

INSIDE: 2018 ALOHA FESTIVALS * REVISED FOOD HANDLING LAWS

HAWAII *hospitality*

LODGING & FOODSERVICE | SEPTEMBER/OCTOBER 2018

Constructing ALLURE

Bolstered by record traveler spending,
hotels rush to upgrade buildings, grounds

Exterior of The Westin Hapuna Beach
Resort, viewed from the east.

PHOTO COURTESY THE WESTIN HAPUNA BEACH RESORT

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contents

september/october 2018_vol.33/no.5

- 4 Checking In: David Putnam
- 6 Hospitality People: Don Chapman
- 8 Aloha Festivals
- 10 Spectacular Properties
- 18 A Passion for Cleaning
- 22 Unplugging on Vacation
- 23 Food Handlers Law Kicks In



24

- 24 Southwest Charts Measured Course to Islands
- 28 News Briefs
- 30 HTA: George Szigeti
- 31 HLTA: Mufi Hannemann
- 32 Hookipa: HRA
- 34 HRA: Gregg Fraser



10

checking in

Tourism Drives Construction

As record numbers of visitors flock to Hawaii, new hotels and resorts are being built across the Islands. In this issue we take a look at some of the spectacular properties welcoming today's travelers.

Southwest Airlines is ramping up its plans to begin ticket sales between Hawaii and the West Coast by the end of the year. According to our report, both Hawaiian Airlines and Alaska Airlines are preparing for the new competition by expanding their routes, too.

It takes a certain kind of person to excel in the hotel housekeeping trade. In fact, experts tell us that it takes a "passion" for cleaning.

In his column, Don Chapman writes about hotel security guards, many of whom are off-duty or retired police officers or firefighters.

Also in this issue, the Department of Health is watching to make sure eateries adhere to the revised Food Safety Law that became effective on Sept. 1. The law requires at least one employee present at all food establishments to have a food handler's certification.

Aloha!

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First Responders on Patrol

Police, firefighters raise the bar on hotel safety as security guards

Of all the amenities a resort hotel can offer guests, security guards might seem the least important.

But not at the Sheraton Princess Kaiulani and its sister property Moana Surfrider, where about two-thirds of the security guards are first responders in their other jobs—firefighters and police officers, both active and retired.

“When we have big groups come in, they have a team come over to do a walk-through of the hotel, and we always mention security,” says **Robert Imoto**, director of safety and security at the Moana Surfrider. “It’s 24/7 ... people are in good hands.”

“I’ve been with sales groups, we take them around, and people are always impressed,” says **Fay Tamura**, director of safety and security at the PK. “It’s a huge selling point to have that level of security guards.”

It’s a tradition that goes back years.

“It started way before Fay and I

came—we’ve been here six, seven years,” says Imoto, a Kalani High grad who resides in Maunawili. “We just had a fire captain retire after 25 years,” adds Tamura, a St. Andrew’s Priory



Robert Imoto

grad who resides in Wahiawa.

Tamura and Imoto are former cops. Tamura retired as a sergeant after 25 years with the Honolulu Police Department, much of it spent in patrol on the west side of Oahu. Imoto retired as a captain after 38 years with HPD and holds the record for directing the most training academy classes (seven), and is known for introducing Tasers to HPD while working with then-major Susan Ballard, the current chief.

The benefits of hiring first responders, they say, are many.



Fay Tamura with the Princess Kaiulani-Moana Surfrider security staff on New Year's Eve.

“What first responders add to the mix is that they’re calm under fire,” says Imoto. “If there’s an emergency, somebody has a heart attack, somebody has a traumatic injury, they’re calm, because that’s their job on the outside. When they respond, they go through the steps to take care of the problem. They don’t get all excited. They see it all the time. And whether it’s an ambulance or police officer that responds (to the scene), they know exactly what those guys need. What it does for the

concentrate on safety, for the associates as well as for the guests, safety in public areas and behind the scenes,” Imoto says.

Waikiki’s infamous homeless problem doesn’t stay on the sidewalk, Tamura says:

“We’re located at a really major intersection, Kalakaua and Kaiulani, and there are so many access points—not like a Mainland hotel where you have one door to come in through. We want to have that inviting aloha atmosphere

“What first responders add to the mix is that they’re calm under fire. If there’s an emergency, somebody has a heart attack, somebody has a traumatic injury, they’re calm, because that’s their job on the outside.”

— Robert Imoto

other staff, they see how calm they are.”

Significantly, both Imoto and Tamura hold the title of director of safety and security.

“Kyo-Ya ownership wanted us to

but, with that, everybody can just come in. The homeless have been an issue for the past five, six years. They want to come in and charge their things, they want to access our bathrooms, they

come in and sleep under the tables (in the banquet room) between functions, they've gotten into our admin building in the middle of the day to take a shower, they sleep on our roof, they steal our cushions, they're found in the stairwells, in the ceilings—one guy's



Fay Tamura

legs fell through the ceiling. ... It's a daily battle."

"This is private property," says Imoto. "If they have no legitimate business here, we stop them, call HPD and issue a trespass warning.

If they come back within a year they may be arrested for trespassing, and it applies to all Kyo-Ya properties. So if you trespass here at the PK, on the warning it includes the Royal Hawaiian and Sheraton Waikiki. Let's say we get a photo of a guy sleeping in a stairwell, we'll share that information with all the hotels, so if he shows up there he can potentially be arrested for trespassing."

Tamura and Imoto meet monthly with their Royal Hawaiian and Sheraton Waikiki counterparts.

While Imoto says the mostly friendly rivalry between cops and firefighters tends to disappear at the hotel, Tamura says there are times when they revert to their training.

"We do gravitate. We had a guest who went down in the port cochere—an elderly woman fell—and (a firefighter/guard) came and took care of her, very compassionate, doing his firefighter things. Meanwhile, Bobby and I are out there directing traffic, and I told him 'This is just like it was before.' We gravitated. We know how to defer to each other."

Full disclosure: I learned about the Princess Kaiulani-Moana Surfrider hiring first responders as guards because that firefighter security guard Tamura

mentioned happens to be my son Kai.

Have a good story about a good person in the Hawaii hospitality industry? Please e-mail me at don@tradepublishing.com.



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Aloha Festivals 2016 Floral Parade



BY BRETT ALEXANDER-ESTES

A regal parade, Waikiki's best block party, a celebration of the sea—they're all part of Aloha Week 2018.

"No Ke Kai Kakou E—"we are of the sea"—is a call to all to rediscover the Hawaiian culture as shaped by its ocean heritage," says Debbie Nakan-elua-Richards, co-chair of Aloha Festivals, a month-long Island celebration beginning every September.

"Every year we hear from visitors that they planned their trip to coincide with Aloha Festivals," says Jay Talwar, chief marketing officer of Hawaii Tourism United States. "It's gained traction over a long time in the minds of travelers, including meetings and convention planners who want their events to be enriched with a core cultural experience."

Aloha Festivals got underway on Sept. 1 with the Royal Court Investiture & Opening Ceremony. Other signature events throughout September include:

Pearlridge Keiki Hoolaulea (Sept. 15)

This free event celebrates the 2018 Festival ocean theme and features live



Kamehameha School Marching Band
during the 2016 Aloha Festivals

music, hula *halau*, arts and crafts and other activities geared to families and children. 10 a.m.-3 p.m. Pearlridge Center - Uptown

66th Annual Waikiki Hoolaulea (Sept. 22)

Onstage performances by the best local musicians and *halau*, booths showcasing Hawaii culture and cuisine, and thousands of participants fill Kalakaua Avenue during the 66th Annual Waikiki Hoolaulea. 7-10 p.m. Kalakaua Avenue.

72nd Annual Floral Parade (Sept. 29)

Pa'u riders, floral floats and other colorful symbols of Hawaiian culture fill the streets of Waikiki. The royal court makes its final appearance and concludes the Festivals. 9 a.m.-noon. From Ala Moana Park through Kalakaua Avenue to Kapiolani Park.

For more information, go to AlohaFestivals.com, facebook.com/AlohaFestivals, Twitter (@AlohaFestivals), Instagram (@alohafestivals) or call 923-2030.

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Construction & Upgrades

Record visitor spending sparks impressive resort improvements

Hole 14 on the new Jack Nicklaus
Signature Ocean Course at Hokuala

PHOTO COURTESY TIMBERS RESORTS

BY BRETT ALEXANDER-ESTES

Resort and hotel developers, with confidence bolstered by record travel spending in Hawaii, are building new—and are renovating—hospitality properties in the Islands.

In the first half of 2018, according to the Hawaii Tourism Authority, “visitors to the Hawaiian Islands spent a total of \$9.26 billion, an increase of 10.8 percent compared to the first half of last year.”

Notable hospitality newcomers include Tim-

bers Kauai and Mandarin Oriental, Honolulu, which, like the newly renovated Westin Hapuna Beach Resort, offer stunning surroundings combined with guest and ownership options.

“At Timbers Kauai, our doors officially opened June 1, and we began welcoming owners and resort guests into our Maliula and Kaiholo residence buildings,” says Gary Moore, managing director at Timbers Resorts’ Hokuala.

Hokuala is just getting started, but its dazzling future is clear. The 450-acre resort on



Kalapaki Beach already features the 18-hole Jack Nicklaus Signature Ocean Course at Hokuala, “where guests can play the longest continuous stretch of oceanfront holes in Hawaii,” Moore says.



Gary Moore

“Timbers Kauai-Ocean Club & Residences is the first full phase of development to debut within Hokuala,” he adds. The resort offers whole and fractional ownership opportunities as well as a luxury vacation rental program, Moore says, and

“draws in a variety of affluent travelers, golf lovers and multigenerational families seeking a second home in Kauai or a premier luxury rental vacation destination on the island.”

A ‘Spring of Life’

The recent \$46 million renovation of The Westin Hapuna Beach Resort, says Hotel Manager Tom Cross, “took inspiration from the place name itself, Hapuna, which means ‘spring of life,’ and then built on that.”

G70, the renovation’s interior designer, incorporated “the story of rainfall and dew atop Mauna Kea filtering its way through the mountain into underwater streams to an under-ocean fresh-



Tom Cross

water stream just offshore from the hotel,” Cross says.

Charles Kane-shiro, project architect and G70 principal, says the design “tells the story ... beginning

with the glass dew drops at the lobby (chandelier), to grilles and trellises that incorporate patterns of the land ... then culminate in a series of cascading pools and water features that symbolize the springs which flow through the site.”

“‘Spring of life’ also means ‘wellness’ and ‘rejuvenation,’” Cross adds, “which



Lower infinity pool at Timbers Kauai with view of the Kalapaki Bay lighthouse

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Exterior of The Westin Hapuna Beach Resort, viewed from the east



Dramatic design (left) and the new "dewdrop" chandelier (right) in the lobby of the resort

PHOTO COURTESY THE WESTIN HAPUNA BEACH RESORT

have also become core elements of the new Westin Hapuna Beach Resort.

"The addition of a welcoming living wall and use of natural materials throughout the renovation has modernized (the resort), while capitalizing on its amazing and breathtaking contemporary architecture and incredible all-ocean-facing vistas," he says.



Charles Kaneshiro

The renovation also created "an adult-exclusive pool, koi pond and a Westin Wellness Center—home to the Westin Workout fitness center with a CrossFit area, Westin Family Kids Club and Hapuna Spa by Mandara.

"At the onset, Mauna Kea Resort initiated the sale of what was known as Tower 3, which was comprised of

96 guestrooms, inclusive of 36 suites," Cross says. "This tower is being privately redeveloped into 62 high-end luxury, privately owned condominiums—not timeshares—and is being marketed as 'Hapuna Beach Residences.' "

All remaining guestrooms in the North and South buildings were redone top to bottom, he says, including the addition of 17 new suites. "Rooms now feature Westin signature amenities, including renowned Westin Heavenly Beds and Westin Heavenly Bath, which includes the luxurious heavenly showers." Hotel guestroom and suite inventory now totals 249.

"All the Westin elements have heightened Hapuna's well-known reputation among sought-after resorts for total rest and relaxation," Cross says of the renovation, which wrapped in February. "We wanted to create more of a sense of place—which the Westin brand, and its focus on natural elements and our guests' well-being—really allowed us to do."

Master Strokes

What does it take to create a resort masterpiece? Ask Francis Oda,



Francis Oda

architect and chairman of G70 who is celebrated worldwide for his outstanding design achievements.

Oda's hospitality projects in Hawaii

include the Four Seasons Lodge at Koele and the Four Seasons Manele Bay Hotel.

Recently, *Hawaii Hospitality* caught up with Oda and asked for his take on Hawaii's visitor industry.

Is the pace of Hawaii hotel and resort renovations increasing?

Yes. Many properties are being remodeled because vacant land is not available, and the cost of renovation is less than new construction.

Are more new Hawaii hotels and resorts being built now than in the recent past?

It does seem so. There was a hiatus after the Japanese bubble burst (in the 1990s). New money has come into the market and some from Asia.

Do you think the pace of new Hawaii hotel and resort development will accelerate?

I doubt it, even with the infusion of foreign capital. Having appropriate sites is a big issue, and the entitlement of these sites is a long and drawn-out process.

Should Hawaii resorts have unique design elements that distinguish them from those outside the Islands?

Absolutely! Otherwise, why come here and not go there? That said, there's a lot more than the physical property that conveys culture and place.

Is reducing the environmental impact of Hawaii's hotels and resorts important to Hawaii tourism?

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Mandarin Oriental Returns

Mandarin Oriental, Honolulu, a 36-story luxury resort tower that will soon rise across from the Hawaii Convention Center, is also designed for Hawaii's visitor and ownership markets.

Mandarin Oriental, Honolulu also marks the return of Mandarin Oriental Hotel Group as the property's hotel operator.

The new tower "will serve as a new gateway to Waikiki and Ala Moana, bringing one of the world's most renowned hotel brands back to the city," says Lisa Rapp, project archi-



Lisa Rapp

says the tower will be distinguished by "interactive water play fountains in the plaza by Fluidity Design Consultants, private elevator experiences with destination dispatch, multilevel spa/fitness and two pool amenity decks connected via a grand spiral stairway

tect of record at AHL (formerly Architects Hawaii Ltd.).

Rapp, who is collaborating on the project with [au]workshop architects+urbanists of Fort Collins, Colo.,



The future Mandarin Oriental, Honolulu across from the Hawaii Convention Center

RENDERING COURTESY BINYAN STUDIOS

thriving with epiphytes (orchids and other clinging plants).

"Owners will have access to a private resident-only amenity level comprising a luxury pool, an outdoor lounge space complete with cabanas and fire pits, as well as a karaoke room and Dolby Theater," Rapp says.

Residents will also enjoy a signature restaurant and bar, a retail salon offering bespoke merchandise (couture fashions, accessories, jewelry and luxury timepieces) and "privileged access to an array of top-notch amenities and services offered at Mandarin Oriental, Honolulu, including a wedding chapel, an expansive indoor-outdoor terrace surrounded by curated (gathering) spaces and a 13,000-square-foot spa, which is the largest and most lavish spa on Oahu," Rapp says.

The 743,000-square-foot tower will offer 125 hospitality units and 99 ownership units, which will be first offered for sale late this year.

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Future Attractions

Visitors will always seek out Hawaii's splendors, but those who want to feel 'at home' in the Islands are steadily increasing.

In creating Hokualea, Timbers Resorts, a U.S. developer of world-class properties, has issued a standing invitation to both.

"At Hokualea, we were in pre-development marketing since launching sales

at Timbers Kauai in spring 2017," says Moore. "Since Timbers Kauai opened on June 1, we have been actively marketing the residences to potential owners and resort guests. The third residence building at Timbers Kauai—Laola—features luxury townhomes with private plunge pools, and will be completed and open in September 2018.

"We plan to continue to market Timbers Kauai as we move forward with project developments."

"The Mandarin Oriental, Honolulu, will serve as a new gateway to Waikiki and Ala Moana."

— Lisa Rapp



Residence interior (top) and mauka vantage from a pool terrace at the future Mandarin Oriental, Honolulu

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Hao Dang Tanacsos, president of HAOsekeeping Inc. and chair of HLTA's Hospitality Housekeeping Council, discusses best housekeeping practices.

A Passion FOR CLEANING

Experts say it takes the right type of person to be a great housekeeper

BY BRANDON BOSWORTH

To truly succeed as a housekeeper at a top hotel, it isn't enough just to be punctual and reliable.

According to Hao Dang Tanacsos, president of HAOsekeeping Inc. and chair of HLTA's Hospitality Housekeeping Council (HHC), a "passion for cleaning" is a must.

"Housekeepers must have a passion for cleaning," she says. "Not everyone enjoys cleaning. Some people may be dependable but their cleaning standards are not up to par. For a property like the Halekulani or Four Seasons, you need to have that passion. Clean hotels are a big part of getting repeat visitors."



Hao Dang Tanacsos

How many rooms a housekeeper cleans depends on the nature of the property. "Most shifts are 7:30 a.m. to 3:30 p.m., or 8 a.m. to 4 p.m.," Tanacsos says. "A housekeeper may clean between 10 to 18 rooms a day, depending on the category of the hotel. At upper-end properties, they will clean 10 to 12 rooms a day, while at lower end properties they may clean 18 or even 20. Of course, the rooms at the lower-end properties are usually smaller."

At Moana Surfrider, a credit system is used to figure out how many rooms a



Joanne Iwamoto

"A regular room equals one credit, a tower suite two credits, a penthouse three credits."

This system requires planning and flexibility on the part of housekeepers. "There are always unknown factors housekeepers have to juggle every day," Iwamoto says. "They have to monitor their assignments to make sure they get all their credits. They have to plan their break times accordingly. Some guests check out at 9 a.m., some at 11 a.m. and

housekeeper will clean during a shift. "They have to complete 15 credits in a shift," says Director of Housekeeping Joanne Iwamoto.

"Housekeepers must have a passion for cleaning. Not everyone enjoys cleaning. Some people may be dependable but their cleaning standards are not up to par."

— Hao Dang Tanacsos

some as late as 2 p.m."

The Moana employs about 160 housekeepers, with 70 onsite on most days.

Managers "have a big part to play" in making sure things run smoothly, according to Iwamoto. "Housekeepers

arrive at 7:30 a.m. but managers are there an hour earlier to prepare room assignments."

She adds that "the housekeeping department has a \$6 million budget for cleaning supplies" and "it is the job of the manager to make sure housekeepers have the right tools for the job."

Managers also perform daily room

inspections to ensure quality assurance. "It's a big thing for us," Iwamoto says. "If there are problems, we coach the housekeepers. It's not punishment; it's to help them do a better job."

There's more to being a housekeep-



"Housekeepers don't get enough recognition. We are behind the scenes. We are the biggest hotel department with the biggest staff. Housekeepers have such an impact on guests."

— Hao Dang Tanacsos



A meeting of HLTA's Hospitality Housekeeping Council on the Big Island.

er than just cleaning. Of all the hotel staff, they usually have the most direct contact with guests.

"Different guests have different needs and housekeepers need to be able to read the signals," Iwamoto says. "For example, some guests have allergies. Others might not be feeling well, so housekeepers will ask for fresh oranges to be sent to the room." She says this is part of the Moana's "commitment to wellness."

Finding the right people for a job in housekeeping takes effort. "It's hard to find good workers," Iwamoto says. "People don't want to be housekeepers. The job has become more difficult, not easier."

She adds that many new hires "can't make it through the two weeks of training."

One thing making the job more difficult? Mattresses. "Mattresses are heavier and thicker," Tanacsos says. "It poses a safety issue. Housekeepers need to be retrained on how to make beds in a safe way. When I go to properties I explain how important it is to teach bed safety."

Because of these sorts of issues, Iwamoto says the Moana has "a safety program with monthly training sessions. We encourage everyone to be safe, and celebrate if a month goes by with no injuries."

New technology also offers new challenges.

"More hotels are going paperless, such as the Hyatt Centric," Tanacsos says. "Housekeepers use iPads instead of clipboards. They need to read and write English. It used to be that just speaking and understanding English was enough. However, if someone can read and write English they would rather work in the front office instead of housekeeping, so now there is a shortage of housekeepers."

Despite the hardships, Iwamoto says most housekeepers end up staying on the job until retirement. Part of the reason may be the efforts hotels make to show their appreciation to their housekeeping staff.

"Every month think of something to celebrate," Iwamoto says. "Last month we passed an audit and celebrated by making *halo-halo*. Housekeepers work so hard and we want them to know they are appreciated. Last year we had at least 20 different celebrations."

Every year the Moana throws a Christmas party. "It is our way of thanking them for working during the holidays," Iwamoto says. "They all got T-shirts, and our housekeepers formed a choir and sang for guests by the hotel's banyan tree."

Housekeepers also give back to the community. "When guests leave behind boogie boards," Iwamoto says, "we gather them and donate them to Kahauiki Village," a project that provides housing for homeless families. Moana's housekeepers also take toilet paper rolls that are too small for guest bathrooms, rewrap them, and donate them to the homeless. "We encourage recycling," Iwamoto says.

Iwamoto says about two or three of her housekeepers retire every year. Replacing them is difficult.

One of the reasons the Hawaii Lodging & Tourism Association formed the Hospitality Housekeeping Council was "because we need to do more" to get the word out about career opportunities in housekeeping, says Tanacsos. The committee works to support the development of housekeepers in the hospitality industry as well as foster their advancement and long-term careers through education and networking.

"Housekeeping is a great department, but not so glamorous," Tanacsos says. "Housekeepers don't get enough recognition. We are behind the scenes. We are the biggest hotel department with the biggest staff. Housekeepers have such an impact on guests."

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Unplugging on Vacation

Poll shows majority of professionals can't stop themselves from checking in with the office

Summer is typically when workers take time off to relax and recharge—and, most likely some will head to Hawaii. But just because employees take vacation days doesn't mean they're completely checking out.

According to a survey by staffing firm Accountemps, ehotelier.com reports that while 44 percent of vacationing employees typically don't check in at all with the office, the majority will. In fact, the poll shows that 70 percent of respondents ages 18 to 34 will maintain some contact with work compared to only 39 percent of those ages 55 and older.

Accountemps polled 2,800 workers in 28 U.S. Mainland markets. Professionals plan to take an average of nine vacation days this summer, but the frequency of office check-ins varies by market. Other highlights of the survey include:

- **Never out of office:** Nashville, Dallas and Los Angeles lead in terms of the number of workers who plan to take no summer vacation.

- **Checking in constantly:** Employees in New York, Charlotte, Los Angeles, Miami and Seattle are most likely to connect with the office at least several times a week.

- **Leaving town and never looking back:** Professionals in Cleveland, Minneapolis, Denver, Philadelphia and Salt Lake City are best at disconnecting from work while out of office.

Findings from similar surveys show employees are more connected to the office than ever. In 2016, a majority of workers (59 percent) indicated they never check in while on vacation, but that number fell to 47 percent in 2017 and 44 percent this year.

"Employees need time away from work to rest, relax and recharge. Yet for an increasing number of people, totally disconnecting from the office can have the reverse effect and add stress," says

Michael Steinitz, executive director for Accountemps.

"Some workers enjoy greater peace of mind when they allow themselves to check in a few times—but not much more than that—while on vacation," Steinitz adds. "Doing so confirms that all is well, which allows them to stop worrying and focus on relaxing instead."



Hello Summer, Goodbye Office!

Workers plan on taking an average of 9 vacation days this summer.



Top cities that check in with the office at least several times a week while on vacation:



New York



Charlotte



Los Angeles



Miami



Seattle

Top cities that don't plan to check in at all while on vacation:



Cleveland



Minneapolis



Denver



Philadelphia



Salt Lake City

GRAPHIC COURTESY ACCOUNTEMPS

Food Handlers Mandate Kicks In

Formal training and certification required at eateries across the Islands

BY BRANDON BOSWORTH

First offenses for not complying with Hawaii's revised Food Safety Law will likely result in only a warning from the state's Department of Health. Additional failures to abide by the law could warrant fines or even suspensions.

The law requires that at least one employee present at every food establishment during normal work hours (including during food preparation) to have a formal food handlers training level certification. Enforcement went into effect on Sept. 2 and pertains to all food establishments throughout Hawaii.

"We never issue a fine or suspension unless someone is unwilling or unable to comply. We give a warning first," says Peter Oshiro, Environmental Health

Program Manager Sanitation/Food and Drug Branch at the Hawaii Department of Health. He adds that "99.9 percent of the time, they voluntarily comply within a few days. Businesses are very cooperative. They



Peter Oshiro

will call us and ask for an inspection.

"The new rules shouldn't affect businesses too much. Most major chains already have Standard Operating Procedures that include this sort of training and already have their certifications. Mom-and-pop and single-owner establishments will be affected a little more."

Oshiro says the certification process is easy. "You can complete the certification online, 24/7, 365 days a year. It cost around \$10 and takes 90 minutes to two hours."

The DOH also offers a free, two-hour certification at its Halawa campus. Information about food handlers certification can be found at health.hawaii.gov/san/food-safety-education/.

The changes in Hawaii's regulations were triggered in part by 2016 food-



borne outbreaks of salmonella and hepatitis A. According to the DOH, food establishments with properly trained persons-in-charge have a lower occurrence of critical food safety violations that are directly linked to food illnesses.

Oshiro says the new training requirements are part of an overall "paradigm

shift" when it comes to the state's approach to food safety.

"It includes inspections and the placard system as well," he says. "Since we instituted the placards, violations have been cut nearly in half. With the new food safety mandate, we expect violations to be reduced even further."



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SOUTHWEST STAYS ON COURSE TO THE ISLANDS

Dallas-based airline hopes to begin competing for ticket sales before the end of the year

BY BRANDON BOSWORTH



RSE

Southwest Airlines, looking to claim a share of Hawaii's tourism travel trade, hopes to begin ticket sales by the end of the year for its new West Coast routes to the Islands.

The Dallas-based airline, which announced plans last year to enter the Hawaii market, is planning to initially open flights from Oakland, Sacramento, San Diego and San Jose. Along with competing for the West Coast-Hawaii market, Southwest will be positioned to use the four California cities to offer connections to the Islands for travelers from underserved parts of the Mainland.

"Although we've identified the four nonstop destinations we'll initially serve from the Islands, our schedules on Day One will be built to facilitate easy connections to not only the other six airports we serve in California but also other points in the West," says Steve Goldberg, the airline's senior vice president of operations and hospitality.



Steve Goldberg

"We're being very purposeful to outline our measured approach to Hawaii. We've been doing our homework and we're entering the market thoughtfully. And our waves of service will be sequential, not all at once.

"But you should consider that Southwest is, by far, the largest carrier of air travelers in Las Vegas, and Phoenix and Denver—and the list goes on, so an ability to get to our four gateways will also bring added reach to other cities in the



As of press time, Southwest was waiting for final FAA approval for its Island routes.

The anticipated competition between Hawaiian Airlines, Alaska Airlines and, soon, Southwest, is similar to a previous airfare battle between Hawaiian and

the now-defunct Aloha and Go! airlines.

“Our plans are still evolving, but the well-documented interest in them is what charts our course,” Goldberg says. “We fly nearly 130



George Szigeti

million people a year, and they have been asking for Hawaii. We are hearing in our meetings across the Islands that there’s also a real appetite for competition both on the Mainland routes and in interisland air service.

“We’re keeping all of this in mind and looking to plan and introduce relevant service. Our Hawaii chapter is just beginning, and we’re investing for the long-term.”

George Szigeti, CEO and president of the Hawaii Tourism Authority, says Southwest coming to Hawaii also should bode well for the Islands’ overall hospitality industry.

“Because Southwest has such an expansive national network, we are likely to see more travelers from smaller markets—who do not currently have easy, convenient access to the Hawaiian Islands—start planning vacations here,” he says. “This is especially true for the



Daniel K. Inouye International Airport could soon be receiving flights from Southwest Airline.

loyal Southwest flyers who will be able to use their frequent flyer miles to book flights to Hawaii.”

Southwest has been considering routes to Hawaii for some time.

“As California’s largest carrier for many years, we haven’t served the closest warm-water destination for the millions of California customers who otherwise do all of their travel on Southwest,” Goldberg says. “Adding Hawaii answers their long-asked request.”

According to Hawaiian Airlines, in July its passenger traffic rose 3.2 percent due to more flights than the year-earlier period. Also, Hawaiian Airlines in May launched non-stop daily service between Honolulu and Long Beach and daily flights between Maui and San Diego.

And as Southwest’s proposed entry into the Islands looms, both Hawaiian

Airlines and Alaska Airlines expanded their routes from Sacramento to Hawaii. Alaska already offers daily flights between Sacramento and Maui, and according to reports will begin flying from Sacramento to Kona three times a week in late December.

Szigeti says Hawaiian Airlines probably won’t suffer much because of the new player in town.

“Hawaiian is an excellent carrier offering outstanding service, with a brand and identity linked to Hawaii’s proud legacy and a team of employees that understands the Islands, culture, people, traditions and way of life better than any other airline,” Szigeti says. “Hawaiian already competes very effectively with many other national carriers in bringing travelers to Hawaii. I’m sure they will do just fine in competing with Southwest.”





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Witt Named District Manager at Honolulu Cookie Company

Honolulu Cookie Company has named **Richard Witt** Hawaii district manager, responsible for day-to-day oversight of the company's 13 retail locations throughout the state.



Richard Witt

Witt began his retail career in high school working at Footlocker in Aiea and during his tenure was awarded Rookie Store Manager of the Year. He then moved to Lids, where he managed the Hawaii district's top-performing store in terms of sales volume. He was named district sales manager for Lids districts in Hawaii, Los Angeles and New York, as well as running the 40,000-square-foot Super Bowl XLVII NFL shop in New Orleans.

Takahashi Joins Fairmont Kea Lani

Rie Takahashi has joined the Fairmont Kea Lani, Maui as leisure sales manager for the 450 all-suite and villa luxury resort in Wailea.



Rie Takahashi

She will manage the transient business sales of the resort and work alongside the regional directors of leisure sales in providing account management and development for key wholesale and leisure accounts.

Takahashi most recently managed group sales for Marriott International, Maui Sales Complex. She also held positions in leisure sales at both Marriott International, Maui Sales Complex and Makena Beach & Golf Resort.

Hilton Waikiki Beach Hires Choi

Jamie Choi has been named director of sales and marketing at the 601-room Hilton Waikiki Beach on Kuhio and will oversee planning and implementation of

strategic programs to drive rooms and catering revenues and achieve property objectives.



Jamie Choi

Previously she served as director of sales and marketing at Embassy Suites by Hilton Waikiki Beach Walk and DoubleTree by Hilton Hotel Alana and as regional sales manager for the Hilton Hawaii cluster. She was a senior catering sales manager at Renaissance Seoul Hotel and corporate business sales manager at Ritz-Carlton Seoul Hotel in South Korea before moving to Hawaii.

Quick New GM at KO

Benjamin Quick has joined Fairmont Kea Lani as general manager for the Maui resort's signature restaurant, Ko.



Benjamin Quick

Quick recently held the director of banquets role at Swissotel Chicago. Previously he was director of outlets at Fairmont Orchid Hawaii as well as food and beverage outlets manager at Fairmont Chicago.

Motola Joins Sheraton Maui Resort & Spa

John Motola has been named director of catering and event management at Sheraton Maui Resort & Spa.



John Motola

He will oversee the resort's catering and event services and be responsible for driving revenue, new business development, and achieving guest and employee satisfaction.

Motola was previously director of catering and convention services at Millennium

Minneapolis and, prior to that, served as director of catering at Millennium Knickerbocker Hotel in Chicago. He has more than 30 years of experience in the hospitality industry, with more than 20 years with Marriott International.

Reynolds Joins Aqua-Aston

Lesli Reynolds has been appointed senior vice president for operations at Aqua-Aston Hospitality.



Lesli Reynolds

She is responsible for the company's global business across five owned brands, as well as the Hampton Inn & Suites by Hilton and Curio Collection by Hilton; developing strategic plans, brand standards and standard operating procedures that require enterprise-wide coordination; and supporting new business development, including the implementation of growth strategies. Reynolds spent more than two decades with Omni Hotels & Resorts where she most recently served as senior vice president of revenue.

Calame New GM at Sheraton Waikiki

Tom Calame has been named general manager at the 1,636-room Sheraton Waikiki.



Tom Calame

Calame, a native of the Netherlands, has worked with Marriott International for nearly two decades in a variety of executive capacities such as resident manager, hotel manager and general manager.

Since 2012, he was complex general manager for the Aruba Marriott Complex, overseeing the Aruba Marriott Resort & Stellaris Casino, Marriott Surf Club and Marriott Ocean Club.

He has a degree in hotel management from MHS Heerlen University in the Netherlands, and a MBA from the University of Liverpool in the United Kingdom.

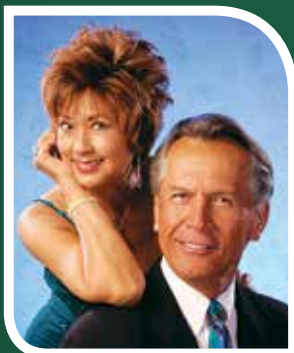


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Hurricane Lane Highlighted Tourism's Solidarity

Hurricane Lane's approach to Hawaii put a scare into all of us, but what I will remember most is how the entire state worked together with the sole focus of protecting everyone's safety.

Government, businesses and media statewide all played a significant role in guiding residents and visitors to be as prepared as possible.

Hawaii's tourism professionals deserve praise for how they took such wonderful care of our visitors, advising on precautions to take, providing updated information, and always conveying a sense of calm and reassurance.

The Hawaii Tourism Authority repeatedly communicated the message that visitors should always follow the advice of our hospitality providers, emphasizing that they are the absolute best at keeping guests safe during a crisis.

HTA set up an Emergency Command Center at the Hawaii Convention Center, which was staffed at all times and supported by teams from the Hawaii Visitors and Convention Bureau,

Hawaii Tourism Japan and the Hawaii Lodging & Tourism Association. We provided information important to tourism stakeholders, media and visitors, and helped resolve issues.

I heard from visitors how pleased they were with the support provided by hotel, airline and activity partners, and the quality of care they received as Lane made its approach. Mahalo everyone for doing such an outstanding job under such stressful conditions.

Cuisine Showcased

Hawaii's Global Tourism Summit takes place Oct. 1-3 and I encourage anyone wanting a voice in tourism's future to register and participate. We are bringing together industry partners from Hawaii and around the world to network, collaborate, partner on opportunities and learn about global tourism trends.

Hawaii's cuisine is being celebrated at the pau hana aloha reception on Oct. 2. More than 20 restaurants will be sharing the delicious flavors of the

Islands for all to enjoy. For information and to register, go to GlobalTourismSummitHawaii.com.

Mahalo

This column is my last as president and CEO of the Hawaii Tourism Authority, as I am leaving this position on Oct. 31. I am proud of how HTA has contributed to tourism's success since taking on this role in mid-2015.

I appreciate the aloha and support extended to HTA, and to me personally, over the past three-plus years. I can assure everyone that HTA is vital to maintaining a healthy tourism economy, and

its mission is being fulfilled by a hard-working, committed staff and dedicated board of directors.

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



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Charity Walk Celebrates 40, and New Record

Another year, another record. In a remarkable demonstration of the staying power of the state's largest single-day fundraiser, the Hawaii Lodging & Tourism Association's 40th annual Visitor Industry Charity Walk raised a record \$2.6 million, exclusively to benefit local charities.

Records were set for all counties: Kauai and Hawaii Island raised \$363,100 and \$320,000, respectively. Maui County continued to set the bar higher as it closed out with a total exceeding \$1.4 million. Finally, with last-minute monies rolling in, Oahu cracked the half-million mark with a new record of \$507,800, putting this year's figure at an all-time high of \$2.6 million.

This brings the total raised for local charities to nearly \$35 million during the past 40 years. All the money raised on an island stays on that island.

This brings the total raised for local charities to nearly \$35 million during the past 40 years. All the money raised on an island stays on that island, and this year's donations are already reaching hundreds of deserving organizations across the state. The Maui Hotel & Lodging Association held its check distribution ceremony on Aug. 9, while the HLTA's Kauai Chapter followed suit on Aug. 15. The Hawaii Island Chapter planned to hand out donations on Aug. 29, and Oahu will cap the year with a ceremony on Sept. 13 in Waikiki.

The HLTA's annual General Membership Meeting will be held for the

first time in Ko Olina at the Four Seasons Resort Oahu on Oct. 11-13, with kudos going to Four Seasons General Manager Charlie Parker.

It promises to be another informative and productive event, with members having an opportunity to participate, learn, exhibit and enjoy. We're planning talks by Jerry Gibson, who recently took over as vice president and managing director of Turtle Bay Resort (site of last year's meeting), a presentation by Hawaiian culture experts on the integration of culture and tourism, a meet-and-greet with the HLTA's endorsed candidates for the general election, including the Democratic gubernatorial slate of David Ige and Josh Green, a golf tournament, a couple of outstanding fun-filled evening events and more.

Here's one last item that ties together HLTA's philanthropic activities and our General Membership Meeting:

We recently held our annual Scholarship Golf Tournament at the Hawaii Prince Golf Course. It was a sold-out, all-day affair with 82 teams and 246 golfers participating, thanks to the hard work of HLTA Vice President Dean Nakasone, Don Takaki of HawkTree International, the golf tournament committee and many generous sponsors.

The more than \$50,000 that we raised through this event helps underwrite 18 scholarships. Most are for college and high school students pursuing hospitality-focused degrees, but we also offer scholarships to the children of HLTA members. The reach of our hospitality industry is wide, and we continue to support the growth of our future leaders in whatever facet speaks to them.

At the conclusion of the tournament, we had the pleasure of presenting a scholarship to Symphony Broden, the 2018 Bob Holden Scholarship recipient. Originally from Texas, Symphony moved to the islands to pursue her



Mufi Hannemann and Symphony Broden, the 2018 Bob Holden Scholarship recipient.

dream of becoming a hotel general manager. She is a junior at the University of Hawaii West Oahu and a full-time employee at the Four Seasons Resort Oahu, where we'll be sure to see her in October. It was a wonderful way to

recognize and reward a future leader of our industry.

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



HRA Hosts Labor Day Mixer



Gregg Fraser, Tyler Roukema, Dan Pence, Heather Pence, Marcus Fikse

PHOTOS BY LEAH FRIEL

The Hawaii Restaurant Association welcomed members and guests to a Labor Day Mixer on Aug. 21 at Lucky Strike Social at Ala Moana Center.



Roa Pollock, Gordon Chow, Matt Siddons, Chelsea Morimoto



Holly Kessler, Gerda Tom



Jon Muranaka, Brent Shiratori, YongChae Song



Charlie Harrington, Brett Uprichard, Amanda Canada



Cody Easterbrook, Pomai Souza, Donna Robinson



Roy Shigemoto, Sharon Shigemoto., Clarence Sakamoto, Naomi Azama, Carol Kramer, Audrey Okaneku, Victor Lim



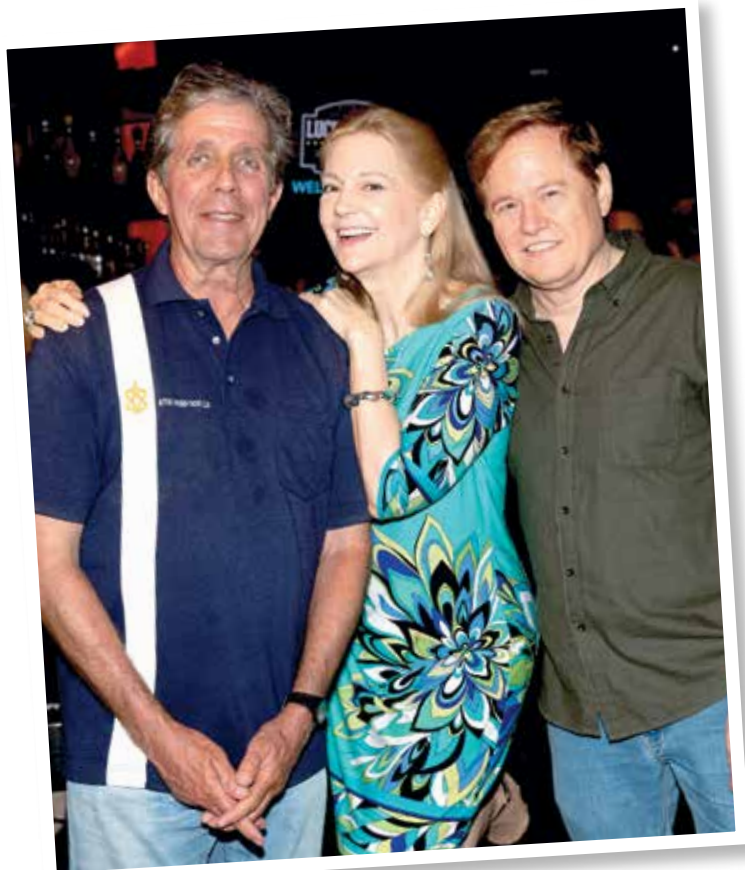
Shirley Mercado, Paul Reynolds, Julie So, Kawehi Ballou, Karen Watanabe, Josh Carroll



Shawn Morimoto, Ken Kuroda, Grant Yoshikami, Joey Keane, Tori Kawahara



Chris LaFranchi, Nicole Lueker, Dirk Koeppenkastrop, Samira Klicic



Bobby Gruenewald, Jean Dickinson, John O'Farrell



Kai Sasaki, Erika Engle, Taylor Buchans, Gavin Simon



Everett Arakawa, Janine Togikawa, Meredith Chin, Geri Oshita

Keeping Your Head Above Water

It isn't the first time our businesses have been impacted by bad weather, and it won't be the last. All of us cringe when we hear of another storm system or hurricane heading our way. In the scope of things, we have been fairly lucky that most have not hit us.

But for the ones that eventually will hit, or even come close, now is the time to start the planning process. The common questions: Do we close for the storm? If so, when is the right time?

Closing too soon will lose more revenue; closing too late may risk the well-being of customers and staff. And if we close, how do we compensate for lost revenue and potential lost inventory? Then, what about after the storm? Are we required to re-open quickly to assist those in need? Can we start recouping the sales?

Take all of this and add the word "disaster." A tropical storm or near-miss from a hurricane is one thing, but as we have seen, these storms are getting more intense and having greater impact on the Islands with record rainfall, landslides, flooding, road closures and more.

How can our businesses survive and be a part of the relief and re-building process? Remember, if you do choose to help in the event of a disaster, you will not be entitled to financial assistance from local or federal governments.

For some, the answer is easy: Close and ride out the storm, hoping that it doesn't damage your property or, worse, damage everything around you so your sales are impacted but you are not able to claim insurance because your restaurant did not sustain damage.

Most restaurants realize a narrow profit margin, if any at all. The majority make between 5 percent and 10 percent net profit on a good month. Closing for a week or two can cripple a restaurant business.

And if your business is partially closed due to other circumstances, what then? This is the time to really work on your budgeting skills. In previous columns, I have talked about budgeting based on how much revenue you are planning to earn. To refresh: Take last month's sales and create a budget



Preparing your business before a storm hits can help ease the cost of damages.

for the upcoming month. Start with 25 percent food cost and 35 percent labor costs and add in the rest. The key is to adjust your budget on a regular basis, or in the event of a natural disaster. Determine what your new projected sales will be and apply the same percentages, then cut spending accordingly.

Regardless of the weather, knowing how to budget and exactly when to adjust your spending is the single biggest challenge in the restaurant business.

Of course, there is a minimum that each business needs to make to stay open. But generally speaking, if you follow the rule of percentages and don't spend more than you are budgeted for, you should be able to survive any situation.

Take our restaurant in Wainiha on Kauai. Record floods in April closed the road to all visitor traffic and restricted local traffic to a few times a day. We are at 20 percent of revenues from before the floods, but we are still open. Yes, we have needed to put some money in, but for the most part, we are adjusting

our budgets to fit the projected sales that we are expecting each month. In addition, we are catering to only the local residents, so we needed to evolve in our operations as well—pool table, pizza, reduced pricing, karaoke, Taco Tuesday and more.

Bottom line: If you live each day of your business by adjusting budgets based on projected sales, you will be ready for anything. If you wait until the 10th day of the following month to find out where you went wrong, it's too late to adjust.

The restaurant business is the most dynamic business there is—be prepared for whatever comes your way.



Gregg Fraser, executive director of the Hawaii Restaurant Association, can be reached at gregg.fraser@hawaii-restaurant.org or 944-9105. For information, visit hawaii-restaurant.org.

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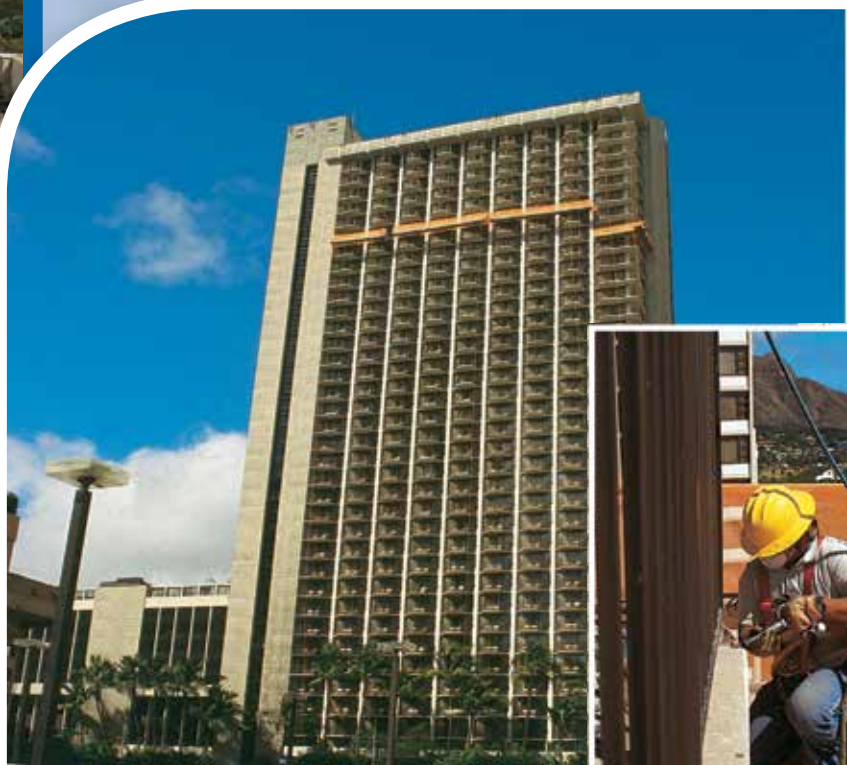
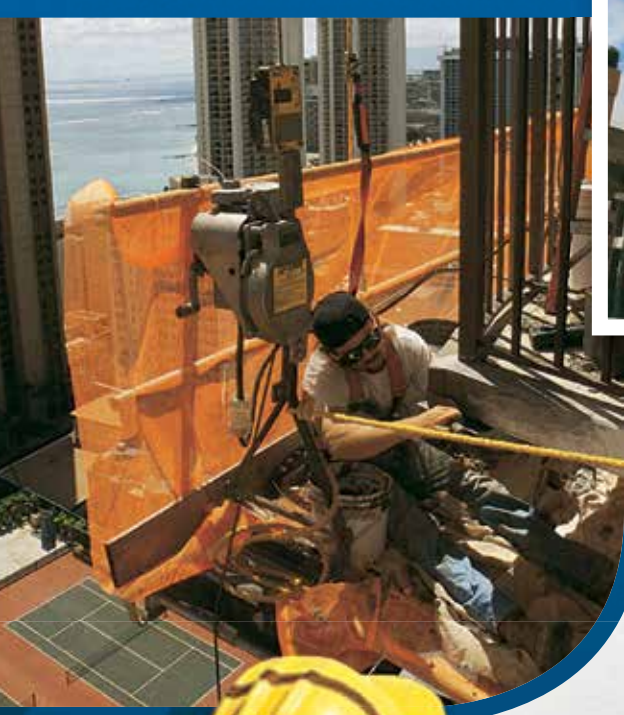
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