hawaii Island HIV/Aids Foundation

#### On Kauai

- Boys & Girls Club of Hawaii – Kauai Division
- Kauai Independent Food Bank
- Special Olympics Hawaii – Kauai

benefit from the HLTA's extra-industry partnerships.

"With the recent upsurge of crimes in Waikiki and across the state, the HLTA will hold a Visitors Crime workshop in February in partnership with major stakeholders," says Hannemann. These include HHVISA, VASH, HPD, the Prosecutor's Office, the Waikiki Improvement Association, the Waikiki Business Improvement District and Waikiki-area Honolulu City Council member Trevor Ozawa.

The hope, Hannemann says, is that the workshop will spark solutions similar to the Waikiki Business Improvement District Association and the Aloha Ambassadors, which

Hannemann helped establish in 1998 as a City Council member.

Hannemann, who works with the media to promote Hawaii's international standing, ramps up his efforts on March 8 when the HLTA and leading Hawaii publications celebrate the Isles' global presence during the inaugural aio Media Hawaii Lodging & Tourism Awards gala. Industry achievers in accommodations, restaurants, events, culture and heritage, music and agri-tourism will be recognized.

Hannemann, who also promotes guidance for industry newcomers through the HLTA's Generational Mentoring program, began shepherding the program through its "second iteration" in late 2017.

The program pairs 15 general managers (mentors) from across the state with 15 hospitality students (mentees) from the University of Hawaii at Manoa, Hawaii Pacific University, Brigham Young University-Hawaii and, for the first time, UH West Oahu. In 2018, these "mentors and mentees will spend six months learning from one another, building leadership skills and emotional intelligence in this exceptional program," Hannemann says.

Another academic push is in April, when the HLTA will present its 14th annual Citizen-Scholar Awards in conjunction with the *Honolulu Star-Advertiser* and the state Department of Education. One outstanding senior from every Hawaii public high school will receive a \$1000 scholarship, and the top scholar from each county will receive \$2500 in scholarship funds.

Hopefully, Hannemann will have time to catch his breath before May 5, when the HLTA's 40th annual state-wide Charity Walk kicks off on Molokai and Lanai.

Next come Walks on Kauai, Maui and Hawaii Island. The May 19 finale is on Oahu, where HLTA's Oahu Chapter is also presenting the first Charity Walk Bowling Tournament in March at Aiea Bowl. To enhance Walk donations, Hannemann says, "we will

**Continued on Page 48**





PHOTO BY  
ANJJ LEE

## WOMAN OF THE YEAR

# Teri Orton

Her friendly demeanor, strong will and knowledge of the local market puts her at the top of Hawaii's tourism industry

BY CATHY CRUZ-GEORGE

**T**eri Orton, general manager of the Hawaii Convention Center, approaches Hawaii's tourism industry in the same way she trains for triathlons: With determination, mental strength and a tight network of friends and supporters.

"It's about sharing in the camaraderie, training, pushing through the hard times and holding one another accountable," says Orton, who has completed several triathlons and continues to bike, run and swim on weekends.

It's no wonder that Orton has been named the 2018 Woman of the Year, the top honor conferred by the Women in Lodging & Tourism – Hawaii Chapter, an affiliate of the Hawaii Lodging & Tourism Association (HLTA). The annual, hospitality industry award goes to a woman with outstanding leadership in her profession and community.

Over the past two decades, Orton has served in various management roles—including general manager and director of sales and marketing—for the Outrigger Enterprises Group, Embassy Suites, The Ilikai, W Honolulu Diamond Head, Sheraton Princess Kaiulani and Huntington Beach Hilton Resort, where her first job was as reservations agent. She is a board member for Aloha United Way and actively supports the Hawaiian Legacy Reforestation Initiative, a nonprofit group leading the replanting of more than 340,000 endemic trees on Hawaii island.

Since joining the convention center in January 2014, Orton has made positive changes in the sales and marketing, food and beverage, and overall operations of the 1.1 million-square-foot facility. So much, that the industry has taken notice.

"Her work ethic and attention to detail have been invaluable," says Michelle Phelps, communications and special events manager for the center. "She is always doing and giving more than what is expected." Parent company AEG

Facilities took over the center's management contract in December 2013, from the previous group, SMG.

Orton's understanding of Hawaii as a destination stems from the fact that she was born and raised in the Islands. As a child, she and her younger brother rode horses and ATVs, and raised animals on their family's vast property on the North Shore of Oahu. It was an idyllic childhood, she says. After graduating from Kahuku High School, she studied communications at the University of Hawaii at Manoa and Windward Community College.

Her North Shore roots are evident in core values. Relationship-building, for example. This past holiday season, as usual, she received dozens of greeting cards from repeat guests of hotels she once managed. "They have become friends of mine," she says fondly. "We're getting to know meeting planners (in the same way). Everything is relationships-based in the meetings business."

***After 20 years managing hotels, you crossed over to the Hawaii Convention Center in January 2014. Why did you take the new role?***

This position was vacant for quite some time. I was up for the challenge. I think some people see this as the empty box at the end of the street, but I knew I could make a difference with the support of AEG Facilities and the resources made available to me from the corporate office. Hawaii has done such a good job in branding itself as a leisure destination. I don't feel we should step away from that. It's what we pride ourselves in. You can come here and have a serious meeting, go back to your hotel later and have a mai tai or take a walk on the beach. Reset your mind for the next day of meetings. It's the way you position it.

***What changes were made to the Hawaii Convention Center over the past four years?***

I saw a lot of things we could easily do, without any cost, to elevate the guest experience. We implemented a furniture package for the building. People were sitting on hard benches, or even in some cases, sitting next to outlets on the floor, trying to charge their laptop while checking email. We put little pockets throughout the building, creating little vignettes where people can break out from a meeting to take a call, check email, plug in their laptops without sitting on the floor. We put in charging stations throughout the building to charge gadgets that people travel with. We also trained our staff to elevate the service and be engaging. Food and beverage is never talked about at any convention center. We wanted ours to be the best meals you've ever had. We hired a new executive chef and sous chef and worked to elevate the service and product. How to plate things, the visual display of our buffet, how we set our tables, using local ingredients in everything that we create.

***What's new at the convention center this year?***

We're elevating other services, such as technology. We changed our internet service provider (to Smart City Telecom) to offer better quality to help attendees stream and broadcast their meetings here, globally. We'll have digital signage throughout our meeting rooms, LED walls and signage on our exhibition walls, to help us provide better service for customers. Visitors will have a place to advertise digitally. We will upgrade our parking structure software to ease the process for our guests coming and going into the building. We will replace our (15,000) banquet chairs, which are 20 years old, with customized, ergonomic chairs that have bag hooks on the



## 2018 WIL Advisory Board

- **Chairperson:** Pam Yagi, Hilton Grand Vacations
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  - Maui:** Lisa Paulson, Maui Lodging & Tourism Association
  - Oahu:** Karen Fowler, Cintas
- **Advisory Council Members:** Chelsea Tsuchida, Nella Media Group; Carrie Takahama, Hawaii Employers Council; Karen Wataru-Nakaoka, HVCB
- **Past Chairperson:** Julie Arigo, Waikiki Parc Hotel
- **HLTA Staff Adviser:** Alex Roth, Hawaii Lodging & Tourism Association

back and racks beneath to put paperwork in. We're upgrading our china that is also 20 years old—I don't think anyone keeps their dinnerware for 20 years. Our guests will visibly, physically and emotionally be able to see the differences we're making here at the convention center. Those are just a few changes. There's a laundry list of things that we plan to do.

***The convention center now can accommodate sporting events. Tell us about that.***

I knew that volleyball and basketball tournaments at Mainland convention centers were big draws. But I wasn't sure there was interest to travel across the ocean for sporting events. My VP of sales and marketing and I went to trade shows, set up a Hawaii booth, and the response was overwhelming from every discipline of sports. Volleyball, basketball, indoor soccer, football, quidditch, dodgeball and other indoor sports. The biggest common denominator, however, was not having sporting equipment here—flooring in particular. I went to a volleyball tournament at the LA Convention Center, a sister property managed by AE Facilities, to study the logistics of running a tournament. The city was sellout. Every hotel within a five-mile radius was booked. Everything was utilized, restaurants and shops.

***How did you get the ball rolling, so to speak?***

I went to the HTA and pitched my story and got the green light to purchase \$1.1 million in sporting equipment. And then I freaked out. Now I had to get business on the books. I immediately hired someone who has experience in sports marketing, and we went to an exhibition the following year with marketing collateral and a plan to have courts. We got an overwhelming response again. We have partnered with the Amateur Athletics Union, which has committed to a multi-year agreement for volleyball and basketball. We have signed a four-year contract with USA Football, coming this year in December. And the AAU will bring volleyball to Hawaii in February and basketball in July. It was definitely a risk with much reward behind it, unanticipated rewards. Last year, we also hosted a sports fam tour, flew in 10 handpicked sports directors who did a site inspection of our building. We booked three more pieces of business from that tour.

***You're an amateur athlete yourself. Tell us about your triathlons.***

In an Ironman, the moment you're in the water with 3,000 other athletes waiting for the gun to go off, you realize that everyone had worked hard to get there. You can be the fittest person, but if you don't have a strong mind and a strong will, when it comes to fighting pain and pushing through it, you really have to have a strong mind. I guess I do have a strong mind, or I have a higher tolerance for pain. Or both! Since taking this job, I haven't had much time to balance and bring triathlon training back into my life. I've been trying to run and bike, but not consistently. I'm a weekend warrior. This year, I'm hoping to find more balance between my work and personal life with more outdoor activities.

***Is it challenging being a woman in the corporate world?***

It's still a challenge and probably always will be. That's how it has been. It's getting better and easier for women to climb the corporate ladder, compared to when I first started in this industry. I can see a difference from when I first started, to where I am now. Women are a lot more vocal, liberated, educated and are able to do the same things men can do. In some cases, better.

***What's your advice for younger women starting careers in the hospitality industry?***

Don't be afraid to ask questions, even if you think it's a stupid question. It's probably a question that someone around the table wants to ask but is too embarrassed. Always learn as much as you can. I was never one to just do my job, specifically. I always wanted to learn as much as I could about the industry of tourism. I felt I could do my job better if I knew what other people were doing to help support my particular discipline in the industry. I've been in every single department in hotels. Every single department.





# Detering Crime by Design

## Hotels' landscaping and environmental precautions enhance guests' safety

BY BRANDON BOSWORTH

To keep guests safe while still maintaining a welcoming, pleasant atmosphere, many hotels incorporate elements of CPTED—Crime Prevention Through Environmental Design.

Pronounced “sep-ted,” the term was first used in 1971 by criminologist C. Ray Jeffery.

“The conceptual basis of CPTED,” says Rick Osborne, a physical security



Rick Osborne

professional and president of locally-based LTS Holdings Inc., “is that the physical environment can be modified to produce or induce behavioral effects that will reduce the fear and incidence of

crime, and improve the quality of life.

“The conceptual foundation of the CPTED program is toward the exploitation of ‘natural’ forms of surveillance and access control,” he adds. “The term ‘natural,’ in reference to natural surveillance and natural access control, refers to deriving surveillance and access control as a result of the routine use and enjoyment of the property.”

One example of natural access control is a plant common in Hawaii: bougainvillea. As long as it is kept trimmed and maintained, Osborne says the thorny plant can be quite effective as a physical barrier.

“Around parking structures, bougainvillea prevents intruders or non-authorized people from entering from other than the designated entries and exits,” he says. “Using this practice also promotes coverage with cameras by corralling them through the designated entries and exits.”

Peter Tarlow, president of Tourism and More, a Texas-based company specializing in safety, security and associated services, works frequently with the local hospitality industry. He says foliage can pose security problems as well as solutions.

“Vegetation in Hawaii is extraordinarily lush,” Tarlow says, “and lush vegetation produces its own challenges.”

Maintaining rich botanical landscapes are important to Island hotels, he says and notes that there are security-conscious ways of doing it. “It’s easier to control flowers than bushes. Seas of orchids give a ‘Hawaii look’ but are easy for a security person to survey quickly. Long-term flowers are cheaper than bushes.”

When it comes to landscape security, Nick Miller, regional vice president of Guidepost Solutions, a global security firm with offices in Honolulu, says “people feel safer because they are observable. There are no deep shadows or trees hiding you.”



Dennis Maher

Miller recommends looking at existing landscaping and asking: “Does it promote or inhibit safety?”

“Maybe the property’s landscaping has changed,” he says. “Hedges and trees may have grown, creating risks due to shadows and providing cover and hiding for potential perpetrators.”

Lighting plays a major role in security and safety. “From an engineering standpoint, we just think of codes and standards,” Miller says. “But how about the ratio of light? Are there deep shadows or more luminous and even lighting?”

Good lighting doesn’t have to cost a great deal of money. “You can have real low-energy lighting but still provide security,” he says.

## Employing Technology

Cameras are also a vital part of maintaining a secure property.

“Cameras are positioned throughout the hotel since we can’t be everywhere,” says Dennis Maher, CHFE, director of facilities and security at Trump International Hotel Waikiki. “Having a camera

## Strategies for Safety

CPTED, according to the International CPTED Association, is “a multi-disciplinary approach to deterring criminal behaviour through environmental design” that relies on “the ability to influence offender decisions that precede criminal acts by affecting the built, social and administrative environment.”

CPTED also is known by various labels or names around the world, such as Designing Out Crime and other acronyms.

Rick Osborne, president of LTS Holdings Inc., says there are three overlapping CPTED design strategies:

**NATURAL SURVEILLANCE:** “Natural Surveillance is a design strategy that is directed at keeping intruders under observation. Examples of Natural Surveillance include the strategic use and placement of park benches, windows, and building lobbies.”

**NATURAL ACCESS CONTROL:** “Natural Access Control is a design strategy that is directed at decreasing crime opportunity. The primary concept of an access control strategy is to deny access to a crime target and to create a perception of risk in offenders. Examples of Natural Access Control include the strategic use of distance (e.g., lawns, flooring) and/or topographical features (e.g., creeks, sidewalks) to direct activity or to create a buffer between potentially conflicting activities.”

**TERRITORIAL REINFORCEMENT:** “Territorial Reinforcement is an ‘umbrella’ design strategy that realizes that physical design can create or extend a sphere of influence so that users of a property develop a sense of proprietorship over it. Territorial strategies will often embody natural surveillance and natural access control strategies.”



positioned allows you to observe critical hotel functions. They serve as a bit of a deterrent, and can make it easier to catch a perpetrator.”

Security officers at the hotel monitor camera feeds 24 hours a day. “Shifts rotate every two hours so the officers are alert and can see what’s going on,” Maher says.

Parking at Trump International Hotel Waikiki is valet-only, which Maher says “has been a huge benefit for us. There are cameras on the parking ramp so we can see something going on and catch someone going into the garage before they can commit a crime. Having good lighting and cameras reduces the criminal element. We have never had a car break-in.”

Technology has made it easier to secure guests’ rooms. “RFID (radio-frequency identification) locks have been a good tech advance for us,” Maher says. “They are harder to duplicate than a magnetic strip. We can deactivate a lost key from the front desk and ensure someone can’t get into the room.”

Other threats are harder to anticipate and prevent.

“When CPTED was developed no one thought of terrorism, just crimes such as muggings,” Tarlow says. “Terrorism is rarer but has a bigger bang.”

For example, in October at least 23 people were killed in a terror attack at Hotel Naso Hablod in Mogadishu. According to a report by William Michael Jr. of the law firm Mayer Brown, between 2011 and 2016 there were more than 40 terrorist attacks at hotels. Explosive devices were used in the majority of the attacks.

It’s hard to say what properties will be targeted. “Ten years ago we believed we could predict terrorism,” Tarlow says. “Now we know predictions are often wrong. Anyone can be a target. People are going to have to be aware that anything is possible.”

Hotels should employ well-trained people aware of security issues who can “think through what are the newest threats,” Tarlow says.

“Make sure staff is diligent,” Maher says. “If anybody just left a bag laying around for a long time, they need to notify someone. Rely on everyone, not just the security staff. If you see something, say something.”

## Safe and Hospitable

Hotel staff must also take the nature of their business into account “We have



Plants at Trump International Hotel Waikiki provide natural access control.

to be courteous and kind,” Maher says. “We’re not police officers; we’re security. We’re in the hospitality industry. It affects your entire approach.”

There are many potential mistakes when it comes to security. “If you want to speak to worst practices, one can speak to the basics,” Osborne says, such as poor lighting or the lack of CCTV and access control systems.

He says there are plenty of simple, cost-effective ways to keep people and property safe. “Along with making sure things are trimmed back for better visibility, improved lighting, signage, simple daily walk-throughs of the property can

be beneficial.”

He also stresses the importance of making sure all guests and staff are aware of the house rules as well as enforcing those rules.

While landscaping, design and technology all have their place in maintaining hotel security, every expert *Hawaii Hospitality* spoke to emphasized the importance of a well-trained, alert staff and the need for creative thinking about safety.

“Walk through and ask yourself, ‘if I were a criminal where would I be?’ We need a new CPTED consciousness for the mind, not just buildings,” Tarlow says.



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# HLTA Holiday Party



Bill Countryman, Brian Datuin, Lester and Faith Kodama, Mufi Hannemann, Barbara Campbell, Jared Higashi

PHOTOS BY NATHALIE WALKER

The Hawaii Lodging and Tourism Association hosted its annual Holiday Party for members and guests at Sky Waikiki on Dec. 14.



Arsena Kailihiwa, Thomas Cashman, Huy Nguyen, Erik Ahrens



Kyoko Kimura, Mike and Aida Paulin



Katelyn Batangan, Felmar Yadao, Relena Teasdale



Simeon Miranda, Henry Perez



Jack Walker, Bill Lane, Dean Nakasone





**Andrew Ling, Evan Alexander, Alex Roth, Neal Sklodowski,  
Andre Tatibouet**



**Lani Olds, Anna Rockenschaub, Marilyn Kiriakos-Askari**



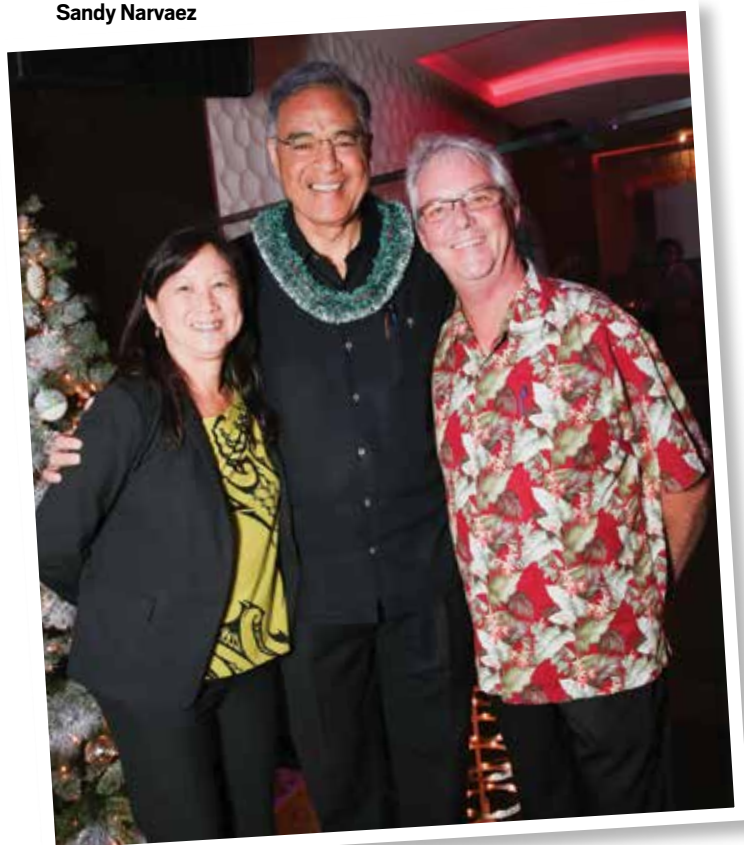
**Daniel Floren, Winnie Tabora, Melissa Millen,  
Sandy Narvaez**



**Dallas and Karen Fowler**



**Cathy Walker, Janey Bullock, Nanci Santoro**



**Denise Wardlow, Mufi Hannemann, Jim Braman**



**Jaz Nijjar, Brian Datuin, Joslyn Bantilan, Malia Kahale, Bill Lane**



**Barbara Campbell, David Carroll, Pam Davis**



# Holidays with the HRA



(Front) Anny Barlow, Dan and Heather Pence, (back) Sunny Obrey, Brandi Kiana-Jo, Sharon Shigemoto, Gerda Tom, Jeremy McOuat, Kawehi Ballou

PHOTOS BY ANJJ LEE

The Hawaii Restaurant Association greeted members and guests at its annual holiday party on Dec. 4 at Wisp Restaurant and Lounge at Lotus Honolulu at Diamond Head.



Nicole Lueker, Dirk Koeppenkastrop, Tyler and Michelle Roukema



(Front) Audrey Okaneku, Caroll Kramer, (back) Chris Yankowski, Naomi Azama, Hide Sakurai



Donna Robinson, Bradley Zurlinden, Gerda Tom



"Santa" Ramsay Cowlishaw, Nicole Lueker



Theresa Cherry, Cyd Kamakea, Doug Harris





Richard Speer, Kelbert Yoshida, Sharon and Roy Shigemoto, Colleen Paparelli



Leianne Pedro, Heidi Kamana, Grace Nushida, Cody Takata



Dana Land, Ethan Capone, Dan and Heather Pence



Patrick Leonard, Gregg Fraser



Lou Chun, Grant Yoshikami, Victor Lim



Molly Bucky, Chris Sold, Dawn Gohara



Michael Relayo, Ali Resich, Sandi Sakaguchi, Denise Ching



Matthew Rose, Chris Yankowski, Hide Sakurai, Masaki Ito



## Gannenmono Celebration Kicks Off

The Gannenmono celebration, year-long festivities commemorating the 1858 arrival in Hawaii of Japan's "first men" (*gannenmono*), begins on Jan. 14 with the New Year's Ohana Festival at the Japanese Cultural Center of Hawaii.

Additional festivities, organized by the Gannenmono Committee, are scheduled around the state throughout the year. The Gannenmono Committee is part of the Kizuna Group, composed of 20 organizations from Hawaii's Japanese-American community. The Consulate-General of Japan, Honolulu, is also involved in planning the celebration.

Upcoming events include a Commemoration Ceremony, the 59th annual Hawaii



Gannenmono Committee co-chairs (from left): Tyler Tokioka, Christine Kubota, Sal Miwa

PHOTO COURTESY GANNENMONO COMMITTEE/KIZUNA GROUP

convention of the Association of Nikkei and Japanese Abroad (ANJA) on June 6, and a Symposium on June 7, held at the Sheraton Waikiki Hotel.

For more event details, go to [kizunahawaii.com](http://kizunahawaii.com).

## Brown Joins Sheraton Maui Resort & Spa

**Sarah Brown** has been appointed director of restaurants and bars at Sheraton Maui Resort & Spa. She will oversee food and beverage operations for the resort's Black Rock Kitchen, Black Rock Lounge, Teppanyaki Dan, Cliff Dive Grill, Mai Tai Bar and Hank's Haute Dogs.

She also will work directly with the culinary and restaurant teams and associates to maximize financial performance and



**Sarah Brown**

enhance guest and employee satisfaction. She previously was beverage director at Renaissance Orlando at Sea World in Florida, and before that was restaurant manager at Frenchman's Reef and Morning Star Marriott Beach Resort, on St. Thomas, U.S. Virgin Islands.

### Continued from Page 39

continue to offer online registration as we started last year, and hope to top records once again for this commemorative occasion."

The governor's seat is up for grabs in November, and the HLTA "is ramping up its endorsement process in anticipation of the 2018 election," Hannemann says.

An HLTA forum at the Hawaii Lodging, Hospitality & Foodservice Expo in July will allow candidates to present their plans for increasing tourist revenue to many tourism industry vendors. "With the primary election in August, this would be a prime venue

to host such a timely discussion," Hannemann says, adding that the HLTA wants to "generally provide more opportunities for our candidates to solidify our support."

The HLTA, says Hannemann, plans to invite endorsed candidates to speak to its members, go on property walk-throughs, and address upcoming General Membership Meeting government affairs education sessions.

"We will make an active effort to increase the candidate's visibility within the hospitality industry," he says. Likewise, increasing the visibility—and influence—of Hawaii's hospitality industry is clearly on Hannemann's 2018 agenda.

## Sears Named GM at Hyatt Regency Waikiki Beach

**Doug Sears** has joined the Hyatt Regency Waikiki Beach Resort and Spa as the new general manager.

The 38-year Hyatt veteran brings



**Doug Sears**

knowledge of the travel industry and the culture and values of the Hawaiian Islands to his new role. He previously served for 19 years in positions at Hyatt Regency Waikiki Beach Resort and Spa as well as Grand Hyatt Kauai Resort and Spa, Hyatt Regency Maui Resort and Spa, and the former Hyatt Regency Waikoloa.

Prior to his appointment at Hyatt Regency Waikiki Beach Resort and Spa, Sears served as GM at Hyatt Regency Indian Wells Resort and Spa in California.

## New Director at Hyatt Place Waikiki Beach

Kokua Hospitality LLC, an independent hotel management company based in San Francisco, has appointed **Shouma Moniz** as director of sales and marketing at Hyatt Place Waikiki Beach.

Moniz will lead the hotel's sales and marketing strategies, managing a team



**Shouma Moniz**

of three sales associates and working directly with Kokua Hospitality's corporate regional sales manager. Moniz started his hospitality career as a sales associate at Hilton Grand Vacations. He spent three years with Marriott Hotels & Resorts, progressing from a front desk agent at the former Edition Waikiki Beach, to sales coordinator, and then sales manager, at Waikiki Beach Marriott Resort & Spa. Moniz then made the move to San Francisco where he joined Evolution Hospitality, serving on the former Hyatt Fisherman's Wharf sales team for three years.



# Key Legislative Issues: Airport Corp. and TVRs

On the legislative front this year we are going into the 2018 session very optimistic that some of the initiatives we have been advocating for over the past several years will be successful. For instance, one of our top priority issues is the creation of the Airport Corporation, and we hope that it will pass early in the session.

This measure will allow for an independent administrative system to manage our state's airports, allowing projects to be completed much faster and more cost-effectively than the current process. As we all know, the condition of our airport is not in the best of shape despite the best intentions. It is high time we had a corporation such as this to make the changes and enhancements the airport needs without getting tied up by bureaucratic red tape. Even better, this corporation will be in place at absolutely no expense to taxpayers, as the airlines themselves help foot the bill.

Last year this bill appeared to be smooth sailing, but ultimately was not passed at the end of session. We are unquestionably in alignment with many of the bill's advocates from the hospitality industry in pushing for the passage of this critical piece of legislation.

Another priority issue this session remains the regulation of Transient Vacation Rentals (TVR). HLTA has created an ad hoc committee consisting of board members and visitor industry stakeholders that holds ongoing meetings on addressing the issue of transient vacation rentals. From an advocacy perspective, we will continue to work with the state legislature and the county councils in supporting legislation that will create parity between the traditional brick-and-mortar hotel industry and the short-term online rental market.

At the state level, we are looking to San Francisco legislation as a model to incorporate very key points in our local endeavors, which include transparency, registration, regulation, and enforcement. At the county level, Honolulu

## HO'OKIPA

See photos from the HTLA's holiday party at Sky Waikiki on page 44.

has created a task force in addressing the issue of illegal TVRs, in which three of our hospitality leaders are representatives, and in Maui County they have recently passed a bill that creates a separate real property tax classification for transient vacation rentals, a model that up to now only Kauai has been implementing.

Over the past three years, HLTA and our members have raised over \$2 million to help relieve the homelessness situation in Hawaii. Last year we helped pass a bill that would allow the state to distribute matching funds to agencies working with the homeless in tourism-impacted areas. This act has been held up in the Executive Chamber, however, as there are issues with the bill's language, which was amended during conference committee.

This year we will again advocate to have a measure passed that will seek public monies to match private dollars contributed toward nonprofit organizations combating homelessness.

Our fourth legislative priority this year will be to set a laser-like focus on addressing public safety across the state, especially as it impacts our visitor industry. We are working with stakeholders from both the public and private sectors in holding a crime and safety workshop discussion in February to advocate for measures that will assist in our crusade against crime.

We will be taking a page from the Visitor Crime Solutions Conference, which I helped orchestrate as a city councilmember back in 1998 when we were experiencing an increase in crimes against tourists. This gathering

will include input from partners such as the Honolulu City Council, Honolulu Police Department, the Hawaii Hotel Visitor Industry Security Association, the Prosecuting Attorney's Office, the Consular Corps and organizations dealing with juvenile youth groups, the military and visitor safety.

Much like the conference in '98, which led to the creation of the Waikiki Business Improvement District and the Ambassadors of Aloha, we plan on using this workshop to produce positive outcomes and results in the short and long term for the betterment of our community.

Beyond the legislative session, HLTA will be keeping a close eye on the 2018 election this year. As I announced at our general membership meeting last fall, we are going to rally the industry and make sure our voices are heard during this upcoming election.

We will be holding an extensive endorsement process and providing more meaningful opportunities for the candidates that we identify as solid supporters to solicit and garner our support. This includes forums and speaking opportunities for endorsed candidates, walk-throughs of hotel properties, sign-waving and the like.

We will also be partnering with other economic development organizations that share our positions to strongly support candidates who support our mutual objectives. We want it to be known that an endorsement from HLTA, the state's largest private hospitality organization, translates into unequivocal

and substantive backing from Hawaii's number one industry.

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





# New Marketing Strategy Guiding HTA

Sports events are vital to the Hawaii Tourism Authority's marketing of tourism for the Hawaiian Islands. Residents enjoy attending these events, TV exposure is generated worldwide and interest in Hawaii is heightened among travel consumers.

Bottom line, sports events are good for the state's economy.

Winter, more than any other season, exemplifies how essential sports are to HTA's tourism marketing. The Hawaii Bowl and Hawaiian Airlines Diamond Head Classic closed out 2017 and, as 2018 opens, sports fans turn their attention to world-class professional golf and other key events statewide.

The Sentry Tournament of Champions on Maui on Jan. 4-7 is followed by the Sony Open in Hawaii on Oahu on Jan. 8-14 and the Mitsubishi Electric Championship at Hualalai on the island of Hawaii on Jan. 18-20.

The result is hours of TV coverage showcasing Hawaii's sunny warmth and tropical beauty. This, at a time when much of the U.S. Mainland—Hawaii's top source market for visitors—is shivering from winter's chill. What a tempting incentive to visit Hawaii.

Two other sports events of local interest in the early weeks of 2018 are the Polynesian Bowl and Football Hall of Fame on Jan. 20-21 and the Pacific Rim Cup, set for Feb. 8 and 10.

The Polynesian Bowl and Polynesian Football Hall of Fame celebrate the excellence of high school football athletes and honor the sport's legends of Polynesian ancestry.

The Pacific Rim Cup brings exciting professional men's soccer to Aloha Stadium for two days of doubleheader matches. Soccer fans will see the Vancouver Whitecaps and Columbus Crew of Major League Soccer take on Hokkaido Consadole Sapporo and Iwaki FC from the Japan Professional Football League.

HTA is proud to sponsor these and many other sports events annually, knowing how much residents enjoy them and their value to Hawaii's brand as a prestigious travel destination.

HTA's support is guided by our sports marketing strategy developed in collaboration with Ascendent Sports Group and directed by our marketing committee, which is chaired by Sean Dee, executive vice president and chief marketing officer of Outrigger Enterprises Group, and an

HTA board member.

Ascendent is a recognized New York City-based sports consultancy with an extensive background and network of contacts in the international sports industry. Its expertise is invaluable to HTA.

Utilizing Ascendent's insight and recommendations, HTA is strengthening its partnerships with global brands like the PGA, LPGA, NBA and ESPN, and supporting a diversity of premier sports events, such as the Ironman World Championship, Maui Jim Maui Invitational and Xterra World Championship.

HTA is also supporting local sports events that perpetuate Hawaii's cultural heritage, such as Duke's OceanFest and the Queen Liliuokalani Canoe Race.

HTA's sports marketing strategy assures tourism stakeholders that state funds are being used wisely to sponsor events that are supporting our leading industry for jobs.



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

# Foodservice Industry Growth to Continue

Hawaii's foodservice industry employs over 14 percent of all workers in the state, supporting local farmers and businesses while bringing communities together to dine and socialize.

In 2017, we witnessed one the largest growth years for restaurants in Hawaii, providing millions of tax dollars for the state and offering employment to a wide array of individuals. And it's growing stronger.

Hawaii's estimated \$4 billion foodservice industry revenue is expected to grow at just over 3 percent in 2018 versus the previous year, led by fast casual dining restaurants and supermarket-prepared food which are on pace for an 8 percent and 6.5 percent sales increase, respectively. Bars and taverns are reporting the slowest growth at just 1 percent.

In 2017, local and visiting foodies welcomed more new corporate restaurants

like Hakkasan Group's Herring Bone and Michael Mina's Strip Streak and Street. In addition, new local concepts like Senia, Piggy Smalls and Scratch kept our food renaissance movement alive and buzzing in Hawaii, which continues to be recognized as one of the world's culinary hotspots.

All of this growth creates more challenges. Hawaii is experiencing the lowest unemployment rate in more than six years. This, and the increased competition from the booming construction and visitor industry, makes it very difficult to recruit and keep qualified workers.

The Hawaii Restaurant Association is partnering with companies and schools to recruit, train and prepare individuals to work in the foodservice industry. HRA just kicked off the second year of the ProStart Program, a high school junior and senior culinary and management program

that prepares the students for continued culinary education or to enter the workforce right out of high school.

We encourage all of you who are currently or planning to work within the food industry to be a part of our Hawaii Restaurant Association ohana. We have many challenges ahead of us, but we are stronger and can achieve so much more together as one than we ever could individually.



*Gregg Fraser, executive director of the Hawaii Restaurant Association, can be reached at [gregg.fraser@hawaiirestaurant.org](mailto:gregg.fraser@hawaiirestaurant.org) or 944-9105. For information, visit [hawaiirestaurant.org](http://hawaiirestaurant.org).*



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