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checking in

Hula Takes Center Stage

Hula will be at the forefront of activities in Hawaii in as the Merrie Monarch Festival takes place in late April in Hilo, which many regard as the “hula capital of the world.” See our preview of the 56th annual event in this issue.

Island hotels and resorts have been embracing ways to renovate their properties to exceed guests’ ever-changing wants and needs. See our report inside on some of those renovations across Hawaii.

The Hawaii chapter of Women in Lodging & Tourism (WIL), according to our report, is continuing to “open up opportunities for the women in our industry,” with scholarships, mentoring and training.

The Hawaii Convention Center is the first of its kind in the nation to earn LEED Gold certification from the U.S. Green Building Council. We also take a look at the array of amenities the facility now offers to attract more industry conventions and other major events.

Aloha!

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Legendary Bartender Adds Spice to His Life

If **Guy Maynard** never poured you a chilled beverage at some point over the years, it's not because the legendary bartender wasn't trying. When he retired from the Chart House in August 2017 after nearly 40 years on the banks of the Ala Wai Yacht Harbor, it also brought a close to a career that spanned four and a half decades and took him to the working side of bars in a remarkable array of Honolulu watering holes.

"I started at the Blue Goose, on University Avenue, an old college bar back in the '60s," he says. "Then when **Liz Damon** and the Orient Express were playing Opus I at the Ilikai, I started as doorman, worked my way up to bartender."

There also were stints at the Elks Honolulu Lodge, Chuck's in Kahala and Manoa, and he opened Assagio's in Kahala—most of those while also working at the Chart House, where he started as a busboy. "Lots of doubles, no days off for a few years," he says.

He also was doing some cooking, including at Blue Hawaii.

And then there was a 12-year day job as an optician.

Work ethic has never been a problem for the Hawaii Restaurant Association's 2015 statewide employee of the year.

Still, when duties as the Chart House's head bartender—including un-fun things like scheduling and ordering—began to interfere with time spent enjoying the company of his significant other, Guy decided to call it quits.

"It got to be a little too much," says the Kaimuki High alum who later attended Honolulu Community College and the University of Hawaii. "It's hard to get good help these days, and I was having a hard time getting reliable help, which put me in a situation where I was working six, seven days a week. I'd be out on a Saturday night and get a call, so-and-so didn't come in, so I'd have to go in. I rarely had two days off, and it just got to be too much. But I left on a good note."

And he left with a legacy that will live in bartending lore for many years to come—including winning at least 15 bartending contests that involved creating new cocktails.

"It got to the point," he recalls, "when other bartenders heard I was entered, they wouldn't show up."



Guy Maynard at the Chart House with his signature "Guy Tai" cocktail.

This is, after all, the father of the world-renowned "Guy Tai."

"It started about 27 years ago," he recalls. "The original Chart House mai tai was really sour, tourists couldn't handle it. So I put in pineapple juice, which is not in the original recipe. That worked really well for a while, but people were asking for a better mai tai. There's a certain size glass you use for martinis, and it was perfect for the Guy Tai—a waitress actually named it. But I only had six of those glasses at the bar. It was handmade, all premium ingredients—sour mix, lime mix, really good rum like Bacardi Gold and Myers. People would finish it before I could make another one because we didn't have enough glasses."

"So we were making two different mai tais—one for the restaurant, the Guy Tai was only at the bar. Eventually we got a different style of glasses that worked for the Guy Tai, so we did away with the other mai tai, and for the last 27 years it's just been the Guy Tai."

About a year before leaving the Chart House, he also created a drink for his girlfriend Pua that became an internet sensation, in part because the ingredients were such a mystery.

"I was the only one who knew the recipe, so I had to be there to make it for you. It was all by feel," he says. "Before I left I did write it down, but it's a

drink you make by feel. Because it's for Pua ("flower" in Hawaiian), it includes elderberry flower liqueur, with Grand Marnier, guava juice, some vodka. That got famous somehow."

Although he was born in Okinawa and raised for a while in Iowa because of his father's military travels, Guy says he was unable to travel in adulthood because of his heavy workload. "That's the first thing I did after retiring, travel," he says. "I was really enjoying retirement."

But then he received an offer that would literally spice up his life.

"I got a call from **Paul Murphy**. We've been friends 13 or 14 years. He has a spice company in Las Vegas, Al Dentes Provisions. He mixes **Emeril Lagasse's** 'Bam!' powder. Instead of Emeril having employees gather all these different spices and mix them together, it takes a lot of time, Paul does it for him. He does custom blends, or any kind of spice you need. He was a chef for 26 years, all over the U.S., saw a need for a spice company. This is his 17th year."

"Another friend of Paul's is **Diane Wong**, who worked with Emeril for 16 years in Las Vegas—kitchen manager, pastry chef—and she was getting tired of that and wanted to come home. Paul approached her for distribution in Hawaii, and he approached me at the same time. I didn't want to come out of retirement, I was happy. But I had to do something, and this came along. It's just Diane and myself, called Hawaiian Island Food Co. She's the owner, I'm sales and delivery."

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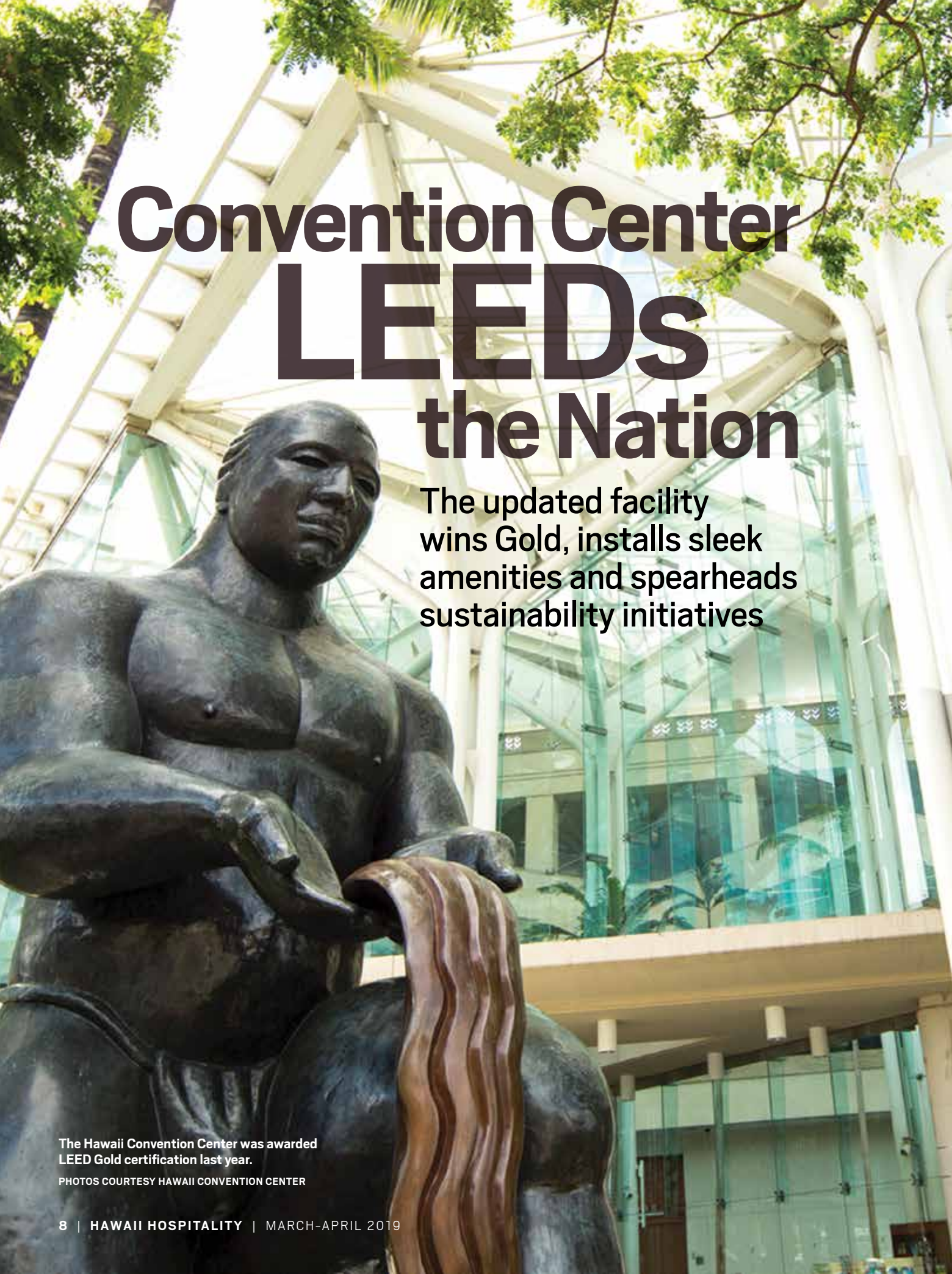
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The Hawaii Convention Center was awarded
LEED Gold certification last year.

PHOTOS COURTESY HAWAII CONVENTION CENTER

BY BRETT ALEXANDER-ESTES

The Hawaii Convention Center last year won LEED Gold certification from the U.S. Green Building Council, the first “public assembly, convention center” in the nation to do so. The prestigious honor coincides with a planned multimillion-dollar renovation that already has introduced sparkling new amenities.

1801 Café + Bar, inside the main entrance, offers fresh-made snacks and, during the evening, signature cocktails. A new third-floor Business Center features a computer, copier, desk space and other office essentials. Secure charging-station locker bays are in key areas. New Mamava nursing pods offer privacy to nursing mothers and their babies. Light-use complimentary Wi-Fi is available throughout the building.

“The Hawaii Convention Center is always evaluating ways that we can improve the conference experience for our guests, providing them with increased visibility, accessibility and functional ways to use our versatile spaces,” says Teri Orton, general manager of the Convention Center, which is managed by AEG Facilities.

The Convention Center is also spearheading the Hawaiian Legacy Re-forestation Initiative, and has pledged to plant one million “legacy trees”—such as koa, sandalwood and ‘ohi‘a lehua—throughout the state.

To do this, the Center offers educational and sponsorship opportunities, such as an onsite kiosk that gives visitors a chance to replant their own legacy trees. Last year, the Center spurred the replanting of 100 trees by more than 16,000 attendees at the American Dental Association meeting. The Center also works with Hawaii hospitality properties to coordinate their own replanting efforts, such as Alohilani Resort’s 100,000-tree Legacy Forest.

The pledge to restore Hawaii’s legacy trees, says Orton, is just part of the Center’s sustainability initiatives. The Center’s Hoomaluo Program uses state-of-the-art technology to manage onsite energy use, air quality, water



Teri Orton



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conservation and recycling, employs sustainable and “buy local” purchasing policies, and continually refines the Center’s sustainability goals.

The Center has become a top 2019 destination in the Islands, with at least six national and international conventions booked through September. The Center has also garnered five major athletic events, including the Pacific Rim Futsal Cup near year’s end.

And of course, there’s also the upcoming Hawai‘i Hotel & Restaurant Show. Mufi Hannemann, president and CEO of the Hawaii Lodging & Tourism Association and a show organizer, says that he and his event partners are “committed to making this event the premier hospitality trade show in the state at our new venue, the Hawaii Convention Center.”



HCC's 1801 Café + Bar offers fresh-made snacks, local treats and gift items, and bar service in the evenings.

Coming May 29: Hawai‘i Hotel & Restaurant Show

The Hawai‘i Hotel & Restaurant Show, a joint effort by three leading Isle organizations, makes its debut May 29-30 at the Hawaii Convention Center.

“I am very excited that the HLTA is partnering with the *Star-Advertiser* and the Hawaii Restaurant Association to hold the first-ever Hawai‘i Hotel & Restaurant Show,” says Mufi Hannemann, president and CEO of the Hawaii Lodging & Tourism Association.

Show organizers expect between 3,500 to 4,000 attendees. Nearly 200 vendors will present the latest technology services and operations, specialty service and food-and-beverage equipment. Vendors confirmed as of press time hail from Australia, Los Angeles, San Francisco, Indianapolis and Cincinnati.



Mufi Hannemann

The show is also presenting hospitality and foodservice seminars, the Convention Center’s

Technology Pavilion and special industry and sustainability exhibits. Admission is free for those working in hospitality- and foodservice-related industries. Go to HawaiiHotelAndRestaurantShow.com for more information.



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"I am very excited that the Hawaii Lodging & Tourism Association is partnering with the Honolulu Star-Advertiser and the Hawaii Restaurant Association to hold the first-ever Hawaii Hotel and Restaurant Show on May 29th & 30th 2019. HLTA & HRA are committed to working with the Star-Advertiser to make this event the premier hospitality trade show in the state at our new venue, the Hawaii Convention Center."

MUFI HANNEMANN
President & CEO,
Hawaii Lodging &
Tourism Association



HAWAII LODGING & TOURISM
ASSOCIATION



"The Hawaii Hotel & Restaurant Show is shaping up to be a world-class event. We look forward to partnering on this event and intend to receive excellent exposure and engage with the potential buyers all while having a great time."

CHRIS YANKOWSKI
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The 56th annual Merrie Monarch Festival begins April 21.

PHOTO COURTESY MERRIE MONARCH FESTIVAL



‘Hula Capital of the World’

The iconic Merrie Monarch and other attractions help Hawaii Island bounce back after a volcanic 2018

BY BRANDON BOSWORTH

Every year, thousands of people from around the globe flock to Hilo to see world-class hula at the Merrie Monarch Festival. The 2019 festival—the 56th—will begin on April 21 and conclude on April 27.



Kelly Cosgrove

“The island of Hawaii has the incredible honor of hosting this culturally significant competition every year, and we’re pleased to welcome a number of guests to our resort to enjoy the Merrie Monarch Festival,” says Kelley Cosgrove, general manager of the Fairmont Orchid.

“Hula plays a key role in keeping the Hawaiian history and culture alive, so this event means a great deal to the island.”

“Hula plays a key role in keeping the Hawaiian history and culture alive, so this event means a great deal to the island.”

— KELLEY COSGROVE

Many winning hula halau from 2018 are returning to the festival this year, including Hālau Hi‘iakaināmakalehūa (2018 1st Place Wahine Kahiko), Hālau Nā Lei Kaumaka O Uka (2018 1st Place Wahine ‘Auana and 1st Place Wahine Overall), Ka Leo O Laka I Ka Hikina O Ka Lā (2018 1st Place Kāne ‘Auana, 1st Place Kāne Kahiko and 1st Place Kāne Overall).

Judges at the Merrie Monarch this year include Maelia Loebenstein Carter, Vicky Holt Takamine, Nālani

Kanaka‘ole Zane, Noenoelani Zuttermeister Lewis, Nani Lim Yap, Etua Lopes and Keali‘i Reichel.

Ross Birch, executive director of the Island of Hawaii Visitors Bureau, says the festival provides



Ross Birch

both “an economic boost” for the island as well as increased visibility. Birch wants to take advantage of that visibility all year. “We want to make Hilo the hula capital of the world.”

A Lava Nightmare

While the Big Island hospitality industry can always count on the Merrie Monarch Festival to bring in visitors, some unexpected events can have the opposite effect, driving visitors away. An example would be the Kilauea eruption in Puna last year. Running from May to September, the eruption generated a great deal of press both nationally and internationally as news outlets rushed to share images of lava-related destruction.



The Merrie Monarch Festival brings thousands of visitors to Hilo.

PHOTO COURTESY MERRIE MONARCH FESTIVAL

“In 2018, we saw double-digit increases in every visitor category for the first five months,” Birch says. “From June on, we saw double-digit decreases. We pretty much ended the year close to level for U.S. markets.”

For international markets, things weren’t so rosy. “The Japan market dropped more than it had increased,” Birch says.

There are signs, however, that the Big Island’s hospitality industry is bouncing back.

“While the island has experienced a downturn in business following the volcanic eruption last year, word is spreading that Hawaii Island is business-as-usual, the volcanic activity is in a lull and the skies are the clearest they’ve been along the Kohala Coast in 30 years,” Cosgrove says. “We’re enjoying a steady reservations pace.”

Cosgrove’s concierges were able to offer a positive spin on the eruption.

“Once Hawaii Volcanoes National Park reopened in September 2018, we made sure our concierge team equipped our guests with the information they needed to enjoy the experience of visiting Halemaumau Crater and seeing history unfold with its massive size expansion,” she says. “Now we’re excited to encourage them to visit the new Pohoiki Black Sand Beach at Isaac Hale Beach Park that formed in the wake of the recent eruption.”

During and after the eruptions, Cosgrove says “collaborative communication was key to spreading the word” that the Island of Hawaii’s hospitality industry was still open for business.

“We actively partnered with the Island of Hawaii Visitors Bureau in their efforts to communicate with key partners and the media that it was an ideal time for visitors enjoy all that Hawaii Island has to offer. The Kohala Coast Resort Association also employed Murphy O’Brien and the Bennett Group to create a campaign called ‘Hawaii Island: Bigger Than You Know’ to spread the word that there’s a wealth of diverse adventures to be enjoyed along the pristine Kohala Coast.”

In the future, Birch says The Island of Hawaii Visitors Bureau will be better prepared to deal with the negative impacts of Kilauea’s inevitable eruptions.

“We have a different game plan moving forward,” he says. “We’re in regular contact with United States Geological Survey and the Hawaiian Volcano Observatory so we know what’s going on.”

Birch says the most difficult task is



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“fighting against doom-and-gloom portrayals” of the eruption found on many newscasts outside of the state.

“It was shown as a massive catastrophe and it wasn’t,” he says. “It’s hard to tell that side of the story when you’re competing with visuals of lava and homes being destroyed.”

He adds that it’s important for the bureau to “reach out to media outlets and ask to be included” in coverage.

Potpourri of Activity

Of course, the Big Island offers more to visitors than hula and volcanoes.



Chenin Mathews

“Since Hawaii Island has all but two of the world’s climate zones, we are lucky to have a tremendous amount of diversity,” says Chenin Mathews, chief Concierge at Four Seasons Resort Hualalai. “The terrain covers white



The Four Seasons Hualalai was recently named Top Resort in the U.S. by a national magazine.

PHOTO COURTESY FOUR SEASONS

sandy beaches, lush forests, sky-high waterfalls, rugged and smooth lava rock and more.

“The experiences are also diverse, as you can truly find something for everyone looking to relax, adventure, or explore the many culinary offerings available. For those seeking water

activities, there is snorkeling, deep sea fishing, diving, outrigger canoe, SUP, and surfing while land options include horseback riding, hiking, ziplining, ATV and much more.”

When it comes to guest expectations, Mathews says she’s been noticing a growing trend. “What we’ve being

Island of Hawaii Attractions

Ross Birch, executive director of the Island of Hawaii Visitors Bureau, calls the Merrie Monarch Festival the island’s “cultural Super Bowl.” However, there are other cultural events held throughout the year, including:

April

The second annual Hilo Cacao and Chocolate Festival will be held on April 13 at the Hilo Hawaiian Hotel. This free event aims to support and expand the growing and processing of cacao on Hawaii Island as well as the tourism focus for cacao farm tours and locally made chocolate. For more information, visit hilochocofest.com.

On April 13, the 14th annual Laupahoehoe Music Festival will take place at Laupahoehoe Point Beach Park. This year’s scheduled performers include Priscilla Momah, The Brown Boyz, Hoku Pa’a and Kuahiwi. In addition to live music, the festival features hula, handmade crafts and food booths. For more information, visit laupahoehoemusicfestival.org.

The Ka’u Coffee Festival takes place in various locations throughout Kau from April 26 to May 5. The festival is designed to

celebrate Kau as a premium coffee growing origin and a unique visitor destination. Scheduled events include a Miss Ka’u Coffee Pageant and Ka’u Coffee Recipe Contest. Many events are free, while others require a nominal fee and reservations. For more information, visit kaucoffeefestival.com.

The eighth annual Big Island Chocolate Festival is April 26–27 at the Westin Hapuna Beach Resort. This year’s theme is “Black or White.” The festival encompasses seminars, demonstrations, a student chef competition, a professionally judged cacao bean taste-off and a silent auction. For more information, visit bigislandchocolatefestival.com.

May

The second annual Hawaii Kuauili Pacific and Asia Cultural Festival takes place May 17–19 at the Courtyard King Kamehameha’s Kona Beach Hotel. The three-day event will feature food, fashion, cultural expressions, a hula competition and cultural workshops. For more information, visit hikuauili.com.

June

North Kohala, birthplace of King Kamehameha I, holds its free Kamehameha Day

celebration on June 11. Events include a parade featuring *pa’u* riders, floral floats and hula dancers. For more information, visit kamehamehadaycelebration.org.

September

HawaiiCon 2019 will be held Sept. 26–29 at the Sheraton Kona Resort & Spa. Scheduled guests include actors John Rhys-Davies and Garrett Wang plus authors Robert Sawyer and Terry Brooks. Find out more at hawaiiicon.com.

November

The 49th annual Kona Coffee Cultural Festival is scheduled for Nov. 1–10. The festival offers a firsthand look at growing this world-famous crop as well as tastings, music, dancing and other cultural events. For more information, visit konacoffeefest.com.

December

The Hawaii Island Steel Guitar Festival is scheduled for Dec. 6–8 at the Mauna Lani, Auberge Resorts Collection. This free event features live steel guitar performances, workshops and open stage sessions for amateur and professional steel guitarists. For more information, visit hawaiiisteelguitarfestival.com.

seeing recently is our guests wanting to know where their food comes from, hence the addition of our new food and beverage offerings,” she says.

“Sustainable food and agriculture has been popular for a while, but now we’re seeing guests asking about unique experiences that are only available here on Hawaii Island. We’ve also hosted Chef Fest, a four-day interactive food festival where we bring in some of the best chefs in the country to cook here in Hawaii. We have many guests who have been coming just for this event, so we can see this is a trend that isn’t going away anytime soon.”

Hualalai was recently named “Top Resort in the U.S.” by *U.S. News and World Report*. “I feel honored and touched by this amazing recognition for all the hard work we do on a daily basis,” Mathews says. “The ohana here at the resort make a personal investment with our connection to our guests to have the best experience possible prior, during, and after their stay with us. Our hope is that they return year after year and become part of our ohana, which many of them do.”

Sustainability remains a growing concern for visitors, leading to some hotels to take some unusual steps. “As part of the Fairmont Orchid’s continued commitment to sustainability, we’ve set up four flow hives filled with about 80,000 honeybees in close proximity to the kiawe trees near our resort,” Cosgrove says. “They not only play a vital role in our local ecosystem—they produce the rarest honey in the world.”

The property uses the honey in cocktails as well as in a honey oil massage and facial treatment at their spa.

A New Name

For many locals, the state’s largest island will always be called the Big Island. But for those in the hospitality industry, there has been a shift toward referring to it as the Island of Hawaii.

The re-branding is partially based on market research. “People outside the state assume the Big Island is Oahu,” Birch says. “They think the Big Island is where Pearl Harbor and the main airport is.”

Birch says using the proper name of the Island of Hawaii “gets us into the conversation and gives us a chance to explain what we’re all about. We’re not losing the branding of the Big Island, we’re gaining the branding of the Island of Hawaii.”

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Stories of the Land

To attract today's visitors, renovations put
Hawaii's 'one-of-a-kind' culture front and center

BY BRETT ALEXANDER-ESTES

Designed by G70, the Prince Waikiki infinity pool
view plane merges with the ocean horizon.

PHOTO COURTESY LINNY MORRIS

“Millennials especially are looking for these unique experiences.”

— NORMAN HONG

Visitors these days want to hear Hawaii’s stories, and even create a few of their own.

It’s a global trend. According to TripAdvisor, “experiences are officially the new travel souvenir,” with tourists snapping up gladiator training in Rome and bike tours to Kyoto’s secret shrines.

So today, as Hawaii’s hospitality properties renovate, they aim to provide “more authentic travel experiences that are connected to the land, culture and heritage of Hawaii,” says



Norman Hong

Norman Hong, vice chair and CEO at Hawaii design firm G70. “Millennials especially are looking for these unique experiences. Witness the increasing number of young Japanese couples in rental cars around the Islands.”

So how are today’s makers creating an authentic “Hawaiian sense of place?” And attracting guests—especially the young, adventurous ones—to the property?





Philpotts Interiors' design of the Deck bar at the Queen Kapiolani Hotel makes the most of a spectacular view.

PHOTO COURTESY PHILPOTTS INTERIORS

'Most Hawaiian' Hotel

"We are seeing more and more properties offering classes to their guests, from hula to lei making," says Holly Boling Ruiz, a partner at Hawaii design firm Philpotts Interiors. Maui's Kaanapali Beach Hotel "has certainly led the way with their Po'okela program, offering over 100 classes developed over the last 30 years." Philpotts, she says, is taking its cue from Hawaii's "one-of-a-kind culture" and is "designing a whole new experience within the public areas ... in 'Hawaii's Most Hawaiian Hotel.'"



Holly Boling Ruiz

A Modern Lifestyle

Can Island life be recreated in urban Waikiki? Outrigger Hospitality Group found out at the soft opening in February of the Waikiki Beachcomber. Response to the Beachcomber's makeover "has



Ike Cockett

been exceptionally positive," says Ike Cockett, the hotel's general manager. "The reimagined Waikiki Beachcomber by Outrigger is the first lifestyle hotel in Outrigger's global portfolio."

The resort's \$35 million makeover, he says, "brings a modern Waikiki vibe to the all-new guest rooms and meet-

ing space, as well as complete modernizations to the lobby, pool deck and hotel exterior.

"The property is filled with authentic sights, sounds and flavors of Hawaii," Cockett emphasizes. These include "underwater photographs from Zak Noyle ... hand-painted 'floors of flora' ... custom music from slack-key sensation Makana ... and award-winning craft beer from Maui Brewing Co. and local coffees from Hawaiian Aroma Caffe."

But to really appeal to millennials, says Lisa Rapp, designer at AHL (formerly Architects Hawaii Ltd.), renovations must also "create a community within the building, with public areas for interaction with the environment, other travelers and local residents."

It looks like the Beachcomber has it down. "Starting this spring," says Cockett, "we're introducing original guest experiences as part of our 'B Original' series. This includes poolside yoga in the morning and dive-in movies in the evening, to live music nightly."

The local art scene will also be part of the action, Cockett says. "We'll have rotating art installations in our lobby, as well as lively events for guests and *kamaaina* alike on our pool deck, including our quarterly TOMA—Terrace of Modern Art—series."



The Islands' natural color palette and organic life forms grace the lobby at the newly renovated Waikiki Beachcomber by Outrigger.

PHOTO COURTESY OUTRIGGER HOSPITALITY GROUP



Hilton Alii



Hilton Kalia



The Royal Hawaiian



Hilton Hawaiian Village Main Lobby

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Inspiration in Black and White

Rapp, who has just finished renovating 508 guestrooms and the common areas at the Sheraton Maui Resort & Spa, says



Lisa Rapp

she was inspired by the nearby Puu Kekaa (Black Rock) and “the existing beautiful white modernist mid-’60s buildings.”

For AHL, she says, a “sense of place is unique to each project, and begins with respect for the land and a deep understanding of the history of the site.”

AHL’s next step in a renovation is to “meet with the property’s executive and marketing teams to understand their vision for the project. We also ask to speak with the property’s cultural advisor, as they can be a valuable resource when developing our design inspiration.

“Sense of place is a living and evolving thing, rooted in a client’s brand and its competitive positioning—it is not just ‘one size fits all,’ ” she says.



The Sheraton Maui Presidential Ali’i Suite (top) and King Guestroom (bottom) are part of AHL’s recent renovation of 508 guestrooms.

PHOTOS COURTESY AHL



Designed by G70, Prince Waikiki’s lobby showcases local lore, such as the “Hulali i ka la” copper ceiling installation depicting the belly fins of Hawaii’s *hinana* fish.

PHOTO COURTESY LINNY MORRIS

Millennials Demand Green Programs

“By 2020, half of the global workforce will be millennials,” says Lisa Rapp, a designer at AHL (formerly Architects Hawaii Ltd.).

And, she says, this market increasingly demands properties with sustainability programs.

“Recycling programs, housekeeping services that promote sustainable practices, car and bike-sharing offerings, and access to mass transit are just a few examples of things that are becoming necessary amenities for hotel developments.”

Target Market Feedback

Are 'millennial-friendly' renovations making a difference? Two GMs say "yes."



Tetsuji Yamazaki

Guests love AHL Designer Lisa Rapp's "pops of blues, oranges and pinks that decorate each room and play off of the views of Maui, Molokai and

Lanai," says Tetsuji Yamazaki, Sheraton Maui Resort & Spa's general manager.

Other winners:

- Extra USB ports/plugs on nightstands
- Pull-out sleeper chairs
- Generous closet and storage space



Jeff Perkins

Queen Kapiolani Hotel General Manager Jeff Perkins reports that even before the hotel's interior design renovations by Philpotts

Interiors were complete, "we were receiving positive responses. We are providing opportunities to delight all the senses—what our guests see, hear, touch, smell and taste."

Standouts:

- 315 newly renovated guestrooms
- Surf & Dine Package (Hans Hedemann Surf School Lessons/ dining at Deck)

"This philosophy keeps our clients ahead of their competitors."

New Isle Markets

"For decades, the Japanese and domestic U.S. travelers were the largest segment of travelers to Hawaii," says Hong. "That market has matured." Visitors from those countries are now "much more independent and adventurous."



Lowell Tom

Meanwhile, says Lowell Tom, a partner at Philpotts Interiors, travel in the rest of the world has expanded "exponentially."

Rising visitor counts from China, Korea and Southeast Asia seem to be "filling in the group travel gap left by the maturing domestic and Japanese travelers," says Hong. "All of these changing demographics add to the complexity and richness of travel in Hawaii" and of Island renovations.

A Worldwide Beach

Outrigger Hospitality Group, which owns and operates properties throughout Hawaii and the Eastern Hemisphere, renovates with the aim of becoming 'The Premier Beach Resort Brand in the World.'

"In Hawaii, Outrigger is currently executing a Waikiki modernization master plan inclusive of \$200 million investment in capital expenditures for our core Hawaii-owned assets over the next two to three years," says Cockett, noting that the Beach-comber resonates "with a wide variety of guests from almost every market segment and demographic."



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WIL Hawaii Chapter officers and advisors are, from left, Conchita Malaqui, Denise Wardlow, Angela Nolan, Ingrid Lin, Julie Arigo, Melina Hicks, Chelsea Tsuchida, Pam Yagi, Karen Wataru-Nakaoka and Dricka Thobois.

WILPOWER

The Women in Lodging & Tourism (WIL) Hawaii Chapter empowers women in the visitor industry and in the community

BY BRETT ALEXANDER-ESTES

Cassandra Robinson, a hospitality operations management student at Kapiolani Community College, first approached the Hawaii chapter of Women in Lodging & Tourism (WIL) in 2017.



Cassandra Robinson

Leaders of a treatment program for Hawaii human trafficking victims have a longer history with WIL. “WIL Hawaii Chapter has partnered with Ho’ola Na

Pua and has been a generous multi-year supporter,” says Jovanna Gianna-

sio-Fern, the program’s development director.

2019 WIL Officers & Advisors

Chairperson: **Julie Arigo**, Halepuna Waikiki by Halekulani

Lodging Member Vice Chairperson: **Angela Nolan**, Vistana Signature Experiences

Allied Member Vice Chairperson: **Conchita Malaqui**, Waikiki Beach Walk

Oahu Representative: **Dricka Thobois**, Ameresco

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

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

Hawaii Island Representative: **Michelle Harrison**, Hapuna Beach Prince Hotel

Advisory Council Member: **Karen Wataru-Nakaoka**, Hawaii Visitors & Convention Bureau

Advisory Council Member: **Chelsea Tsuchida**, Nella Media Group

Advisory Council Member: **Ingrid Lin**, School of Travel Industry, UH-Manoa

Past Chairperson: **Pam Yagi**, Hilton Grand Vacations

HLTA Staff Advisor: **Melina Hicks**, Hawaii Lodging & Tourism Association



Jovanna Giannasio-Fern

WIL, a committee of the Hawaii Lodging & Tourism Association, has always aimed to “open up opportunities for the women in our industry,” says Julie Arigo, 2019 WIL chair. “Additionally, we have brought awareness to new topics (like) human/child trafficking . . . and implemented new initiatives in support of women and aspiring youth who look to find careers in our industry.”



Julie Arigo

Robinson won WIL’s \$1,000 scholarship last year. “After receiving the scholarship,” she says, “I was able to learn more about WIL.” Robinson then met 2019 WIL Vice Chairperson Angela Nolan, who “has empowered me to strive for my beliefs and goals.”

A Strong Agenda

In 2019, WIL’s “networking oppor-

tunities, mentorship workshops and educational forums are an ideal way to



Angela Nolan

stay connected and informed in our ever-changing industry,” Nolan says. This year’s events include the chapter’s annual “Woman of the Year” award, a “Dress for Success” and

WIL Scholarship ceremony, Ho’ola Na Pua’s annual golf fundraiser, a workshop at the first Hawai’i Hotel & Restaurant Show and gatherings on the outer islands.

“It is my hope to host another Maui event this year, and look at ways to bring some of the programs (WIL partner) YWCA has on Oahu to Maui,” says Lisa Paulson, WIL’s Maui representative. WIL, she says, will also continue to work with the state legislature on bills that support programs for women and protect the visitor industry.

“We have demonstrated the power of uniting women to accomplish a common goal,” Arigo says, and expects WIL’s current membership (465) to increase 3 percent this year.



Lisa Paulson

Hawaii’s Tourney Against Trafficking

This year, WIL volunteers will again assist with Ho’ola Na Pua’s Annual Golf Tournament.

When: May 6

Where: Mid-Pacific Country Club (Lanikai)

Sponsorships: Ranging from \$500 to \$5,000; teams of four (\$800)

Deadline: April 15

Register: Go to hoolanapua.org/event/golf-tournament/ or call HNP at 445-3131

This year’s goal, says Jovanna Giannasio-Fern, HNP development director, “is to raise \$50,000 in funding to support our current community-based programs.

“In conjunction with youth detention facilities and shelters in the state, HNP provides group mentoring sessions to youth at risk of, or victims of, commercial exploitation. Last year, nearly 100 youth were reached through (HNP’s) venue.”



WIL and Ho’ola Na Pua members at a recent HNP event.

A Strong Network

After Robinson graduates from KCC, she will enroll in two University of Hawaii-Manoa bachelor degree programs: Travel Industry Management (TIM) and Sustainable Science Management. When she joins Hawaii’s hospitality industry, Robinson says, she “absolutely” intends to join WIL.

WIL’s mentor-mentee and other support networks “will help me achieve my professional goals . . . since the network is widely spread throughout the Hawaiian Islands. Also, I know if I have a question, I have multiple awesome women to ask for advice who are willing to support me.”



Ingrid Lin

Often, mutual support doesn’t just create good friendships. In Hawaii’s rapidly changing visitor industry, it also creates good business.

Hospitality industry students can help industry leaders understand what Hawaii’s younger generation wants “in terms of their lifestyle, attitudes and behaviors towards work,” says Ingrid Lin, a WIL advisory council member.

The right match of people and positions, Lin says, “will enhance productivity and efficiency, reduce turnover rate and enhance an organization’s value.”

2019 WIL Agenda

January:

Hyatt Centric Networking Event
2019 WIL Woman of the Year Award
(Laura Richards)
2019 WIL Ho’ola Na Pua Donation

March:

“Dress for Success” at YWCA/
2019 WIL Scholarship Awards

April:

Ho’ola Na Pua Golf Tournament
Fundraiser

May:

HLTA Charity Walk
Hawai’i Hotel & Restaurant Show

August/October:

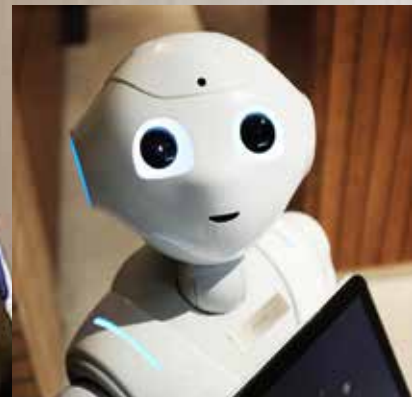
Kauai (August) and Big Island
(October) WIL Events

October:

Wahine Forum

"We keep track of and embrace technology in this ever-changing world, so we do invest in it. ... At the same time, we do not want to replace the human touch and smiling faces with robots and machines."

— YVONNE GU



Human-looking robots helped guests at the Henn na Hotel in Japan check in or out.

PHOTO COURTESY
HENN NA HOTEL

ROBOTS vs HUMANS

Hawaii hotels choose to invest in practical technology to enhance guests' stay

BY DAVID PUTNAM

No industry can gain more from the advances of technology than the hospitality sector. But in Hawaii, high-tech takes a backseat to old-fashioned aloha.

"A warm welcome by name, a lei kukui ceremony, a hula class—these are

the things cannot be replaced by technology," says Yvonne Gu, the online sales and marketing manager at Ka'anapali Beach Hotel.



Yvonne Gu

That's not to imply that the Maui hotel, surrounded by

tropical gardens and a few steps from the beach, doesn't stay abreast of current and emerging technology.

"We keep track of and embrace technology in this ever-changing world, so we do invest in it and attend the various high-tech conferences to learn what's new and what might help our operational processes and the guest experience," Gu says.

"At the same time, we do not want to replace the human touch and smiling faces with robots and machines," she adds. "Back-of-house technology, which improves internal communication, operational process and guest preference, will be our focus."

A glitch with robots at a hotel in Japan has not gone unnoticed by the hospitality industry. The Henn na Hotel had billed itself as promising "unexpected and delightful surprises."

Guests apparently got more than they bargained for. According to a report by *The Wall Street Journal*, a guest reported being awakened at night by the hotel's in-room assistant "Churi" which interpreted his snoring to be a command, and kept asking him to repeat his request. Additionally, robot luggage carriers failed to reach the rooms and stalled if they got wet.

The hotel staffed almost entirely by bots proved to be an exciting experience, or experiment, as the front desk was manned by multilingual robots to check in and check out the guests. Visitors also used a face recognition system rather than having to tote a room key.

The South China Morning Post reported in January that the hotel is reintroducing human staff in place of its robots to meet service standards.

Gu says the Ka'anapali Beach Hotel is



The Beachcomber's Business Center
PHOTO COURTESY OUTRIGGER HOSPITALITY GROUP

Millennials Demand Tech

At the Waikiki Beachcomber by Outrigger, says Ike Cockett, the hotel's general manager, "guests have been particularly responsive to the all-new room product that features the latest technology—55-inch flat-screen televisions, Bluetooth-enabled speakers, wireless streaming with STAYcast powered by Google Chromecast, and tripled in-room power connectivity."

—Brett Alexander-Estes

"constantly investing in back-of-house technology to seamlessly improve guest experience before, during and after their stay." But she adds that "we do not intend to use mobile check-in, kiosks or robots, as they are not in line with our mission, our company culture as the 'Most Hawaiian Hotel,' and who we are."

Ka'anapali Beach Hotel, Gu says, invests in a "Consumer Relationship Management tool to enhance the communication with our guests and get their feedback for further improvement; in Catering Convention Service software to improve catering and wedding business communication and operation; and a Property Management System upgrade in order to better protect guests' personal information and purchase history."

Gary Morgan, senior director of IT at Marriott International West Region, says his brand is working with "the Global Property Network Standard (GPNS) or Marriott's version of Guest Internet" and with the new Marriott Guest Room Entertainment (GRE) standard."

The GPNS, he says, "improved our Guest Internet within guest rooms, corridors as well as Heart of House. GPNS provided Kyo-ya Hotels and Resorts with a consistent and reliable network infrastructure for use by both associates and guests.

"Since this equipment is currently being improved and enhanced by the equipment manufacturers," he adds, "it is important that Marriott provide both the Starwood properties and the

approved GPNS LAN service providers with a current list of the approved networking equipment. This also help us to more fully utilize our 10GB circuit, which is one of the largest in hospitality in Hawaii."

Morgan notes that Marriott's four Waikiki hotels "replaced and upgraded their headend television equipment" to the new Marriott GRE standard.

"This project includes installation of the new headend equipment, which will communicate to each guest room's

existing television via a set-top box, and allow us to take advantage of over 80 high-definition programming options.

"Most exciting is the availability of the new Over the Top (OTT)



Gary Morgan

feature set that allows our guest to enjoy their own Netflix, YouTube, Pandora, Hulu, Crackle, etc. subscription when they are in-house."

But the best guest experience, says Gu, comes down to providing old-fashioned aloha.

"Our guests, both long-time returnees who have been coming for over 30 years or our first-time visitors, are always impressed by our personal touch and our authentic Hawaiian hospitality provided by our employees," she says.



Various robots help guests at the Henn na Hotel.

PHOTOS COURTESY HENN NA HOTEL

Don't Let the Bed Bugs Bite

Hawaii hotels take proactive measures to combat the bloodthirsty insects

BY BRANDON BOSWORTH

Hawaii's bed bug problem is getting worse. Orkin released its 2019 report on the Top 50 Bed Bug Cities in the U.S., and Honolulu came in at No. 43, up from 48th the year before.



Tim Husen

“The number of bed bug infestations in the United States is still rising,” says Dr. Tim Husen, an Orkin entomologist. “They continue to invade our homes and businesses on a regular basis because they are not seasonal pests,

and only need blood to survive.”

Husen says any type of property is prone to bed bugs. “It has nothing to do with sanitation. We have treated for bed bugs everywhere, from newly built upscale homes to public housing.”



Rick Cooper

“It’s difficult to quantify, but Hawaii definitely has some bed bugs issues,” says Rick Cooper, senior director of services at Terminix. “Bed bugs are prevalent in all states, especially where there are lots of travelers coming through. The threat

gets higher.”

According to a 2015 “Bugs without Borders Survey” by the National Pest Management Association, the top three places where pest professionals report finding bed bugs are apartments/condominiums (95 percent), single-family homes (93 percent) and hotels/motels (75 percent).

Unwanted Travelers

Bed bugs are always in motion, travelling from place to place in luggage, clothing and other belongings. They are capable of rapid population growth with an adult female laying two to five eggs per day (up to 500 in her lifetime), often making treatment challenging.



“Monitors are very effective, and increase the chances of detecting an infestation.”

— RICK COOPER

start in box springs and behind headboards, making them hard to notice.

“Housekeepers are the first line of defense,” Cooper says. “They need to know what to look for and what to do. Inspections need to be multi-faceted. Several times a year there needs to be a thorough inspection of all the rooms.”

“Hotels are very alert for bedbugs,” says Hao Dang Tanacsos, president of HAOsekeeping Inc. and chair of the HLTA’s Hospitality Housekeeping Council (HHC). “It’s a very big deal for the Hawaii hospitality industry. The majority of hotels have bed bug training, covering how to identify bed bugs and what to look for. We don’t want guests to complain. There have to be procedures in place.”

To combat the problem, Cooper says it is important for hotels to have “well-written procedures” in place. “The entire staff needs to be educated,” he says. “All staff should be familiar

with what a bed bug infestation looks like.”

Because of their small size and ability to hide, bed bugs can be difficult to see during the day. However, they leave behind black, ink-like



Hao Dang Tanacsos

stains that can be spotted more easily. According to Cooper, infestations often

Be Proactive

If bed bugs are discovered somewhere on a property, Cooper says “there is a range of very effective treatments” available. If the infestation is found in one of the guest’s rooms, Cooper says “a block of rooms above, below, next door and across the hall from the infested room needs to be inspected. There’s a good chance it’s spread by the time staff notices it.”

Various monitoring devices exist that can make spotting bed bugs easier, though Cooper says “most properties are lagging behind on using them. Managers are concerned about the guests seeing the monitors.”



Bed bug bites

PHOTO COURTESY JAMES HEILMAN MD

Monitors are placed in areas where bed bugs typically reside, such as around beds, chairs and sofas. Some monitors utilize lures to attract bed bugs, increasing the chances of spotting them. “Monitors are very effective, and increase the chances of detecting an infestation,” Cooper says.

According to Cooper, one treatment is often enough to resolve the problem, though sometimes several treatments are required. “It’s also typically necessary to replace all the furniture in the infected room.”

While a bed bug infestation isn’t a good thing for a hotel’s image, Cooper says it does not have to be a disaster.

“If staff have proper training, they can put a positive spin on the problem by stressing how proactive the hotel is in dealing with it,” he says. “Bed bugs are a part of life, and there’s nothing a hotel can do to prevent bed bugs.”

HRA Taps Matsuoka

Sheryl Matsuoka is the new executive director of the Hawaii Restaurant

Association, the HRA announced in December.

She also will serve as executive director of the HRA's newly formed Educational Fund.

Previously, Matsuoka served

Sheryl Matsuoka

as executive director for the National Utility Contractors Association (NUCA) Hawaii Chapter, and has served in similar leadership positions for the Honolulu Executives Association and the Hawaii Jewelers Association.

Matsuoka also is the former director of technical support for Toshiba Business Solutions/Hawaii Business Equipment.

Sheraton Waikiki Appoints 3 to Executive Team

Sheraton Waikiki appointed a trio of longtime hoteliers to its executive team:

Jason Kim, Casey Obatake and Shaun Ono.

All three have prior experience within the Marriott Waikiki Complex (former SPG Resorts owned by Kyo-ya Hotels & Resorts).

Kim is Sheraton Waikiki's new hotel manager and most recently was the general manager at the Aloft Seoul Myeongdong in South Korea. Previously, he held a number of leadership positions in Asia such as the W Seoul Walkerhill, and several Le Meridien hotels in Thailand. He has

also worked in Russia.

As the new director of operational excellence, Obatake is now the highest-



Jason Kim



Casey Obatake



Left to right: Sidney Fuke, ARDA-Hawaii Big Island representative; Sasha Payao, Hawaii Island United Way; Vanessa Carlson, Hawaii Island United Way; councilmembers Matt Kanealii-Kleinfelder and Ashley Kierkiewicz

ARDA-Hawaii Funds Kona, Puna Outreach

The Hawaii chapter of the **American Resort Development Association (ARDA)** recently donated \$5,000 to two Big Island organizations: the **Kona Hospital Foundation** and the **Hawaii Island United Way's Puna Disaster Relief Fund**.

Each organization received \$2,500.

"Kona Community Hospital is an important community resource, serving both residents and visitors," says **Mitchell A. Imanaka**, ARDA-Hawaii chairman and managing principal of Imanaka Asato

ranking woman at the Sheraton Waikiki. She began her career among the Waikiki Complex in 2000 as a guest service agent at the Moana Surfrider.

Following that, she then moved up through the ranks in the Sheraton Waikiki's housekeeping department, where she was both housekeeping project manager



Shaun Ono

and assistant director of housekeeping. In 2014, Obatake switched to the hotel's front office, where she led that section's teams as front office manager and director of front office.

Newly appointed Director of Rooms Ono began as an intern for the Sheraton Waikiki in 2004, and has served in a variety of guest-service positions, such as Japanese guest service manager and director of guest services at the Moana Surfrider,

LLLC. "ARDA-Hawaii is pleased to support the Kona Hospital Foundation's mission to improve Kona Community Hospital by funding medical technology, expanded services and enhanced facilities."

The HIUW Puna Disaster Relief Fund is focusing on housing for Puna residents displaced by Kilauea's recent eruption.

"We are pleased to be able to support the Hawaii Island United Way and its efforts to help the people of Puna dealing with the effects of the latest volcanic eruption," Imanaka says.

ARDA-Hawaii has donated a total of \$7,500 to the Kona Hospital Fund over the past three years.

A Westin Resort & Spa, and director of Asia guest services for the Sheraton Waikiki and The Royal Hawaiian, a Luxury Collection Resort. He most recently was assistant director of rooms

Outrigger Debuts New Name, Strategy

Outrigger Hotels & Resorts is now Outrigger Hospitality Group. The hotelier's new name, introduced in January, is part of

a company-wide effort by Outrigger Enterprises Group to restructure its multi-brand portfolio and further solidify its position in the global beach resort market.



Jeff Wagoner

"The evolution to Outrigger Hospitality Group is a bold beginning for 2019 that

bridges our company's 70-year legacy of hospitality with a brand strategy centered on delighting today's modern, conscious traveler," says **Jeff Wagoner**, president and chief executive officer. "Our objective under this new name is simple: to be the premier beach resort brand in the world."

Outrigger Hospitality Group includes Premier Beachfront Resorts in Hawaii, Fiji, Thailand, Guam, Mauritius and the Maldives; "by Outrigger" branded locations and third-party managed properties.

Current initiatives include a three-year, \$200 million Waikiki master plan that will modernize the flagship Outrigger Reef Waikiki Beach Resort and debut Voyager 47 Club lounges. Waikiki Beachcomber by Outrigger, the brand's first "lifestyle" hotel, opens this year following a \$35 million makeover, and Outrigger's recent acquisition on Maui of Honua Kai Resort & Spa's on-site resort rental program interests.

Restructuring also allows Outrigger Hospitality Group to expand its retail, development and management opportunities.

HVCB Appoints Daines

The Hawaii Visitors and Convention Bureau (HVCB) announced that **Kainoa Daines** will take on the new position of director of



Kainoa Daines

culture and product development.

Daines previously was director of sales for the Oahu Visitors Bureau, a HVCB Island Chapter, for nearly eight years and a cultural advisor to HVCB for nearly seven years.

He will be responsible for the design, coordination and management of internal and external programs including an expanded cultural training program for members on all islands and HVCB staff.

"With an increased interest in authentic cultural experiences from leisure and business travelers, Kainoa will help provide strategic direction in incorporating and highlighting Hawaiian ideals into our destination marketing at the highest standard," says **John Monahan**, president and CEO of the HVCB.

A graduate of Kamehameha Schools, Daines holds a bachelor's degree in hospitality administration from the University of Nevada, Las Vegas.

Philpotts Appoints Two Associates

Philpotts Interiors, a Hawaii design firm, has promoted **Avery Solmssen** and **Michelle Villanueva**

to associate.

Solmssen, a senior designer with 20 years' experience, specializes in Hawaii residential and hospitality design. As an associate, she will continue to work

with the management team to seek out growth opportunities.

Villanueva manages accounting and



Avery Solmssen



Michelle Villanueva

human resources at the firm. She joined Philpotts Interiors in 2005 as an accountant. As an associate, she will continue to work closely with the firm's management team, while fostering a positive

and productive work environment.

"We are proud to announce the well-deserved promotions of both Avery and Michelle," said partners Marion Philpotts-Miller, Lowell Tom and Holly Boling-Ruiz in a joint statement. "They have contributed greatly to Philpotts Interiors' success to date, and we look forward to their increasing roles in guiding our firm forward."



Left to right: Auli'i Hirayama, development director, Boys & Girls Club of Hawaii; Teri Orton, general manager, Hawaii Convention Center; Paddy Kauhane, interim president & CEO, Boys & Girls Club of Hawaii.

AEG Foundation Gives \$40,000 to Hawaii Charities

The AEG Community Foundation, the newly formed charitable arm of AEG, the Hawaii Convention Center's managing company, has awarded \$40,000 in grants to two Hawaii nonprofits.

Make-A-Wish Hawaii was awarded \$25,000, and the **Boys & Girls Clubs of Hawaii** was awarded \$15,000.

"We are pleased that two outstanding organizations in our community, Make-A-Wish Hawaii and Boys & Girls Clubs of Hawaii, were selected to receive grants from the AEG Community Foundation," says **Teri Orton**, general manager of the Convention Center.

Make-A-Wish Hawaii grants wishes for children with critical illnesses, and Boys & Girls Clubs of Hawaii provides sports and culinary arts programs for at-risk youth.

"In its more than 20 years of operation, the Hawaii Convention Center has participated in numerous efforts to support and enhance Hawaii's communities, including efforts furthered by AEG's longstanding AEG 1Community program, which established foundations and programs and contributed more than \$120 million in direct financial and in-kind support of charitable, community and civic programs over the past decade," Orton says.

The AEG Community Foundation's mission is to support children and families in need in the areas of K-12 education, the arts, and health and wellness in communities where AEG operates.

The 35th Great Aloha Run



Raynn Dangaran, Gov. David Ige, Candice Liang

PHOTOS BY NATHALIE WALKER

Tens of thousands of runners and walkers of all ages took part in the 35th Great Aloha Run through Honolulu streets on Feb. 18.



Randy Hiraki, Lynne Kinney, Carole Kai, Eddie Onouye



Jacob, Tanya, Patrick and Bo Chong



Harley Wilson, Joshua Smith, Chris Clifton, Hollis Cagle



Poutai Matalolo, Urna Enkhbaatar, Asral Sanjaa, Keleise Reid, Tumru Bat-Erdene, Feleti Manu



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The Value of Recognition

It is my personal and professional belief that you can never thank enough.

In my experience, regardless of the reason, appreciation is best expressed sincerely and often. I am committed to what I call the “mahalo principle,” and make it a point each day to thank people in my life, be it for things big or small. It costs nothing, but it makes a world of difference to the recipient.

In the business of hospitality, “above and beyond” is an everyday expectation. However, the constant pressure and impeccable standards of the industry can be grueling for employees. In an effort to shine a spotlight and share a lot of gratitude for all their hard work, the Hawaii Lodging & Tourism Association takes every opportunity to thank those who make tourism the number one industry in the state.

We acknowledge the efforts of the hospitality workforce throughout the year. We start with the **Na Po‘e Pa‘ahana Awards**, which just celebrated its 29th year this January. The awards recognize employees in eight professional categories from across the state who are nominated by



2019 Na Po‘e Pa‘ahana Awards finalists

agritourism, industry leadership and tourism events, as well as food and beverage and accommodations.

The **Kahiau Award** is presented on a quarterly basis during our Hospitality Industry Pau Hana (HIP) events. This accolade is granted to the “unsung hero” whose individual, generous contributions to tourism may sometimes go unnoticed, but are valuable and constant.

provide them with an up-close look at the operations of some of our leading businesses.

Beyond Citizen-Scholar, HLTA also offers scholarships such as the **Bob Holden and Clem Judd Memorial Scholarships**, which are for Hawaii residents with strong academics and majoring in hospitality management.

Others include the **Don Ho Legacy Scholarship** for a Native Hawaiian student in pursuit of a career in music and the arts, and the **Pouhane Hokele Scholarship** for students of Hawaiian ancestry who are studying travel industry management, both of which are offered in partnership with the Ke Ali‘i Pauahi Foundation of the Kamehameha Schools. We also award two \$2,500 scholarships to children of HLTA members, one for a lodging property member and one for an allied (non-hotel) member.

For further information about our scholarship opportunities, which are now open, please contact HLTA

Director of Fiscal Services
Jessica Caires, at
jcaires@hawaii lodging.org
or 923-0407.

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



“In my experience, regardless of the reason, appreciation is best expressed sincerely and often. I am committed to what I call the ‘mahalo principle.’”

— MUFI HANNEMANN

their peers or supervisors from small, medium and large lodging properties. This well-attended luncheon is popular among both managers and employees as a way to celebrate their shared accomplishments along with a thousand of their colleagues at the “Oscars of Tourism,” as I call it.

The annual **aio Media Hawaii Lodging & Tourism Awards**, on the other hand, have a different focus. Nominations are submitted by the public, in more than a dozen categories, and winners are selected by a blue-ribbon committee. These awards were conceived to bring together Bishop Street and Kalakaua Avenue to recognize excellence in categories such as

Honoring existing employees is one thing. Investing in the next generation and inspiring them to pursue excellence is another. Those are the reasons HLTA takes such pride in its numerous scholarships, which provide financial assistance and help to incentivize our future professionals. Among our scholarship initiatives are the Citizen-Scholar Awards, which award a top senior from all 42 public high schools with a \$1,000 scholarship—plus an additional \$2,500 to the top student from each of the four counties.

We also sponsor a program called **Generational Mentoring**, in which hospitality college majors are paired up with some of our finest hotel GMs to



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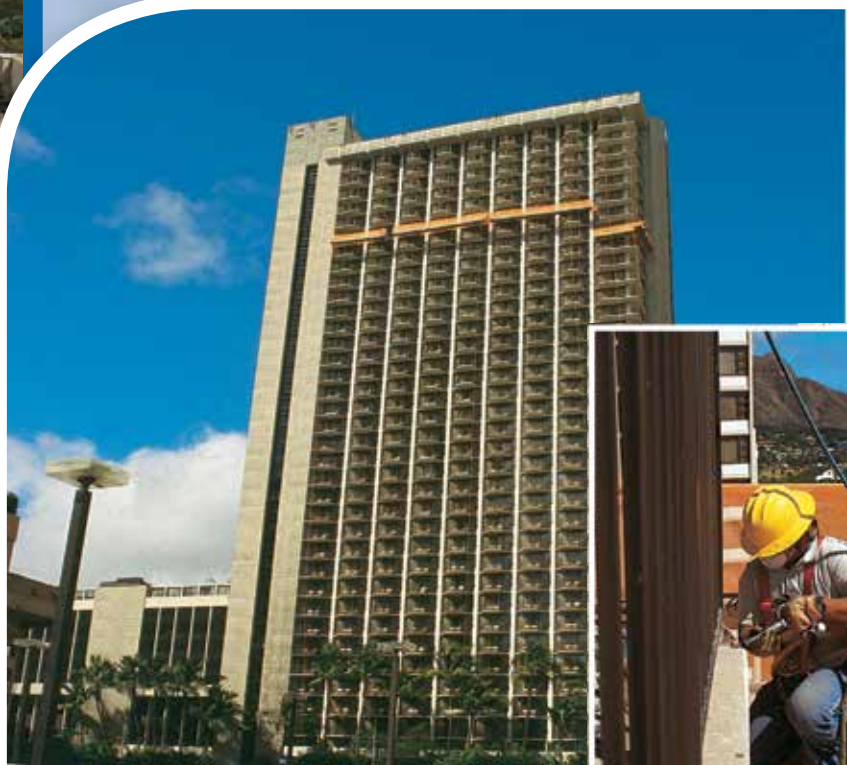
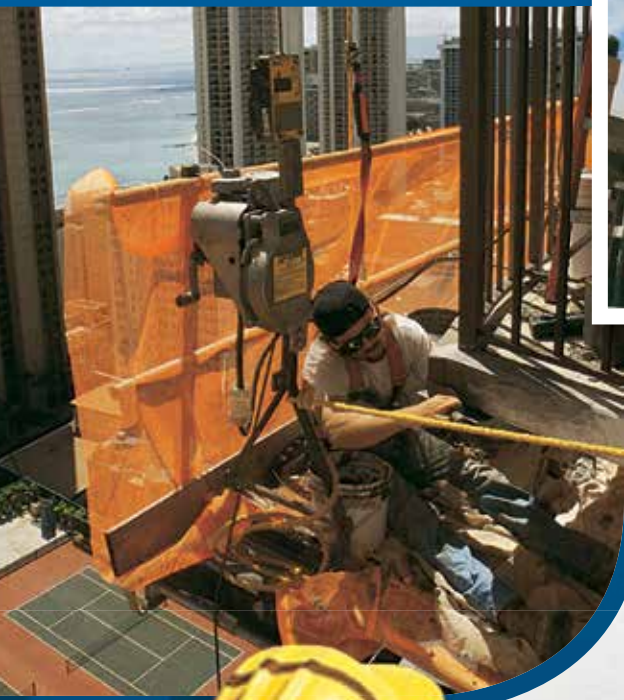
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